

Bulletin



Ten Lessons from University Life: A Guide for Your Success

Entering university marks a defining transition in your life, a journey filled with opportunities, challenges, and self-discovery. As you stand at the threshold of this new chapter, you may feel excitement, uncertainty, or even self-doubt, all of which are natural. Today, I would like to share my own university life experiences with you, not as instructions, but as lessons shaped by effort, failure, reflection, and growth. These lessons were learned while I was pursuing my own success, often through trial and perseverance. My sincere expectation is that you will find guidance, motivation, and clarity through these experiences, and that they will help you navigate your university journey with confidence, purpose, and integrity. If even one lesson inspires you to think differently or act more courageously, this sharing will have achieved its purpose.

LESSON 01: VISUALISE YOUR SUCCESS

Success rarely happens by accident; it begins with a clear vision. During my university life, I learned that visualising success provides direction and motivation, especially during challenging times. When you clearly imagine where you want to be, either academically, professionally, or personally, you begin to align your daily actions with that vision. Visualisation helps you set meaningful goals, prioritise tasks, and remain focused despite distractions. It also builds resilience, as a strong vision reminds you why your efforts

matter when setbacks occur. I strongly encourage you to define your own version of success early in your university journey. Write it down, reflect on it regularly, and allow it to guide your decisions. A clear vision acts as an internal compass, helping you move forward with confidence and determination, even when the path seems uncertain.

LESSON 02: BUILD SELF-CONFIDENCE

Self-confidence is not an inborn trait but is cultivated through consistent effort and self-belief. At university, I realised that confidence grows when you step outside your comfort zone and face challenges head-on. At each presentation, group activity, or examination,



Prof. A.C. Karunaratne

Professor in Marketing
Head of the Department of Marketing
Faculty of Management and Finance
University of Ruhuna

a leadership opportunity contributes to your personal growth. Even failures play a vital role, as they teach valuable lessons and strengthen character. Students should understand that confidence is built gradually by acknowledging small achievements and learning from mistakes without fear. Believe in your abilities, but also be honest about areas that need improvement. When confidence is grounded in effort and preparation, it becomes authentic and sustainable. Such confidence not only enhances academic performance but also prepares you to face real-world challenges with courage and professionalism.

LESSON 03: NO SHORTCUTS TO SUCCESS

One of the most important lessons university life taught me is that genuine success has no shortcuts. Sustainable achievement requires discipline, patience, and hard work. While it may be tempting to look for quick results or easy paths, such approaches often lead to temporary outcomes and long-term disappointment. True learning, skill development, and character building take time. As a student, you must commit yourself to the process by attending lectures, engaging in self-learning, contributing to group activities, preparing for examinations, sitting examinations with integrity and continuously improving your skills, talents and abilities. When you respect the process, success becomes meaningful and lasting. Students should embrace hard work as an investment in their future. The effort you put in today will shape not only your academic results but also your professional integrity and personal values.

LESSON 04: NOTHING IS IMPOSSIBLE WITH COMMITMENT

University life taught me that limits often exist only in our minds. When supported by determination, perseverance, and strategic effort, even the most difficult goals can be achieved. Believing that nothing is impossible does not mean ignoring challenges; rather, it means approaching them with a problem-solving mindset. Obstacles should be seen as opportunities to grow stronger and wiser. Students must learn to replace self-doubt with self-belief and persistence. When you encounter failure, treat it as an experience and a lesson rather than a defeat. With strong and unwavering commitment, you

can overcome academic pressures, personal challenges, and professional uncertainties. This belief empowers you to aim higher, work harder, and remain hopeful throughout your university journey and beyond.

LESSON 05: OPTIMISE LIMITED RESOURCES

University life often exposes students to scarcity: limited time, finances, or facilities. I learned that success depends not on the abundance of resources but on how effectively we utilise what is available. Resourcefulness is a critical skill that transforms constraints into opportunities. Effective time management, collaboration, sharing, and a creative mindset allow you to maximise outcomes even under limitations. Students should learn to prioritise wisely, plan strategically, and make the best use of institutional resources. Appreciating and optimising scarce resources not only enhances academic performance but also prepares you for real-world professional environments where efficiency and adaptability are highly valued.

LESSON 06: FOCUS ON YOUR OWN JOURNEY WITHOUT COMPARISON

Another valuable lesson I learned during my life journey is the importance of avoiding unnecessary comparison. Constantly peeking into others' achievements, possessions, or progress can distract you from your own goals and create dissatisfaction. Each individual's journey is unique, shaped by different backgrounds, strengths, and circumstances. Students should focus on personal growth rather than measuring success against others. Healthy competition may motivate, but excessive comparison often undermines confidence and clarity. By concentrating on your own learning, progress, and values, you can develop a strong sense of purpose and self-respect. Success is most fulfilling when it is achieved according to your own goals, values, and principles.

LESSON 07: RESPECT DIVERSE PERSPECTIVES

University life exposed me to individuals from diverse cultural, social, and intellectual backgrounds. I learned that each person interprets the world through their own lens. Respecting these differences is essential for personal and professional growth. Students should cultivate openness, empathy, and

active listening. Engaging with diverse perspectives enhances critical thinking, broadens understanding, and fosters mutual respect. In academic discussions and group work, appreciating different viewpoints leads to richer outcomes and stronger collaboration. This lesson prepares you for leadership roles in a globalised and multicultural world.

LESSON 08: BE HUMBLE AND CORRECT YOUR MISTAKES

Humility is a defining trait of successful individuals. During my university journey, I learned that acknowledging mistakes and accepting constructive feedback are essential for growth. No one progresses without errors; what matters is the willingness to correct them. Students should develop the courage to admit shortcomings and the humility to seek guidance. Learning from mistakes and taking steps to correct them strengthens character, enhances competence, and builds trust with peers, seniors, and lecturers alike. A humble attitude encourages continuous improvement and lifelong learning. It is through reflection and correction that true excellence is achieved.

LESSON 09: CHANGE YOUR ATTITUDE

Attitude is everything, as it shapes your journey and ultimately determines your success. University life taught me that challenges are inevitable, but it is your attitude that decides how you face them. A positive and adaptable mindset gives you the strength to overcome stress, stay motivated, and embrace change with confidence. As students, you have the power to choose your attitude. Cultivate one that is constructive, resilient, and growth-oriented. Such an attitude will not only boost your academic achievements but also strengthen your character, emotional well-being, and readiness for the professional world. Remember, your attitude today shapes the life you will lead tomorrow.

