



UNIVERSITY OF RUHUNA

STUDENT HANDBOOK - 2020

UNIVERSITY OF RUHUNA

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”



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Dear Parents,

I wish to congratulate you on the selection of your child as an undergraduate of the University of Ruhuna, one of the most prestigious universities in the state university system. Your child will be entitled to totally free education and will have access to higher education with hostel facilities and Mahapola Scholarship. This privilege is a rarity received by just 30,000 out of 150,000 children who qualify for higher education. Therefore it is the responsibility of your child to uphold and enjoy such privilege with utmost responsibility.

In the year 2018, for the upkeep of the University of Ruhuna for the undergraduates, the cost incurred was Rs. 2800 million. It means the cost of maintaining the University for one single day is more than Rs. 8 million! This cost is borne by the people of this country through their taxes. It is for your child, education is free from any cost, but the actual cost is borne by the people. Hence, it is the responsibility of your child pursue higher education with due diligence, obtain a degree and leave the university as a graduate citizen equipped with knowledge, competence and other skills.

Upon leaving the university, your child is bound by duty and morality to serve with humanity the hundreds of thousands of people who contributed to his/her education. According to data, around 30% of graduates produced by the local university system (including medical graduates) leave the country seeking greener pastures overseas without serving the country. Even if post graduate degrees or other overseas trainings are undertaken, I believe it is the duty and responsibility of your child to return home and serve the motherland. I wish to fervently appeal to all parents to offer necessary guidance to your children in this regard.

My experience tells me that even though your child is an adult student, he/she is yet to reach social maturity. Therefore I kindly request you to keep a watchful eye on them as you did during their childhood. Ragging is prevalent in every university of Sri Lanka. To eradicate this menace, the Vice Chancellor, the Deputy Vice Chancellor, deans of all faculties, academic and non-academic staff work tirelessly. However due to the minimal level of support received from first year students and their parents, we are not in a position to eliminate ragging. It is important to realize that you and your child are equally responsible for reporting any incidents of ragging, lodging complaints with the relevant authorities and giving evidence. If you fail in your duty, you may be found guilty under the Prohibition of Ragging Act for indirectly contributing to ragging.

There are positive trends as well as negative trends in the university. Encourage your child

to undertake leadership training through sports and social clubs and other associations and societies in the university. Amongst the unwholesome trends, the most widespread are the use of narcotics and liquor, political violence anti-disciplinary conduct. Constantly advice your child to refrain from such evils. Convince your child that he/she alone is responsible for earning the degree. Impress upon them that if he/she goes astray it will really be an arduous task to put the life back on the right track. Instruct your child to maintain close links with their teachers. Educate them to seek the support of student counseling services. If your child experience economic hardships, immediately meet the student counselor and brief him in that regard and be honest in providing information. Understand that higher education is aimed at liberating the humankind from poverty. Teach your child to be grateful to all those who offered guidance.

I wish that your child will become a gainful citizen and a graduate committed to serve the humanity.

Senior Professor Sujeewa Amarasena
Vice Chancellor
University of Ruhuna



The Faculty of Management and Finance (FMF), University of Ruhuna has produced path-breaking ideas with lasting impact on the theory and practice of Management and has trained generations of leaders in Sri Lanka who have helped shape the world of business. From its inception, the FMF has a distinctive intellectual tradition that thrives public debate and cultivates academic rigor. Our undergraduate and graduate programmes are conducted by an outstanding faculty characterized by a powerful combination of formal academic training coupled with business experience. The Bachelor of Business Administration Degree (BBA) offers subject combinations to gain the skills and competencies required for the development of your creativity and critical thinking in decision making to cope with the competitive global business environment. The Master of Business Administration Degree (MBA) focuses on navigating the changes in complex and dynamic business environments, and to use them to create new opportunities. Moreover, the FMF, presently, dedicates its full breath to introduce a new postgraduate degree, Master of Business Management (MBM). Our degree programmes equip emerging leaders with knowledge, research insights and effective personal skills to make an impact on business organizations, with quality, rigour, and relevance. To equip students with the best possible opportunities, the academics conduct world-class research on an on-going basis.

Nevertheless, the faculty members are highly sought after by corporations, industries, and governments to help solve some of the most crucial business and societal challenges. Further, academics of the faculty understand need of the students in order to become leaders possessing an innovative and analytical mindset that propels them to the forefront of their chosen fields. The partnership between the students and the academics that accounts for being highly ranked for both student satisfaction and graduate employability. Eventually, it is difficult to capture the extreme effort put forth by the faculty and the staff to provide students enrolled in the Faculty of Management and Finance with confidence and excitement about their professional career.

Dr. T.S.L.W. Gunawardana
Dean
Faculty of Management and Finance
University of Ruhuna

1

University of Ruhuna



1.1 Introduction

The University of Ruhuna was established on the 1st September 1978, as Ruhuna University College by a Special Presidential Decree. Currently, University of Ruhuna constitutes ten faculties, namely Agriculture, Engineering, Fisheries and Marine Sciences & Technology, Humanities and Social Sciences, Management and Finance, Medicine, Science, Technology, Allied Health Sciences, and Graduate Studies.

Faculties of Humanities and Social Sciences, Fisheries and Marine Sciences & Technology, Management and Finance, Science and Graduate Studies are located in the main University premises at Wellamadama (Matara). Faculties of Agriculture, Technology, Engineering, Medicine, and Allied Health Sciences are located in Mapalana (Kamburupitiya), Hapugala (Galle) and Karapitiya (Galle) respectively. The central administration unit of the University is also located at the Wallamadama University complex.

The University offers Bachelor, Master, and PhD degrees in their respective disciplines. In addition, Diploma and Certificate courses are conducted in various disciplines.

At the first recruitment of the University of Ruhuna for the Bachelors' degree programmes in 1978, a total of 272 students were enrolled. It has been increased to 7705 students in the year 2019, across ten faculties (Table 1.1), recording its fast growth during the past four decades.

Table 1.1 Distribution of students among the ten faculties (As at 02.12.2019)

Name of the Faculty	No. of Students
Agriculture	784
Engineering	915
Fisheries and Marine Sciences & Technology	239
Humanities and Social Sciences	1594
Management and Finance	1298
Medicine	1024
Science	1085
Allied Health Sciences	341
Technology	425
Total student population of the University	7705

