



Student Handbook 2022/2023
Bachelor of Business Administration Honours Degree Programme
Faculty of Management and Finance
University of Ruhuna, Sri Lanka

රුහුණ විශ්වවිද්‍යාලයීය ගීතය

බබළන සිරිලක	දකුණේ
විරුවන් බිහිකළ	දෙරණේ
පඬුවන් වොරැදුණු	පොරණේ
සරසවියයි මේ	රුහුණේ
විද්‍යා ශිල්ප කලා නැණ	හරවත්
ලබමින් දන මන කරමින්	පැණවත්
දෙස බස රැස සුරකින ඔද	තෙදවත්
මිනිසුන් වෙමු ලෝ පසසන	ගුණවත්
යුක්තිය ශක්තිය බව නිති	සිහිකර
දූෂ ගොත් කුල මල පටු මත	බිඳහැර
නම රැක පරසිඳු රෝහණ	පුරවර
හිරු සඳු වෙමු ලක් සරසවි	නිලඹර

ගී පද මාලා : ජ්‍යෙෂ්ඨ මහාචාර්ය සුනිල් ආරියරත්න
 තනු නිර්මාණය, සංගීතය සහ ගායනය : ආචාර්ය පණ්ඩිත් ඩබ්ලිව්.ඩී. අමරදේව



The Emblem

The emblem of the University of Ruhuna depicts the island of Sri Lanka being illuminated by the flame of a simple traditional earthenware lamp. The flame rises from near the centre of the southern coast (where the main campus is located) and its effulgence represented in short, straight, radiating lines, appears to light the entire island. These are circumscribed by two concentric ovals with their vertical sides, exterior to which on the upper half runs the Pali motto "paññā naranam ratanam" (Wisdom to mankind is a treasure), and on the lower half the name of the university in Sinhala "ruhuna vishva vidyalaya" (University of Ruhuna). Another similar oval, but in bolder line, runs round the lettering enclosing the entire design.

UNIVERSITY OF RUHUNA, SRI LANKA

Vision

- "To be the prime intellectual thrust of the nation"

Mission

- "To advance knowledge and skills through teaching, research, and services to serve the society"

Core values

- Academic Merit
- Dignity and Respect
- Nurturing Creativity
- Social Responsibility



CONTENT

01.	University of Ruhuna	01-10
02.	Faculty of Management and Finance	11-16
03.	Degree Programme Structure and Management	17-32
04.	Department of Accountancy	33-42
05.	Department of Business Management	43-50
06.	Department of Finance	51-58
07.	Department of Human Resource Management	59-68
09.	Department of Management and Entrepreneurship	69-78
10.	Department of Marketing	79-88
11.	Computer Unit	89-92
12.	Gold Medals and Awards	93-96
13.	Library Service	97-106
14.	Learning Resources	107-112
15.	Sports and Resources	113-118
16.	Student Counseling and Welfare Service	119-124
17.	Career Guidance Unit	125-128
18.	Student Union and Societies	129-135

MESSAGE FROM THE VICE-CHANCELLOR



Senior Professor Sujeewa Amarasena
Vice Chancellor
University of Ruhuna

Sri Lanka is at cross roads at this juncture with an unclear and uncertain future. Young people want to leave this country for greener pastures. In this background, you have chosen to enter University of Ruhuna, an "A" grade university in the country. At the outset, as the Vice Chancellor, I wish to congratulate for your choice and welcome all of you selected to the Faculty of Management and Finance of the University of Ruhuna (FMF-UOR). The next four years in your life will be a very challenging period for this country and you. This time period will mould your character as a professional and also a responsible citizen of this motherland which hopefully would be in much better shape by then than today.

You have received a very rare privilege to be selected for one of the leading state universities in Sri Lanka, due to the blessings of the free education at a time when most of us are facing multiple hardships on a daily basis. However, that challenge should get the best out of you as a person developing your personality

and resilient character. You will have to be innovative, courageous and determined to go through this difficult period without disruptions in education.

UOR will provide you with the necessary environment for education. Eligible students will receive hostel facilities, Mahapola scholarships and other support required for learning. UOR is fully committed to provide you with the best knowledge that would be compatible with the needs of national and international trends in your own selected fields. You need to acquire humane qualities and responsibilities of citizenship to be an excellent graduate of UOR.

UOR prides itself as a ragging free University. As first year students, it is your duty to report attempts considered to be ragging of some sort to authorities. You are legally bound to do so. Failure of reporting such attempts will make you guilty under the prohibition of the Ragging Act for indirectly contributing to ragging.

“Life is about accepting the challenges along the way, choosing to keep moving forward, and savouring the journey.”

During the last three years we had to face a lot of challenges due to the Covid-19 pandemic and socioeconomic crisis. Next four years, Sri Lanka is expected to recover from the current multiple crises. Please learn to be resilient to face these challenges. You will be able to graduate to a new country waking up after crises after having obtained the four-year special degree from FMF UOR. You will have to work hard to achieve this target with the support of this great institution.

If you encounter any hardship, be it economic or educational, please inform the student counsellors and mentors. They will assist you in every possible way.

The civil society in any country have both good and bad elements and trends. As undergraduates, you will see both. Last year we lost three young lives with accidents. Two of them drowned. They were intoxicated with alcohol and other

substances. As intelligent students you should be able to avoid high risk behaviours such as consumption of such substances, engage in violence and anti-social conduct. I would appreciate it, if you could assist the university administration to eliminate or eradicate these trends. You have a social responsibility to do so.

We in Sri Lanka are blessed with many social welfare programmes including free education. Please utilize the opportunities to fulfil obligations to serve your motherland and the people after graduation. Remember you have a right for free education and while having responsibilities and duties to fulfil following graduation.

UOR spends 5.0 billion rupees on student education per annum. Each individual student in the FMF gets approximately Rs 500,000.00 from public funds per year (tax payers money) for their higher education. Each student gets Rs. 2 million for general education for 13 years in the school. It is your duty to pay 4 million rupees back as taxes

after graduation to help our country maintain free education and come out of the economic crisis. Please remember it.

May your university life be a successful and an enjoyable one!

MESSAGE FROM THE DEAN



Prof. Manjula K. Wanniarachchige
Faculty of Management and Finance
University of Ruhuna

Congratulations to all who have newly enrolled in one of the premier degree programmes in Sri Lanka. I am pleased to welcome you to the Faculty of Management and Finance, University of Ruhuna, which is moving towards newer horizons with the improvement and expansion of facilities, curriculum, and services. It is my sincere hope that you will reap the maximum benefit of this opportunity.

We have tailored our degree programme to produce high-quality graduates who can cater to the emerging needs of the Sri Lankan and international dynamic markets and industries, through a student-centered learning culture. This approach to learning has been adopted to equip you with the knowledge, skills, and professionalism that are required to understand and analyse factors shaping modern business systems and to apply such competencies in managing businesses.

For this purpose, our faculty has a qualified, experienced, and meticulous team of academics who are well-trained

in the fields of teaching, research, and business consulting. Further, we have established technology-forward facilities, such as smart classrooms, in our faculty to enable you to engage with modern educational modalities. Moreover, in addition to academics, you have a plethora of opportunities to participate in extracurricular and co-curricular activities within the university, which aim to instill and strengthen soft skills essential for professionals.

Since the establishment of the Bachelor of Business Administration (BBA) degree programme in the Faculty of Management and Finance, the faculty has been able to produce graduates of high caliber and character, for which an excellent rapport between the students and the academics was highly essential. Thus, I hope you will commit whole-heartedly to achieving excellence in your academics under the guidance you receive from our faculty.

As the dean of the faculty, I warmly welcome you to the faculty and wish you the best in all future endeavors.



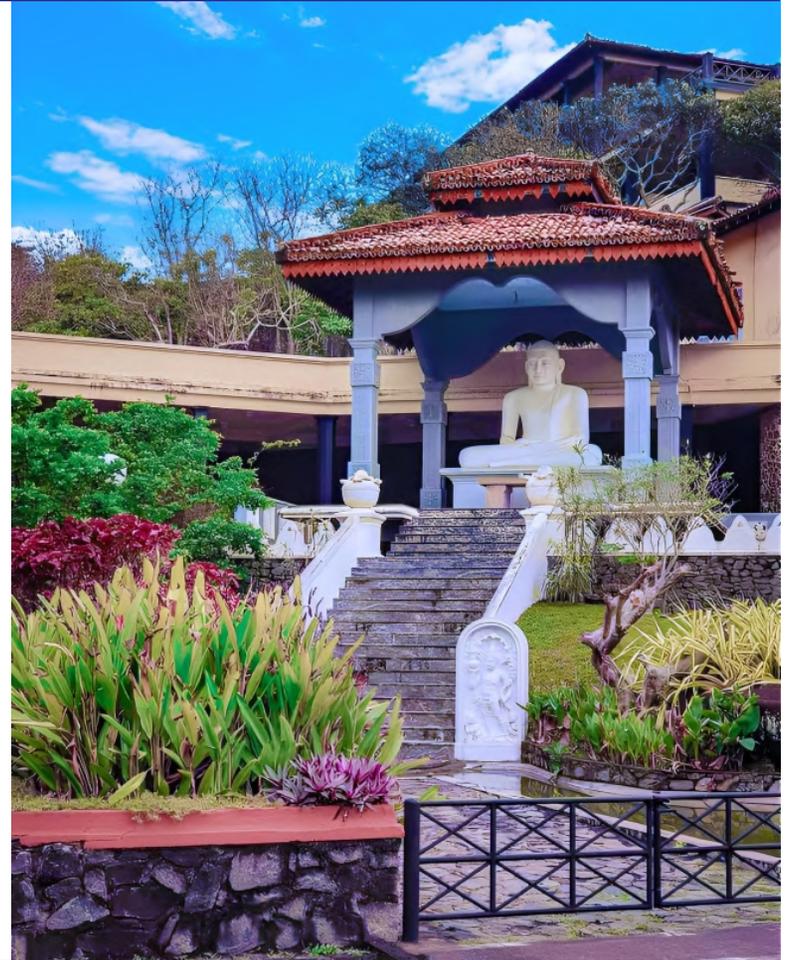
01. University of Ruhuna, Sri Lanka

01. University of Ruhuna, Sri Lanka

1.1 Introduction

The University of Ruhuna is a leading state university in Sri Lanka. In keeping with its motto "Wisdom to mankind is a treasure", the University is striving for high academic standards in different areas of study.

Having several faculties located at beautiful sites throughout the Southern province, it is one of the most picturesque universities in Sri Lanka. The main campus at Wellamadama is built on green hillocks overlooking a tranquil lake. Given the abundance of stunning greenery, together with the unique architecture of the world-renowned architect late Geoffrey Bawa, the university truly befits its glory. Elegant buildings with pavilions and verandas, scenographic spaces separated by courtyards and gardens harmonize the university and its environment, resulting in a university of great beauty that provides a fascinating place to study.



Initially, the University of Ruhuna was established by a special presidential Decree on the 1st of September 1978 as the Ruhuna University College by fulfilling a long-standing aspiration of the people in Southern Sri Lanka to have a university in the region. It was elevated to full university status on the 1st of February 1984. Although the university was started with four faculties, today it has developed and expanded to ten faculties; namely, Agriculture, Allied Health Sciences, Engineering, Fisheries and Marine Sciences & Technology, Humanities and Social Sciences, Management and Finance, Medicine, Science, Technology, and Graduate Studies.

Presently the university offers Bachelor's, Master's, and Ph.D. degrees in over ten disciplines. In addition, Diploma and Certificate courses are conducted in various fields of study. At the first recruitment of the University of Ruhuna for the Bachelors' degree Programmes in 1978, a total of 272 students were enrolled. Exhibiting its remarkable growth and fame during the last four decades, the student population has risen to 11998 students (in the year 2021), across ten faculties.

Table 1.1 Distribution of student population in different faculties of the University of Ruhuna as at 31.07.2023

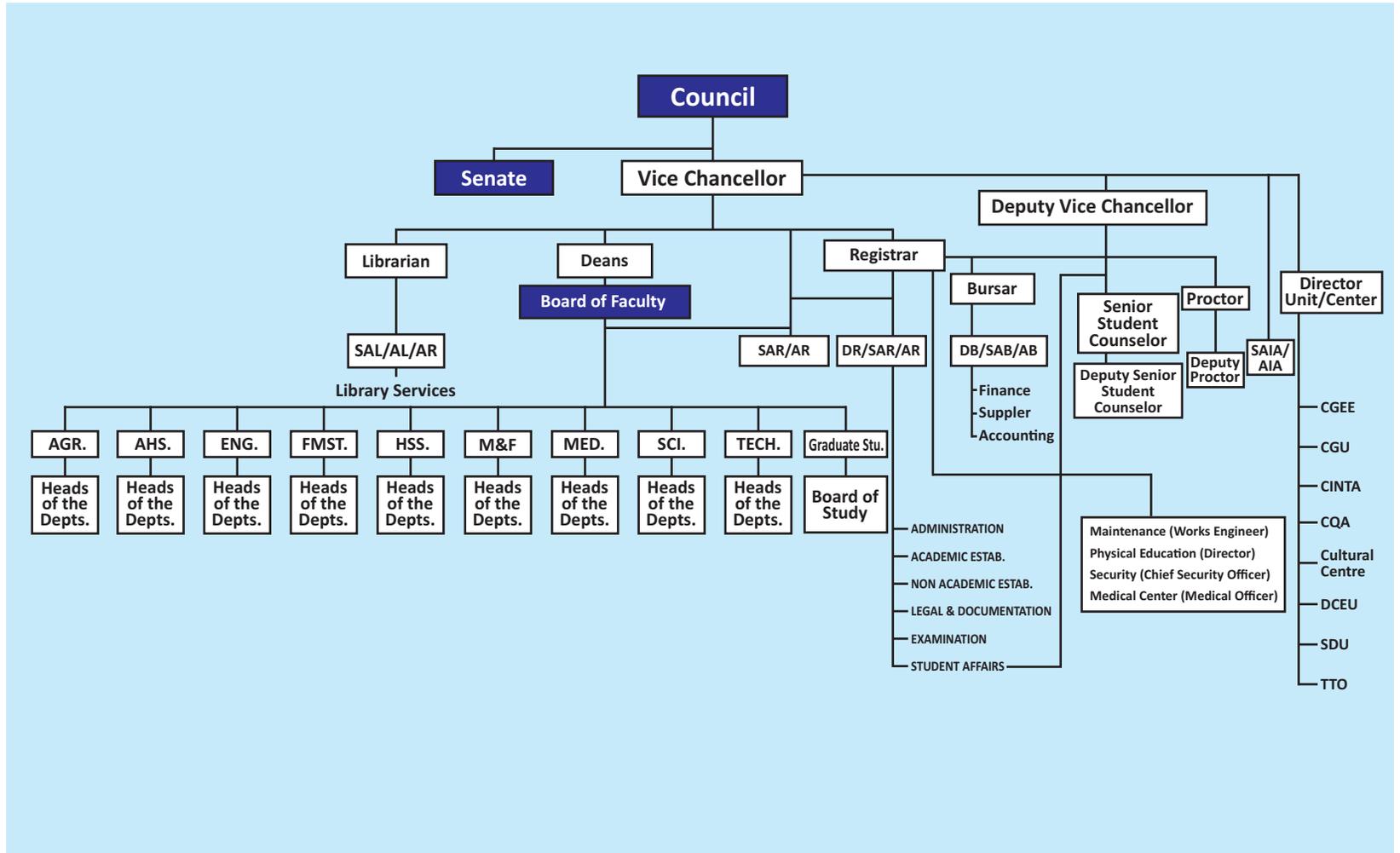
Name of the Faculty	No. of Students
Agriculture	936
Allied Health Sciences	990
Engineering	2280
Fisheries and Marine Sciences & Technology	552
Humanities and Social Sciences	3087
Management and Finance	2744
Medicine	1560
Science	2425
Technology	1299
Total student population of the University	15873

1.1 Location

The main campus of University of Ruhuna at Wellamadama, Matara is located close to Dondra, the Southern most tip of Sri Lanka. The Wellamadama campus is spread across 72 acres of land and is 4 km away from Matara along the Colombo Hambantota (A2) road. Matara (Sinhala: මාතර Tamil: மாத்தறை;), (originally Mahathota), is a well-known commercial city on the Southern coast of Sri Lanka, 160 km from Colombo. Historically, the city belonged to the kingdom of Ruhunu. According to the Mahawansa, it was inhabited by the first Indians who arrived at the island. Although a city by the world-renowned Southern sea, Matara is also favoured by lush woodlands, valleys, and hills. Traveling to Matara, from around the island has become most convenient due to the extensive transport services available to and from the city. The expressway, as well as the general route, could be taken to reach the city. The journey through the general route takes about four hours from Colombo while one and half hours through the expressway.



1.3 Organizational Structure



1.4 Officers of the University

Chancellor

Venerable Dr. Akuratiye Nanda Thero

Vice-Chancellor

Senior Professor Sujeewa Amarasena
MBBS (Ruh, SL), DCH (Col, SL),
MD (Paed-Col, SL), DCH (Syd.)