LESSON 10: COMMIT TO LIFELONG LEARNING

Finally, I learned that perfection is unattainable, but learning is endless. University is not the final destination of education, but it is the foundation for lifelong learning. Recognising that nobody is perfect encourages humility, curiosity, and continuous self-improvement. Students should develop the habit of learning

beyond the classroom by engaging in reading, group work, research, reflection, practical experience, and real-world activities. This mindset ensures adaptability in a rapidly changing world. By embracing lifelong learning, you not only remain relevant and competent but also open the door to a life filled with growth, fulfilment, and limitless opportunities.



**DEPARTMENT
HIGHLIGHTS**



**DEPARTMENT OF
ACCOUNTANCY**

**EXEMPTION FOR THE BBAHons
(ACCOUNTING) DEGREE PROGRAM**

The Bachelor of Business Administration Honors in Accounting degree program has received accreditation from CPA Australia, one of the world's largest professional accounting bodies, with a global membership of over 174,000 professionals across 100 countries. This accreditation is valid for a period of three years, up to 31st December 2028. Under this accreditation, an approved pathway has been granted for graduates to obtain Associate Membership of CPA Australia. These achievements mark a promising step forward in elevating the academic excellence and professional opportunities available to our students and further reinforce the university's contribution to producing competent and globally competitive accounting professionals.



ACCONNECT – DEPARTMENT WELCOME

The Circle of Accounting of the Department of Accountancy extended a warm welcome to its newest intake of students through “ACConnect”, an engaging orientation programme conducted on 29th October 2025 at MFLT 05. The occasion brought together academic staff and senior undergraduates, who joined in celebrating the arrival of the new students and supporting the start of their academic journey.

Mr K.G.P.V. Gunarathna, Head of the Department, addressed the gathering with an inspiring message underscoring the diverse opportunities and pathways available within the field of accountancy. Throughout the event, a vibrant lineup of activities coordinated by the Circle of Accounting kept participants engaged, ultimately creating a meaningful and memorable introduction to university life.



CIRCLE OF ACCOUNTING– ANNUAL GENERAL MEETING 2025/26

The Annual General Meeting of the Circle of Accounting was held on 19th November 2025 at MFLT 03 B, marking a significant milestone with the appointment of the new office bearers for the 2025–2026 term. The meeting was graced by the presence of the Head of the Department of Accountancy and other academic staff members. The

Circle of Accounting, committed to fostering leadership and professional growth among accounting undergraduates, elected W.T. Manohara as President and W.S. Dilhara as Secretary for the upcoming year. Mr. H.V.D.I. Abeywickrama was appointed as the new Senior Treasurer. The newly elected office bearers were warmly welcomed, with the anticipation that their leadership would play a vital role in driving forthcoming initiatives and activities organised by the Circle.



Addressing the gathering, the Head of the Department, Mr K.G.P.V. Gunarathna, delivered an inspiring speech congratulating the new office bearers and emphasising their important role in enhancing the

Circle’s impact and engagement within the department. The newly appointed Senior Treasurer, Mr H.V.D.I. Abeywickrama extended his gratitude to Mr Y.A.M.B. Manawansa, the outgoing Senior Treasurer, acknowledging his exemplary service in previous years. This transition marks a promising new chapter for the Circle of Accounting as it continues its mission to empower students and strengthen business leadership within the university.

GUEST LECTURE ON STRATEGIC FINANCE: BRIDGING THEORY AND REAL-WORLD DECISION MAKING

The Circle of Accounting, Department of Accountancy, organised an insightful online guest lecture titled “Strategic Finance in Action: Bridging Theory and Real-World Decision Making” on the 23rd of July 2025 via Zoom, under the guidance of Ms Dinukee De Silva, Lecturer in the Department of Accountancy. The session was conducted by Mr Delano Dias, Former Managing Director of Millers Ltd, Former Chief Executive Officer, and Former Chairman of the Import Section of the Ceylon Chamber of Commerce.

Leveraging his extensive industry experience, Mr Dias provided valuable insights into the practical application of financial theories in real-world business contexts to support strategic decision-making. The

event enhanced the students’ academic journey and highlighted the Department’s dedication to producing graduates who are both knowledgeable and industry-ready.

WORKSHOP SERIES: FUTURE-READY ACCOUNTANT: SKILLS FOR THE PROFESSIONAL WORLD

The series, themed “Future-Ready Accountant: Skills for the Professional World,” is designed to equip undergraduates with essential professional skills, increase awareness of career opportunities and industry expectations, and enhance readiness for internships and employment through practical guidance on CV writing, interview techniques, and industry-relevant accounting tools. Additionally, the workshops aim to promote continuous professional development by introducing recognised accounting certifications and to foster confidence and professionalism by exposing students to real-world practices, case-based learning, and expert insights. The honour of coordinating this workshop series goes to Ms D.L.M.N.K. Ariyasena, a lecturer attached to the Department of Accountancy.

I. GEARING UP FOR INTERNSHIP SUCCESS

The Department of Accountancy hosted an engaging virtual session titled “Gearing Up for Internship Success” with the aim of providing students with basic awareness of internship requirements and evaluation methods. The session was conducted by Ms D.L.M.N.K. Ariyasena, a lecturer attached to the Department of Accountancy. The workshop played a significant role in preparing students for their internships by clearly outlining expectations, evaluation criteria, and required documentation. This enhanced understanding enables students to plan their internships more effectively, comply with academic and professional standards, and develop greater readiness for the workplace.

II. YOUR CAREER COMPASS: NAVIGATING PUBLIC AND PRIVATE SECTOR ROLES

The Department of Accountancy hosted an engaging virtual session titled “Your

Accounting Career Compass: Navigating Public and Private Sector Roles” on 2nd July 2025 via Zoom with the aim of guiding accounting undergraduates in making informed career decisions under the guidance of Ms D.L.M.N.K. Ariyasena, Lecturer in the Department of Accountancy.

The session was enriched by the presence of Mr Pubudu Hagoda and Mr Samantha Pathirage, two highly experienced professionals who shared practical insights drawn from their careers in the public and private sectors. It offered students a clear understanding of the differing expectations, opportunities, and challenges across the two sectors. Furthermore, the speakers highlighted the significance of adaptability, lifelong learning, and aligning individual values with career choices, equipping students with the confidence to navigate the evolving landscape of the accounting profession.