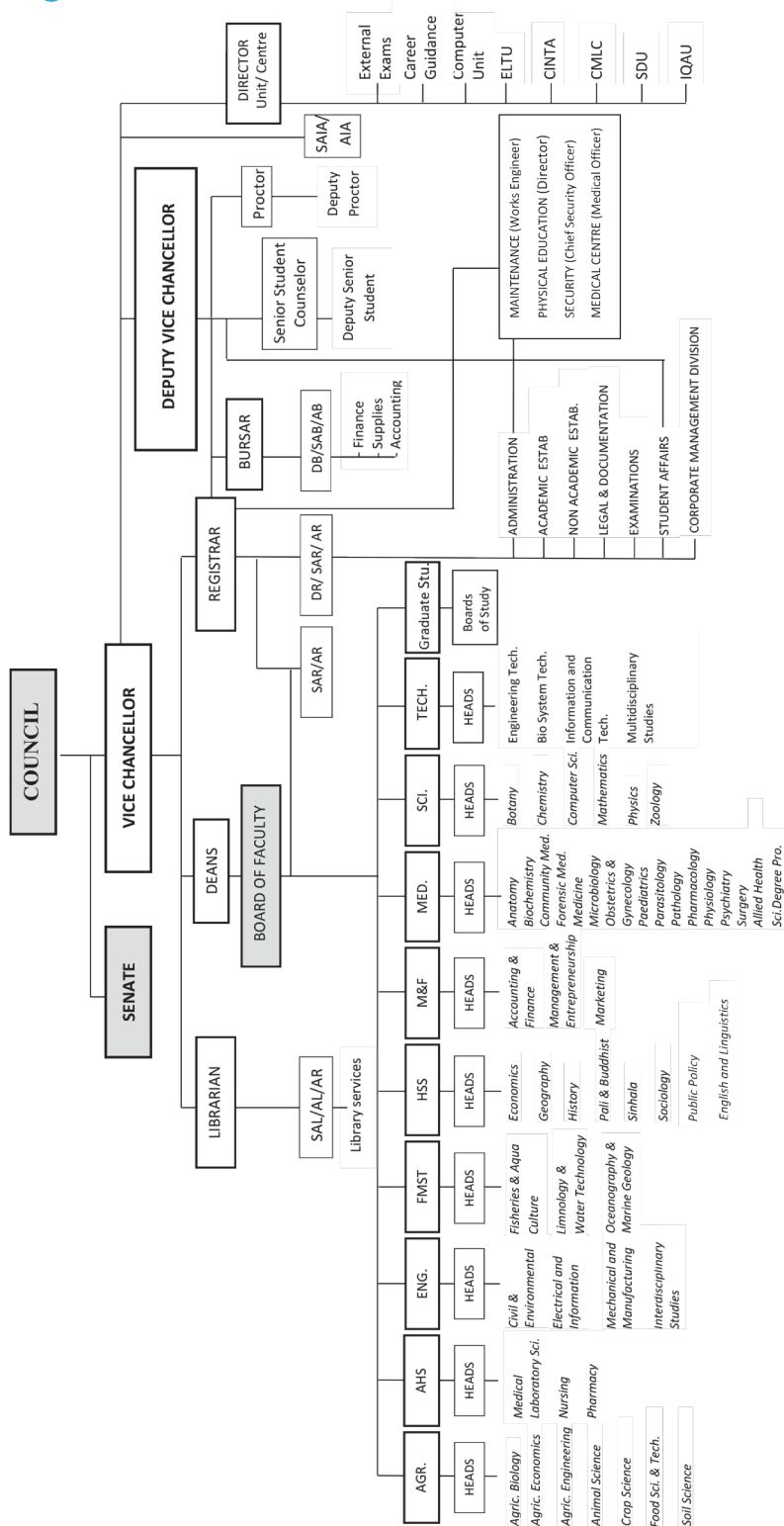
1.2 Location of the University



University of Ruhuna main campus is located 4 km away from Matara along the Colombo Hambantota (A2) main road. Matara (Sinhala: මාතලේ Tamil: மாததறலை) (originally Mahathota) is a city on the southern coast of Sri Lanka, 160 km from Colombo. Matara historically belongs to the area called Ruhuna, one of the three kingdoms in Sri Lanka. According to the Mahawansa, first Indians who arrived at the island settled in the area, along the banks of Nilwala River.

Traveling from Colombo to Matara can be made either by train or buses. There are only a limited number of trains but buses are available every half an hour through the normal route or expressway. The journey through the normal 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 PhD (Kyoto, Japan), M.Phil (Ruh, SL), B.Sc (Ruh, SL)
Dean, Faculty of Agriculture	Professor. S.D. Wanniarachchi BSc(Ruh, SL), MSc(Canada), PhD(Canada)
Dean, Allied Health Sciences	Dr. K.G. Imendra BDS (Pera, SL)), PhD (Japan)
Dean, Faculty of Engineering	Dr. H.P. Sooriyaarachchi PhD (UK), MEng (Japan) , BSc Eng (Mor, SL)
Dean, Faculty of Fisheries and Marine Sciences & Technology	Dr. (Mrs.) H.B. Asanthi B.Sc(Ruh, SL), PhD (France)
Dean, Faculty of Graduate Studies	Senior Professor Mrs. M.V. Weerasooriya MBBS(Pera, SL), Dr.Med.Sci.(Parasitology) (Japan)
Dean, Faculty of Humanities and Social Sciences	Dr. Upali Pannilage BA, M.Phil, PhD (Ruh, SL), PG Dip.(Col, SL)

Dean, Faculty of Management and Finance	Dr. T.S.L.W. Gunawardana PhD (Bodo, Norway), MSc (Agder, Norway), BBA (Ruh, SL)
Dean, Faculty of Medicine	Professor Vasantha Devasiri MBBS(Ruh, SL), DCH(Paed-Col, SL), MD(Col, SL), FSLCP
Dean, Faculty of Science	Professor P.A. Jayantha PhD(Australia), MSc((J'pura, SL), BSc(Kel, SL)
Dean, Faculty of Technology	Senior Professor W.G.D. Dharmaratne PhD(Tufts, USA), MSc(Tufts, USA), BSc(Pera, SL)
Acting Librarian	Mr. N. Hettiarachchi BSc(Ruh, S.L.), MSc(Kel, S.L.)
Registrar	Mrs. P.S. Kalugama BA(SJP, SL), MA(UK), MBA(Ruh, SL)
Bursar (Acting)	Mr. A.M.A. Siriwardhane BSc(SJP, SL), ICASL (Inter-mediate)

1.5 Contact Information of the University

1.5.1 Postal Addresses

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

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

1.5.2 Addresses of the other five faculties are as follows;

Faculty of Agriculture

University of Ruhuna
Mapalana, Kamburupitiya
81100, Sri Lanka.

Faculty of Engineering

University of Ruhuna
Hapugala, Galle
80000, Sri Lanka.

Faculty of Medicine

University of Ruhuna
Karapitiya, Galle
80000, Sri Lanka.

Faculty of Allied Health Sciences

University of Ruhuna
Godakanda, Galle
80000, Sri Lanka.

Faculty of Technology

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

1.5.3 Telephone and Fax Numbers of the University

	Telephone Number	Fax Number
Wellamadama Complex	+94(0)41 222681-2	+94(0)41 2222683 +94(0)41 2227001-4
Faculty of Agriculture	+94(0)41 229220	+94(0)41 2292384
Faculty of Allied Health Sciences	+94(0)91 2243900	+94(0)91 2243900
Faculty of Engineering	+94(0)91 2245765	+94(0)91 2245762
Faculty of Fisheries and Marine Science & Technology	+94(0)41 2227026	+94(0)41 2227026
Faculty of Graduate Studies	+94(0)41 2222681	+94(0)41 2227008
Faculty of Humanities and Social Sciences	+94(0)41 2227010	+94(0)41 2227010
Faculty of Management and Finance	+94(0)41 2227015	+94(0)41 2227015
Faculty of Medicine	+94(0)91 2234730	+94(0)91 2222314
Faculty of Science	+94(0)41 2222701	+94(0)41 2222701
Faculty of Technology	+94(0)41 3006130	

1.5.4 Internal Telephone Numbers

Vice Chancellor Office	2000 2101
Deputy Vice Chancellor Office	2001 2137
Registrar Office	2110 2109
Dean, Faculty of Fisheries and Marine Sciences & Technology	5101
Assistant Registrar	5102
Dean, Faculty of Science	4101
Assistant Registrar	4102

Dean, Faculty of Humanities and Social Sciences	3101
Assistant Registrar	3102
Dean, Faculty of Management and Finance	3901
Assistant Registrar	3902
Dean, Faculty of Technology	4501
Assistant Registrar	4502
Dean, Faculty of Graduate Studies	2147
Senior Assistant Registrar	2160
Librarian (Actg.)	2210
Bursar (Actg.)	2150
Senior Assistant Bursar (Finance)	2108
Assistant Bursar (Finance)	2103
Senior Assistant Bursar (Supplies)	2115
Deputy Registrar (General Administration)	2120
Deputy Registrar (Examinations)	2130
Senior Assistant Registrar (Student Affairs)	2135
Senior Assistant Registrar (Academic Establishment)	2144
Senior Assistant Registrar (Non-Academic Establishment)	2140
Works Engineer	2145
Director, Physical Education	2223
Director, Internal Quality Assurance Unit	2153
Medical Officer	2121
Career Guidance Unit	2132
Chief Security Officer	2126
Office	2127

1.5.5 Official Website of the Univesity

The official web site of the university (www.ruh.ac.lk) provides a wide range of information on all the faculties, vacancies available, news and has useful links for services such as library and ragging complaint portal of University Grant Commition.

2

Faculty of Management and Finance



2.1 Introduction

The Faculty of Management and Finance (FMF) has the second largest student population in the University of Ruhuna which came into the existence since 29th April 2003 at the main premises of the university, located in Wellamadama, Matara. The faculty comprises four departments, four undergraduate degree programmes, a diploma study programme, and four postgraduate degree programmes.