Deputy Vice-Chancellor

Professor E.P.S. Chandana
BSc (Ruh, SL), M.Phil (Ruh, SL),
PhD (Kyoto, Japan)

Dean, Faculty of Agriculture

Senior Professor S.D. Wanniarachchi
BSc (Ruh, SL), MSc (Canada),
PhD (Canada)

Dean, Allied Health Science

Professor K.G. Imendra
BDS (Pera, SL), PhD (Japan)

Dean, Faculty of Engineering

Dr. Chithral Ambawatte
PhD (Russia), MSc (Russia), MSAE
(Japan), FISITA (UK), FIAESL, MSLEMA,
MASASL,

Dean, Faculty of Fisheries and Marine Sciences & Technology

Professor K.H.M.A. Deepananda
BSc (Ruh, SL), MSc (Germany)
PhD (Kelaniya, SL)

Dean, Faculty of Graduate Studies

Senior Prof. P. Mangala C.S. De Silva
Bsc (Ruhuna, SL), M.Phil
(Bergen, Norway), PhD (Amsterdam,
The Netherlands),
Post Doctoral Fellow (Harvard Medical
School, Boston, USA)

Dean, Faculty of Humanities and Social Sciences

Mr. I. Renuka Priyantha
BA, M.Phil, Ph.D. (Ruh, SL),
PG Dip. (Col, SL)

Dean, Faculty of Management and Finance

Professor Manjula K. Wanniarachchige
PhD (APU, Japan), MBA (APU, Japan),
BBA (Ruh, SL)

Dean, Faculty of Medicine

Senior Professor T.P. Weeraratna
MBBS (Ruh, SL), DCH (Paed-Col, SL),
MD (Col, SL), FSLCP

Dean, Faculty of Science

Professor (Mrs.) D.H.N. Munasinghe
BSc (Ruh, SL), PhD (Deakin, Australia)

Dean, Faculty of Technology

Professor P.K.S.C. Jayasinghe
Bsc (Ruh, SL), MSc (Ibaraki, Japan), PhD
(Tokyo, Japan)

Librarian

Mr. Nimal Hettiarachchi
BSc. (Hons) (Ruhuna) MSc (Lib. & Inf.
Science) (Kelaniya)

Registrar

Mrs. P.S. Kalugama
BA (SJP, SL), MA(UK), MBA (Ruh, SL)

Bursar

Mr. K.A.R.S. Jayakody
B.Com (Sjp, SL), PGD (Mgt, India), PGD
(FA) (India), MAAT

1.5 Contact Information of the University

Postal Addresses

The main administration block of the University is located at Wellamadama. Also, the Faculty of Fisheries and Marine Sciences & Technology, Faculty of Humanities and Social Sciences, Faculty of Management and Finance, Faculty of Science, and Faculty of Graduate Studies are located in the Wellamadama.

University of Ruhuna,
Wellamadama,
Matara, 81000,
Sri Lanka.

Addresses of the other five faculties located outside the Wellamadama premise are as follows:

Faculty of Agriculture

University of Ruhuna
Mapalana, Kamburupitiya
81100, Sri Lanka.

Faculty of Technology

University of Ruhuna
Karagoda-Uyangoda Kamburupitiya
81100, Sri Lanka.

Faculty of Allied Health Sciences

University of Ruhuna
Karapitiya, Galle
80000, Sri Lanka.

Faculty of Engineering

University of Ruhuna
Hapugala, Galle
80000, Sri Lanka.

Faculty of Medicine

University of Ruhuna
Karapitiya, Galle
80000, Sri Lanka.

Telephone and Fax Numbers of the University

	Telephone Number	Fax Number
Wellamadama Complex	+94 412222681-2 +94 412227001	+94 412222683 +94 412227001
Faculty of Agriculture	+94 41229220	+94 412292384
Faculty of Allied Health Sciences	+94 912243900	+94 912243900
Faculty of Engineering	+94 912245765	+94 912245762
Faculty of Fisheries and Marine Science & Technology	+94 412227026	+94 412227026
Faculty of Graduate Studies	+94 412222681	+94 412227008
Faculty of Management and Finance	+94 412033274	+94 412227015
Faculty of Medicine	+94 912234730	+94 912222314
Faculty of Science	+94 412222701	+94 412222701
Faculty of Technology	+94 413006130	+94 412294989

Internal Telephone Numbers

Vice-Chancellor	12001	Librarian	12300
Office	12004	Bursar	12050
Deputy Vice Chancellor	12002	Senior Assistant Bursar (Salaries)	12053
Office	12006	Assistant Bursar (Accounts)	12057
Registrar	12003	Senior Assistant Bursar (Supplies)	12065
Office	12008	Deputy Registrar (General Administration)	12014
Dean, Faculty of Fisheries and Marine Sciences & Technology	16000	Deputy Registrar (Examinations)	12026
Assistant Registrar, FMST.	16001	Senior Assistant Registrar (Student Affairs)	12040
Dean, Faculty of Science	14000	Senior Registrar (Academic Establishment)	12035
Assistant Registrar, SCI.	14001	Senior Assistant Registrar (Non-Academic Establishment)	12031
Dean, Faculty of Humanities and Social Sciences	13000	Works Engineer	12080
Assistant Registrar, HSS	13001	Director, Physical Education	12125
Dean, Faculty of Management and Finance	15000	Director, Internal Quality Assurance Unit	12118
Assistant Registrar, M&F	15001	Medical Officer	12200
Career Guidance Unit	12145		
Chief Security Officer	12150	Security Office	12151
Dean, Faculty of Graduate Studies Senior	12400		
Assistant Registrar, GRAD. STD	12401		



02. Faculty of Management and Finance

02. Faculty of Management and Finance

2.1 Introduction

The Faculty of Management and Finance is one of the fastest-growing, prominent faculties of the University of Ruhuna. It is located in a beautiful setting at Wellamadama premises amidst natural surroundings and a congenial atmosphere for learning and research.

The Faculty of Management and Finance (FMF) was established on the 29th of April 2003 as the sixth faculty of the University of Ruhuna by catering to the long-felt need of the people of Southern Sri Lanka.

In the beginning, it had only two Departments, namely the Department of Management and Entrepreneurship and the Department of Accounting and Finance. Later two departments were introduced: the Department of Marketing and the Department of Human Resource Management. Currently, the Faculty of Management and Finance comprises six departments with newly established two departments: the Department of Business Management and the Department of Finance. Since its inception, the faculty has gained a sound reputation in promoting management education in the country through interactive and collaborative teaching and learning. Today, the Faculty has the second largest student-base in the university.

The faculty offers courses covering a broad spectrum of disciplines leading to the Bachelor of Business Administration (BBA) Honours Degree. Accordingly, seven BBA degree Programmes are conducted under six major academic departments. They are based on the course unit system and the courses are conducted in English medium. All courses are well designed and the curriculum is rigorously and continuously updated to align with the fast-paced environment. The faculty is also equipped with a computer unit and an e-learning centre to enrich the standards of the Programmes. Recently the BBA degree Programme of the faculty was accredited as an "A" Grade Programme by the Quality Assurance Council of the University Grants Commission, Sri Lanka.

Apart from the undergraduate Programmes, the faculty offers postgraduate courses including, Doctor of Philosophy (PhD), Master in Philosophy (MPhil), Master of Business Administration (MBA), Master of Business Management (MBM) and Postgraduate Diploma in Business Administration (PDBA). Moreover, faculty offers several diploma courses such as Diploma in Marketing and Diploma in Human Resource Management.

The FMF has retained a remarkable and dedicated academic staff who actively engage in teaching by sharing their expertise. The

faculty is blessed by their willingness to take on new challenges in ensuring high-quality teaching, learning, and research. Currently, it employs 59 members of academic staff and 18 non-academic staff who provide support services to deliver all possible solutions for our students.

Guided by its vision and mission, the FMF aspires to produce employable graduates who can adapt to the changing demand of the labour market. To thrive in the 21st century, the new generation of graduates require a broad set of skills and competencies. Further, the Faculty has recognized the importance of balancing theory with practice in producing well-rounded management graduates who are able to pursue productive careers in academia, the government, and in the industry. Hence, it has taken great strides to foster partnerships with the industry, research community, and different stakeholders nationally and internationally to enhance the quality of academic Programmes through development projects, work placements and impactful research.

Vision of the Faculty

"Produce graduates with a sound knowledge, skills, and attitudes of Management and Finance to ensure and uplift the socioeconomic standards of the country".

Mission of the Faculty

"The Faculty is designed to investigate into unexplored phenomena on Management and Finance by maintaining a trade between modern Management Systems and Sri Lankan regional cultural contents, to transfer such knowledge by means of study programmes, conferences, and publications, and to become the center for Management studies in Sri Lanka".

2.2 Academic Programmes of the Faculty

Undergraduate Degree Programmes

- Bachelor of Business Administration Honours in Accounting
- Bachelor of Business Administration Honours in Business Management
- Bachelor of Business Administration Honours in Entrepreneurship
- Bachelor of Business Administration Honours in Finance
- Bachelor of Business Administration Honours in Human Resource Management
- Bachelor of Business Administration Honours in Marketing

Postgraduate Programmes

- Doctor of Philosophy
- Master of Philosophy
- Master of Business Administration
- Master of Business Management
- Postgraduate Diploma in Business Administration

Diploma Programmes

- Diploma in Marketing Management
- Diploma in Human Resource Management

2.3 Officers of the Faculty

Dean

Prof. Manjula K. Wanniarachchige

Deputy Proctor

Prof. P.A.P. Samantha Kumara

Internal Quality Assurance Cell of the Faculty

Dr. Thedushika De Silva (Chair)

Mrs. M.S. Nanayakkara

Mr. W.M.R Laksiri

Mr. M.N.M. Nismi

Dr. E.K. Jayampathi

Mrs. Vidyaneer Vithanage

Mr. R.M.D.D. Rathnayake

Ms. W.G.M. Sadeesha

Mr. W.W. Anura

Academic Career Advisor

Mrs. D.M.R. Deepika

Faculty Members of the Sports Advisory Board

Dr. E.K. Jayampathi

Ms. W.G.M. Sadeesha

Deputy Senior Student Counsellor

Mr. R.M.D.D. Rathnayake

Student Counsellors

Mr. Y.M.B.A. Manawansha

Mrs. D.M.R. Deepika

Dr. T.R. Wijesundara

Dr. E.K. Jayampathi

Mrs. M.S. Nanayakkara

Dr. J. Ramawickrama

Dr. B.L. Galhena

Ms. Onandi Wijayarathne

Mr. M.C.K.H. Mallika

Mrs. B.B.D.S. Abeykoon

Mrs. P.S.D. Punchihewa

Mrs. Nisansala Medagoda

Ms. Dinukee De Silva

Ms. D.L.M.N.K. Ariyasena

Ms. W.G.M. Sadeesha

Ms. B.D.T.M. Kamalaseena

Mrs. Y.M. Liyanapathirana

Faculty Representatives for Cultural Center

Mrs. P.S.D. Punchihewa

Ms. Dinukee De Silva

Student Request Committee

Prof. (Mrs.) M.W. Indrani

Dr. T.S.K. Hemaratne

Mr. W.M.R. Laksiri

Sexual and Gender-Based Violence Committee

Mr. K.G.P.V. Gunarathna

Mrs. P.D.S.D. Rodrigo

Mrs. L.R. Rupasinghe

Mrs. P.K.C. Dinesha

Technology Transfer Cell of the Faculty

Dr. M.B.F. Mafasiya(Chair)

Dr. J. Ramawickrama

Mr. M.N.M. Nismi

Ms. W.G.M. Sadeesha

Mr. R.L. Samantha

Research Ethics Committee

Prof. A.B. Sirisena

Dr. B.L. Galhena

Mr. M.W.S.S. Silva

Ms. K.D.T.N. Weerasinghe

Non Academic Staff - Deans Office

Mr. W.W. Anura

Senior Assistant Registrar

Mr. H.P. Premathunga

Management Assistant

Mrs. H.M.N.S. Kumari

Management Assistant

Mrs. P.A.T. Rathnayake

Management Assistant

Mr. R.K. Wengappuli

Computer Operator

Mr. S.S. Jayaweera

Management Assistant

Mr. B.L.A.S. Jayasekara

Management Assistant

Mrs. W.A. Malkanthi

Work Aid

Mr. P.K.A. Chaminda

Work Aid

Mr. A.U. Gajasingha

Driver

Mr. M.P. Amarasiri

Driver



03. Degree Programme Structure and Management

03. Degree Programme Structure and Management

3.1 Bachelor of Business Administration Degree Programme

Bachelor of Business Administration (BBA) is a special, four-year full-time Programme. The Faculty offers the BBA Degree in specialized streams such as Accounting, Business Management, Entrepreneurship, Finance, Human Resources Management, and Marketing. Degree Programmes offered by the FMF are equivalent to Level 6 of the Sri Lanka Qualifications Framework (SLQF), each comprising 120 Credits offered over four years. The Faculty introduced the course unit-based undergraduate Programmes in 2001 and the degree consists of compulsory internship training and an independent research project.

3.2 The Qualification Descriptors (SLQF Level 6) for Bachelor of Business Administration Honours Degree

SLQF Exit level	SLQF Level 6
Qualification Type	Honours Bachelor Degree
Medium	English
Purpose and Scope of Qualification	<p>The purpose of this qualification is to provide a broad education in business administration in order to equip graduates with knowledge; practice and methodology that will enable them to obtain appropriate professional status/ qualification and prepare them for research/ practice-based postgraduate studies.</p> <p>This qualification helps to consolidate and strengthen the student's knowledge in business administration and to develop research capacity and skills in the business administration discipline.</p> <p>This qualification demands a high level of theoretical engagement and intellectual independence in business administration.</p>

Further, the Bachelor of Business Administration Honours Degree Programme consists of a research component in the field of specialization, carried out under the guidance and supervision of a qualification holder of level 10, 11, or 12 and reported in the form of a dissertation, which is assessed. The research component should not be less than a total of at least 6 credits of SLQ level 6.

Attributes of Qualification Holders

The Faculty of Management and Finance, University of Ruhuna aims at producing graduates with a high degree of scholarship, professionalism, and humanity (See the Graduate Profile of the Faculty). Accordingly, the Bachelor of Business Administration Honours Degree holders of the Faculty:

- Should be able to demonstrate a thorough & systematic understanding of core aspects of management functions in the organizational context,
- Should be able to construct and sustain arguments effectively in the decision making process,
- Should be able to solve management problems effectively using appropriate methods and techniques
- Should be able to accurately use the established techniques of analysis in the decision making process,
- Should be able to communicate information, ideas, issues, problems, and solutions clearly,
- Should be ready to take initiative and identify situations they need support from others, and
- Should be prepared to carry out further training and manage their own continuous improvement.

Minimum admission requirement

General Certificate of Education (Advanced Level) in Commerce Stream.

Volume of Learning

120 credits after SLQL 2.

Designators

Bachelor of Business Administration Honours

Qualifiers

- Bachelor of Business Administration Honours in Accounting;
- Bachelor of Business Administration Honours in Business Management;
- Bachelor of Business Administration Honours in Entrepreneurship;
- Bachelor of Business Administration Honours in Finance;
- Bachelor of Business Administration Honours in Human Resources Management;
- Bachelor of Business Administration Honours in Marketing;

Abbreviation

- BBAHons (Acc);
- BBAHons (Bus Mgt);
- BBAHons (Entr);
- BBAHons (Fin);
- BBAHons (HRM);
- BBAHons (Mktg);

Progression

Completion of Bachelor of Business Administration (Honours) Degree meets the minimum entry requirement for admission to any course of study of SLQF levels from 7 to 10, or of SLQF level 11 or 12 after the successful completion of a qualifying examination. If the qualification holder possesses a minimum GPA of 3.0 on a scale of 0-4, even without a qualifying examination he/she may be accepted at SLQF level 11 or 12.

Bachelor of Business Administration Honours Degree
By-Law No. 31- 2023
University of Ruhuna

By-Law made by the Council of the University of Ruhuna, on Date/Month/Year under section 135 of the Universities Act No.16 of 1978, and amendments thereof.

BY - LAW

This By-Law may be cited as the Bachelor of Business Administration Honours Degree By-Law No. 31-2023 of the University of Ruhuna and shall come into effect on 22.04.2022. The Degree of Bachelor of Business Administration Honours in Accounting, Degree of Bachelor of Business Administration Honours in Business Law, Degree of Bachelor of Business Administration Honours in Business Management, Degree of Bachelor of Business Administration Honours in Entrepreneurship, Degree of Bachelor of Business Administration Honours in Finance, Degree of Bachelor of Business Administration Honours in Human Resource Management and, Degree of Bachelor of Business Administration Honours in Marketing shall be offered under this By-law.

1. General Requirements for Award of the Degree

- 1.1 The Degree of Bachelor of Business Administration, hereinafter referred to as "the Degree", shall be awarded by the University of Ruhuna, hereafter referred to as "the University", to a student who:
- a) has been admitted to the University as a student under section 135 of the Universities Act No.16 of 1978 and amendments thereof, and
 - b) has been duly registered at the University, during the period of study prescribed by this By-Law, and
 - c) has completed the courses of study to the satisfaction of the Senate, as prescribed by this By-Law and Rules and Regulations made thereunder, and
 - d) has passed examinations as prescribed by this By-Law and Rules and Regulations made thereunder, and
 - e) has paid such fees as prescribed by the University, for his/her case according to the Rules and Regulations of the University, and
 - f) has fulfilled all the above requirements within eight academic years from the date of enrollment to the academic programme of the University, provided that it shall be within the power of the Senate to declare for some specified reason/s that a student is eligible for the award of the Degree at a subsequent occasion, and
 - g) has no on-going disciplinary inquiry conducted by the University, and
 - h) has no on-going inquiry conducted by the University on examination offences.

1.2 The Degree shall be conferred to candidates qualified as in section 1.1, as prescribed by the Regulations made by the Senate.