Your Accounting Career Compass :
Navigating Public and Private Sector Roles

📅 02nd of July 2025
🕒 At 06.00 PM
📍 Online Zoom

Mr: Pubudu Hagoda
Director of Public Accountants Offshore Pvt Ltd

Mr: Samantha Pathirage
Government Accountant

Join us live on Zoom and take the first step towards a successful accounting career !

Circle of Accounting
Department of Accountancy
Faculty of Management and Finance
University of Ruhuna

III. PROFESSIONAL PRESENCE: ETIQUETTE AND COMMUNICATION AT WORK

The Circle of Accounting of the Department of Accountancy organised a professional development workshop titled “Professional Presence: Etiquette and Communication at Work” on the 17th of July 2025 at MFLT 08, under the guidance of Ms D.L.M.N.K. Ariyasena, Lecturer in the Department of Accountancy.

The session was conducted by Ms. Kokila Perera, an internationally Certified Trainer (UK), certified life coach, NLP practitioner, motivational speaker, and CEO of Elitz International Pvt Ltd. The session focused on professional etiquette, effective workplace communication, and building a confident personal presence, while its interactive approach enabled participants to actively engage with the resource person and gain practical insights applicable to both academic and professional settings.

Professional Presence Etiquette and Communication at Work

Empowering Undergraduates with Professional Etiquette & Communication Skills for Career Success!

Kokila Perera

📅 17th of July 2025
🕒 At 10:00 am Onwards
📍 MFLT 08

Internationally Certified Trainer (UK)
Certified Life Coach, Call Center Specialist,
Certified NLP Practitioner Motivational Speaker,
Trainer - Human Talent Development
CEO, Elitz International Pvt Ltd
Executive Director, American Life Skills Center

Circle of Accounting
Department of Accountancy
Faculty of Management and Finance
University of Ruhuna

IV. FROM SKILLS TO STANDARDS: ACCOUNTING TECH AND PROFESSIONAL GROWTH

The Circle of Accounting of the Department of Accountancy successfully conducted an insightful online session titled “From Skills to Standards: Accounting Tech and Professional Growth” on 21st July 2025 via Zoom, under the guidance of Ms D.L.M.N.K. Ariyasena, Lecturer in the Department of Accountancy.

The session was led by Mr Dinuka Hashan, Manager, Accounting and Finance, who shared his expertise on the role of technology in the accounting profession and the significance of continuous professional development. He highlighted the importance of mastering accounting software, leveraging digital tools in practical applications, and pursuing professional certifications to remain

competitive in today's evolving business landscape. It provides practical insights into how technological advancements are transforming the field and guides aspiring professionals on positioning themselves for future career success.

FROM SKILLS TO STANDARDS: ACCOUNTING TECH AND PROFESSIONAL GROWTH

Empowering final-year accounting students with practical software skills and insights on professional certifications for a successful career

21th of July 2025
At 06.00 PM
Online Zoom

Mr. Dinuka Hashan
Manager Accounting and Finance

Circle of Accounting
 Department of Accountancy
 Faculty of Management and Finance
 University of Ruhuna

V. PRESENT WITH IMPACT: SHARPENING YOUR PRESENTATION & EXPLANATION SKILLS

Present with Impact: Sharpening Your Presentation & Explanation Skills

To develop students' ability to present information clearly and confidently, with a focus on explaining accounting and financial concepts to both technical and non-technical audiences—enhancing their professional communication and workplace readiness.

30th of July 2025
At 01:00 PM Onwards
Online Zoom Platform

Dr. Anusha Kariyawasam
 Lecturer
 Department of English Language Teaching – (DELT)
 Faculty of Humanities and Social Sciences
 University of Ruhuna

Circle of Accounting
 Department of Accountancy
 Faculty of Management and Finance
 University of Ruhuna

The Circle of Accounting of the Department of Accountancy successfully conducted an insightful online session titled “Present

with Impact: Sharpening Your Presentation & Explanation Skills” on 30th July 2025 via Zoom, under the guidance of Ms D.L.M.N.K. Ariyasena, Lecturer in the Department of Accountancy.

The session was conducted by Dr Anusha Kariyawasam, a lecturer attached to the Department of English Language Teaching, Faculty of Humanities and Social Sciences, University of Ruhuna. The session focused on building students’ confidence in presenting accounting and financial concepts to both technical and non-technical audiences, enhancing their professional communication and workplace readiness.

VI. HOW TO CHOOSE THE RIGHT INTERNSHIP

The Circle of Accounting of the Department of Accountancy organised a workshop on how to choose the right internship, successfully held at MFLT 05 on 28th of July, 2025. The workshop’s goal was to guide students in making informed and strategic decisions when selecting an internship that best supports their career goals and personal growth. The Head of the Department of Accountancy, Mr K.G.P.V. Gunarathna, led the session. The workshop offered fruitful knowledge on identifying suitable internship opportunities, ultimately guiding students toward meaningful and impactful career choices.

How to Choose the Right Internship

To help students make informed and strategic decisions when choosing internships that best support their career goals and personal growth.

28th of July 2025
At 12:00 PM
MFLT 5

Mr. K.G.P.V. Gunarathne
 Head
 Department of Accountancy
 Faculty of Management and Finance
 University of Ruhuna

Circle of Accounting
 Department of Accountancy
 Faculty of Management and Finance
 University of Ruhuna

FINAL YEAR ACCOUNTING STUDENTS' FIELD VISIT TO IDB INDUSTRIAL ESTATE – PANALUWA

The Department of Accountancy organized an educational field visit for the final-year accounting students on 07th of July 2025 to the Industrial Development Board (IDB) Industrial Estate, Panaluwa. The visit was aimed at providing students with practical exposure to the operations of industrial enterprises and enhancing their understanding of how accounting and management concepts are applied in real business environments.

During the visit, students were able to observe various industrial activities and interact with professionals from different enterprises located within the estate. The exposure also helped students understand how small and medium enterprises (SMEs) contribute to the national economy and the role of financial management in ensuring their sustainability. The visit provided a valuable learning experience by bridging theoretical knowledge with practical application, while enhancing students' understanding of industry challenges and the role of effective accounting practices in supporting efficiency and growth.