Faculty of Management and Finance is one of the foremost faculties of the university with four academic departments; the Department of Accounting and Finance, the Department of Human Resources Management, the Department of Management and Entrepreneurship, and the Department of Marketing. The Faculty is also equipped with the outreach facility of a computer unit and an e-learning center which provides all the cutting-edge modern technology to uplift the standards of the academia.

At present, the faculty primarily offers courses covering a broad spectrum of disciplines leading to the Bachelor of Business Administration (BBA) Honours degree (SLQF 06). As for the current reforms of the university, the course unit-based undergraduate programmes in English medium were introduced with effect from September 2001.

As per the standards of SLQF, after the new student enrolling, the faculty offers, first, the solid grounding in the fields of Management and Finance through a range of common courses. Thereafter, the opportunity is given for specializing in one of four fields, namely Accounting, Entrepreneurship, Human Resources Management, and Marketing depending on their interests and capabilities.

Other than the Undergraduate programmes, the faculty coordinates Master in Philosophy (M.Phil.) and Doctor of Philosophy (Ph.D.) programmes based on independent research. Postgraduate Diploma in Business Administration (PDBA) and Master of Business Administration (MBA) programmes are special degree programmes conducted by the faculty, which are mainly based on course work and a research component.

2.2 Vision of the Faculty

“Produce graduates with a sound knowledge, skills, and attitudes of Management and Finance to ensure and uplift the socio-economic standards of the country”

2.3 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 centre for Management studies in Sri Lanka”

2.4 Academic Programmes of the Faculty

BBA Degree Programmes

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

Postgraduate Programmes

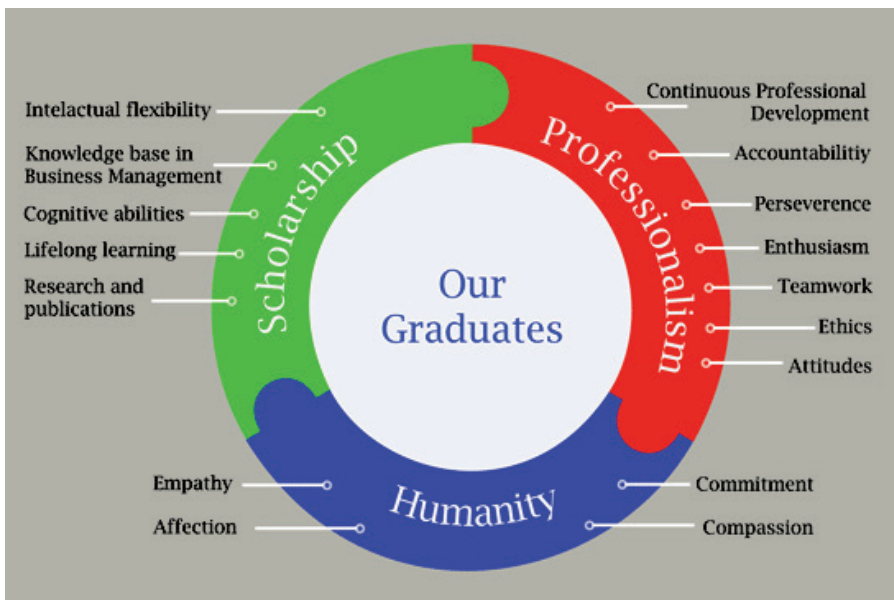
- Postgraduate Diploma in Business Administration
- Master of Business Administration
- Master of Business Management
- Master of Philosophy
- Doctor of Philosophy

Diploma Programme

- Diploma in Marketing Management

2.5 Graduate profile

The students enrolling in the faculty are, first given a solid grounding in the fields of Management and Finance through a range of common courses. Then, they are given the opportunity of specializing in one of four fields, namely Accounting, Entrepreneurship, Human Resource Management, and Marketing depending on their interests and capabilities. Each student needs to earn 120 or more credits of which more than 60 credits should belong



to the chosen specialization area. The curriculum for each specialization field is enriched with latest course modules that match with the contemporary developments in the respective field. Our well designed and up-to-date curriculum, together with extracurricular activities, aims at producing graduates with a high degree of Scholarship, Professionalism, and Humanity. Therefore, our graduates are highly employable and capable of having business on their own. Moreover, the Humanity aspect enriches them with qualities like empathy, affection, and compassion to make them global citizens.

2.6 Officers of the Faculty

Dean

Dr. T. S.L.W. Gunawardana

Positions held by the Academic Staff

Quality Assurance Cell of the Faculty

Dr. M.K. Wanniarachchige (Chair)

Dr. (Mrs.) G.T.W. Sriyani

Mr. M.W.S.S.Silva

Mr. K.G.P.V. Gunarathna

Mr. R.M.D.D. Rathnayake

Dr. T.R. Wjesundara

Deputy Proctor

Dr. T.R. Wjesundara

Deputy Senior Student Counsellor

Dr. (Mrs.) G.T.W. Sriyani

Student Counsellors

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

Mr. A.G. Deepal

Mr. K.G.P.V. Gunarathna

Mrs. P.K.C. Dinesha

Mrs. H.A.C. Jeewanthi

Mrs. P.D.S.D. Rodrigo

Mrs. M.G.M. Dilrukshi

Mr. M.N.M. Nismi

Mrs. I.L.L. Sagalee

Mrs. D. Samarawickrama

Ms. K.D.T. N. Weerasinghe

Mr. K.M.U.D. Wijesinghe

Ms. O. Wijayarathne

Mr. M.C.K.H. Mallika

Academic Career Advisor	Mr. E.K. Jayampathi
Faculty Members of the Sports Advisory board	Mr. K.M.U.D. Wijesinghe Ms. K.D.T. N. Weerasinghe
Faculty Representatives for Cultural Centre	Mr. R.M.D.D. Rathnayake Mr. K.M.U.D. Wijesinghe
Hostel Committee	Mrs. K.A.S. Sriyani Mrs. G.P.K. Nishadi Mr. K.G.P.V. Gunarathna
Student Request Committee	Dr. (Mrs.) M.W. Indrani Dr. T.S.K. Hemaratne Mr. W.M.R. Laksiri
Sexual and Gender based Violence Committee	Mr. A.C. Karunarathne Mrs. G.A.N. Darshi Mrs. L.R. Rupasinghe Mr. K.G.P.V. Gunarathna Mrs. P.K.C. Dinesha Mr. E.K. Jayampathi
Technology Cell	Dr. (Mrs.) G.T.W. Sriyani (Chair)
	Dr. T.R. Wijesundara
	Mrs. H.A.C. Jeewanthi
	Mrs. M.G.M. Dilrukshi
	Mr. G.K.C. Jeewantha
	Mrs. I.L.L. Sagalee