1.3 The abbreviations of the names of the Degrees shall be BBAHons (Acc), BBAHons (Bus Law), BBAHons (Bus Mgt), BBAHons (Entr), BBAHons (Fin), BBAHons (HRM), and BBAHons (Mktg), respectively.

2. Eligibility for Registration

2.1 A student selected for admission to the Bachelor of Business Administration Degree Programme in the Faculty of Management and Finance

- a) must satisfy the general University admission requirements for Faculties of Management as laid down by the University Grants Commission, Sri Lanka.
- b) must have been selected according to the stipulated University Admission Criteria.

2.2 Applicants with foreign qualifications referred for admission by the

University Grants Commission shall be admitted only with the consent of the Faculty Board.

3. Registration for the Degree Programme/Course Units

3.1 A student selected for admission shall register to follow the Degree Programme. Such registration shall be carried out as prescribed by the Senate.

3.2 Registration for the semesters of the Degree programme shall be determined in accordance with the regulations laid down by the Senate.

3.3 The selection criteria for each field of specialization referred to in shall be determined as prescribed by the Regulations prepared under this By-law.

3.4 Students shall register for all required course units for each semester prescribed by the Faculty. Students, who fail to register for the semester, shall register for those course units in the subsequent

immediate attempts with the approval of the Senate on the recommendation of the Faculty Board. Such a student shall be considered as a repeat student unless he/she has been given an academic concession.

3.5 A student admitted to the Degree Programme shall not be permitted for concurrent registration for any other fulltime course of study.

4. Programme of Study

- 4.1 The Bachelor of Business Administration Degree Programme shall be a full-time course with a duration of four academic years.
- 4.2 Each academic year will normally consist of two semesters as prescribed in the regulations.
- 4.3 During the four academic years of the Degree Programme, a student shall complete a minimum of 120 credits, covering all Course Units relevant to the Degree programme as prescribed by the Faculty.
- 4.4 The programme of study shall be conducted in English medium.
- 4.5 The fields of specialization and the relevant Course Units and their syllabi shall be approved by the Senate on the recommendation of the Faculty Board.

5. Evaluation and Grading

- 5.1 Evaluation shall consist of end-semester examinations and continuous assessments. The methods of assessment, distribution of weight between continuous assessment components and end-semester examination of each Course Unit shall be prescribed by the Regulations of this By-law made by the Senate.
- 5.2 The minimum attendance for each Course Unit shall be 80% of the total lecture hours conducted to be eligible to appear for the end-semester examination. Those who do not fulfill this requirement shall not be eligible to appear for the end-semester examination of the particular Course Unit. Such student shall be considered as a repeat student in the next attempt.
- 5.3 The final evaluation of a Course Unit shall be expressed by a letter grade and be assigned a Grade Point Value as follows.

Marks	Grades	GPV
85-100	A+	4.0
70-84	A	4.0
65-69	A-	3.7
60-64	B+	3.3
55-59	B	3.0
50-54	B-	2.7
45-49	C+	2.3
40-44	C	2.0
36-39	C-	1.7
33-35	D+	1.3
30-32	D	1.0
00-29	E	0.0
N	Incomplete	N
W	Withheld	W

Notes:

- Grade A+ signifies superior performance
- Grade C or above is the normal requirement to pass a Course Unit.
- Grade N signifies Academic Concession which enables the student to repeat the Course Unit as the first attempt.
- Grade W signifies Results Withheld.

5.4 A student who obtains a grade "C" or better for a Course Unit shall be considered to have passed in that Course Unit.

5.5 Student who obtains grade "C-" or lower for a Course Unit shall re-sit for the examination in a subsequent attempt.

5.6 The maximum grade awarded for a repeat attempt shall be "C" (Grade Point Value is 2.0).

5.7 There shall be maximum three (03) consecutive attempts for a student to complete the course unit. However, on request made by a student under a special circumstance, grace attempts may be granted with the approval of the Senate on the recommendation of the Faculty Board. An attempt for this purpose shall be considered as an examination where the relevant course unit is offered.

The Continuous Assessment marks shall be carried forward up to

academic years and shall only be replaced with an improvement by re-attempting where all components of the continuous assessment shall be retaken within a same attempt. Improved Continuous Assessment marks shall be eligible for the improvement of overall grade to highest possible grade of C.

5.8 If a student fails to complete whole or any part of evaluation for a particular Course Unit due to illness or other acceptable reason, he/she may appeal within two weeks from the date of continuous assessment or semester examination with supporting documents to the Dean for an academic concession. If such concession is granted, the student can take the same component of an assessment or a semester examination in the next immediate attempt which shall be considered as a first attempt. Otherwise, zero mark shall be given for that particular component of the assessment or for the semester examination.

5.9 If a student has received an academic concession as specified in 5.8 above for a continuous assessment, he/she can take the end-semester examination on the condition that the relevant part of the continuous assessment is completed in the next immediate attempt. Until such time, the results of the course unit shall be considered as incomplete.

6. Graduation Requirements

6.1 Grade Point Average (GPA) shall be calculated as described below at the end of the Degree Programme to determine the overall performance of a student. GPA is the arithmetic mean of the credit weighted grade point values. The GPA is determined by dividing the total credit-weighted Grade Point Value by the total number of credits.

$$\text{GPA} = \frac{\sum C_i \text{GPV}_i}{\sum C_i}$$

Where C_i and GPV_i are the number of credits and the Grade Point Values for i^{th} Course Unit respectively. GPA shall be reported to the second decimal point.

$$\text{GPA} = \frac{\sum(\text{Grade Point Value for a Course Unit}) \times (\text{Number of credits of that Course unit})}{(\text{Total Number of Credits})}$$

- 6.2 A student shall be eligible for the award of the Degree if he/she has obtained
- a minimum of 120 credits in total from the Course Units as prescribed by the Regulations within the time period stipulated therein, and
 - A minimum of Grade "C" (Grade Point Value of 2.0) for each Course Unit.
- 6.3 A student shall not qualify for the award of the Degree of Bachelor of Business Administration Honours if the graduation requirements are not fulfilled within a period of eight academic years from the commencement of the Academic Programme. Under exceptional circumstances, on medical or other valid reasons, the Senate may grant permission to extend the study period beyond eight academic years on the recommendation of the Faculty Board.

7. Award of the Degree with a Class

Classes shall be awarded as indicated in the below table only to those who complete their graduation requirements within four academic years from the commencement of the academic program and have fulfilled all the stipulated conditions in section 6, and have passed all Course Units with Grade "C" or better. However, if a student satisfies the requirements for a Class but takes longer than four academic years to satisfy such requirements he/she may be deemed to be eligible for the award of the degree with a Class as decided by the Senate on the recommendation of the Faculty Board provided such delay is covered by an academic concession(s) previously granted on the ground of a medical or another valid reason.

GPA	Class Awarded
$GPA \geq 3.70$	First Class
$3.30 \leq GPA < 3.70$	Second Class (Upper Division)
$3.00 \leq GPA < 3.30$	Second Class (Lower Division)

8. Effective Date of the Degree

- 8.1 The Effective Date of the Degree shall be the date following the last day of the semester Examinations conducted by the Faculty in the relevant semester when the student fulfills the requirements for graduation.
- 8.2 In case a student has an ongoing inquiry for an examination or disciplinary offence conducted against him by the University, results of the relevant examination/s shall not be released until the inquiry is completed. In such situations, the effective date of the degree shall be determined by the Senate or the Council of the University of Ruhuna.

9. Regulations

- 9.1 This By-Law may be revised or amended as and when necessary.
- 9.2 Rules and Regulations made under this By-Law may be amended and approved by the Senate independently of the By-Law.
- 9.3 All other common Rules and Regulations applicable to Universities in Sri Lanka and to the University of Ruhuna in particular are also applicable to students registered for this Programme.

10. Interpretations

- 10.1 In this By-Law unless the context otherwise requires:

“University” means the University of Ruhuna, Sri Lanka as established by the Gazette Notification No. 281/07 dated 24-01-1984.

“Council” means the Council of the University of Ruhuna, constituted by the Universities Act No. 16 of 1978 and amendments thereof.

“Senate” means, the Senate of the University of Ruhuna, constituted by the Universities Act No. 16 of 1978 and amendments thereof.

“Faculty” means the Faculty of Management and Finance, University of Ruhuna.

“Faculty Board” means the Faculty Board of the Faculty of Management and Finance, University of Ruhuna.

“Dean” means the Dean of the Faculty of Management and Finance, University of Ruhuna.

- 10.2 Any question regarding the interpretation of this By-Law shall be referred to the Council whose decisions thereon shall be final and conclusive.

Bachelor of Business Administration Honours Degree Regulations
Regulations No. 01.31-2023 made under By-Law No. 31-2023
University of Ruhuna

These Regulations may be cited as the University of Ruhuna, Sri Lanka, Regulations No. 31-2023 for the Degree of Bachelor of Business Administration Honours in Accounting, Degree of Bachelor of Business Administration Honours in Business Law, Degree of Bachelor of Business Administration Honours in Business Management, Degree of Bachelor of Business Administration Honours in Entrepreneurship, Degree of Bachelor of Business Administration Honours in Finance, Degree of Bachelor of Business Administration Honours in Human Resource Management, and Degree of Bachelor of Business Administration Honours in Marketing, and will come in to effect on 22.04.2022.

1. Admission Requirements

- 1.1 All applicants for admission to the Bachelor Degree Programme in the Faculty of Management and Finance must satisfy the general University admission requirements for the Faculty of Management and Finance, University of Ruhuna as prescribed by the University Grants commission, Sri Lanka.
- 1.2 Applicants with foreign qualifications referred for admission by the University Grants Commission shall be admitted only with the consent of the Faculty Board.

2. Registration

- 2.1 Students admitted to the faculty shall register as full-time students. A student shall pay any fees prescribed by the University and maintain registration during the period of study.
- 2.2 A student may withdraw from the Programme due to a valid reason for a period with the approval of the Senate on the recommendation of the Faculty Board.

3. Course Structure

- 3.1 The Programme of study leading to the Degrees of Bachelor of Business Administration Honours shall be a full-time course, consisting of eight academic semesters organized over a duration of four academic years.
- 3.2 The official academic calendar of dates approved by the Senate on the recommendation of the Faculty Board shall be announced prior to the commencement of each academic year.

- a) Common Course Units, and
 - b) Specialization Course Units, which shall be prescribed in the Curriculum of the Degrees of Bachelor of Business Administration Honours.
- 3.4 The Curriculum shall be announced by the faculty at the commencement of the Degree programme.
- 3.5 Course Coordinator of the relevant Course Unit shall decide how to utilize the contact-hours among the various forms of interactions consisting of lectures, discussions and review classes, tutorials and other forms of acceptable academic interactions with the students.
- 3.6 The Common Course Units are offered jointly by the Departments of the Faculty as decided by the Faculty Board.
- 3.7 The faculty shall offer the Bachelor of Business Administration Honours Degree Programme under seven specialization areas namely,

- a) Accounting
 - b) Business Law
 - c) Business Management
 - d) Entrepreneurship
 - e) Finance
 - f) Human Resource Management
 - g) Marketing
- 3.8 The selection of students for the specialization areas is based on students' preference and it is facilitated by a committee which consists of the Dean of the Faculty and the Heads of the Departments. If any special issue arises in selection, it should be referred to the Faculty Board.
- 3.9 Minimum eligibility requirements for each specialization area shall be determined, when necessary, by the committee specified in 3.8 above based on the academic performance of the students shown in the following Course Units.

- a) Accounting - BBA 12023: Financial Accounting
- b) Business Law - Grade Point Value of 2.7 for 1000 Level
- c) Business Management – BBA 11013 Principles of Management
- d) Entrepreneurship - BBA 12013: Entrepreneurship
- e) Finance - BBA 12043: Introductory Finance
- f) Human Resource Management - BBA 12033: Human Resource Management
- g) Marketing - BBA 12053: Marketing Management

In addition, to be eligible for Bachelor of Business Administration Honours in Finance Degree Programme a student must have passed GCE (A/L) in commerce stream covering Accounting and Economics, together with Business Studies or Business Statistics. Special consideration will be given to students who have secured University Colors for sports, on the recommendation of the Faculty Board.

3.10 If any need arises for changing the specialization area, student must make a request to the Dean of the Faculty to get the permission to do so, using the prescribed form within two weeks after the announcement of the lists of the students for each specialization area.

3.11 Each Course Unit shall be assigned a credit value that indicates the student's workload associated with class attendance and preparation. One credit shall be equivalent to 50 notional learning hours for a taught /laboratory course. In case of BBA 42019: Dissertation and BBA 42026: Internship, one credit is considered equivalent to a minimum of 100 notional learning hours. The Course Units offered in each semester shall be prescribed in the curriculum which shall be informed to the students at the commencement of the Degree programme.

4. Evaluation and Grading

4.1 At the end of each semester, students are evaluated based on their performance in each of the Course Units offered. The method of evaluation shall consist of two parts except for BBA 42019: Dissertation and BBA 42026: Internship;

- a) Semester-End examination (Based on a three-hour question paper)
- b) Continuous assessments (Shall consist of minimum of two assessments, e.g. mid-semester test, quizzes, assignment, writing short papers, classroom tests, in-class presentations)

The marks for each component shall be as follows:

- a) Continuous assessments - 30%
 - b) Semester-end examination - 70%
- 4.2 The evaluation of BBA 42019: Dissertation shall consist of Dissertation and Viva-voce Examination. The marks for both components shall be allocated as follows:

- a) Viva-voce examination - 30%
- b) Evaluation of Dissertation - 70%

4.3 The evaluation of BBA 42026: Internship shall consist of following assessments

- a) Mid viva-voce examination - 20%
- b) Academic Supervisor evaluation - 20%
- c) On-site Supervisor evaluation - 20%
- d) Final viva-voce - 30%
- e) Internship Logbook - 10%

4.4 If a student has been granted an academic concession for continuous assessments, special alternative continuous assessments may be arranged by the Course Coordinator on the recommendation of the faculty board only for 4000 level students. However, students in 1000, 2000 and 3000 levels shall take continuous assessments with a subsequent batch of students on the recommendation of the Faculty Board.

4.5 In case of repeat attempt, the continuous assessment marks shall be carried forward up to maximum of three consecutive academic years and shall only be replaced with an improvement by re-attempting where all components of the continuous assessment shall be retaken within a same attempt. Improved Continuous Assessment marks shall be eligible for the improvement of overall grade to highest possible grade of C.

5. Academic Concessions

5.1 If a student fails to complete whole or any part of evaluation for a particular Course Unit due to illness or other acceptable reason, he/she may appeal within two weeks from the date of continuous assessment or semester examination with supporting documents to the Dean for an academic concession. Such requests for academic concessions require the recommendation of the faculty board. Document supporting

his/her claim should be in accordance with the rules and regulations of the University of Ruhuna. If such concession is granted, the student can take the same component of the assessment or a semester examination in the next immediate attempt which shall be considered as a first attempt. Otherwise, zero mark shall be given for that particular component of assessment or for the semester examination.

If a student has received an academic concession for a continuous assessment, he/she can take the end-semester examination on the condition that the relevant part of the continuous assessment is completed in the next immediate attempt. Until such time, the results of the course unit shall be considered as incomplete.

5.2 The students seeking Academic Concession on medical grounds should submit a medical certificate as indicated below.

If a student is unable to attend lectures and/or practical classes due to an illness he/she should inform the university medical officer within one week after resuming studies at the faculty. If a student wishes, he/she can get medical assistance from a government or a private doctor. However, the University medical officer should approve the medical certificates issued by them.

Such medical certificate should be obtained from the following persons:

- University Medical Officer
- District Medical Officer
- Certified medical officer
- Consultant Specialist in the relevant field
- Head of a Government Hospital
- Medical Superintendent of a Provincial Ayurvedic Government Hospital
- Ayurvedic Physician registered in the Ayurvedic Medical Council

5.3 **Illness during Examination Period**

If a student is unable to sit for the examinations of a particular semester due to an illness he/ she should contact the University Medical Officer and/or inform the faculty office within one week. The medical certificates obtained from outside medical officers should be submitted to the Faculty office within two weeks (These certificates shall be accepted only with the approval of the university Medical Officer).

6. **Academic Dishonesty**

6.1 Students are expected to act with full integrity in all academic endeavors: any use of words, formulae or ideas that are not one's own must be duly acknowledged. Providing or receiving any sort of unauthorized help on papers, examinations or other academic work is also a violation of the University's policies on academic integrity.

6.2 The consequences of cheating, plagiarism, unauthorized collaboration and other forms of academic dishonesty shall be dealt in accordance with the examination rules and regulations of the University.

7. **Revision of Rules and Regulations**

7.1 Rules and Regulations may be revised or amended as and when necessary by the Senate.

7.2 All other common Rules and Regulations applicable to Universities in Sri Lanka and to the University of Ruhuna are also applicable to students registered for this Degree Programme.

8. **Interpretations**

8.1 In these Regulations unless the context otherwise requires:

"University" means the University of Ruhuna, Sri Lanka as established by the Gazette Notification No. 281/07 dated 24-01-1984

"Council" means the Council of the University of Ruhuna, constituted by the Universities Act No. 16 of 1978 and amendments thereof.

"Senate" means, the Senate of the University of Ruhuna, constituted by the Universities Act No. 16 of 1978 and amendments thereof.

"Faculty" means the Faculty of Management and Finance, University of Ruhuna.

"Faculty Board" means the Faculty Board of the Faculty of Management and Finance, University of Ruhuna.

"Dean" means the Dean of the Faculty of Management and Finance, University of Ruhuna.