The Department of Accountancy sincerely acknowledges and appreciates the Industrial Development Board and the management of the Panaluwa Industrial Estate for their valuable cooperation and support in the successful completion of this visit.



DEPARTMENT OF BUSINESS MANAGEMENT

delivered by Dr. B. L. Galhena, Senior Lecturer in the Department of Human Resource Management, Faculty of Management and Finance, University of Ruhuna. It covered fundamental concepts of motivation, strategies to develop motivational skills, and their practical benefits. The session was open to students and helped enhance their knowledge, skills, and understanding of motivation

GUEST LECTURE ON STRESS AND MANAGEMENT FOR A BETTER LIFE

Online Session
Calm Minds, Better Grades

“ A practical session to help undergraduates handle academic stress, stay mentally balanced, and perform better every day”

With:
Dr. M.P Bandumithra
 Counsellor in Psychiatry

JOIN US

Benefits

- Improves Academic Performance
- Better Mental Health & Well-being
- Improves Time Management & Productivity
- Encourages Positive Thinking

9.00 AM - 10.00 AM
 21st Sunday, December, 2025
 Via Zoom

Circle of Business Management
 Department of Business Management
 Faculty of Management and Finance
 University of Ruhuna

GUEST LECTURE ON MOTIVATION

GUEST LECTURE

An online session on:
MOTIVATION

Motivation is the inner drive or desire that gives us the energy to do something or reach a goal.

Dr. B.L. Galhena
 Senior Lecturer
 Department of Human Resource Management
 Faculty of Management and Finance
 University of Ruhuna

JOIN US

Monday, 22nd December, 2025
 7.30 pm - 8.30 pm
 via Zoom

Circle of Business Management
 Department of Business Management
 Faculty of Management and Finance
 University of Ruhuna

The guest lecture “Stress and Management for a Better Life” was conducted by students of the Department of Business Management on 21st December 2025. The session was delivered by Dr. M.P. Bandumithra, Counsellor in Psychiatry, and aimed to increase awareness of stress, unhealthy coping patterns, and practical strategies to manage daily stress effectively. The lecture highlighted how unskillful handling of stress can lead to anger, escapism, and long-term psychological problems, while also explaining that coping patterns are largely formed in early life through physiological and psychological responses to stressors such as family disputes, poverty, exposure to violence, and lack of emotional support. The session further explored stress management techniques, including cognitive restructuring, distraction, thought stopping, self-compassion, coping statements, openness to change, and achieving a flow state.

Students of the Department of Business Management organized a guest lecture on motivation as part of the Social Emotional Skills course. The lecture was held online via Zoom on 22nd December 2025 and was

GUEST LECTURE ON MANAGING STRESS AND WELL-BEING “STRESS LESS, LIVE MORE”



Students of the Department of Business Management conducted a guest lecture on “Stress Less, Live More; Managing Stress and Well-being” on 17th November 2025 via Zoom. The session was delivered by Mr. D.P. Fernandopulle, General Manager of Life Care Hospital Pvt. Ltd, and aimed to enhance students’ awareness of stress management and mental well-being. The lecture covered the concept of stress, distinguishing between positive and negative stress, its emotional impact, and the consequences of unmanaged stress, Effective stress management techniques, including meditation, healthy lifestyle habits, proper sleep, time management, and prioritization, were also discussed.

ONLINE SESSION ON EMPOWERING AND ENGAGING OTHERS

Students of the Department of Business Management organized an online session titled “Empowering and Engaging Others” on 18th November 2025 via Zoom. The session was conducted by Dr. Kavishka Jansz, Ayurvedic Doctor at the National Ayurveda

Teaching Hospital, Borella, and aimed to enhance students’ understanding of effective engagement, communication, and academic reference management. Key topics included ethical citation methods, avoiding plagiarism, organizing academic references, and using proper referencing techniques in assignments and research. The speaker also highlighted the importance of collaboration and engagement in empowering others in academic and professional contexts. The session was highly interactive, with students participating actively through discussions and questions, and practical examples helped consolidate understanding. The session successfully improved students’ academic skills, confidence, and awareness of responsible scholarly practices.



WORKSHOP ON MOTIVATING AND INSPIRING OTHERS

Students of the Department of Business Management conducted a workshop titled “Motivating and Inspiring Others” on 24th December 2025 at Sri Jinananda Children’s Home. The workshop aimed to strengthen self-belief, emotional resilience, and positive thinking among children. Key topics included goal setting, self-confidence, resilience, emotional awareness, and maintaining a positive mindset, delivered through interactive activities such as group discussions, storytelling, games, and reflective exercises. The activities encouraged participation, improved communication skills, and created

a safe environment for children to express their thoughts and emotions. The workshop successfully enhanced motivation and socio-emotional skills among participants, supporting their personal development, while also providing the students with an opportunity to develop leadership, empathy, communication, and teamwork skills through meaningful community engagement.



ONLINE GUEST LECTURE ON LEADERSHIP AND POSITIVE CHANGE – “BE THE SPARK: LEADING FOR POSITIVE IMPACT”

An online session on...

“LEADING POSITIVE CHANGES”



DATE: Thursday, 18th December 2025

TIME: 07:00 PM – 08:30 PM

IN: Zoom Platform

Dr. H.L. Neel Wasantha
Senior Lecturer,
Uva Wellassa University of Sri Lanka

Department of Business Management
Faculty of Management and Finance
University of Ruhuna

The guest lecture “Stress and Management for a Better Life” was conducted by students of the Department of Business Management on 21st December 2025. The session was delivered by Dr. M.P. Bandumithra, Counsellor in Psychiatry, and aimed to increase awareness of stress, unhealthy coping patterns, and practical strategies to manage daily stress effectively. The lecture highlighted how unskillful handling of stress can lead to anger, escapism, and long-

term psychological problems, while also explaining that coping patterns are largely formed in early life through physiological and psychological responses to stressors such as family disputes, poverty, exposure to violence, and lack of emotional support. The session further explored stress management techniques, including cognitive restructuring, distraction, thought stopping, self-compassion, coping statements, openness to change, and achieving a flow state.