Non Academic Staff

Assistant Registrar

Mr. K.G.N. Kumara

Management Assistant

Mr. W.A.K.P. Arunashantha

Management Assistant

Mr. H. P. Premathunga

Management Assistant

Mrs. P.A.T. Rathnayake

Computer Operator

Mr. R.K. Wengappuli

Management Assistant

Mr. S.S. Jayaweera

Management Assistant

Mr. S. Jayasekara

Work Aid

Mrs. W.A. Malkanthi

Work Aid

Mr. P.K.A. Chaminda

Work Aid

Mr. L.M. Suranga

Driver

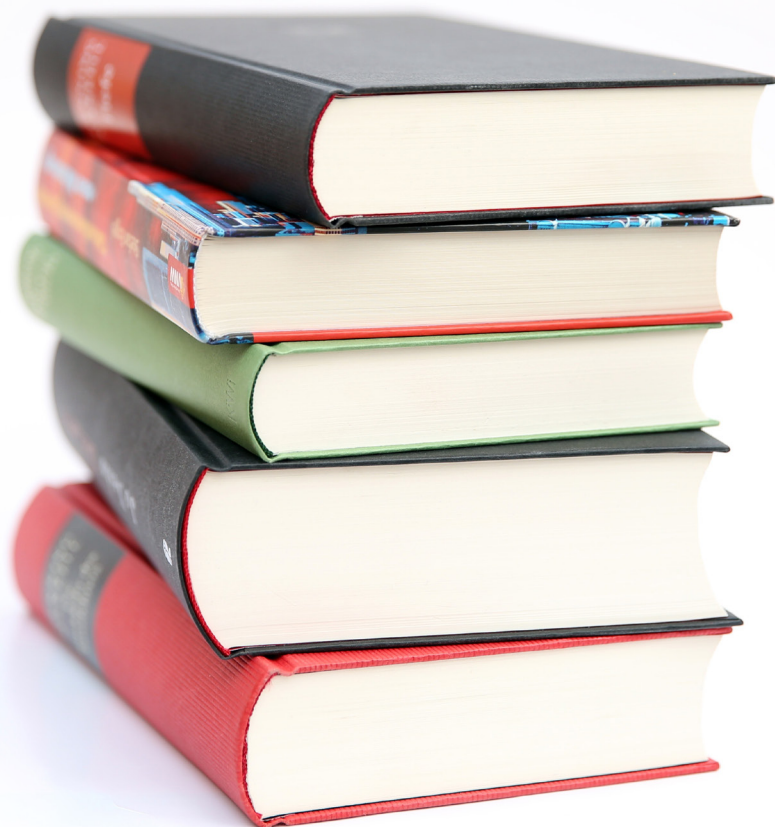
Mr. A.U. Gajasingha

Driver

Mr. P. Amarasiri

3

The Degree Program Structure and Management



3.1 Details of the Bachelor of Business Administration Honours Degree Programme

Duration of the degree shall be of eight academic semesters.

- The fields of specialization and the relevant course units and their syllabi shall be prescribed by the rules and regulations.
- The course units are offered in English medium.
- Students shall register for course units at the beginning of the semester within the given time period prescribed by the faculty. The students who fail to do so shall not be allowed to follow the respective course unit. However, students can register for that course unit with the subsequent batch of students.
- The Course Coordinator of the relevant course unit shall decide how to utilize the contact-hours among the various forms of interactions consisting of lectures, discussion and review classes, tutorials and other forms of acceptable academic interactions with the students.
- The programme of study leading to the degree of the Bachelor of Business Administration shall be a full-time course, organized on a two-semester system, over a duration of four academic years.
- The official academic calendar of dates approved by the Senate on the recommendation of the Faculty Board is announced prior to the commencement of each academic year.

The programme of study leading to the Bachelor of Business Administration (BBA) honours degree consist of,

- Common course units and,
- Specialization course units, which shall be prescribed in the curriculum of the Bachelors of the Business Administration Degree Programme.

The common courses are offered jointly by all academic departments in the Faculty as prescribed in the curriculum towards the graduation requirement.

The faculty shall offer four specialization areas in the Bachelor of Business Administration Degree namely, specialization in

- Accounting
- Entrepreneurship
- Human Resources Management
- Marketing

The selection for the specialization areas is executed by a committee which consists of the Dean of the Faculty and the Heads of the Departments; and the selection criteria for specialization area shall be determined by this committee. If any special issue arises in the selection, it should be referred to the Faculty Board.

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

Each course unit shall be assigned a credit value that indicates the student's workload associated with class attendance and preparation. One credit shall typically be equivalent to academic work involved in attending one hour of lecture/two hours of practical per week over a period of one semester. The course units offered in a semester and the number of credits assigned to each course unit shall be determined by the Faculty Board and the students are duly informed ahead of the commencement of that semester.

The minimum academic work load of a full-time student in a semester shall be of 15 credits.

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
Purpose and Scope of Qualification	<p>Purpose of this qualification is to provide a broad education in business administration in order to equip graduates with knowledge; practice and methodology that 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 business administration discipline.</p> <p>This qualification demands a high level of theoretical engagement and intellectual independence in business administration.</p> <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 reporting in a manner of a dissertation, which is assessed. A total of 10 credits have been allocated for the research component of the degree.</p>

Attributes of Qualification Holders	<p>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:</p> <ul style="list-style-type: none"> • Should be able to demonstrate thorough and systematic understanding of core aspects of management functions in organizational context, • Should be able to construct and sustain arguments effectively in 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 decision making process, • Should be able to clearly communicate information, ideas, issues, problems and solutions, • Should be able to ready to exercise initiative, identify situations they need support from others, and • Should be able to be prepared to carry out further training and manage own continuous improvements.
Minimum admission requirement	General Certificate of Education (Advanced Level) in Commerce Stream.
Volume of Learning	120 credits after SLQF Level 2
Designators	Bachelor of Business Administration Honours
Qualifiers	<p>Bachelor of Business Administration Honours in Accounting; Bachelor of Business Administration Honours in Entrepreneurship; Bachelor of Business Administration Honours in Human Resources Management; Bachelor of Business Administration Honours in Marketing</p>
Abbreviation	<p>BBA Hons (Accounting); BBA Hons (Entrepreneurship); BBA Hons (Human Resources Management); BBA Hons (Marketing).</p>

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

Department of Accounting and Finance



4.1 Introduction

The Department of Accounting and Finance is one of the four pillars of the Faculty of Management and Finance. Each year, department attracts the highest number of students among the students entering the Faculty of Management and Finance of the University of Ruhuna.

Staff members of the department meticulously guide the students with their truly academic intuitions and passions in research which enrich the teaching-learning environment. Vibrant and enthusiastic students of the department create a unique learning culture in which they always interact with the industry and society. The department ensures that every student undergoes a semester-long internship programme in their final semester. Furthermore, most of our students undergo training at various professional bodies outside the university and obtain professional qualifications along with their graduation. Therefore, the employability of our graduates remains remarkably higher.

The department actively promotes extracurricular activities by encouraging the students to form student circles and clubs that foster creativity, innovation and knowledge sharing. In collaboration with students and industrial partners, the department frequently organize various events and workshops to strengthen the links among academia, industry, and students.

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 accounting together with the knowledge and skills on 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 Department of Accounting and Finance. The programme includes a range of contemporary course units in the field of accounting which is conducted entirely in the English language. During the final semester of the programme, students take internship training in a selected business firm for a period of 16 weeks.

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

The department invites talented students with an interest in the field of Accounting to join the programme and become professionals in Accounting.

4.3 Syllabi of the Bachelor of Business Administration in Accounting (Hons) Degree Program

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	
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 Systems	
		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 41133	Strategic Finance	
	Semester II	BBA 42019	Dissertation	15
		BBA 42026	Internship	

4.4 Research Areas

- Accountability
- Audit and assurance
- Banking and Financial Intermediation
- Capital market performance
- Corporate Finance
- Corporate Governance
- Corporate Social Responsibility
- Economics
- Tax policy
- Environmental Management Accounting
- Financial Accounting Practices
- Financial Reporting
- Investment and Portfolio Management
- Management Accounting Control Systems
- Management Accounting Practices
- Public Sector Accounting

4.5 Staff of the Department of Accounting and Finance

Head of the Department

Dr. (Mrs.) M.W. Indrani

PhD (Victoria, Australia), MSc (SJP, SL), BCom (Ruh, SL)

Senior Lecturers

Dr. (Mrs.) M.W. Indrani

PhD (Victoria, Australia), MSc (SJP, SL), BCom (Ruh, SL)

Mrs. M.S. Nanayakkara

MSc (Agder, Norway), BBA (Ruh, SL), Reading for PhD (Kel, SL)

Mr. A.G. Deepal

MSc (Agder, Norway), MBA (Col, SL), BSc (SJP, SL)

Dr. M.K. Wanniarachchige

PhD (APU, Japan), MBA (APU, Japan), BBA (Ruh, 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. G.A.N. Darshi

MSc (Agder, Norway), BBA (Ruh, SL), Reading for PhD (SJP, SL)

Dr. T.M.A. Tennakoon

PhD (Bradford, UK), PGD (Bradford, UK), MBA (Col, SL), BCom (Ruh, SL)

Mr. K.G.P.V. Gunarathna

MSc (Agder, Norway), BBA (Ruh, SL)

Mrs. H.A.C. Jeewanthi

MSc (Agder, Norway), MSc (SJP, SL), BBA (Ruh, SL)

Mrs. T.A.N.R. Jayarathne

MSc (Agder, Norway), BBA (Ruh, SL)

Mr. G.K.C. Jeewantha

MSc (SJP, SL), BBA (Ruh, SL)

Lecturers

Mrs. D. Samarawickrama

MBA (Col, SL), BBA (Ruh, SL)

Ms. K.D.T.N. Weerasinghe

BSc (SJP, SL), Reading for MSc (SJP, SL)

Temporary Assistant Lecturer

Miss. D.L.M.N.K. Ariyasena

BBA (Ruh, SL), Dip in (CGMA)

Non Academic Staff

Mrs. R.K. Welahetti - Management Assistant

Mr.A.R.K.M.Ahangama- Work aid

5

Department of Human Resource Management



5.1 Introduction

The management education plays a significant role in creating managerial professionals equipped with wide-ranging managerial skills and competencies that drive organizations towards the success. As a leading academic department in providing Human Resource Management (HRM) education coordinates 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 that 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 labor market, the department provides students with the opportunities to enhance knowledge, skills and competencies through organizing subject-related workshops and guest lectures, company visits, and outbound training programs with the collaboration of industry experts. Further, students are able to develop their interpersonal, communication, and team building potentials through the extra curricula activities coordinated by the circle of Human Resources Development.