8.2 Any question regarding the interpretation of this By-Law shall be referred to the Council whose decisions thereon shall be final and conclusive.



04. Department of Accountancy

04. Department of Accountancy

4.1 Introduction

The Department of Accountancy is one of the six pillars of the Faculty of Management and Finance. Each year, we attract the highest number of students among the students entering the Faculty of Management and Finance of the University of Ruhuna. Our staff members meticulously guide the students with their academic intuitions and passions in research, and enrich the teaching-learning environment. Our vibrant and enthusiastic students create a unique learning culture in which they always interact with the industry and society. We ensure that each student undergoes a semester-long internship Programme in their final semester. Furthermore, most of our students undergo training or follow professional courses at various professional bodies outside the University and obtain some form of professional qualification along with their graduation. Therefore, employability of our graduates remains remarkably higher.

We actively promote extracurricular activities among students through encouraging students to form student circles and clubs that foster creativity, innovation and knowledge sharing. In collaboration with those student bodies and industrial partners, we frequently organize various events and workshops to strengthen the links among academia, industry, and students. Thus, we cordially invite vigilant and dedicated students to join with our degree programs and share the glory of the Department of Accountancy.

4.2 Bachelor of Business Administration Honours in Accounting

Bachelor of Business Administration Honours in Accounting Degree is designed to provide a solid background in Accountancy together with knowledge and skills in business fundamentals. Students in the Faculty of Management and Finance, at the end of their second - year second - semester, can opt to enroll in this Programme, provided that they have met the selection criteria stipulated by the By-law of the faculty.

The programme includes a range of contemporary course units in the field of Accountancy. During the final semester of the programme, students take internship training in a selected business firm for a period of a full semester, wherein the students are exposed to hands-on experience which enhances their employment opportunities.

Current students specializing in accounting have created a vibrant learning environment that includes various extracurricular activities as well. To enrich their extracurricular experiences, the students enrolling in this programme can join the Circle of Accounting, a student study circle.

Owing to a well-designed and up- to-date curriculum, together with extra- curricular activities, graduates of this degree programme have excellent career opportunities both globally and locally and capable of creating a distinct value in organizations and in society.

4.3 Graduate Profile: BBA Honours in Accounting

Our desired graduates should be able to acquire knowledge, skills, and attitudes addressing five broad domains of capability; namely scholarship, professionalism, global citizenship, metacognition, and collaborative leadership.



4.4 Programme Learning Outcomes, Bachelor of Business Administration Honours in Accounting Degree Programme

Scholarship: theoretical and conceptual knowledge in Accounting

1. Demonstrate advanced and contemporary knowledge and understanding of the main concepts and theories in accounting and other allied fields.

Professionalism: creativity and flexibility in application

2. Apply techniques of accounting and other allied fields to critically analyse and interpret financial, as well as non-financial, information, and propose defensible solutions for improving business performance in changing environments.
3. Integrate diverse and global perspectives in the fields of accounting and other allied fields in constructing and sustaining arguments for solving business problems and exploiting business opportunities.

4. Communicate information and ideas efficiently and effectively, particularly using ICT and both verbal and nonverbal communication skills.

Collaborative Leadership: teamwork, and commitment

5. Work in collaborative teams, give leadership, and promote social engagement.
6. Take initiative, exercise personal and team responsibility to instil entrepreneurship in a professional environment.

Global Citizenship: attitudes, values, ethics, and accountability

7. Demonstrate positive attitudes and social responsibility.
8. Demonstrate ethical concerns, moral responsibilities, and accountability required of a global citizen.

Metacognition: vision for life and lifelong learning

1. Determine vision for life, and develop long term goals and strategies accordingly.
2. Engage in independent learning using scholarly reviews and secondary sources of information to develop additional competencies required for making sound decisions.

4.5 Curriculum of the Bachelor of Business Administration Honours in Accounting

Level and Semester		Course Unit Code	Course Unit Title	Credits
1000 Level	Semester I	BBA 11013	Principles of Management	15
		BBA 11023	Business Mathematics and Statistics	
		BBA 11033	Microeconomics	
		BBA 11043	Information and Communication Technology	
		BBA 11053	Business English	
	Semester II	BBA 12013	Entrepreneurship	15
		BBA 12023	Financial Accounting	
		BBA 12033	Human Resource Management	
		BBA 12043	Introductory Finance	
		BBA 12053	Marketing Management	
2000 Level	Semester I	BBA 21013	Cost and Management Accounting	15
		BBA 21023	Macroeconomics	
		BBA 21033	Organizational Behavior	
		BBA 21043	Operations Research	
		BBA 21053	Advanced Business English	
	Semester II	BBA 22013	Business Law	15
		BBA 22023	Operations Management	
		ACC 22103	Computer Applications in Accounting	
		ACC 22113	Introductory Econometrics	
		ACC 22123	Taxation	

Level and Semester		Course Unit Code	Course Unit Title	Credits
3000 Level	Semester I	BBA 31013	Management Information Systems	15
		ACC 31103	Accounting Theory and Practice	
		ACC 31113	Advanced Taxation and Corporate Law	
		ACC 31123	Financial Information Analysis	
		ACC 31133	Project Management	
	Semester II	BBA 32013	Strategic Management	15
		ACC 32103	Audit and Assurance	
		ACC 32113	Corporate Governance	
		ACC 32123	Financial Reporting	
		ACC 32133	Strategic Management Accounting	
4000 Level	Semester I	BBA 41013	Logistics and Supply Chain Management	15
		ACC 41103	Corporate Reporting	
		ACC 41113	Public Sector Accounting and Finance	
		ACC 41123	Research Methodology	
		ACC 41333	Strategic Finance	
	Semester II	BBA 42019	Dissertation	15
		BBA 42026	Internship	

4.6.Areas of Research Interest

- Audit and Assurance
- Public Sector Accounting
- Accountability
- Management Accounting practices
- Environmental Management Accounting
- Financial reporting
- Sustainability Reporting and Strategy
- Corporate Social Responsibility
- Corporate Sustainability
- Management Accounting Controls
- Sustainability Accounting and Control
- Tax Policy
- Accounting Education
- Corporate Governance
- Financial and Management Accounting Practices in SMEs
- Critical Perspectives on Accounting

4.7 Staff of the Department of Accountancy

Head of the Department

Mr. K.G.P.V. Gunarathna
MSc (Agder, Norway), BBA (Ruh, SL),
Reading for Ph.D. (SJP, SL)

Professors

Prof. (Mrs.) M.W. Indrani
Ph.D. (Victoria, Australia), MSc (SJP,
SL), BCom (Ruh, SL)

Senior Lecturers

Mr. K.G.P.V. Gunarathna
MSc (Agder, Norway), BBA (Ruh, SL),
Reading for Ph.D. (SJP, SL)

Mr. A.G. Deepal
MSc (Agder, Norway), MBA (Col, SL),
BSc (SJP, SL), Diploma in Int. Strategy
(Agder, Norway), MAAT(SL), Diploma in
Norwegian (Agder, Norway), NCE
(DCPL), Reading for Ph.D. (Kel, SL)

Mr. Y.M.B.A. Manawansha
MCom (Kel, SL), BBA (Ruh, SL)

Mr. H.V.D.I. Abeywickrama
Mcom (Kel, SL), PDBS (Ruh, SL), BBA
(Ruh, SL)

Mrs. H.A.C. Jeewanthi
MSc (Agder, Norway), MSc (SJP, SL),
BBA (Ruh, SL), Reading for Ph.D

Mrs. T.A.N.R. Jayarathne
MSc (Agder, Norway), BBA (Ruh, SL)

Mr. G.K.C. Jeewantha
MSc (SJP, SL), BBA (Ruh, SL), Reading
for Ph.D. (Essex, UK)

Lecturers

Ms. K.D.T.N. Weerasinghe
MSc (SJP, SL), BSc (SJP, SL), Reading for
Ph.D

Ms. Dinukee De Silva
BBA (Ruh, SL), Dip MA (CIMA), Reading
for MSc (SJP, SL)

Ms. D.L.M.N.K. Ariyasena
MSc (SJP, SL), BBA (Ruh, SL), Dip MA
(CIMA)

Ms. W.G.M. Sadeesha Dulsari,
BBA (Ruh, SL), Dip MA (CIMA), Reading
for MSc (SJP, SL)

Non-Academic Staff

Mrs. R.K. Welahetti
Management Assistant

Mr. A.R.K.M. Ahangama
Work Aid



05. Department of Business Management

05. Department of Business Management

5.1 Introduction

Department of Business Management is an industrious and forward-thinking department that is committed to contributing to the nation by creating and disseminating knowledge, and participating in national development activities. Further, the department is highly focused on the professional success of the graduates produced by the department, through close relationships with the industry that create opportunities for internships as well as industry exposure for undergraduates to become competitive in the job market.

5.2 Bachelor of Business Administration Honours in Business Management

To respond to the ever-changing market needs of the rapidly moving world, our curricular is enriched with knowledge from Business Management and other relevant fields of studies based on a multidisciplinary approach focused on addressing issues in the modern business world. Undergraduates who complete the first part of their degree program (General BBA subjects) can join the Business Management specialization degree which is offered by the Department of Business Management. This degree provides knowledge, skills, and competencies, and inculcates the right attitudes to be managers who are worthy citizens of this global society. Upon the successful completion of the Business Management degree, graduates will have excellent career prospects with a high degree of scholarship, professionalism, and humanity suited for global and local contexts

5.3 Graduate Profile: BBA Honours in Business Management

Our desired graduates should be able to acquire knowledge, skills, and attitudes addressing five broad domains of capability; namely scholarship, professionalism, global citizenship, metacognition, collaborative leadership.



5.4 Programme Learning Outcomes, BBA Honours in Business Management

Scholarship: Theoretical and conceptual knowledge in Business Management

1. Demonstrate advanced and contemporary knowledge and understanding of the main concepts and theories in business management and other allied fields.

Professionalism: Creativity and flexibility in application

2. Apply qualitative, quantitative, and technical skills to critically analyse data, interpret results, and propose innovative and defensible management solutions for improving business performance in changing environments.
3. Integrate diverse and global perspectives in the fields of business management and related disciplines in constructing and sustaining arguments in opportunities.

solving business problems and exploiting business opportunities.

4. Use ICT and language skills to communicate information and ideas efficiently and effectively.

Collaborative Leadership : Teamwork, and commitment.

5. Work in collaborative teams, give leadership, and promote social engagement.
6. Take initiative, exercise personal and team responsibility to instill entrepreneurship in a professional environment.

Global Citizenship: Attitudes, values, ethics, and accountability

7. Demonstrate positive attitudes and social responsibility.
8. Demonstrate ethical concerns, moral responsibility, and accountability required of a global citizen.

Metacognition: Vision for life and lifelong learning

9. Determine vision for life, and develop long term goals and strategies accordingly.
10. Engage in independent learning using scholarly reviews and secondary sources of information to develop additional competencies required for making sound decisions.

5.5 Curriculum of the Bachelor of Business Administration Honours in Business Management

Level and Semester		Course Unit Code	Course Unit Title	Credits
1000 Level	Semester I	BBA 11013	Principles of Management	15
		BBA 11023	Business Mathematics and Statistics	
		BBA 11033	Microeconomics	
		BBA 11043	Information and Communication Technology	
		BBA 11053	Business English	
	Semester II	BBA 12013	Entrepreneurship	15
		BBA 12023	Financial Accounting	
		BBA 12033	Human Resource Management	
		BBA 12043	Introductory Finance	
		BBA 12053	Marketing Management	
2000 Level	Semester I	BBA 21013	Cost and Management Accounting	15
		BBA 21023	Macroeconomics	
		BBA 21033	Organizational Behavior	
		BBA 21043	Operations Research	
		BBA 21053	Advanced Business English	
	Semester II	BBA 22013	Business Law	15
		BBA 22023	Operations Management	
		MGT 22503	Creativity and Innovation	
		MGT 22513	Career Management	
		MGT 22523	Taxation	

Level and Semester		Course Unit Code	Course Unit Title	Credits
3000 Level	Semester I	BBA 31013	Management Information Systems	15
		MGT 31503	Project Management	
		MGT 31513	International Business	
		MGT 31523	Customer Relationship Management	
		MGT 31533	E-Commerce	
	Semester II	BBA 32013	Strategic Management	15
		MGT 32503	Research Methodology	
		MGT 32513	Audit and Assurance	
		MGT 32523	Industrial Sociology and Social Psychology	
		MGT 32533	Knowledge Management	
4000 Level	Semester I	BBA 41013	Logistics and Supply Chain Management	15
		MGT 41503	Productivity and Quality Management	
		MGT 41513	Corporate Culture and Leadership	
		MGT 41523	Enterprise Resource Planning	
		MGT 41533	Business Analytics	
	Semester II	BBA 42019	Dissertation	15
		BBA 42026	Internship	

5.6 Areas of Research Interest

- Management Information Systems
- Marketing Management
- Education
- Tourism and Hospitality Management
- Knowledge Management
- Project Management
- Supply Chain Management

5.7 Staff of the Department of Business Management

Head of the Department

Prof. P.A.P.S. Kumara
Ph.D. (Whut, PR China), MBA (Col,
SL), BBA (Ruh, SL), MIM (SL)

Professors

Prof. P.A.P.S. Kumara
Ph.D. (Whut, PR China), MBA (Col,
SL), BBA (Ruh, SL), MIM (SL)

Prof. T.S.L.W. Gunawardana
Ph.D. (Nord, Norway), MSc
(Agder, Norway), BBA (Ruh, SL),
CBA

Senior Lecturer

Dr. W.M.T.R. Wijesundara
Ph.D. (Whut, PR China), MSc
(Agder, Norway), MBA (SJP, SL),
BBA (Ruh, SL)

Mr. W.M.R. Laksiri
Msc (Agder, Norway), BBA (Ruh,
SL), PDBA (Ruh, SL), Reading for
Ph.D. (Agder, Norway)



06. Department of Finance

06. Department of Finance

6.1 Introduction

Being established in 2021, the Department of Finance is one of the newest departments of the Faculty of Management and Finance. The department produces quality graduates who can cater to the emerging needs in the field of finance in the Sri Lankan and international context, where career opportunities are rising amidst the rapidly growing business sector in general and the banking and finance sector in particular. Therefore, the department targets talented and enthusiastic undergraduates who wish to develop their career in the field of finance by holding positions such as credit analyst, financial officer, financial advisor, investment analyst, financial/investment planner, banking executive, loan officer, and investment banker.

With a limited intake, the department endeavors to nurture an interactive student-centered learning culture in which each student gets individual attention. Under the guidance of a meticulous and well-qualified team of academics and with close collaborations with the industry experts, the students in the Department of Finance can enhance their knowledge, skills and professionalism required to understand and evaluate the factors shaping the modern financial systems and investment industry and to apply such competencies in managing business.

6.2 Bachelor of Business Administration Honours in Finance

The Bachelor of Business Administration (Honours) in Finance degree program produces graduates of high calibre who can cater to the emerging needs in the finance profession both locally and internationally. Being a four-year honours degree program placed at SLQF level 6, this degree program covers 120 credits. By following this program, the students will learn major concepts,

theories, and techniques of finance, together with other essential skills such as communication skills, analytical skills, and problem-solving skills required to understand and manage the factors shaping the modern finance sphere. Further, the compulsory independent research project promotes life-long learning skills and competencies in building defensible arguments. At the

same time, the internship training exposes students to the industry, giving an experience of how knowledge, skills, and attitudes they have acquired are applied in a corporate environment. As a result, finance graduates have excellent career prospects in corporation, banks, and other financial institutions; or can otherwise choose to develop their business.

6.3 Graduate Profile: BBA (Honours) in Finance

Our desired graduates should be able to acquire knowledge, skills, and attitudes addressing five broad domains of capability; namely scholarship, professionalism, global citizenship, metacognition, collaborative leadership.



6.4 Programme Learning Outcomes, BBA (Honours) in Finance

Scholarship: Theoretical and conceptual knowledge in finance

1. Demonstrate advanced and contemporary knowledge and understanding of the main concepts and theories in finance and other allied fields.
2. Apply tools and techniques of finance and other allied fields to critically analyse data, interpret results and propose defensible solutions for improving business performance in changing environments.

Professionalism: Creativity and flexibility in application

3. Integrate diverse and global perspectives in the fields of finance and other allied fields in constructing and sustaining arguments for solving business problems and exploiting business opportunities.
4. Communicate information and ideas efficiently and effectively, mainly using ICT and both verbal and nonverbal communication skills.

Collaborative Leadership: Teamwork and commitment

5. Work in collaborative teams, give leadership and promote social engagement.
6. Take the initiative, exercise personal and team responsibility to instil entrepreneurship in a professional environment.

Global Citizenship: Attitudes, values, ethics and accountability

7. Demonstrate positive attitudes and social responsibility.
8. Demonstrate ethical concerns, moral responsibilities and accountability required of a global citizen.

Metacognition: Vision for life and lifelong learning

9. Determine vision for life, and develop long term goals and strategies accordingly.
10. Engage in independent learning using scholarly reviews and

secondary sources of information to develop additional competencies required for making sound decisions.