ONLINE GUEST LECTURE ON COMMUNICATION TOOLS

COMMUNICATION TOOLS

Grow Your Communication Skills With Us

GUEST SPEAKER



MS. HANSIKA WEERASINGHE
(Tv Presenter at Jathika Rupawahini)
(Undergraduate at University of Kelaniya)

30 December
From 8:00 PM To 9:00 PM
By ZOOM MEETING

Department of Business Management
Faculty of Management and Finance
University of Ruhuna

Students of the Department of Business Management organized an online guest lecture on 30th December 2025. The session was conducted by Ms. Hansika Weerasinghe, TV Presenter at Jathika Rupawahini, and focused on effective communication tools in academic and professional contexts. The lecture provided practical guidance on verbal, non-verbal, and written communication, presentation skills, interview techniques, and effective email writing. Participants gained valuable insights to enhance their socio-emotional skills, confidence, and interpersonal communication abilities, supporting their personal development and future career readiness.

WORKSHOP ON MANAGING STRESS AND WELL-BEING

Students of the Department of Business Management conducted a workshop on Managing Stress and Well-being on 28th December 2025 at Isipathanaramaya Dhamma School. The program aimed to raise awareness of stress, its causes, and its effects on psychological well-being and academic performance. The workshop included structured discussions, mindfulness activities, guided meditation sessions, and practical stress-coping strategies grounded in Buddhist principles. Through active participation, students developed emotional regulation, positive thinking, self-discipline, and resilience. The initiative also promoted mental balance, concentration, and healthy behavioral practices, supporting holistic personal development while fostering long-term well-being. The program further strengthened community engagement and encouraged socially responsible attitudes among future leaders.



DEPARTMENT OF FINANCE

FIELD VISIT TO THE BANK OF CEYLON HEAD QUARTERS AND OUTBOUND TRAINING PROGRAMME AT SRI LANKA AIRFORCE COMBAT TRAINING SCHOOL - DIYATHALWA

The Department of Finance and The Society of Finance Students (SoFiSt) at the University of Ruhuna organized an impactful two-day field visit for 4000-level undergraduates, combining practical financial education with a unique outbound training experience. On 8th of July, 2025, students visited the Bank of Ceylon Headquarters, where they attended two enlightening lectures.

Mr. M.R.A. Shakoor, Assistant General Manager of the Investment Division, provided practical insights into investment management, while Mr. K.L. Premarathna, Assistant General Manager of the Treasury Department, offered valuable knowledge on treasury operations and financial instruments.

The following day, students embarked on a challenging outbound training program at the Sri Lanka Air Force Combat Training School in Diyathalawa. This incredible experience pushed students out of their comfort zones, fostering teamwork and personal growth. The visit provided a holistic learning opportunity, bridging academic

theory with real-world financial practices and essential life skills, leaving students with a deeper understanding of their field.



TAX SEMINAR ON PERSONAL INCOME TAXATION

TAX SEMINAR

Resource Persons

Mr. K.K.I. Eranda
Senior Deputy Commissioner of Inland Revenue
Inland Revenue Galle Regional office

Mr. W.M.G. Kumaratunga
Senior Deputy Commissioner of Inland Revenue
Inland Revenue Galle Regional office

Seminar Information

2nd July 2025
12.00 - 02.00 PM
At MFLT 04

Main Areas of Focus

- ✓ The Importance of Obtaining a Taxpayer Identification Number (TIN): Understanding the related laws and benefits.
- ✓ The Importance of Tax Compliance: Highlighting its role in personal and national development.
- ✓ How to E-File a Tax Return: A step-by-step guide to simplify the process.
- ✓ Discussion and Q&A Session: An opportunity for participants to ask questions and clarify doubts related to income tax.

Department of Finance
Faculty of Management and Finance
University of Ruhuna

A Tax Seminar on Personal Income Taxation was held on 2nd July 2025 at MFLT 04 for Level III Finance students of the Department of Finance, Faculty of Management and

Finance, University of Ruhuna. The session was conducted by Mr. K.K.I. Eranda and Mr. W.M.G. Kumaratunga, Senior Deputy Commissioners of the Inland Revenue Department, Galle Regional Office. The seminar covered key areas including Taxpayer Identification Number (TIN) registration, personal income tax calculation, compliance requirements, e-filing procedures, and recent regulatory updates, providing valuable practical insights and enhancing students' understanding of Sri Lanka's tax system.

WORKSHOP RECAP: NAVIGATING SRI LANKA'S CAPITAL MARKETS



NAVIGATING THE SRI LANKAN STOCK MARKET
Awareness session on the capital markets

Are you ready to take your investment skills to the next level?

16th July, 2025
01:00PM - 04:00PM, Friday

MFLT 01

Why Attend?

- Understand the Colombo Stock Exchange and Sri Lankan equity market.
- Learn about the unit trust industry and its role in local investments.

Knowledge partners

Softlogic Stockbrokers (Pvt) Ltd | Softlogic Capital PLC

Organized by: Department of Finance, Faculty of Management and Finance, University of Ruhuna

[REGISTER NOW](#)

The Department of Finance was pleased to announce a special workshop, "Navigating Sri Lanka's Capital Markets: Equity, Trusts, and Investment Horizons," which was held on July 16, 2025, from 12:00 PM to 2:00 PM at MFLT 01. This physical session, which served as an integral part of the FIN 31313: Investment Analysis and Portfolio Management-I module, was open to all students of the Faculty of Management and Finance. The workshop featured Mr. Raynal Wickremeratne, Co-Head of Research at Softlogic Stockbrokers, as the resource person. During the session, students gained foundational knowledge and practical insights into the operational mechanics of the Colombo Stock Exchange, the dynamic landscape of the unit trust industry, and broader investment opportunities in Sri Lanka. It was an exceptional

opportunity for undergraduates to enhance their understanding of investment vehicles and prepare for potential career trajectories in the financial sector.

FRESHERS WELCOME OF THE DEPARTMENT OF FINANCE – PREMIER PAS' 25



The Society of Finance Students (SOFIST), successfully hosted "Premier Pas' 25," a freshers' welcome event, on October 22, 2025. The event, which took place from 1:00 p.m. onwards at MFLT 06, marked the beginning of an exciting new chapter for the department's newest students. The Department and SOFIST extend their gratitude to everyone who contributed and participated, making it an extraordinary and welcoming experience for the new students.