The greatest strength of the department is the highly qualified staffs who have 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, department of HRM invites talented and dynamic students to enroll with the program and develop their career in the field of HRM.

5.2 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 the comprehensive knowledge, skills and competencies to meet the requirements of the contemporary business organizations. The programme consists with common curriculum in the first three semesters to provide a thorough understanding of basic concepts in all functional areas in 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 enrolling with 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, field visits and outbound training activities organized by the department with the industry collaboration. Students can develop their interpersonal, communication and team building potential through those activities.

5.3 Syllabi of the Bachelor of Business Administration Honours in Human Resource Management Degree Program

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	
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	Personal Economics	
		HRM 41433	Strategic Human Resource Management	
	Semester II	BBA 42019	Dissertation	15
		BBA 42026	Internship	

5.4 Staff of the Department of Human Resource Management

Head of the Department

Dr. B.L. Galhena

PhD (Agder, Norway), MSc (Agder, Norway), BBA (Ruh, SL)

Senior Lecturers

Mr. R.M. Ratnayaka

MCom (Ruh, SL), BCom (Pera, SL), Reading for PhD (Ruh, SL)

Mr. P.E.D.D. Silva

Mcom (Kel, SL), Bcom (Kel, SL),

Dr. T.S.K. Hemaratne

PhD (London, UK), LLM (NLSIU, India), LLB (OUSL, SL), Attorney-at-Law

Dr.(Mrs.) J. Ramawickrama

PhD (SJP, SL), MSc (Agder, Norway), MBA (Ruh, SL), BCom (Ruh, SL)

Mrs. G.K.H. Ganewatta

MBA (Ruh, SL), BSc (Ruh, SL), Reading for PhD (QUT, Australia)

Dr. B.L. Galhena

PhD (Agder, Norway), MSc (Agder, Norway), BBA (Ruh, SL)

Mrs. R.R.N.T. Rathnaweera

MSc (Agder, Norway), BCom (Ruh, SL), Reading for PhD (Kel, SL),

Mr. K.G. Priyashantha

MSc (Agder, Norway), MLS (Col, SL), BBA (Ruh, SL), AITD(SL)

Mr. R.M.D.D. Rathnayake

MSc (Agder, Norway), BBA (Ruh, SL)

Mrs. M.G.D.S. Samadi

MSc (Agder, Norway), BBA (Ruh, SL) , Reading for PhD (Victoria, Australia)

Mrs. I.L.L. Sagalee

MSc (SJP, SL), BBA (Ruh, SL)

Mrs. V. Vithanage

MSc (SJP, SL), BBA (Ruh, SL) Attorney-at-Law, Reading for PhD (Leicester, UK)

Lecturers

Mr. A.P.R. Fernando

PGDS (Ruh, SL), BSc (SJP, SL)

Mrs. M.T.T. de Silva

MSc (SJP, SL) BBA (Ruh, SL), Reading for PhD (Newcastle, Australia)

Temporary Assistant Lecurer

Miss. M.N. Maduwanthi

BBA(Ruh, SL), PQHRM(CIPM, SL)

Non Academic Staff

5.5 Research Areas in Human Resource Management

- Career Development
- Coaching and Counseling
- Employee Diversity Management
- Employee Selection
- HR practices in International Context
- Industrial Relation Issues
- Outsourcing
- Performance Management
- Rewards Management
- Stress Management
- Training and Development
- Virtual HRM

6

Department of Management and Entrepreneurship



6.1 Introduction

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

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

The department not only teach to outshine in education but also tailors to the holistic development of students through positive and interactive learning environment. Academic staffs of the department are committed to enhance their academic, and research excellence in collaboration with local and international organizations.

6.2 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 immensely contribute to 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 in all functional areas in Business Management with a view to give them an opportunity to make 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 with the BBA Honours in Entrepreneurship degree.

Throughout the BBA Honours in Entrepreneurship Degree, students are exposed to obtain knowledge, skills, and competencies in particular to the Entrepreneurship discipline. 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 extra curricula activities conducted by the Circle of Entrepreneurship. Thus, department invites self-motivated and energetic students to enroll in the degree programme and develop your career in the field of Entrepreneurship.

6.3 Curriculum of the Bachelor of Business Administration Honours in Entrepreneurship Degree Program

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	
3000 Level	Semester I	BBA 31013	Management Information Systems	15
		ENT 31203	Legal Aspects of Entrepreneurship	
		ENT 31213	Microfinance	
		ENT 31223	Taxation for Venture	
		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	

6.5 Research Areas in Entrepreneurship

- Corporate Entrepreneurship
- Creativity and Innovation
- Entrepreneurship Education
- Family Business
- Green Entrepreneurship
- International Entrepreneurship
- Microfinance
- Regional Development
- SMEs and Entrepreneurship
- Social Entrepreneurship
- Tourism and Entrepreneurship
- Women Entrepreneurship

6.6 Staff of the Department of Management and Entrepreneurship

Head of the Department

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

PhD (Shizuoka, Japan), PDBA (Ruh, SL), BCom (Ruh, SL)

Associate Professor

Prof. (Mrs.) H.S.C. Perera

PGDip (Canada), MPhil (Ruh, SL), BSc (SJP, SL)

Senior Lecturers

Dr. (Mrs.) G.T.W. Sriyani

PhD (Ruh, SL), MBA (Col, SL), BBA (Ruh, SL)

Mrs. K.A.S. Sriyani

MCom (Ruh, SL), BCom (Ruh, SL)

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

PhD (Shizuoka, Japan), PDBA (Ruh, SL), BCom (Ruh, SL)

Mr. M.W.S.S. Silva

MSc (Agder, Norway), BCom (Ruh, SL), Reading for PhD (MSU, Malaysia)

Mrs. L.R. Rupasinghe

MSc (Agder, Norway), BBA (Ruh, SL)

Mrs. P.D.S.D. Rodrigo

MSc (Agder, Norway), BBA (Ruh, SL)

Mrs. M.G.M. Dilrukshi

BBA (Ruh, SL), MSc (SJP, SL)

Lecturers

Mrs. D.M.R. Deepika

MSc (SJP,SL), MSc (Agder, Norway), BBA (Ruh, SL), Reading for PhD (SJP, SL)

Mr. E.K. Jayampathi

MSc (SJP, SL), BBA (Ruh, SL), Reading for PhD (Kel, SL)

Mrs. A.L. Deshani

MSc (SJP, SL), BSc (SJP, SL)

Mr. M.C.K.H. Mallika

BCom (Kel, SL), CBA (ICASL), SLAAS, Reading for MBA (Mor, SL)

Temporary Assistant Lecturer

Miss. P.S.D. Punchihewa

BBA(Ruh, SL), Dip MA(CGMA)

Non Academic Staff

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

Mr. W.D.K. Perera– Work aid

7

Department of Marketing



7.1 Introduction

As one of the leading academic entities in the country, the main endeavor of the Department of Marketing, Faculty of Management and Finance, University of Ruhuna is to cultivate the Marketing profession. The demand for marketing professionals with progressive knowledge and skills in marketing is growing today as the business environment ensures continuous and rapid transformations.