6.5 The Curriculum of the Bachelor of Business Administration (Honours) in Finance

Level and Semester		Course Unit Code	Course Unit Title	Credits
1000 Level	Semester I	BBA 11013	Principles of Management	15
		BBA 11023	Business Mathematics and Statistics	
		BBA 11033	Microeconomics	
		BBA 11043	Information and Communication Technology	
		BBA 11053	Business English	
	Semester II	BBA 12013	Entrepreneurship	15
		BBA 12023	Financial Accounting	
		BBA 12033	Human Resource Management	
		BBA 12043	Introductory Finance	
		BBA 12053	Marketing Management	
2000 Level	Semester I	BBA 21013	Cost and Management Accounting	15
		BBA 21023	Macroeconomics	
		BBA 21033	Organizational Behavior	
		BBA 21043	Operations Research	
		BBA 21053	Advanced Business English	
	Semester II	BBA 22013	Business Law	15
		BBA 22023	Operations Management	
		FIN 22303	Corporate Finance	
		FIN 22313	Introductory Economictrics	
		FIN 22323	Microfinance	

Level and Semester		Course Unit Code	Course Unit Title	Credits
3000 Level	Semester I	BBA 31013	Management Information Systems	15
		FIN 31303	Financial Markets and Institutions	
		FIN 31313	Investment Analysis and Portfolio Management- I	
		FIN 31323	Financial Information Analysis	
		FIN 31333	Personal Finance and Financial Planning	
	Semester II	BBA 32013	Strategic Management	15
		FIN 32303	Principles of Banking	
		FIN 32313	Corporate Governance	
		FIN 32323	Investment Analysis and Portfolio Management- II	
		FIN 32333	Tax planning	
4000 Level	Semester I	FIN 41303	Behavioural Finance	15
		FIN 41313	International Finance	
		FIN 41323	Research Methodology	
		FIN 41333	Strategic Finance	
		FIN 41343	Risk and Insurance	
	Semester II	BBA 42019	Dissertation	15
		BBA 42026	Internship	

6.6 Areas of Research Interest

- Corporate Finance
- Investments
- Financial Markets, Institutions and Banking
- International Finance
- Behavioural Finance
- Corporate Governance
- Risk Management and Insurance
- Public Finance
- Financial and Monetary Economics
- Economic and Financial Policy

6.7 The Staff of the Department of Finance

Head of the Department

Mrs. M.S. Nanayakkara
MSc (Agder, Norway), BBA (Ruh, SL),
Reading for Ph.D. (Kel, SL)

Professors

Prof. Manjula K. Wanniarachchige
Ph.D. (APU, Japan), MBA (APU, Japan),
BBA (Ruh, SL)

Senior Lecturers

Mrs. M.S. Nanayakkara
MSc (Agder, Norway), BBA (Ruh, SL),
Reading for Ph.D. (Kel, SL)

Mrs. G.A.N. Darshi
Msc (Agder, Norway), BBA (Ruh, SL),
Reading for Ph.D. (SJP, SL)

Lecturers

Mrs. D. Samarawickrama
MBA (Col, SL), BBA (Ruh, SL), Reading
for Ph.D. (Otago, New Zealand)



07. Department of Human Resource Management

07. Department of Human Resource Management

7.1 Introduction

Management education plays a significant role in creating managerial professionals equipped with a wide range of managerial skills and competencies that drive organizations towards success. As a leading academic department in providing Human Resource Management (HRM) education, we coordinate the Bachelor of Business Administration Honours degree in HRM.

The Bachelor of Business Administration Honours degree major in HRM aims to create highly employable HRM graduates who are equipped with a comprehensive mix of knowledge, skills, and competencies at the cutting edge of current best practices in the field of HRM.

In order to meet the rigorous requirements of the labour market, the department provides students with the opportunities to enhance knowledge, skills, and competencies through subject-related workshops, guest lectures, company visits, and outbound training Programmes with the collaboration of industry experts. Further, students are able to develop their interpersonal, communication, and team-building potential through the extracurricular activities coordinated by the circle of Human Resources Development.

The greatest strength of the department is the highly qualified staff who has earned local and international exposure in the management discipline. With all these resources, the department is committed to realize the objectives of the department and engage in continuous learning and research. Thus, the Department of HRM invites talented and dynamic students to enroll in the Programme and develop their career in the field of HRM.

7.2 Bachelor of Business Administration Honours in Human Resource Management

Bachelor of Business Administration Honours in HRM Degree is designed to create highly employable HRM graduates who are equipped with comprehensive knowledge, skills, and competencies to meet the requirements of the contemporary business organizations. The Programme consists of a common curriculum in the first three semesters to provide a thorough understanding of basic concepts in all functional areas of Business Management and the specialization area for the last five semesters of the degree Programme. At the end of the first three semesters, students who meet the required criteria predetermined by the faculty are eligible for enrolment in the BBA Honours in HRM degree.

Through the BBA Honours in HRM Degree students are able to explore the best practices and modern trends in HRM through various activities such as workshops, guest lecturers, field visits, and outbound training organized by the department with the industry collaboration. Students can develop their interpersonal, communication, and team building potential through those activities.

7.3 Graduate Profile: BBA Honours in Human Resource Management

Our desired graduates should be able to acquire knowledge, skills, and attitudes addressing five broad domains of capability; namely scholarship, professionalism, global citizenship, metacognition, collaborative leadership



7.4 Programme Learning Outcomes BBA Honours in Human Resource Management Degree Programme.

Scholarship: Theoretical and conceptual knowledge in Human Resource Management

1. Demonstrate advanced and contemporary knowledge and understanding of the main concepts and theories in human resource management and other allied fields.

Professionalism: Creativity and flexibility in application

2. Apply methods and techniques of human resource management and other allied fields to critically analyse data, interpret results, and propose defensible solutions for improving business performance in changing environments.
3. Integrate diverse and global perspectives in the fields of human resource management, economics, and management in constructing and sustaining arguments for solving business problems and exploiting business opportunities
4. Communicate information and ideas efficiently and effectively particularly using ICT and both verbal and nonverbal communication skills

Collaborative Leadership: Teamwork, and commitment

5. Work in collaborative teams, give leadership, and promote social engagement.
6. Take initiative, exercise personal and team responsibility to instill entrepreneurship in a professional environment.

Global Citizenship: Attitudes, values, ethics, and accountability

7. Demonstrate positive attitudes and social responsibility.
8. Demonstrate ethical concerns, moral responsibility, and accountability required of a global citizen.

Metacognition: Vision for life and lifelong learning

9. Determine vision for life, and develop long term goals and strategies accordingly.
10. Engage in independent learning using scholarly reviews and second-

ary sources of information to develop additional competencies required for making sound decision

7.5 Curriculum of the Bachelor of Business Administration (Honours) in Human Resource Management

Level and Semester		Course Unit Code	Course Unit Title	Credits
1000 Level	Semester I	BBA 11013	Principles of Management	15
		BBA 11023	Business Mathematics and Statistics	
		BBA 11033	Microeconomics	
		BBA 11043	Information and Communication Technology	
		BBA 11053	Business English	
	Semester II	BBA 12013	Entrepreneurship	15
		BBA 12023	Financial Accounting	
		BBA 12033	Human Resource Management	
		BBA 12043	Introductory Finance	
		BBA 12053	Marketing Management	
2000 Level	Semester I	BBA 21013	Cost and Management Accounting	15
		BBA 21023	Macroeconomics	
		BBA 21033	Organizational Behavior	
		BBA 21043	Operations Research	
		BBA 21053	Advanced Business English	
	Semester II	BBA 22013	Business Law	15
		BBA 22023	Operations Management	
		HRM 22403	Career Management	
		HRM 22413	Employee Safety and Health Management	
		HRM 22423	People Resourcing	

Level and Semester		Course Unit Code	Course Unit Title	Credits
3000 Level	Semester I	BBA 31013	Management Information Systems	15
		HRM 31403	Human Resource Development	
		HRM 31413	Industrial Relations and Labour Law	
		HRM 31423	Performance Management	
		HRM 31433	Project Management	
	Semester II	BBA 32013	Strategic Management	15
		HRM 32403	Compensation Management	
		HRM 32413	International Human Resource Management	
		HRM 32423	Workplace Counselling	
		HRM 32433	Research Methodology	
4000 Level	Semester I	BBA 41013	Logistics and Supply Chain Management	15
		HRM 41403	Data Analysis for Research	
		HRM 41413	Human Resource and Total Quality Management	
		HRM 41423	Personnel Economics	
		HRM 41433	Strategic Human Resource Management	
	Semester II	BBA 42019	Dissertation	15
		BBA 42026	Internship	

7.6 Areas of Research Interest

- Career Development
- Work-related attitudes
- Performance Management
- Training and Development
- Technology adoption in HRM
- Coaching and Counselling
- Employee Diversity Management
- Industrial Relation Issues
- HR practices in the International Context
- Employee Selection
- Stress Management
- Rewards Management
- Work life balance
- Outsourcing

7.7 Staff of the Department of Human Resource Management

Head of the Department

Dr. (Mrs.) G.K.H. Ganewatta
Ph.D. (QUT, Australia), MBA (Ruh, SL),
BSc (Ruh, SL)

Senior Lecturers

Mr. P.E.D.D. Silva
Mcom (Kel, SL), BCom (Kel, SL)

Dr. T.S.K. Hemaratne
Ph.D.(London, UK), LLM (NLSIU, India),
LLB (OUSL, SL), Attorney-at-Law

Dr.(Mrs.) J. Ramawickrama
Ph.D.(SJP, SL), MSc (Agder, Norway),
MBA (Ruh, SL), BCom (Ruh, SL)

Dr. B.L. Galhena
Ph.D. (Agder, Norway), MSc (Agder,
Norway), BBA (Ruh, SL)

Dr. (Mrs.) G.K.H. Ganewatta
Ph.D. (QUT, Australia), MBA (Ruh, SL),
BSc (Ruh, SL)

Dr. K.G. Priyashantha
MSc (Agder, Norway), MLS (Col, SL),
BBA (Ruh, SL), AITD (SL), Reading for
Ph.D. (Kel, SL)

Mrs. R.R.N.T. Rathnaweera
MSc (Agder, Norway), BCom (Ruh, SL),
Reading for Ph.D. (Kel, SL)

Mr. R.M.D.D. Rathnayake
MSc (Agder, Norway), BBA (Ruh, SL),
Dip. in Counseling (Ruh), Reading for
Ph.D. (SJP, SL)

Mrs. M.G.D.S. Samadi
MSc (Agder, Norway), BBA (Ruh, SL),
Reading for Ph.D. (Victoria, Australia)

Mrs. I.L.L. Sagalee
MSc (SJP, SL), BBA (Ruh, SL), Reading
for Ph.D. (Col, SL)

Mrs. V. Vithanage
Msc (SJP, SL), BBA (Ruh, SL),
Attorney-at-Law

Lecturers

Dr. M.T.T. de Silva
Ph.D.(Newcastle, Australia), MSc (SJP,
SL), BBA (Ruh, SL)

Mrs. M.N. Maduwanthi
MSc (SJP), BBA (Ruh, SL), PQHRM
(CIPM)

Non-Academic Staff

Mr. K.B.T. Lakmal
Work Aid



09. Department of Management and Entrepreneurship

09. Department of Management and Entrepreneurship

9.1 introduction

The Department of Management and Entrepreneurship equips students with the knowledge and skills to develop their careers in the field of Entrepreneurship.

It is imperative that undergraduates are prepared to understand and adapt to the demands of a global economy that continues to become more dynamic and diverse. The department offers a choice of new courses with updated curricula to meet the changing requirement of the industry and also to meet the needs of major stakeholders. Further, the department organizes workshops, industry dialogues, field tours, and initiates innovative Programmes to address contemporary needs that support the development of students' creativity, teamwork, knowledge sharing, and leadership which enhance their employability in the competitive, dynamic, and global environment. Students are also encouraged to obtain real-world experience and make them more competitive through internship projects with reputed organizations.

The department not only teaches to outshine in education, but also caters to the holistic development of students through a positive and interactive learning environment. The academic staff of the department is committed to enhance their academic, and research excellence in collaboration with local and international organizations.

9.2 Bachelor of Business Administration Honours in Entrepreneurship Degree

The Bachelor of Business Administration Honours in Entrepreneurship Degree aims to create students with sound entrepreneurial attributes, who could contribute immensely to the Sri Lankan economy by starting and running a venture.

All students enrolled in the Faculty of Management and Finance are required to follow a common curriculum in the first three semesters. The common Programme intends to provide a thorough understanding of basic concepts of all functional areas in

Business Management with a view to give them an opportunity to make a better - informed choice of the specialization area for the last five semesters of the degree Programme. At the end of the first three semesters, students who meet the required criteria predetermined by the faculty are eligible for enrolling in the BBA Honours in Entrepreneurship degree.

Throughout the BBA Honours in Entrepreneurship Degree, students are given the opportunity to obtain knowledge, skills, and competencies particular to the Entrepreneurship discipline.

9.3 Extensive Programmes

The Department of Management and Entrepreneurship collaborates with government and private sector bodies in order to uplift the knowledge, skills, attitudes, and mind set of the undergraduates. The department expects to inculcate entrepreneurial skills and abilities in undergraduates by organizing various kinds of extracurricular activities such as workshops, guest lectures, on-site visits, training, and industrial tours with the collaboration of industry partners. The department has recognized the Central Bank of Sri Lanka, Small Enterprise Development Division, Chamber of Commerce and Industries, Sampath Bank, Export Moreover, students are able to obtain practical exposure in entrepreneurship through various activities such as workshops, field visits, and guest lectures organized by the department in collaboration with industry experts. Further, students are able to sharpen their interpersonal and team-building attributes through the Development Board,

Industrial Development Board, and Sanasa Development Bank, as our esteemed industrial partners.

One of the main focuses of these industrial partnerships is to create entrepreneurs from the Department of Management and Entrepreneurship. Also, these industrial engagements support in terms of identifying internship placements for final year undergraduates. As the only Government University based Management Faculty in the Southern region, the Department of Management and Entrepreneurship annually organises various CSR programmes extracurricular activities conducted by the Circle of Entrepreneurship. Thus, the department invites self-motivated and energetic students to enroll in the degree programme and develop their career in the field of Entrepreneurship. Together with the students of the department, Ministry of Education, and other public sector organizations, which were greatly

appreciated by the relevant authorities in the Southern region.

9.4 Graduate Profile: BBA Honours in Entrepreneurship

Our desired graduates should be able to acquire knowledge, skills, and attitudes addressing five broad domains of capability ; namely scholarship , professionalism, global citizenship, metacognition, collaborative leadership.



9.5 Programme Learning Outcomes, BBA Honours in Entrepreneurship

Scholarship: Theoretical and conceptual knowledge in Entrepreneurship

1. Demonstrate advanced and contemporary knowledge and understanding of the main concepts and theories in entrepreneurship and other allied fields.

Professionalism: Creativity and flexibility in application

2. Apply methods and techniques of entrepreneurship and other allied fields to critically analyse data, interpret results, and propose defensible solutions for improving business performance in changing environments.
3. Integrate diverse and global perspectives in the fields of entrepreneurship, economics, and management in constructing and sustaining arguments for solving business problems and exploiting business opportunities.
4. Communicate information and ideas efficiently and effectively particularly using ICT and both verbal and nonverbal communication skills.

Collaborative Leadership: Teamwork, and commitment

1. Work in collaborative teams, give leadership, and promote social engagement.
2. Take initiative, exercise personal and team responsibility to instill entrepreneurship in a professional environment.

Global Citizenship: Attitudes, values, ethics, and accountability

3. Demonstrate positive attitudes and social responsibility.
4. Demonstrate ethical concerns, moral responsibility, and accountability required of a global citizen.

Metacognition: Vision for life and lifelong learning

5. Determine vision for life, and develop long term goals and strategies accordingly.
6. Engage in independent learning using scholarly reviews and second-

ary sources of information to develop additional competencies required for making sound decisions.