DEPARTMENT OF HUMAN RESOURCES MANAGEMENT

resource person. During the session, students gained comprehensive insights into how occupational health and safety standards are managed within a real-world organisational framework, including legal requirements and the practical challenges professionals face. Based on the “Learn by doing” concept, the workshop provided a platform for students to gain hands-on experience and a practical edge, effectively bridging the gap between theoretical classroom learning and professional industry application.



WORKSHOP ON HEALTH AND SAFETY MANAGEMENT

The Department of HRM, University of Ruhuna, in collaboration with the Circle of HRM (AcRuHRM), organised this specialised practical workshop to enhance the subject knowledge of 2000-level HRM specialisation undergraduates.

Conducted under the theme “Health and Safety Management Practices in an Organisational Context,” this workshop was designed for students enrolled in the HRM 22413: Employee Safety and Health Management course unit. The session was led by Ms Thilini H.K. Liyanage, a District Factory Inspecting Engineer from the Department of Labour, who served as the

GARDEN BASE TREE PLANTING CHALLENGE

To celebrate the Sinhala and Tamil New Year while promoting environmental sustainability, the Circle of Human Resource Development (CHRD) of the University of Ruhuna organised the “Tree Planting Challenge.”

This initiative was launched under the theme “Suba Nakathin Magen Mihikathata” to encourage undergraduates to connect with nature by reviving the traditional custom of planting a tree during the auspicious New Year times. The primary objective of the program was to foster environmental responsibility among students by challenging them to plant a sapling in their own home gardens. Participants were required to capture a photograph of their planting activity and submit it via WhatsApp to the designated coordinators. By engaging students in this virtual challenge, the Circle aimed to add

meaningful value to their holiday activities while contributing to a greener future and upholding cultural traditions within a modern organisational context.



OBT 2025 (OUTDOOR BOUND TRAINING)

A specialised outdoor-bound training program organised by the Circle of Human Resource Development (CHRD) of the University of Ruhuna to enhance students’ leadership skills, team spirit, and personality development.

Held under the theme “Step into a day of adventure and growth,” the primary objective of this program was to encourage students to step out of the traditional classroom environment and into a challenging atmosphere to identify their limits and conquer obstacles (Push your limits and grow beyond boundaries). The session was conducted by Ms Pubudu Mallawaarachchi, whose expertise guided students through various adventurous activities designed to provide hands-on experience in teamwork, leadership capabilities, and problem-solving skills. This training provided the mental and physical readiness required to successfully manage the pressures and challenges

faced in the professional world as future HR professionals. The program concluded very successfully, significantly strengthening the cooperation and synergy among the students.



POSON PALETTE 2025

“Poson Palette 2025” is an inter-faculty art competition organised by the Circle of Human Resource Development (CHRD) of the

University of Ruhuna to celebrate the spirit of Poson while showcasing the artistic talents of undergraduates.

With the theme “Bring the light of Poson to life with your artwork,” this competition aimed to provide a platform for students to express their creative vision inspired by Poson Poya. Open to students from all faculties of the University of Ruhuna, the event featured two main prize categories: “Most Creative” and “Most Popular,” with cash prizes of LKR 3,000, LKR 2,000, and LKR 1,000 awarded for the top three places, respectively. In addition to recognising excellence, the program issued valid e-certificates to all participants, fostering cultural engagement and creative thinking across the university community, which is a vital aspect of holistic human resource development.



PulseHR'25 GUEST LECTURE

The Circle of Human Resource Development (CHRD) of the University of Ruhuna organised the “PulseHR'25” special guest lecture to update HRM students’ professional knowledge and prepare them for the corporate landscape. Conducted under the theme “Talent Development & How to Transition to the Corporate World,” the primary objective of this session was to provide undergraduates with the mindset, skills, and confidence required to thrive in the professional world.

The lecture was delivered by Mr Chanaka Jayawickrama, a Senior Business Analyst and Certified Trainer currently serving as a Learning & Development Manager in Talent Management. Through this session, students gained valuable insights into practical strategies for navigating the transition from university to a corporate environment, helping them shape their future careers more effectively.



FIELD VISIT 2025

Organised by the Department of Human Resource Management in collaboration with the Circle of Human Resource Development (CHRD) of the University of Ruhuna, “Field Visit 2025” was a dynamic learning journey designed for undergraduates.

Under the theme “Experience. Explore. Evolve.”, the primary objective of this field visit was to bridge the gap between classroom theory and real-world organisational practice. During this educational excursion, students explored impactful destinations including the Colombo Lotus Tower, Global Sports Lanka Ltd, LISPO Pvt Ltd, and the Katunayake Export Processing Zone (BOI). This firsthand exposure allowed students to discover industrial processes, connect with professional environments, and grow beyond their textbooks by witnessing human resource management and operational activities in action. This initiative served as a crucial step toward moulding industry-ready professionals, providing them with essential insights into the contemporary corporate world.



FIELD VISIT 2025 – EXPLORING INDUSTRY GIANTS

An industrial visit organized by the Department of Human Resource Management provided 110 final-year (3000-level) HRM specializing students and accompanying lecturers with a valuable opportunity to witness human resource management in action, bridging the gap between classroom theory and real-world industry practices while connecting learning with leadership. Conducted on 30th

December 2025, the program included visits to Hambantota International Port, Lanwa Sanstha Cement Corporation, and the District Secretariat – Hambantota, enabling participants to gain firsthand exposure to diverse organizational settings and HR functions.



ElevatorHR 2025 | GUEST LECTURE



A session on Performance Management conducted by Mr Nirosh De Silva, Senior General Manager, Texlan Centre (Pvt) Ltd, Colombo. The session provided participants with valuable industry-driven perspectives on modern performance management practices, emphasising continuous improvement, goal alignment, employee development, and leadership responsibility. Drawing from his extensive corporate experience, Mr De Silva shared practical insights, real-world examples, and strategic approaches that bridged the gap between

theory and practice. The program was highly engaging and informative, enriching the knowledge of students and professionals while reinforcing the importance of effective performance management in achieving organisational success.

INSIGHTX | CAREER GUIDANCE SESSION

A comprehensive Career Guidance session was conducted by Ms Hiruni Perera, General Manager – Talent & HR Services, INSEE Cement, together with Ms Thanu Fernando, Manager – Talent Acquisition, Training and Development, INSEE Cement, offering participants valuable insights into career planning and professional growth. Drawing from their extensive experience in human resource management, the speakers highlighted key employability skills, talent development strategies, and the importance of aligning individual career aspirations with organisational expectations. The session was highly engaging and informative, equipping students with practical knowledge, industry perspectives, and the confidence needed to navigate today’s competitive job market and make informed career decisions.