The Department comprises a team of capable and diligent teachers and researchers with high-quality scholarly 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, we welcome various academics and practitioners, in a variety of forums at the department, 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 on a continuous basis to improve the syllabi in order to meet the contemporary requirements of the business organizations. The students at the department participate in numerous extra-curricular activities as well, not only to enrich their educational experiences but also to develop their sense of social responsibility. Our graduates are secured in the employment in the private and the government sector and in foreign countries. As a result, we have been able to attract the best students over the past.

7.2 Bachelor of Business Administration Honours in Marketing

The essence of every business is to procure, maintain and retain customers. The marketing function in every business has always been concerned with understanding and delivering value to customers. As such, it has to reinvent itself frequently to keep up with new technologies and changing customer expectations in the face of increased global competition and a flattening world. The Department of Marketing provides a comprehensive examination of the latest marketing tools, methods, and strategies for generating and growing customer value. By offering BBA Honours in Marketing, the graduates are prepared for broad and promising career options, including advertising and promotion 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, and managing a family business.

The students who successfully complete the first three semesters of the BBA degree programme have the opportunity to enroll in BBA Honours in the marketing programme. As a department, we are committed to create and disseminate knowledge by means of our scholarly and creative achievements and outreach to the community. Through teaching and learning, we help students grow intellectually and become contributing members of the country, national, and world communities. Through research, teaching, and service, we embrace diversity and cultivate leadership, integrity, and citizenship in our students, and the

7.3 Curriculum of the Bachelor of Business Administration Honours in Marketing Degree Program

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	
3000 Level	Semester I	BBA 31013	Management Information Systems	15
		MKT 31503	Consumer Behavior	
		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	

7.4 Research Areas in Marketing

Following list shows only few areas, but not limited- The Department is interested in Marketing aligned research studies;

- Brand Loyalty
- Consumer Behavior
- Consumer Ethnocentrism
- Customer Experience Management
- Customer Relationship Management
- Customer Satisfaction
- Customer Switching Behavior
- Distribution Channel and Power Relationships
- International Marketing
- Marketing Communications
- Marketing Information Systems
- Non Profit Marketing
- Service Marketing
- Social Media marketing
- Tourism Marketing

7.5 Staff of the Department of Marketing

Head of the Department

Mrs. G.P.K. Nishadi

MSc (Agder, Norway), BBA (Ruh, SL), Reading for PhD (SJP, SL)

Associate Professor

Prof. (Dr.) P.A.P. S. Kumara

PhD (Whut, PR China), MBA (Col, SL), BBA (Ruh, SL), MIM (SL)

Senior Lecturers

Dr. T.S.L.W. Gunawardana

PhD (Bodo, Norway), MSc (Agder, Norway), BBA(Ruh, SL)

Mrs. G.P.K. Nishadi

MSc (Agder, Norway), BBA (Ruh, SL), Reading for PhD(SJP, SL)

Mr. A.C. Karunaratna

MSc (Agder, Norway), BCom (Ruh, SL), AMSLIM, Reading for PhD (Ruh, SL)

Dr. A.B. Sirisena

PhD (Agder, Norway), MSc (Agder, Norway), MBA (Col, SL), PGDip (CIM, UK), BSc (SJP, SL)

Mrs. P.K.C. Dinesha

MSc (Agder, Norway), MSc (SJP, SL), BBA (Ruh, SL)

Dr. W.M.T.R. Wijesundara

PhD (Wuhan, China), MSc (Agder, Norway), MBA (SJP, SL), BBA (Ruh, SL)

Mr. M.N.M. Nismi

MSc (Agder, Norway), MSc (SJP, SL), BBA (Ruh, SL), AMSLIM

Lecturers

Mr. W.M.R. Laksiri

MSc (Agder, Norway), PDBA (Ruh, SL), BBA (Ruh, SL), Reading for PhD (Agder, Norway)

Mr. W.T. M. de Silva

MBA (Col, SL), BBA (Ruh, SL)

Temporary Assistant Lecturer

Miss. H.K.H. Peiris

BBA(Ruh, SL)

Non Academic Staff

Mr. S.M. P. Jayarathne - Computer Application Assistant

Mr. K.G.K.N. Dulshan - Work aid

8

Computer Unit



8.1 Introduction

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

At present, the Computer Unit comprises three computer labs with fully networked 100 computers and other infrastructure facilities. These labs are available for the students and provide them with required facilities for data analysis of their research work, computer applications in their coursework and free internet access throughout the day. The Unit currently serves around 1200 undergraduates, 100 postgraduates and for 60 staff members. The Computer Unit offers Information and Communication Technology course units as ICT awareness courses for the undergraduates reading for the BBA Degree. Further, the Computer Unit facilitates the Computer Applications in Accounting course units and other ICT related topics in the BBA degree curriculum. The Computer Unit is responsible for developing and maintaining the Faculty Website and email services while administrating the faculty computer network. Further, the Unit operates the Learning Management System (LMS) facilities and the Student Information System. Moreover, it provides technical services when hardware and software failures occur within the faculty.

Coordinator

Dr. T.S.L.W. Gunawardana

Dean, Faculty of Management and Finance

Computer Instructors

Mr. H.M.C. Pushpakumara

M.Sc. (Col.SL), B.Sc. (Ruh.SL), Reading PhD(SJP, SL)

Mr. R.L. Samantha

M.Phil.(Ruh.SL), B.Sc. (Ruh.SL)

Programme cum System Analyst

Mr. T.G. Bhatiya

MSc (Moratuwa.SL), B.Sc(Ruh, SL)

9

Gold Medals and Awards



9.1 Gold Medals

The faculty will award four Gold Medals for most outstanding students in the faculty at the general convocation. The 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
Lucky Lanka Gold Medal	Best student in Entrepreneurship specialization area	Highest GPA for the entrepreneurship specialized subjects at least with second class upper
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 second class upper
Chartered Institute of Marketing (CIM) Gold Medal	Best student in Marketing specialization area	Highest GPA for the Marketing specialized subjects at least with second class upper
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
SEC Gold Medal	Best student in the course unit of BBA 12043-Introductory Finance	Highest outstanding performance for the course unit of BBA 12043-Introductory Finance

9.2 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 collaboration of Faculties and assistance of the Examination and the Student Affairs branches.

9.2.1 The Vice Chancellor's Awards and Vice Chancellor's List for Overall Performance

Best overall student who completed the degree of each Faculty will be selected under the approved marking scheme and A Gold Medal and a certificate of achievement will be awarded at the General Convocation. Next two best students of each faculty will be included in the Vice Chancellor's list.

9.2.2 Dean's Awards and Dean's List for Overall Performance

The best five students in each batch of every faculty will be selected under the approved marking scheme. A certificate of achievement and a cash prize of Rs.10,000.00 will be awarded to the best overall student of each batch annually at an award ceremony held at the 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 the recommended applications will be forwarded to the selection committee chaired by the Deputy Vice Chancellor for the final evaluation.

10

Library Service



10.1 Introduction

The Library of University of Ruhuna being a central research library in the Southern region of Sri Lanka caters for a vast variety of communities in the country. The Ruhuna University Library has four branch libraries in addition to the Main Library, which serves the Faculty of Agricultural at Mapalana, Faculty of Engineering at Hapugala and Faculty of Medicine at Karapitiya and Faculty of Allied Health Sciences at Mahamodara and Uluwitike premises.

Main Library located in Wellamadama university premises which serves the communities of five faculties; Faculty of Humanities and Social Science, Faculty of Fisheries and Marine Sciences & 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.

10.2 Staff of the Library

Staff of the Library of University of Ruhuna consisted of 12 Academic staff members and two administrative staff members.