9.6 Curriculum of the Bachelor of Business Administration Honours in Entrepreneurship

Level and Semester		Course Unit Code	Course Unit Title	Credits
1000 Level	Semester I	BBA 11013	Principles of Management	15
		BBA 11023	Business Mathematics and Statistics	
		BBA 11033	Microeconomics	
		BBA 11043	Information and Communication Technology	
		BBA 11053	Business English	
	Semester II	BBA 12013	Entrepreneurship	15
		BBA 12023	Financial Accounting	
		BBA 12033	Human Resource Management	
		BBA 12043	Introductory Finance	
		BBA 12053	Marketing Management	
2000 Level	Semester I	BBA 21013	Cost and Management Accounting	15
		BBA 21023	Macroeconomics	
		BBA 21033	Organizational Behavior	
		BBA 21043	Operations Research	
		BBA 21053	Advanced Business English	
	Semester II	BBA 22013	Business Law	15
		BBA 22023	Operations Management	
		ENT 22203	Creativity and Innovation	
		ENT 22213	Entrepreneurial Finance	
		ENT 22223	Venture Creation	

Level and Semester		Course Unit Code	Course Unit Title	Credits
3000 Level	Semester I	BBA 31013	Management Information Systems	15
		ENT 31203	Legal Aspects of Entrepreneurship	
		ENT 31213	Microfinance	
		ENT 31223	Taxation for Ventures	
		ENT 31233	Project Management	
	Semester II	BBA 32013	Strategic Management	15
		ENT 32203	Business Development Services and Consultancy Skills	
		ENT 32213	Social and Green Entrepreneurship	
		ENT 32223	Tourism Entrepreneurship	
		ENT 32233	Venture Strategies	
4000 Level	Semester I	BBA 41013	Logistics and Supply Chain Management	15
		ENT 41203	Corporate Entrepreneurship	
		ENT 41213	Entrepreneurship and Regional Development	
		ENT 41223	Research Methodology	
		ENT 41233	International Entrepreneurship	
	Semester II	BBA 42019	Dissertation	15
		BBA 42026	Internship	

9.7 Areas of Research Interest

- Entrepreneurship
- Corporate Entrepreneurship
- Creativity and Innovation
- Entrepreneurial Education
- Family, Micro, Small, and Medium scale Businesses
- Green Entrepreneurship
- International Entrepreneurship
- Microfinance
- Regional Development
- Social Entrepreneurship
- Tourism and Entrepreneurship
- Women Entrepreneurship
- Entrepreneurial Finance

9.8 Staff of the Department of Management and Entrepreneurship

Head of the Department

Mrs. P.D.S.D. Rodrigo
MSc (Agder, Norway), BBA (Ruh, SL)

Mrs. L.R. Rupasinghe
MSc (Agder, Norway), BBA (Ruh, SL),
Reading for PhD (SJP, SL)

Mr. M.C.K.H. Mallika
MBA (MOR, SL), BCom (KLN, SL), CBA
(ICASL), SLAAS

Professors

Prof. (Mrs.) H.S.C. Perera Ph.D.
(Ruh, SL), PGDip (Canada), M.Phil
(Ruh, SL), BSc (SJP, SL)

Mrs. P.D.S.D. Rodrigo
MSc (Agder, Norway), BBA (Ruh, SL)

Mrs. P.S.D. Punchihewa
MSc (SJP, SL), BBA(Ruh, SL)

Senior Lecturers

Dr. (Mrs.) G.T.W. Sriyani Ph.D.
(Ruh, SL), MBA (Col, SL), BBA
(Ruh, SL)

Mrs. M.G.M. Dilrukshi
MSc (SJP, SL), BBA (Ruh, SL),
Reading for Ph.D. (KLN, SL)

Non-Academic Staff

Mr. H.P.J.K. Kumara
Management Assistant

Mrs. K.A.S. Sriyani
MCom (Ruh, SL), BCom (Ruh, SL)

Dr. E.K. Jayampathi
Ph.D. (KLN, SL), MSc (SJP, SL),
BBA (Ruh, SL),

Lecturers

Mr. M.W.S.S. Silva
MSc (Agder, Norway), BCom (Ruh, SL),
Reading for Ph.D. (Ruh, SL)

Mrs. D.M.R. Deepika
MSc (SJP, SL), MSc (Agder, Norway),
BBA (Ruh, SL), Reading for Ph.D. (SJP,
SL)

Dr. (Mrs.) M.B.F. Mafasiya Ph.D.
(Shizuoka, Japan), PDBA (Ruh,
SL), BCom (Ruh, SL)

Mrs. A.L. Deshani
Msc (SJP, SL), BSc (SJP, SL)
Reading for Ph.D. (UQ, Australia)



10. Department of Marketing

10. Department of Marketing

10.1 Introduction

With the growing importance of the marketing function in a business, the demand for marketing professionals with sound knowledge and skills has been continually growing across the globe. As such, the Department of Marketing, Faculty of Management and Finance, University of Ruhuna endeavors to produce outstanding marketing professionals with a creative twist who would contribute to the marketing discipline.

The Department of Marketing consists of a capable and diligent team with high-quality scholarly exposure and qualifications. As a team, we are committed to create and disseminate knowledge related to marketing management through research, teaching, consultancy, and other various professional and policy contributions. Each year, the Department of Marketing creates various educational platforms to share the knowledge, experience, and expertise of the academics and practitioners in the field, in addition to the frequent public events and lectures hosted by the faculty and the university.

The study Programme of the department is reviewed periodically and continuously to improve the syllabi in order to meet the contemporary requirements of the business environment. The undergraduates of the department have the opportunity to participate in numerous extra-curricular activities as well, which will not only enrich their educational experiences but also develop their sense of social responsibility. As such, we strive to ensure that our graduates secure employment in the private or government sector and overseas, which has enabled us to attract the best students over the past.

10.2 Bachelor of Business Administration Honours in Marketing

The survival of a business depends on its ability to acquire, convert, engage, and retain customers effectively. As such, the marketing function of a business is centered upon delivering value to customers throughout the customer life cycle. Thus, it requires reinventing itself frequently to keep up with the new technologies and changing customer expectations in the face of increased global competition.

Accordingly, the Department of Marketing provides a comprehensive give them an opportunity to make a better - informed choice of the specialization area for the last five semesters of the degree Programme. At the end of the first three semesters, students who meet the required criteria predetermined by the faculty are eligible for enrolling in the BBA management, business-to-

-business marketing, consulting, marketing management, marketing research, new product development, product and brand management, retailing and wholesaling, sales management, sports and event management, digital marketing and managing family business of their own. Those students who complete the first three semesters of the BBA degree Programme are eligible to enroll in BBA Honours in Marketing degree Programme. As a department, we are committed to create and disseminate knowledge by means of our scholarly and creative achievements while outreaching the community. As such, through research, teaching, and service,

we help students grow intellectually and become contributing members of the national and world communities. Overall, the BBA in Marketing degree Programme has been designed in a way that allows undergraduates to acquire knowledge in marketing, enrich their creative skills and flexibility, excel in leadership, become an effective global citizen, and to be engaged in continuous learning while developing a long-term vision for their life.

10.3 Graduate Profile: BBA Honours in Marketing

Our desired graduates should be able to acquire knowledge, skills, and attitudes addressing five broad domains of capability; namely scholarship, professionalism, global citizenship, metacognition, collaborative leadership.



10.4 Programme Learning Outcomes, BBA Honours in Marketing

Scholarship : Theoretical and conceptual knowledge in Marketing

1. Demonstrate advanced and contemporary knowledge and understanding of the main concepts and theories in marketing.

Professionalism: Creativity and flexibility in application

2. Apply qualitative, quantitative, and technical skills to critically analyse data, interpret results, and propose innovative and defensible marketing solutions for improving business performance in changing environments.
3. Integrate diverse and global perspectives in the fields of marketing and related disciplines in constructing and sustaining arguments in solving business

problems and exploiting business opportunities.

4. Use ICT and language skills to communicate information and ideas efficiently and effectively.

Collaborative Leadership: Teamwork and commitment

5. Work in collaborative teams, give leadership, and promote social engagement.
6. Take initiative, exercise personal and team responsibility to instill entrepreneurship in a professional environment.

Global Citizenship: Attitudes, values, ethics, and accountability

7. Demonstrate positive attitudes and social responsibility.
8. Demonstrate ethical concerns, moral responsibility, and account-

ability required of a global citizen.

Metacognition: Vision for life and lifelong learning

9. Determine vision for life, and develop long term goals and strategies accordingly
10. Engage in independent learning using scholarly reviews and secondary sources of information to develop additional competencies required for making sound decisions.

10.5 Curriculum of the Bachelor of Business Administration Honours in Marketing

Level and Semester		Course Unit Code	Course Unit Title	Credits
1000 Level	Semester I	BBA 11013	Principles of Management	15
		BBA 11023	Business Mathematics and Statistics	
		BBA 11033	Microeconomics	
		BBA 11043	Information and Communication Technology	
		BBA 11053	Business English	
	Semester II	BBA 12013	Entrepreneurship	15
		BBA 12023	Financial Accounting	
		BBA 12033	Human Resource Management	
		BBA 12043	Introductory Finance	
		BBA 12053	Marketing Management	
2000 Level	Semester I	BBA 21013	Cost and Management Accounting	15
		BBA 21023	Macroeconomics	
		BBA 21033	Organizational Behavior	
		BBA 21043	Operations Research	
		BBA 21053	Advanced Business English	
	Semester II	BBA 22013	Business Law	15
		BBA 22023	Operations Management	
		MKT 22503	Sales and Retail Management	
		MKT 22513	Services Marketing	
		MKT 22523	Social Psychology	

Level and Semester		Course Unit Code	Course Unit Title	Credits
3000 Level	Semester I	BBA 31013	Management Information Systems	15
		MKT 31503	Consumer Behaviour	
		MKT 31513	Event Marketing	
		MKT 31523	Integrated Marketing Communications	
		MKT 31533	Tourism Management	
	Semester II	BBA 32013	Strategic Management	15
		MKT 32503	Brand Management	
		MKT 32513	Digital Marketing	
		MKT 32523	International Marketing	
		MKT 32533	Research Methodology	
4000 Level	Semester I	BBA 41013	Logistics and Supply Chain Management	15
		MKT 41503	Marketing Engineering	
		MKT 41513	Marketing Ethics	
		MKT 41523	Marketing Research Analysis	
		MKT 41533	Strategic Marketing	
	Semester II	BBA 42019	Dissertation	15
		BBA 42026	Internship	

10.6 Areas of Research Interest

- Brand Loyalty
- Distribution Channel and Power Relationships
- Consumer Behaviour
- International Marketing
- Consumer Ethnocentrism
- Marketing Communications
- Customer Experience
- Marketing Information Systems
- Non-Profit Marketing
- Customer Relationships
- Services Marketing
- Social Media Marketing
- Customer Satisfaction
- Tourism and Hospitality Marketing
- Customer Switching Behaviour

10.7 The Staff of the Department of Marketing

Head of the Department

Prof. A.C. Karunaratne
Ph.D. (Ruh, SL), MSc (Agder, Norway),
B.Com (Ruh, SL), AMSLIM

Professors

Prof. A.B. Sirisena
Ph.D. (Agder, Norway), MSc (Agder,
Norway), MBA (Col, SL), BSc (SJP, SL),
PGDip (CIM, UK), MFTOT Certified
Trainer (ADB)

Prof. A.C. Karunaratne
Ph.D. (Ruh, SL), MSc (Agder, Norway),
B.Com (Ruh, SL), AMSLIM

Senior Lecturers

Mrs. G.P.K. Nishadi
MSc (Agder, Norway), BBA (Ruh, SL),
Reading for Ph.D. (SJP, SL)

Mrs. P.K.C. Dinesha
Msc (Agder, Norway), MSc (SJP, SL),
BBA (Ruh, SL), Reading for Ph.D (SJP,
SL)

Mr. M.N.M. Nismi
MSc (Agder, Norway), MSc (SJP, SL),
BBA (Ruh, SL), AMSLIM

Lecturers

Mr. W.T.M. de Silva
MBA (Col, SL), BBA (Ruh, SL), AMSLIM,
Reading for Ph.D (University of Otago,
New Zealand)

Mr. K.M.U.D. Wijesinghe
MBA (Col, SL), BBA (Ruh,SL)

Ms. O. Wijyaratne
BA (Kel, SL), Reading for MA (Kel, SL)

Mrs. B.B.D.S. Abeykoon
MBAnalytics (UCSC, SL), BIIT (UWU, SL),
Reading for M.Phil (Ruh, SL)

Ms. B.D.T.M. Kamalasena
BSc (SJP, SL), Reading for MSc (SJP, SL)

Mrs. Y.M. Liyanapathirana
BBA (Ruh, SL), Reading for MSc (SJP,
SL)

Non-Academic Staff

Mr. S.M.P. Jayarathne
Management Assistant

Mr. K.G.K.N. Dulshan
Work Aid



11. Computer Unit

11. Computer Unit

11.1. Introduction

The Computer Unit is one of the key supporting units of the Faculty of Management and Finance, University of Ruhuna. It was established in 2004 to provide services to undergraduate and postgraduate students, and the academic and non-academic staff of the faculty.

At present, the Computer Unit comprises two computer labs with 125 nodes and 50 nodes fully networked computers and other infrastructure facilities. These labs are available for the students and provide them with required facilities for the data analysis of their research work, computer applications in their coursework and free internet access throughout the day. The unit currently serves around 1400 undergraduates, 100 postgraduates, and 60 staff members. The Computer Unit offers Information and Communication Technology course units as ICT awareness courses and other ICT related topics for the undergraduates reading for the BBA Degree.

Further, the Computer Unit facilitates the Advanced Certificate Course in Information and Communication Technology (ACCICT), an external Programme for undergraduate students to enhance their soft skills. The Computer Unit is responsible for developing and maintaining the faculty website and email services, while administrating the faculty computer network. Further, this unit administers the Learning Management System (LMS) and the Student Information System. The Unit also provides technical support for the staff of the faculty.

The Computer Unit is giving useful support to provide the Wi-Fi facility for the faculty. Specially, for the place of faculty admin building, lecture rooms, canteen so on are available Wi-Fi connectivity.

Coordinator

Prof. Manjula K. Wanniarachchige
Dean, Faculty of Management and Finance

Computer Instructors

Dr. H.M.C. Pushpakumara
PhD.(SJP, SL), MSc. (Col. SL), BSc. (Ruh. SL)

Mr. R.L. Samantha
M.Phil. (Ruh. SL), BSc. (Ruh. SL)

Programme cum System Analyst

Mr. T.G. Bhatthiya
Msc (Moratuwa SL), BSc. (Ruh. SL)



12. Gold Medals and Awards

12. Gold Medals and Awards

12.1 Gold Medals

Gold medals will be awarded to the four most outstanding students in the faculty at the general convocation. Gold medals offered by the faculty and eligibility requirements are as follows:

Harischandra Gold Medal	Best student in BBA degree programme	Highest GPA in the BBA degree programme
Deshamanya Dr. Nihal Jinasena Gold Medal	Best student in Human Resource Management specialization area	Highest GPA for the Human Resource Management specialized subjects (at least with upper second class)
SANASA Gold Medal	Best Student in all common course units of the BBA Degree Programme	Highest GPA for all common course units in BBA Degree
Security Exchange Commission (SEC) Gold Medal	Best student in the course unit of BBA 12043 - Introductory Finance	Highest outstanding performance in the course unit of BBA 12043 - Introductory Finance
Chartered Institute of Personnel Management Gold Medal	Best student in the BBA Honours in Human Resources Management Degree	Highest GPA in the BBA in Human Resources Management Degree

12.2 Vice-Chancellor's and Dean's Awards

Vice-Chancellor's and Dean's Awards will be awarded annually to the students with the best overall performances in each faculty under the approved marking scheme. These awards are funded by the university and administered by the office of the Deputy Vice-Chancellor with the collaboration of faculties and assistance of the Examination and the Student Affairs branches.

- **Vice Chancellor's Award and Vice Chancellor's List for Overall Performance**

A Gold Medal and a Certificate of Achievement shall be awarded to the student with the best overall performances from each faculty at the General Convocation.

Next two students who are in the top of the list under the approved marking scheme from each faculty shall be included in the Vice Chancellor's List and announced at the relevant Faculty Board. A Certificate of Achievement shall be awarded to each student at an award ceremony held at the relevant Faculty.

- **Dean's Award and Dean's List for Overall Performance**

Dean's award (a Certificate of Achievement and a cash prize of Rs. 25,000.00) shall be awarded to the students with the best overall performances in each batch from each faculty at an award ceremony held at the relevant faculty.

Next four students in each batch who are in the top of the list under the approved marking scheme shall be included in the Dean's List and announced at the relevant Faculty Board. A Certificate of Achievement shall be awarded to each student at an award ceremony held at the relevant faculty.

Applications for the Vice-Chancellor's and Dean's Awards will be called annually at the end of each academic year by the faculties and recommended applications will be forwarded to the Selection Committee chaired by Deputy Vice-Chancellor for final evaluation.



13. Library Service

13. Library Service

13.1 Introduction

The Library of University of Ruhuna being a central research library in the southern region of Sri Lanka caters for vast variety of communities in the country. The Ruhuna University Library has five branch libraries in addition to the Main Library, which serve the Faculty of Agriculture at Mapalana, Faculty of Engineering at Hapugala, Faculty of Medicine at Karapitiya, Faculty of Allied Health Science at Mahamadara and Uluvitike and Faculty of Technology at Karagoda Uyangoda.

Main Library located in the Wellamadama university premises which serves the communities of five faculties; Faculty of Humanities and Social Sciences, Faculty of Fisheries and Marine Science & Technology, Faculty of Science, Faculty of Management and Finance and Faculty of Graduate Studies. In addition to that services are provided for outside communities too.

13.2 Staff of the Library

The staff of the library consists of eleven academic staff members, two administrative staff members, and forty paraprofessionals to provide library services for the university.

Academic Staff Members

Librarian (Acting)

Mr. N. Hettiatiarachchi
B.Sc. (Hons) (Ruhuna)
MSSc. (Lib. & Inf. Science) (Kelaniya)

Senior Assistant Librarian

(Faculty of Agriculture)
Mrs. S.L. Gammanpila
B.Sc. Agri (Honours) (Ruhuna), MLS
(Colombo)

Senior Assistant Librarian

(Technical Service, Main Library)
Mr. N. Hettiatiarachchi
B.Sc. (Honours) (Ruhuna), MSSc. (Lib. &
Inf. Science) (Kelaniya)

Senior Assistant Librarian

(Reader Services, Main Library)
Mr. U.A. Lal Pannila
B.A.(Honours) (Peradeniya), MSSc. (Lib.
& Inf. Science) (Kelaniya)

Senior Assistant Librarian

(Faculty of Engineering)
Mr. J.J. Garusing Arachchi
B.A. (Honours) (Kelaniya), MLS (Co-
lombo), Reading for Ph.D. (Colombo)

Senior Assistant Librarian

(Legal Deposit, Main Library)
Dr. T. KuruppuArachchi
B.Sc. (Honours) (Ruhuna),
MLS (Colombo), Reading for
Ph.D.(Australia)

Senior Assistant Librarian

(Faculty of Medicine)
Mr. K.T.S. Pushpakumara
B.Sc. (Honours) (Ruhuna), MLS
(Colombo)

Senior Assistant Librarian

(Faculty of Allied Health Science)
Mr. P.G. Nishantha
B.Sc. (Honours) (J'Pura), MLS
(Colombo)

Assistant Librarian

(Faculty of Technology)
Mr.J.A. Ajith
B.A. (Honours) (J'Pura), MA (J'Pura),
MIT (UCSC, Colombo)

Senior Assistant Librarian

(Cataloguing and Classification
Division, Main Library)
Mrs. R.A.P.S. Senevirathna
B.A. - Lib Sci. (Honours) (Kelaniya), Dip.
in Journalism (Colombo), MSSc. (Lib. &
Inf. Science) (Kelaniya)

Senior Assistant Librarian

(Acquisition Division, Main Library)
Ms. P.K. Jayasekara
B.Sc. Agri (Honours) (Ruhuna), MLS

Administrative Staff Members**Senior Assistant Registrar**

(Library Services, Main Library)
Mr. C.P.K. Edirisinghe
B.A. (Honours) (J'Pura), PDBA (Ruhuna)

13.3 Library - Operating Hours

Operating hours of the library vary according to the time of the academic year and faculty. A description of the hours of the main library is given below.