ATHWELA CSR PROJECT – 5TH PHASE

The “Athwela” Corporate Social Responsibility (CSR) project, now in its 5th phase, was successfully completed by the Circle of Human Resource Development, a student-led initiative of the Department of Human Resource Management at the University of Ruhuna.

The “Athwela” Corporate Social Responsibility (CSR) project, now in its 5th phase, was successfully completed by the Circle of Human Resource Development, a student-led initiative of the Department of Human Resource Management at the University of Ruhuna.

The project, which ran for two months and concluded on 25th June 2025, aimed to support a rural school with limited facilities. This year, the project focused on the students of MR/Sri Medhankara Maha Vidyalaya in Porathota, Matara, to address challenges such as a lack of books and poor classroom conditions.



Key activities included:

- Donating essential educational resources like books and stationery to 272 students.
- Improving the school's infrastructure, which involved renovating classrooms and upgrading basic facilities.
- Organising student engagement programs, such as leadership training and motivational sessions, to enhance personal growth and educational opportunities.

The project's success was marked by the overwhelming happiness of the students and the lasting impact it had on strengthening the foundation for quality education at the school. The initiative also reinforced a sense of social responsibility among the participating HRM undergraduates.

LEGACY - JUNIORS' WELCOME PROGRAM



The Juniors' Welcome Program for 2025, organised by the Circle of Human Resource Development, aims to welcome second-year HRM students to the Department of Human Resource Management, Faculty of Management and Finance, University of Ruhuna.

The program created a friendly and engaging platform for juniors to familiarise themselves with the department's academic culture, student activities, and expectations of university life. Designed to foster a sense of belonging and unity, the event encouraged interaction between students while promoting teamwork, leadership, and collaboration. The Juniors' Welcome Program 2025 marked a meaningful beginning to the academic journey of the new HRM batch, strengthening connections and setting a positive tone for the years ahead.

CAREER PATH DESIGNING WORKSHOP



The session provided participants with valuable guidance on career planning, labour market opportunities, and self-development, while encouraging them to make informed and confident career choices. Through expert insights and structured discussions, the program successfully empowered students to better understand their potential and strategically plan their future professional paths.

HR BEYOND BORDERS - GUEST LECTURE



A guest lecture organised by the Circle of Human Resource Development to gain first-hand insights into global HR practices, modern workplace dynamics, and the mindset needed to lead across cultures. This was held at MFLT 06 of the Faculty of Management and Finance. The session was conducted by Mr. Nirosh De Silva, Senior General Manager, Texlan Center (Pvt) Ltd, Colombo.

The lecture highlighted the evolving role of HR in a globalised business environment, emphasising adaptability, cross-cultural leadership, and strategic thinking. The program proved to be an enriching learning experience, broadening participants' understanding of international HR trends and preparing them for leadership roles in diverse organisational settings.

ANNUAL GENERAL MEETING OF THE DEPARTMENT OF HUMAN RESOURCE MANAGEMENT



The Department of Human Resource Management proudly organised the Annual General Meeting, a key forum to reflect on the past, celebrate achievements, and shape the vision for the future of the student circle.

FIELD VISIT – DISCOVERING OPERATIONAL EXCELLENCE

On 19th November 2025, the Department of Human Resource Management organized an industry visit for approximately 70 second-year (2000 level) HRM-specialising students, together with departmental lecturers, to MAS Intimates – Unichela (Pvt) Ltd at the Koggala Export Processing Zone. This visit was more than a routine industrial tour; it provided students with a valuable opportunity to witness human resource management in action, bridge the gap between classroom theory and real-world industry practices, and meaningfully connect academic learning with professional leadership and organizational realities.



YUM YARD – CONVOCATION FOOD STALL

As part of the 32nd Convocation of the University of Ruhuna, students from the Department of Human Resources Management (HRM) stream successfully organised and managed a food stall titled “YUM YARD.” The initiative was held over three days (December 10th–12th) and served as a practical platform for students to apply management theories in a high-pressure, real-world environment. The Head of the Department and the dedicated lecturers whose unwavering support made this achievement possible.



DEPARTMENT OF MANAGEMENT AND ENTREPRENEURSHIP

FIELD VISIT FOR 3000-LEVEL UNDERGRADUATES – HORANA AREA

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, organised a field visit for 3000-level undergraduates specialising in Entrepreneurship on 11th July 2025 in the Horana area. The places visited were Rathna Batik, PGP Glass Ceylon PLC, Eco Papers (Pvt) Ltd, and Kewum Kokis.

This initiative was designed to bridge the gap between theoretical learning and real-world application by providing students with direct exposure to diverse business operations. Participants visited selected

enterprises and institutions, interacted with industry professionals, and gained valuable insights into operational strategies, current market challenges, and emerging business opportunities.

By engaging in this practical learning experience, students had the opportunity to strengthen their analytical, problem-solving, and decision-making skills, thereby fostering the competencies required to succeed as innovative and adaptable entrepreneurs in a dynamic business environment.



GUEST LECTURE SERIES ON LEGAL ASPECTS FOR ENTREPRENEURSHIP

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, conducted a guest lecture series for 3000-level undergraduates specialising in Entrepreneurship, focusing on Legal Aspects for Entrepreneurship.

The sessions were delivered by Mr A.J.M.

Samantha Jayasundara, Senior Lawyer, who shared practical insights into the legal frameworks, regulatory requirements, and compliance considerations essential for establishing and operating a successful enterprise.

This program was designed to enhance students' understanding of the legal environment for businesses, thereby enabling them to make well-informed and compliant entrepreneurial decisions.

A Heartfelt Appreciation.....



We sincerely thank,
Mr. A.J.M. Samantha Jayasundara,
Senior Lawyer,
for conducting a valuable series of guest lectures for our 3000-level students on "Legal Aspects of Entrepreneurship".
The session enhanced students' practical understanding of taxation and highlighted the impact of changing tax policies on entrepreneurial decision-making.
Thank you for your time, expertise, and meaningful contribution to our academic community!