10.2.1 Academic Staff Members

Acting Librarian	Mr. N. Hettiatarachchi B.Sc. (Hons) (Ruhuna) MSSc. (Lib. & Inf. Science) (Kelaniya)
Senior Assistant Librarian (Faculty of Agriculture)	Mrs. S.L. Gammanpila B.Sc. Agri (Hons) (Ruhuna) MLS (Colombo)
Senior Assistant Librarian (Reader Service)	Mr. U.A. Lal Pannila B.A.(Hons) (Peradeniya) MSSc. (Lib. & Inf. Science) (Kelaniya)
Senior Assistant Librarian (Faculty of Engineering)	Mr. J.J. Garusing Arachchi B.A. (Hons) (Kelaniya) MLS (Colombo) Reading for Ph.D.
Senior Assistant Librarian (Periodical Section)	Mrs. T. Kuruppu Arachchi B.Sc. (Hons) (Ruhuna) MLS (Colombo) Reading for Ph.D. (Australia)

Senior Assistant Librarian (Faculty of Medicine)	Mr. K.T.S. Pushpakumara B.Sc. (Hons) (Ruhuna) MLS (Colombo)
Senior Assistant Librarian (Electronic Services)	Mr. I.D.K.L. Fernando B.Sc. (Hons) (Ruhuna) Pg.D.ISM (Colombo) M.ISM. (Colombo)
Senior Assistant Librarian (Cataloguing and Classification)	Mrs. Sakunthala Senevirathna B.A. - Lib Sci. (Hons) (Kelaniya) MSSc. (Lib. & Inf. Science) (Kelaniya) Dip. in Journalism (Colombo)
Assistant Librarian (Acquisitions)	Ms. P.K. Jayasekara B.Sc. Agri (Hons) (Ruhuna) MLS (Colombo)
Assistant Librarian (Faculty of Allied Health Sciences)	Mr. P.G. Nishantha B.Sc. (Hons) (J'Pura) MLS (Colombo)

10.2.2 Administrative Staff Members

Senior Assistant Registrar (Library Services)	Mr. C.P.K. Edirisinghe B.A. (Hons) (J'Pura) PDBA (Ruhuna)
Senior Assistant Registrar (Library Services)	Mrs. G.A. Jagathi Hemmali

10.3 Library Opening Hours

A description of hours of opening is given in the following table.

Description of the period	Days of opening	Hours of opening
Semester	Monday to Friday	8.00 a.m. to 6.00 p.m.
	Saturdays	8.30 a.m. to 5.00 p.m.
	Sundays	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.
Long 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

Note - Opening hours of library may be revised

10.4 Library Collections

The library consisted of sections for lending, reference, periodicals and special collections. In detailed descriptions of library collections are given below.

10.4.1 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.

10.4.2 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 following day 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.

10.4.3 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.

10.4.4 Printed periodicals currently subscribed by University of Ruhuna Library

- Scientific American
- National Geographic Magazine
- Time magazine
- Lanka Monthly Digest
- Journal of the National Science Foundation of Sri Lanka

10.4.5 Databases subscribed through Consortium of Academic Libraries of Sri Lanka (CONSAL)

- Emerald
- Taylor & Francis
- SAGE Research Methods Online
- Oxford University Press
- Wiley online Journal
- HINARI
- AGORA
- 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.

10.4.6 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;

- Government publications (Annual reports, statistical reports)
- Rohana collection
- Copies of Master's and Doctoral theses of Academic staff and students of the University
- Professor Justin Labrooy collection
- Professor Alawaththagoda Premadasa collection
- 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.

10.4.7 Legal Deposit Collection

Legal Deposit Collection is located in the second floor of the Library. 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.

10.4.8 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.

10.4.9 Institutional Repository (Digital Library)

Library has embarked on an institutional repository project which allow the users to access to a comprehensive collection of born digital and digitized materials in short while. The service is designed to access via any cloud based device (Desktops, Laptops, Mobile devices, etc)

10.5 Library Resource Classification

The library materials in the University of Ruhuna Library is organized according to the Dewey Decimal Classification (DDC) system. DDC 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 Secorative Arts
800	Literature and Rhetoric
900	Geography and History

10.5.1 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: isuru.lib.ruh.ac.lk. OPAC provides facilities to search library materials using keywords, title, author, subject, ISBN, series and call number

10.5.2 Ask for Librarian Service

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

10.6 Skills Development Programs

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, Faculty of Medicine and Faculty of Allied Health Sciences. 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.

10.7 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.

10.8 Library Resource Centre

Library Resource Centre provides following facilities;

Computer Lab - 20 users can occupy at a time

Library Auditorium - can be used for 80 users with the modern electronic facilities

10.9 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.

10.10 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 confidently.

10.11 Outreach Programs

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.

10.12 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.

10.13 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 can be borrowed is given in following table.

Number of books can be borrowed by students,

Degree program and Level	Lending books	Reference books	Electronic media
Level I	03	01	01
Level II	04	02	01
Level III	05	02	01
Level IV	06	02	01
Postgraduate	03	01	-

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

10.14 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.

10.15 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. However, fines and issuing facilities may vary according to the Faculty.

11

Learning Resources



11.1 English Language Teaching Unit

The English Language Teaching Unit (ELTU) functions under the Faculty of Humanities and Social Sciences and caters to all the five faculties of the university, facilitating the undergraduates to improve their English and become a resourceful graduate, which is one of its primary objectives. The ELTU also employs a host of visiting instructors in addition to the permanent staff.

11.2 Center for Modern Languages

This Centre was established in 2002. The staff comprised the University Coordinator and five Language Coordinators of different Faculties. The Centre is offering 120 hours certificate courses in 5 languages; French, German, Japanese, Hindi, and Tamil. As a Higher Academic Centre in the South, the RCML at the University of Ruhuna wishes to build up the language capabilities and develop the international relation through modern languages. This is a valuable opportunity to the students at the Faculty of Management and Finance to get this knowledge of languages, in order to experience the global higher education and international relations.

11.3 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 is 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 get 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 we serve.

11.4 Computer Labs of the Faculty

At present, the Computer Unit has three computer labs with fully networked 100 computers and other infrastructure facilities. These labs are available for the students and provide them with required facilities for data analysis of their research work, computer applications in their coursework and free internet access throughout the day. The Computer Unit is responsible for developing and maintaining the Faculty website and email services while administrating the faculty computer network. Further, the Unit operates the Learning Management System (LMS) facilities and the Student Information System.

11.4.1 Learning Management System (LMS)

The faculty has a sophisticated and well managed learning management system (LMS) and mobile application of LMS for easy access to the teaching and learning materials in each academic semester. In certain course modules, lecturers guide their students to upload their in-course assessments through LMS. Further, the faculty LMS (lms.mgt.ruh.ac.lk) facilitates for quizzes, discussion forums, and important notices as well.

11.4.2 Management Information System (MIS)

Management Information System (MIS) (<http://paravi.ruh.ac.lk/fomfmis/>) of the faculty was introduced to inculcate the e-culture among management undergraduates. It is mandatory for students to register in each academic semester through MIS. The system consists of functions such as; keep in track on attendance, requesting certificates and etc.

12

Sports and Recreation



12.1 Physical Education Unit

The main aim of the Physical Education Unit is to produce graduates with good physical and mental stamina who possess a plethora of skills and qualities such leadership, team work 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 of faculty.

12.2 Sports Facilities

In order to facilitate and encourage sports within the University, many facilities have been made available. The University is equipped with a large Gymnasium which is the third best in Sri Lanka with seating capacity for 1500 spectators. Training facilities for many indoor sports activities are available for students from 8.00 a.m. every week day. The University Playground was commissioned in 1998 and outdoor sports facilities are provided there.

12.3 University Gymnasium

The university is equipped with a large gymnasium which is the third best in Sri Lanka with 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, Carrom are available here for students.

Apart from attending officially declared practice sessions, students are also encouraged to use engage in these sports activities at the venue as a leisure time activity.

12.4 University Playground

The university playground was commissioned in 1998 and facilities for outdoor sports and other activities are available here. Physical Education Unit schedules routine practice sessions for sports such as Cricket. Athletics, Hockey and Rugby at this venue.

12.5 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)
- Soccer (Men)
- Cricket (Men)
- Wrestling (Men)
- Weight Lifting (Men & Women)
- Road Race (Men)
- Netball
- Taekwondo (Men & Women)
- Carrom (Men & Women)
- Baseball (Men)
- Karate (Men)
- Tennis (Men)
- Soft Ball Cricket (faculty level - Women)
- Kabadi (faculty level- Men & Women)
- Power Lifting (faculty level- Men & Women)
- Scrabble

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 supplementary for student to maintain and enhance their nutritional levels.