Period	Days of operation	Hours of operation
Regular	Monday to Friday	8.00 a.m. to 6.00 p.m.
	Saturdays	8.30 a.m. to 5.00 p.m.
	Sunday	Closed
Study Leave and Examination	Monday to Friday	8.00 a.m. to 8.00 p.m.
	Saturdays and Sundays	8.30 a.m. to 5.00 p.m.
Vacation	Monday to Friday	8.00 a.m. to 5.00 p.m.
	Saturdays	8.30. a.m. to 5.00p.m.
	Sundays	Closed
Public holidays and Poya days	Closed	Closed

Note - Opening hours of library may be revised.

13.4 Library Collections

Lending Section

Lending section is located in the second floor of the Library. Lending section issues books for a period of two weeks to undergraduates. If needed which can be extended for another two weeks through the "ISURu" database.

Reference Section

This section is located in the first floor of the Library. Reference section includes reference materials and permanent reference materials. Reference materials are issued to students for overnight use. Reference materials could be borrowed between 3.00 p.m. to 5.00 p.m. and should be returned before 10.00 a.m. of the due date. Permanent reference materials (such as encyclopaedias, dictionaries, glossaries and other valuable books) are intended strictly for reference within the library. Reading facilities are provided in this section.

Periodical Section

Periodical section is located in the first floor of the Library. The periodical section consists with different kinds of printed and online resources, such as; back volumes of printed journals, newsletters, printed periodicals currently subscribed by University of Ruhuna Library, online databases subscribed through Consortium of Academic Libraries of Sri Lanka (CONSAL) and past examination papers.

Printed periodicals currently subscribed by University of Ruhuna Library

1. Scientific American
2. National Geographic Magazine
3. Time magazine
4. Lanka Monthly Digest
5. Journal of the National Science Foundation of Sri Lanka

6. මෙවලයවරයා

Data bases subscribed through Consortium of Academic Libraries of Sri Lanka (CONSAL)

1. Emerald
2. Taylor & Francis
3. SAGE Research Methods Online
4. Oxford University Press
5. Science Direct
6. Wiley online Journal
7. HINARI
8. AGORA
9. OARE

Printed materials available in periodical section are meant to be used within the Library. This collection is opened from 9.00 a.m. to 4.00 p.m. on weekdays.

The Sri Lanka Collection (Ceylon room)

This collection is arranged in a separate room in the first floor. The library materials, which are useful to obtain various information about Sri Lanka, are arranged in this collection, such as;

1. Government publications (Annual reports, statistical reports)
2. Rohana collection
3. Copies of Master's and Doctoral theses of Academic staff and students of the University of Ruhuna
4. Professor Just in Labrooy collection
5. Professor Alawaththagoda Premadasa collection
6. Newspaper collection

Readers may not allow to remove library resources from this collection. This collection is opened from 9.00 a.m. to 4.00 p.m. on weekdays.

Legal Deposit Collection

Legal Deposit Collection is located in the newly established library building in first floor and the Second floor. Legal Deposit Collection is the latest collection in Main Library., University of Ruhuna. The University of Ruhuna has become fortunate to join the group of institutes in Sri Lanka that have been maintaining legal deposit collections since 2013. This collection consisted of all the publications published within Sri Lanka since 1990. Currently, this valuable collection consisting of about 200,000 items including books, newspapers, journals, magazines, handbooks, annual reports, pamphlets, government publications such as gazettes, hansards, acts and school text books, proceedings, posters etc. written in various languages. These items are stored under preservative conditions and only available for reference within the collection. This collection is opened from 9.00 a.m. to 4.00 p.m. on weekdays.

Colour Plate Collection

Colour plate collection is located in the first floor of the library. This collection consisted of books with valuable colour images. Colour plate collection is kept in a locked glass cupboard in the Reference section of the library for careful preservation. Students need to make a request to use this collection.

13.5 Library Resource Classification

The library materials in the University of Ruhuna Library are organized according to the Dewey Decimal Classification (DDC) system. DDC system helps to arrange library materials by discipline. The main classes of DDC as follows:

DDC number	Discipline
000	Computer science and general works
100	Philosophy and psychology
200	Religion
300	Social Sciences
400	Language
500	Natural sciences and mathematics
600	Technology (Applied science)
700	Arts; Fine arts and decorative arts
800	Literature and rhetoric
900	Geography and history

13.5.1 Library Catalogue

An Online Public Access Catalogue (OPAC) is a computerized online database of all the resources held in the library. Users can

use OPAC to search library materials available in the library. It can be accessed from URL: <http://opac.lib.rub.ac.lk>. [OPAC provides facilities to search library materials using keywords, title, author, subject, ISBN, series, and call number.](#)

13.5.2 Library Services

The library of the University of Ruhuna provides a wide array of services including the following:

Ask a Librarian Service

Senior Assistant Librarians and Assistant Librarians of the University of Ruhuna Library provide reference services to the library users, such as direction to library materials, advice on library collections and services, and searching multiple kinds of information from multiple sources.

Skill Development Programmes

Library of University of Ruhuna is currently conducting Information Literacy course modules in Faculty of Fisheries and Marine Science & Technology, Faculty of Agricultural, Faculty of Engineering and Faculty of Medicine. The main purpose of these modules is to develop students' information literacy and library skills. Academic staff of the library facilitates students throughout the course module with comprehensive theoretical and practical work.

In addition to this course unit, library conducting continuous student orientation, training and support with information management through workshops and seminars.

Inter-Library Loans (ILL)

Any book and photocopies of research articles in journals, which are not available in the University of Ruhuna Library, but available elsewhere, could be obtained via inter-library loan. Readers who wish to avail themselves of the faculty should use the application available at the Library Office.

Library Resource Centre

Library Resource Centre provides following facilities;

- Computer Lab - 20 users can occupy at a time (temporarily closed)
- Library Auditorium - can be used for 80 users with the modern electronic facilities.
- Library Self Learning Area

Library Self Learning Area is open from 8.00 a.m. to 8.00 p.m. throughout the year with free Wi-Fi facilities.

Photocopying Service

The Library provides a photocopying service for those who requires copies of reference materials available in the

Library. An agency photocopy service was installed to the Library.

Student Counselling

The student counselling service of the library provides services and programs which promote the personal development and psychological well-being of students. Students have the opportunity to discuss their various psychological, social and financial issues or any other difficulties they face during their university education and library use. Counselling services maintain strict confidentiality.

Outreach Programmes

Library of University of Ruhuna is conducting workshops, training programs and awareness programs to enhance the information literacy skills of teacher librarians, library science students and different target populations in Southern province.

Document Supply Service

You can obtain fee-based scholarly materials from the British Library. For more information, please click on the

"Digital Document Supply Service" link: <https://opac.lib.ruh.ac.lk/>

Laptop Lending Service

The laptop lending service is available at the Main library for those who do not have computer facilities to carry out their studies.

Digital Document Delivery service

Library users can request a certain number of textbook pages from the library and these selected pages will be scanned from the original book and email to the users back. You can search for the needed textbook from the OPAC (<https://opac.lib.ruh.ac.lk/>) and click on the "request article" link. After login into your library account, you can request the page range you want to be digitized.

13.6 Library Membership

Full membership of the library is available to all registered undergraduate and postgraduate students of University of Ruhuna. All students are required to register at the library by using the application form provided.

Borrowing Library Resources

With the exception of certain categories (i.e. Permanent reference materials, dictionaries, atlases, books under special collections etc.) all other books may be borrowed. The university record book or identity card must be produced when borrowing books. Books may be borrowed before 5.00 p.m. Details about the number of books that can be borrowed are given in the following table.

Study Level	Main		
	L	R	EM
Level I	03	01	01
Level II	04	02	01
Level III	05	02	01
Level IV	06	02	01
Level V			
Postgraduate	03	01	-

Note - Level I students are only allowed to borrow one "Student centred learning" material.

L-Lending

R-Reference

SR-Scheduled Reference

EM-Electronic Medium

F-Fiction

Returning Library Resources

Borrowed books must be returned by 9.00 a.m. on the due date. Borrowers remain responsible for books, which are issued to them. If an issued book is lost or

damaged, the matter should be reported to the library immediately. Borrower has to replace it with a new copy of the same edition or subsequent edition within due date. If the book is not available in the market, the borrower will be charged for the replacement cost of the book and a processing fee of 25% from the value of the book.

All-library resources borrowed must be returned and all outstanding fines must be paid when a student leaves the university. Users who fail to fulfil their obligations may have their degree certificate withheld until they return the borrowed resources and pay the fine.

Fines and Payments

A fine of Rs.1.00 per day will be imposed in respect of each book borrowed from lending section, if not returned by the due date. A fine of Rs.3.00 per day will be imposed in respect of each book borrowed from reference section, if not returned by the due date. All payments should be made to the Shroff of the University.



14. Learning Resources

14. Learning Resources

14.1 English Language Support/ facilities offered by the Faculty

In its quest to produce an exemplary professional, the Faculty of Management and Finance has identified the necessity of English for a successful career. Thus, under the guidance of the Department of English Language Teaching of the university, the faculty has introduced Programmes that fulfill this particular need.

All degree Programmes include two Business English focused modules, which will enhance the existing English language skills of all undergraduates to include skills and styles required in a business environment.

Apart from the above, the faculty also attempts to address the need of students to ameliorate basic English language skills needed for their undergraduate studies. As a part of this earnest endeavour, the faculty has introduced a supplementary English course; namely, English Language Intensive Course (ELIC).

The faculty also hopes to launch a continuous English skill development Programme (ELIP), which would gradually develop student language skills to be on par with what is required of them in a professional environment. Currently, the faculty employs one permanent academic staff and a team of supportive temporary staff for the development of English language skills of the undergraduates of the faculty. For further details, students can contact Ms. Onandi Wijyaratne (Email - onand@mgt.ruh.ac.lk) lecturer in charge of English language teaching.

14.2 Cultural Center

The Cultural Center of the University of Ruhuna aspires to sustain and promote cultural diversity, in line with inter-cultural knowledge among the staff and the large student body it holds. The key aims of the Cultural Center are to provide the students with valuable training in music, dancing, drama, and literature; and to facilitate them to take part in several competitions. It also creates platforms for the students to both display and to gain access to materials in various cultural and aesthetical disciplines. The Inter-Faculty Competitions in Dancing, Drama, Literature, and Music are a few of the highlights among the many events organized by the Cultural Center.

Blending aesthetics with pedagogy, the Cultural Center of the university has succeeded in developing the spiritual wellness of the students throughout the years; thereby producing multifaceted individuals to the country. Students can obtain more details by contacting the faculty representative of the Cultural Centre.

14.3 Aesthetic Association of the Faculty of Management and Finance

This association was established to improve aesthetic sensibility among members by providing opportunities to appreciate the beauty in our day to day lives. Academics, non-academics, and students of the faculty are automatically become members of the association. Currently, we established student pools by covering music, dancing, literature, video editing, cinema, drama and photography. Students can obtain more details by contacting the following faculty representatives of the Cultural Centre.

Mr. R.M.D.D Rathnayake

Senior Lecturer,

Chairperson of Aesthetic Association,

University of Ruhuna Mobile- 0712460525

[Email-dewapriyadeshabandu@gmail.com](mailto:dewapriyadeshabandu@gmail.com)

Mr. K.M.U.D Wijesinghe, Lecturer

Faculty Representative of Cultural Center University of Ruhuna

Mobile - 0768763285

Email - uchitha@mgt.ruh.ac.lk

14.4 Learning Management System (LMS)

Learning Management System (LMS) and the mobile application of LMS are two technology solutions provided by the faculty to enhance the collaborative teaching and learning process. The users are enrolled in the course units, and this user-friendly portal helps lecturers and students to upload content such as documents, video/ audio files, and internet links in the form of supportive learning materials. In addition, proper communication via forums, messaging can be maintained through LMS features available and the announcements related to course units improve the efficiency of the process. The lecturers can upload assignments and quizzes, and students can use learning materials throughout the academic semester. Further, the faculty LMS (lms.mgt.ruh.ac.lk) facilitates the assessment procedure and helps to monitor the progress of students.

14.5 Management Information System (MIS)

Management Information System (MIS) ([http:// parovi.ruh.ac.lk/fomfmis/](http://parovi.ruh.ac.lk/fomfmis/)) of the faculty of management and finance or the FOMSIS is meant to assist the information of the users related to the faculty. The users are students, Dean, Heads of Departments, lecturers, Assistant Registrar, academic Supportive staff, and non-academic staff. This was introduced to inculcate e-culture among management under-graduates, and it is mandatory for students to register for the course units and examinations in each academic semester through the MIS. Every user in the faculty has an account to perform various tasks on the MIS. The system consists of functions, such as keeping track of attendance, requesting certificates, etc.

14.5.1.Registration

At the beginning of a new semester, each student will be informed by the Assistant Registrar to register for the new course units. It is the responsibility of the students to register for the course units within the given time period.

14.5.2.Attendance

The attendance of the students for course units they registered is available in the system; and it contains daily attendance, number of medical submissions, and current attendance percentage for the course units. A student must maintain 80% attendance for classes in order to be eligible for the examination of the respective course unit.

14.5.3.Examinations

The Dean's Office announces the schedules of examinations and the students should register for the examinations of the registered course units before the deadline. The students registered for a repeat examination should obtain confirmation from the Dean's Office. The students who are eligible for the examinations, which depends on the percentage of attendance (80%), will be displayed in the system.

14.5.4.Results

The students can log in to their systems and can view the published released results of the course units or the results of the past examinations.



15. Sports and Recreation

15. Sports and Recreation

15.1 Physical Education Unit

The main aim of the Physical Education Unit is to produce graduates with good physical and mental stamina and possess a plethora of skills and qualities such as leadership, teamwork, and righteousness. To accomplish the above, the Physical Education Unit organizes numerous sessions on physical education and sports. The Physical Education Unit is advised by a sports advisory board, which consists of officials of the Physical Education Unit as well as two academics from each faculty. The Physical Education Unit also includes the University Sports Council operated by university students.

15.2 Sports Facilities

In order to facilitate and encourage sports within the University, many facilities have been made available. The University has a well-equipped Gymnasium. The University Playground was

commissioned in 1998 and outdoor sports facilities are provided there. Further, the university has a newly developed outdoor sports complex for Basketball, Volleyball, and Tennis.

15.3 University Gymnasium

The university is equipped with a large gymnasium, which is the third-best in Sri Lanka with a seating capacity for 1500 spectators. Training facilities for indoor sports activities, such as Volleyball, Basketball, Weight-Lifting, Chess, Badminton, Table Tennis, Wrestling, Netball, Taekwondo, Karate, Carom are available from 8.00 a.m. every weekday for students. Apart from attending officially declared practice sessions, students are also encouraged to engage in these sports activities at the venue as a leisure time activity.

15.4 University Playground

The university playground was commissioned in 1998 and facilities for outdoor

sports and other activities are available here. Physical Education Unit schedules fitness development sessions for students and routine practice sessions for sports, such as Cricket, Athletics, Hockey, and Rugby at this venue.

15.5 Sports & Games Offered

- Athletics (Men & Women)
- Volleyball (Men & Women)
- Badminton (Men & Women)
- Table Tennis (Men & Women)
- Elle (Men & Women)
- Hockey (Men & Women)
- Chess (Men & Women)
- Basketball (Men & Women)
- Swimming (Men & Women)
- Rugby (Men)
- Football (Men)
- Cricket (Men)
- Wrestling (Men)
- Weight Lifting (Men & Women)

- Road Race (Men)
- Netball
- Taekwondo (Men & Women)
- Carom (Men & Women)
- Baseball (Men)
- Karate (Men)
- Tennis (Men & Women)
- Soft Ball Cricket (faculty level - Women)
- Kabadi (faculty level - Men & Women)
- Power Lifting (faculty level- Men & Women)
- Scrabble
- Rowing

The University provides several facilities for those who participate in sports events. Sports equipment are available free of charge for students who participate in tournaments and for practice sessions. A subsistence is paid per day when a student participates in an event held outside the University. For team events, the required clothing is provided for students at half-price. For practice

sessions of Inter-University Games, the university provides food supplements for students to maintain and enhance their nutritional levels.

There are annual sports events such as Fresher meet, Inter-Faculty and Inter-University tournaments. In addition to these, the most celebrated sports event of the university sports calendar, Sri Lanka University Games (SLUG), is held at a selected university once every 3 years. Students are also encouraged to participate in the World University Sports Festival which is held once every two years. The Physical Education Unit also organizes many sports events in collaboration with sports bodies in the country. At the end of each year, a Colours Award Ceremony is held, and those who excel in different sports activities at recognized tournaments will be awarded colours. Further, SLUSA colours are awarded to students who win the 1st place in individual events and best performers in all university team games that are selected by a selection committee.

Faculty Representatives of the Sports Advisory Board

1. Dr. E.K. Jayampathi
2. Ms. Sadeesha Dulsari

Faculty coordinators for sports

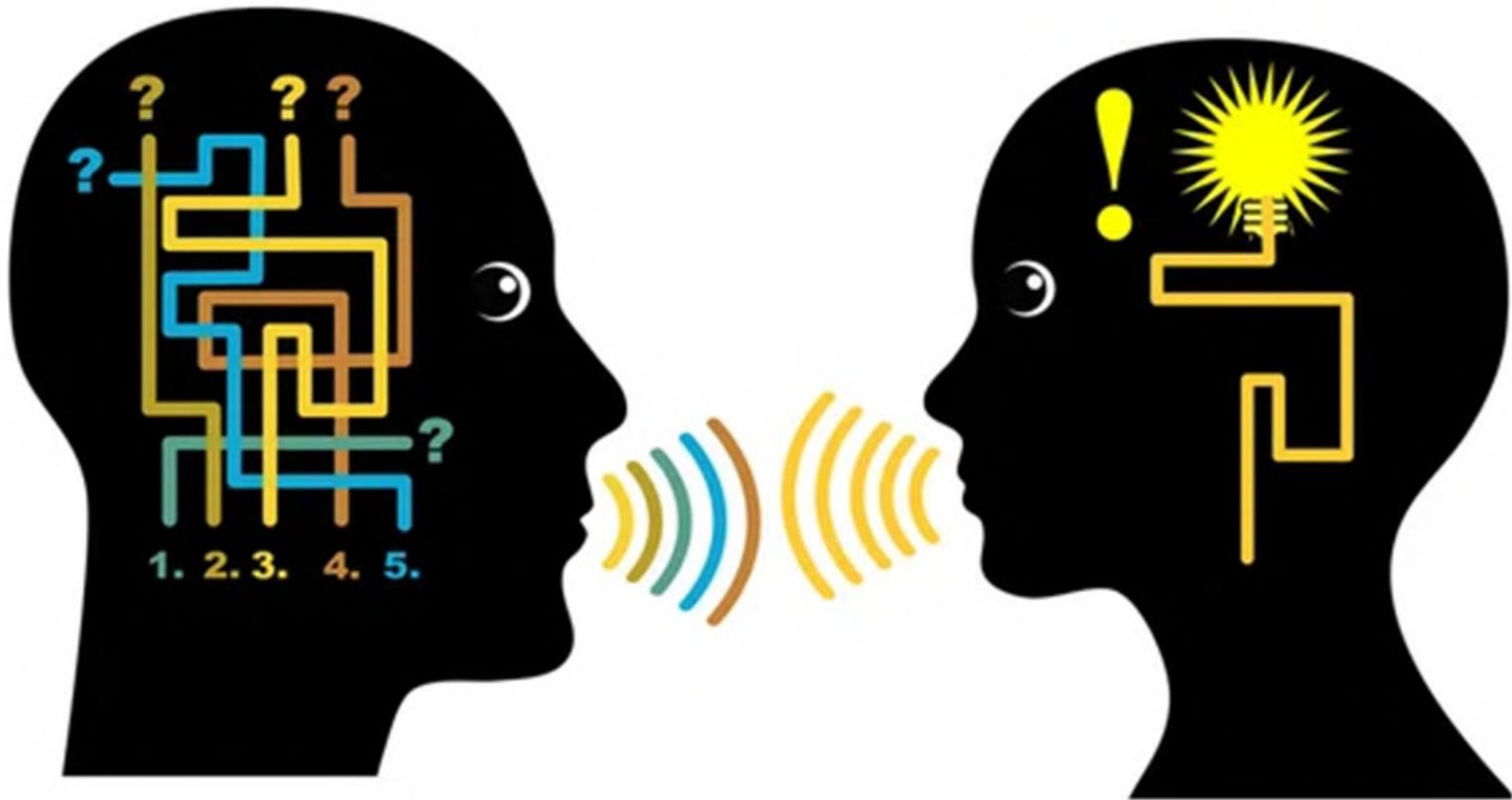
- Athletic
Mrs. H.A.C. Jeewanthi
- Badminton
Prof. H.S.C. Perera
- Baseball
Dr. T.R. Wijesundara
- Basketball
Mrs. Shehara Punchihewa
- Carrom
Mr. R.M.D.D. Rathnayake
- Chess
Ms. D.L.M.N.K. Ariyasena
- Cricket
Mr. M.N.M. Nismi
- Elle
Mr. M.C.K.H. Mallika

- Football
Mr. M.C.K.H. Mallika
- Hockey
Prof. A.B. Sirisena
- Karate
Mr. Y.M.B.A. Manawansha
- Netball
Mrs. L.R. Rupasinghe
- Road race
Mrs. M.N.M. Maduwanthi
- Rugby
Mr. W.T.M. De Silva
- Swimming
Ms. O. Wijyaratne
- Table Tennis
Mrs. Deepika Dissanayake
- Taekwondo
Mr. K.M.U.D. Wijesingha
- Tennis
Mrs. P.K.C. Dinesha

- Volleyball
Mr. R.L. Samantha
- Weight Lifting
Mr. R.M.D.D. Rathnayake
- Kabaddi
Mr. M.C.K.H. Mallika
- Power Lifting
Mr. M.W.S.S. Silva
- Rowing
Mrs. P.D.S.D. Rodrigo
- Softball Cricket
Mr. M.N.M. Nismi
- Scrabble
Ms. O. Wijayarathna
- Wrestling
Mr. K.G.P.V. Gunarathna

Representative Instructor from Physical Education Unit:

- Mr. B.R.N. Saranga (BSc. Agriculture)



16. Student Counselling and Welfare Service

16. Student Counselling and Welfare Services

16.1 Student Counselling Service

The counselling service of the Faculty is intended to promote students' wellbeing during their years of academic study by encouraging their' academic, social, emotional, and personal development. It is likely that students experience various problems that can impact their well-being and educational outcomes. Students have the opportunity to discuss their various socioeconomic and mental problems or any other matters with the counsellors. The team of academic staff members, who have been appointed as student counselors, offers their assistance, advice, and guidance to students. Our team is committed and experienced in helping students from many different backgrounds and cultures with a wide range of personal and academic issues. The student issues are addressed using various approaches including counselling sessions, meetings, and Programmes. The students are provided with the opportunity to meet the counsellors and discuss their issues. Students can contact any of the below mentioned counsellors and they are always at your service.

Senior Student Counsellor of the University

Dr. P.H. Amaraweera

- 071 5860450

Ms. Onandi Wijyaratne

- 071 9190979

Mr. M.C.K.H. Mallika

- 077 2973713

Mrs. B.B.D.S. Abeykoon

- 071 2634339

Mrs. P.S.D. Punchedewa

- 071 1697283

Mrs. Nisansala Medagoda

- 071 9540610

Ms. Dinukee De Silva

- 076 7685202

Ms. D.L.M.N.K. Ariyasena

- 071 0984630

Ms. W.G.M. Sadeesha

- 077 1597745

Ms. B.D.T.M. Kamalaseena

- 071 0845598

Mrs. Y.M. Liyanapathirana

- 071 5628290

Mr. Y.M.B.A Manawansha

- 071 6086608

Dr. J. Ramawickrama

- 071 8107794

Dr. B.L.Galhena

- 077 4479841

Dr. T.R. Wijesundara

- 077 6032588

Mrs. M.S. Nanayakkara

- 071 3418114

Dr. E.K. Jayampathi

- 071 6420186

Mrs. D.M.R. Deepika

- 071 8443281

16.2 Mentoring Service

The faculty has a mentoring service that aims to provide professional guidance and help the development of their students. Each student is assigned to an academic staff member of the Faculty as a mentor. Mentor will provide support and guidance in making significant transitions during and beyond the student's undergraduate career. Mentoring will help students to take responsibility for their goals and to understand how their ambitions fit into graduate education and their career choices within the university. Students will be able to benefit from the mentor's support, skills, wisdom, and coaching. Mentor will help the student to shape their ideas about career development opportunities and in training in new skills that are needed for students to grow professionally and to function independently. Students are encouraged to meet their mentors at least once a month.

16.3 Hostel Facilities and Policy

The university provides hostel facilities only for a limited number of students. However, further expansion of this facility is envisaged. Priority will be given to the first and final year students. A few university-owned buildings and rented houses are being used as student hostels. Accommodation facilities are given according to the student ratio of each faculty located in the Wellamadama Complex. Student hostels are located in Maddewatta, Pamburana, and inside the main university premises.

Other relevant information are as follows:

Hostel Sub-Wardens

Maddewatta Boys Hostel

Mr. Chandana Samarawicrama

0715549398

Wellamadama II Girls Hostel

Mrs. Shamini Karunarathna

Ext: 2149, 071856078

Eliyakanda New Girls Hostel

Ms. A.P. Hemanthi

0714469525

Wellamadama I Girls Hostel

Ms. Chamila Priyadarshaniee

Ext: 2122, 0776721961

Wellamadama III Girls Hostel

Ms. Chamila Jayalal

Ext: 2123, 0719364151

Eliyakanda old Girls Hostel

Mrs. P. Kumarasinghe

0702519055

16.4 Medical Center

The University Medical Centre provides health care services for the benefit of both staff members and students. It is located in a building close to the Department of Physics at the Faculty of Science. Each student has to undergo a medical examination when he/she enters the university. The aim of this test is to determine whether the student has suitable health conditions to continue the academic career without difficulties. If a student is found to be suffering from a severe disease, he/she is directed to special clinics at the hospital for treatments. During the academic year, the medical center is open for treatment for students and staff from 8:00 a.m. to 5:00 pm on weekdays. All drugs are free of charge for the students. If a prescribed drug is not available in the clinic, the university will reimburse the expenses.

16.5 Scholarships

Bursaries and Mahapola Policy

According to circular No. 613 of the University Grant Commission, any student shall be eligible for Bursary or Mahapola if he/ she satisfies the following conditions:

- The student should be a citizen of Sri Lanka
- He/she should be registered as an internal student for a full-time course of study at the university
- His/her parents should receive an annual income not exceeding Rs.90,000/=



17. Career Guidance Unit

17. Career Guidance Unit

17.1 Introduction

Career guidance for undergraduates in universities has been recognized as a matter of policy by the Government of Sri Lanka. At the University of Ruhuna, the Career Guidance Unit was established in March 2000 to provide career guidance services to undergraduates, ensuring the production of sound graduates, who can contribute to the community utilizing their full potential. Since then, the unit has organized various types of events, including workshops and training sessions, to develop the attitudes and skills of the undergraduates to motivate them to perform exceptionally and manage their academic life and personal life. Meanwhile, many training sessions are regularly conducted to make them ready for the industry and to become best suited to capitalize on career opportunities in the industry.

The unit has developed a wide range of network and industry links with many private sector organizations and government institutions to facilitate productive interaction between the undergraduates and such institutions to provide industrial training and career opportunities for the benefit of the undergraduates.

17.2 Programmes Conducted by the Career Guidance Unit

Career Guidance Unit is catering to the demand of the industry by offering students captivating Programmes to groom them, while preparing them for their future careers. These Programmes mainly include:

- Certificate course in soft skills development
- Outbound and leadership development sessions
- Able manners and etiquette training sessions
- Art/drama therapies and photography for personal development
- Personal branding and business etiquettes sessions
- Annual career fairs in supporting students' internships
- Industry forums
- Workshops for professional CV writing and mock interview rounds
- Career-related personalized counselling
- Various corporate social responsibility (CSR) projects

Additionally, there exist many more enthralling opportunities for students who are interested in working with the University Career Guidance Unit. The Faculty of Management and Finance has pioneered in organizing many activities for undergraduates at the faculty together with the Career Guidance Unit. Thus, the undergraduates are warmly welcomed to visit the unit or to contact the faculty coordinator to have frequent updates about the on-going Programmes.

To reach new updates of Career Guidance Unit, please log on to:

Facebook page: <https://www.facebook.com/Career-Guidance-Unit-University-of-Ruhuna>

Director

Professor T.S.L.W. Gunawardana

Department of Business Management
Faculty of Management and Finance
Mobile: 071 8577625

Academic Career Advisor

Mrs. D.M.R. Dissanayake

Lecturer,
Department of Management and Entrepreneurship
Faculty of Management and Finance
Mobile: 071 8443281

Career Counsellors

Mrs. Sujeewa Vidanagamage

Mobile: 071 4475666

Mrs. Pubudu Mallawarachchi

Mobile: 071 8359365

Mr. W.P. Nilanka Srinath

Mobile: 071 4395787

Ms. Vindya Welihena

Mobile: 071 6900463

Mr. Nilantha Kalansooriya

Mobile: 071 3220924



18. Student Union and Societies

18. Student Union and Societies

18.1 The Student Union of the Faculty of Management and Finance

The Faculty of Management and Finance has established its student union registered as "Student Union of the Faculty of Management and Finance". Office bearers of the Student Union of the Faculty of Management and Finance are appointed every year. These appointments are subject to the nominations made by the students. If more than one nomination is received, the faculty will decide to hold an election to elect office bearers for the forthcoming year. Every appointment is valid for no more than one consecutive year.

The Student Union of the Faculty of Management and Finance is supposed to re-union all students for their common educational purposes and arrange student welfare facilities within the faculty. The student union is especially expected to perform a high-quality service for their students by addressing students' serious academic and non-academic issues.

18.2 Circle of Accounting (CoA)

Circle of Accounting (CoA) is one of the most inspired study circles in the Faculty of Management and Finance of the University of Ruhuna. The Circle of Accounting is organized by the students specializing in Accounting at the Department of Accounting and Finance. This circle was initially founded in 2008 with the aim of conducting a wide variety of educational and social Programmes, and interactive leadership activities for gaining social skills and extensive knowledge. These Programmes focus not only on the personnel development of the students but also on the development of the University and the wellbeing of society. "A new way for perfection" is the slogan of CoA. The specialty of the CoA is that it welcomes the participation of all other students of the faculty and university in most of the Programmes; hence, it helps to develop inter-faculty collaborations.

18.3 Entrepreneurship Study Circle

The Entrepreneurship Study Circle was established with the vision of becoming a leading organization that enhances entrepreneurship in the national and international contexts. The mission of the circle is contributing to creating an entrepreneurial culture in the country by coordinating with entrepreneurship-related organizations and individuals and generating youth with entrepreneurial knowledge to donate social and human capital to develop an economically prosperous nation. In order to meet the prescribed vision and mission, the Circle conducts various academic and extra-curricular activities. Mainly, the circle organizes guest lectures and workshops for the purpose of disseminating practical knowledge of the Entrepreneurship discipline. Moreover, in order to build links with the industry experts and to obtain practical exposure, the circle organizes field visits. The circle raises funds for these projects by organizing different activities such as conducting model businesses. Thus, we welcome self-motivated and energetic students to join the circle and explore this wonderful experience.

18.4 Circle of Human Resource Development (HRD)

The Department of Human Resource Management established the circle of Human Resource Development with the aim of organizing academic and extra-curricular activities mainly to enhance students' interpersonal skills and cohesiveness. The members of the HRD circle consist of the undergraduates who follow BBA Honours in Human Resource Management Degree. The HRD circle is supervised and guided by an academic committee of the Department of Human Resource Management. In order to meet the stipulated objectives of the circle, they organize a wide variety of educational and extra curricula Programmes. With the collaboration of the industry experts, the Circle conducts guest lectures and workshops for sharing pragmatic knowledge and exposure.

Moreover, the circle organizes leadership training, team building, and outbound training Programmes to enhance the soft skills of the students. Further, in order to explore the best HR practices undertaken by Sri Lankan organizations, the Circle organizes field visits. The circle raises funds for these Programmes through various fundraising activities. Thus, it is evident that the HRD circle contributes enormously to sharpen the knowledge, skill, and attitudes of the graduates. We welcome vibrant and dynamic students to join the HRD circle and enhance their extra-curricular attributes by actively participating in these initiatives.

18.5 Circle of Marketing (CoM)

Circle of Marketing is an initiative taken by the Department of Marketing, University of Ruhuna, with the intention of instilling and enhancing qualities and skills required of a true marketer, who is also a proud asset to the country. It has been the flag bearer of the idea of dynamic marketers with voracious personalities since its inception in 2008. Consisting of students of the Department of Marketing, Circle of Marketing is one of the most active student groups of the university, organizing continuous and consistent activities for the benefit of all undergraduates of the Faculty of Management and Finance. It is the proud organizer of ADCON, an event created by undergraduates, for undergraduates, with the involvement of industry experts, in order to extend an opportunity to evolve and shine. It also conducts various activities such as workshops, outbound training, field trips, and other outdoor activities, among many others, to achieve its aspirations.

18.6 Induwara IT & Communication Society

The Induwara IT & Communication Society was established to improve the IT knowledge, skills, and practices of the undergraduates of the Faculty of Management and Finance, University of Ruhuna. Society creates a platform for undergraduates to present their IT & Communication Technology-related skills while networking with external entities to provide IT-based infrastructure for the undergraduates. Further, the society expects to raise awareness of IT and identify the potential for IT-based developments and employment in the industry. There are six other sub assignments under the Induwara It & Communication Society; namely, Induwara Dahana, Induwara Asapuwa, Induwara Sara, Computer World, E-magazine, and Professional support in IT education.

Campus Life