There are annual sports events such as 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 in every 3 years. Students are also encouraged to participate in the World University Sports Festival which is held once in 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 Colors Award Ceremony is held and those who excel in different sports activities at recognized tournaments will be awarded with colours.

Faculty Representatives of the Sports Advisory Board

1. Mr. K.M.U.D. Wijesinghe
2. Ms. K.D.T.N. Weerasinghe

Representative Instructor from Physical Education Unit:

Mr. B.R.N. Saranga (B. Sc. Agriculture)

13

Student Counselling and Welfare Services



13.1 Medical Center

The Medical Center is located in a building close to the Department of Physics at the Faculty of Science. Every student must face a medical test when he/she enters to 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 in the hospital for treatments. During the academic year, the medical center is open for treatment for student and staff as well 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.

13.2 Student Counselling Services

Student counselling is considered as one of the most important activities in the university. Students should carefully be counseled since it is the process by which students are guided on how to deal with emotional conflicts and personal problems at the university and how to incorporate the same in their day to day life become a successful person.

The demands of academic work, problems in relationships, changing lifestyles or pressure from their own and others' expectations – amongst other difficulties – can all present you with challenges and inconveniences during their University education. Therefore Students have the opportunity to discuss their various mental, social, economic problems or any other matters which they face with counselors, who are academic staff members voluntarily offering their assistance, advice and guidance to those students in need.

13.2 Student Counsellors of the Faculty

Student counsellors will play a key role in identifying and responding to distressed students. The student counselling service of the faculty will be provide following facilities for the students.

- Students are directed to find solutions on how to deal with psychological problems which might affect their studies.
- Students are advised on how to cope with different situations facing them in the university life.
- It helps to shape a student's behavior and inculcate discipline in students.
- Students get to learn how to live in harmony with the university community.
- It bridges the gap between the students and the university administration, since they can channel their problems through student counsellors to the university administration.

- Students get comprehensive pieces of advices on career development, courses and jobs which enable them to have an informed choice on what to do after the graduation.
- it allows students to discuss about various things which they feel uncomfortable talking about with their parents such as love affairs, drug abuse and suicidal attempts etc.

Senior Student Counsellor of the University	Dr. A.B. Sirisena	077 7285665
Deputy Senior Student Counsellor of the faculty	Dr. (Mrs.) G.T.W. Sriyani	071 8053791
Student Counsellors	Dr. (Mrs.) M.B.F. Mafasiya	077 8104494
	Mr. A.G. Deepal	071 2168524
	Mr. K.G.P.V. Gunarathna	077 7935941
	Mrs. P.K.C. Dinesha	077 7906029
	Mrs.H.A.C. Jeewanthi	071 8828631
	Mrs. P.D.S.D. Rodrigo	071 4894871
	Mrs. M.G.M. Dilrukshi	0776101009
	Mr. M.N.M. Nismi	077 2209206
	Mrs. I.L.L. Sagalee	077 6124835
	Mrs. D. Samarawickrama	071 5181080
	Ms. K.D.T. N. Weerasinghe	071 2759648
	Mr. K.M.U.D. Wijesinghe	076 8763285
	Ms. O. Wijayarathne	071 9190979
	Mr. M.C.K.H. Mallika	071 0431731

13.3 Mentoring Services

A mentoring service is the university that provides professional counselling and advice for students for a free of charge basis. University mentoring service may provide career planning, skills training, professional contacts, or problem-solving for an student's career or within the university. Mentoring Services help to establish supportive, stable, and mutually beneficial relationships between mentors and student in need. Mentoring services work by increasing the student's protective factors and providing them with a sense of acceptance and accountability.

13.4 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 for 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 in each faculty located in the Wellamadama Complex. Student hostels are located in Maddewatta, Pamburana and inside the main university premises.

Other relevant information as follows:

Hostel	Sub-Wardens	Contact No
Maddewatta Boys Hostel	Mr. Chandana Samarawicrama	0715549398
Wellamadama II Girls Hostel	Mrs. Shamini Karunarathna	Ext: 2149, 071856078
Wellamadama III Girls Hostel	Ms. Chamila Jayalal	Ext: 2123, 0719364151
Eliyakanda New Girls Hostel	Ms. A.P. Hemanthi	0714469525
Eliyakanda old Girls Hostel	Mrs. P. Kumarasinghe	0702519056

13.5 Scholarships

Bursaries and Mahapola Policy According to the circular No. 613 of the University Grant Commission, any student shall be eligible to Bursary or Mahapola if he/ she satisfies following condition;

- 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 in a University
- His/her parents should be in receipt of an annual income not exceeding Rs.90,000/=

14

Career Guidance Unit



PHOTOGRAPHY BY

14.1 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 set up in March 2000 to provide career guidance services to the undergraduates. 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 perform smart and manage their academic life and personal life. Meanwhile, many training sessions are being regularly conducted to make them ready for the industry and be best suited to capitalize the 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 with the purpose of providing industrial training and career opportunities for the benefits of the undergraduates.

14.2 Programmes Conducted by the Career Guidance Unit

Career Guidance Unit is catering to the students with many interesting and worthwhile programmes to groom students as well demanded citizens by the corporate sector. There are different programs offered time to time as:

- Certificate course in soft skills development
- Outbound and leadership development sessions
- Table 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 counseling
- Various Corporate Social Responsibility (CSR) projects

Despite of the above, there are many more attractive opportunities for the students who wish to work with the University Career Guidance Unit. The Faculty of Management and Finance is pioneering in organizing many activities for the faculty students with Career Guidance Unit. The students are warmly welcome to the unit or contact faculty coordinator to get frequent updates about the on-going programs.

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

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

14.3 Career Advisors

Director

Dr. Naandasiri Keembiyahetti

Senior Lecturer,
Department of Economics, Faculty of Humanities and
Social Sciences
Mobile: 071 5359388

Academic Career Advisor

Mr. E.K. Jayampathi

Lecturer,
Department of Management and Entrepreneurship
Mobile: 071 6420186
Email: jayampathi2k@gmail.com

Career Advisors

Ms. Sujeewa Vidanagamage

Mobile: 071 4475666
Email: sujeewapt@gmail.com

Ms. Pubudu Mallawarachchi

Mobile: 071 8359365
E-mail: bpkcgu@gmail.com

Mr. W.P. Nilanka Srinath

Mobile: 071 4395787
Email: wpnilankasrinath@gmail.com

15

Student Union and Societies



15.1 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 in every year. These appointments are subjected to the nominations made by the students. If there are more nomination received than one nomination, the faculty will be decided to hold an election to elect office bearers for the forthcoming year. Every appointments are valid for nor 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. Especially, the student union is expected to perform high quality service for their students while addressing students’ serious academic and non-academic issues.

15.2 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 of 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 splendid skills and extensive knowledge. These programmes focus not only personnel development of the students but also the development of the University and the wellbeing of the 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 for their most of the programmes and hence it helps to develop inter-faculty collaborations as well.

15.3 Entrepreneurship Study Circle

The Entrepreneurship Study Circle was established with the vision to become a leading organization that enhances the entrepreneurship in national and international context. Mission of the circle is contributing to create 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 economically prosperous nation.

In order to meet prescribed vision and mission, the Circle conducts various academic and extra curricula 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 up links with the industry experts and to obtain practical exposure, the circle also organizes field visits. The circle raises funds for these projects through organizing different activities such as conducting model business. Thus, we welcome self-motivated and energetic students to join with the circle and explore this wonderful experience.

15.4 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 curricula 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 Department of Human Resource Management.

In order to meet the stipulated objectives of the circle, they organize wide variety of educational and extra curricula programs. With the collaboration of the industry experts, the Circle conducts guest lecturers and workshops for sharing pragmatic knowledge and exposure. Moreover, the circle organizes leadership training, team building, and out bound training programs to enhance 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 programs through various fund raising activities. Thus, it is evident that HRD circle enormously contributes to sharpen the knowledge, skill and attitudes of the graduates. We welcome vibrant and dynamic students to join with the HRD circle and enhance their extra-curricular attributes through actively participating with these initiatives.

15.4 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 & 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, out bound trainings, field trips, and other outdoor activities, among many others to achieve its aspirations.