Department of Management and Entrepreneurship
Faculty of Management and Finance
University of Ruhuna



Design by Sandani Wijesinghe

GUEST LECTURE SERIES ON TAXATION FOR ENTREPRENEURIAL VENTURES

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, hosted a guest lecture series for 3000-level undergraduates specialising in Entrepreneurship, focusing on Taxation for Entrepreneurial Ventures.

The sessions were conducted by Mr C. T. Gajanayake, Chief Financial Officer, Harischandra Mills (PVT) Ltd, who provided in-depth knowledge on tax regulations, planning strategies, and compliance measures

tailored for entrepreneurial ventures.

The program aimed to strengthen students' understanding of taxation as a key component of business planning and sustainability, thereby equipping them with the skills to manage financial responsibilities effectively in their future ventures

A Heartfelt Appreciation.....



We sincerely thank,
Mr. C. T. Gajanayake,
Chief Financial Officer,
for conducting a valuable series of guest lectures for our 3000-level students on "Taxation for Entrepreneurial Ventures".
The session enhanced students' practical understanding of taxation and highlighted the impact of changing tax policies on entrepreneurial decision-making.
Thank you for your time, expertise, and meaningful contribution to our academic community!

Department of Management and Entrepreneurship
Faculty of Management and Finance
University of Ruhuna



Design by Sandani Wijesinghe

STEPPING INTO A NEW ERA WITH BUSINESS TECHNOLOGY IN HIGHER EDUCATION

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, hosted an insightful guest lecture titled "Stepping into a New Era with Business Technology in Higher Education" on 23 July 2025 via Zoom.

The session was conducted by Professor Chaminda N. Wickramasinghe, who shared his expertise on how technology and entrepreneurship were reshaping business education. Participants explored how Artificial Intelligence (AI) and data analytics were driving innovation, creating new career opportunities, and developing essential leadership skills in a rapidly evolving global

market. The lecture highlighted the growing importance of business technology in shaping the future and provided valuable insights into potential career pathways within a technology-driven business environment. This event inspired students to embrace technology as a core driver of innovation and equipped them with the skills required to thrive in the future business landscape.

**Stepping into
A New Era with Business Technology
In Higher Education**

Embrace the Future of Business Education

Step into a new era where technology and entrepreneurship reshape business learning. Discover how AI and data analytics drive innovation and open new career paths. Gain practical skills to lead confidently in a rapidly changing global market.

Our Guest Speaker:



Professor
Chaminda N. Wickramasinghe

Key Takeaways:

- Importance of Business Technology in future
- Prospective career paths

Join us on:

- 📅 Date: 23rd July 2025
- 🕒 Time: 7:00 PM onward
- 💻 Mode: Online (Zoom)

Unlock your potential and get ready to thrive in a tech-driven business environment...

Contact us:
+94 77 297 37 13
Mr. Madhura Kodithuwakku

Proudly organised by
Department of Management and Entrepreneurship
Faculty of Management and Finance
University of Ruhuna

BOOST YOUR CAREER WITH A POWERFUL CV

The Faculty Internship Committee, Faculty of Management and Finance, University of Ruhuna, organised an online guest lecture titled "Boost Your Career with a Powerful CV" on 21 July 2025 via Zoom.

The session was conducted by Ms Navoda Herath, Lecturer, Department of Multidisciplinary Studies, Faculty of Technology, University of Ruhuna, who guided participants in crafting professional and impactful CVs suited to today's competitive job market. The lecture covered the essential components of an internship CV, effective methods to highlight skills, education, and

achievements, and strategies to avoid common mistakes that can weaken a CV's impact. Students also learned about CV formats preferred by hiring managers and gained exposure to real-life examples and reviews, ensuring they were equipped to create recruiter-ready applications. The program aimed to enhance students' employability by empowering them with the tools to present their qualifications effectively and confidently.

**BOOST YOUR CAREER
WITH A POWERFUL CV**

Are you applying for internships or stepping into today's competitive job market?

Join us for an insightful session and learn how to craft a professional, impactful CV that sets you apart from the crowd, captures recruiters' attention, and opens doors to exciting opportunities!

Join us on:

- 📅 Date: 21st July 2025
- 🕒 Time: 7:00 PM onward
- 💻 Mode: Online (Zoom)

Key Takeaways:

- ✓ Key elements of an internship CV
- ✓ How to highlight your skills, education, and achievements
- ✓ Common mistakes to avoid
- ✓ CV formats that impress hiring managers
- ✓ Real-life examples and reviews



Ms. Navoda Herath
Lecturer
Department of Multidisciplinary Studies
Faculty of Technology
University of Ruhuna

This session is ideal for all students seeking internships or preparing their first professional CV.

Don't miss this chance to enhance your career prospects save the date and be internship-ready!

Proudly organised by
Faculty Internship Committee
Faculty of Management and Finance
University of Ruhuna

2000 LEVEL WELCOME

The Entrepreneurship Study Circle of the Department of Management and Entrepreneurship organised Department Welcome 2025 – EMPOWER'25, a vibrant event to warmly welcome the newly joined students to the department. The official ceremony was held on 15th October 2025 at MFLT 06, with the participation of the academic staff and senior undergraduates specialising in Entrepreneurship.

The event created an inspiring platform for new students to connect with the department's culture and spirit of innovation.

A special highlight of the ceremony was a guest speech delivered via Zoom by Mr Dhanika Perera, Founder and CEO of Bhasha Lanka (Pvt) Ltd, a pioneering Sri Lankan tech entrepreneur. In his session, he shared valuable insights on the importance of integrating business technology with entrepreneurship, emphasising how innovation and digital transformation can drive sustainable business growth. The program also featured an address by the Head of the Department, who encouraged students to embrace creativity, leadership, and an entrepreneurial mindset during their academic journey. Several interactive activities organised by the Entrepreneurship Study Circle added energy and engagement to the event, fostering teamwork and enthusiasm among participants. "Department Welcome 2025 – EMPOWER'25" successfully blended inspiration, learning, and celebration, marking an exciting beginning for the new cohort of aspiring entrepreneurs in the Department of Management and Entrepreneurship.

the program featured a series of interactive activities, team challenges, and reflective sessions aimed at strengthening essential soft skills such as self-confidence, effective communication, problem-solving, and collaboration. Students were encouraged to step out of their comfort zones, work collectively to overcome obstacles, and discover their individual leadership potential in a supportive and energetic environment.

The event not only promoted personal growth but also helped students understand the value of teamwork and resilience, key attributes for success in both academic and professional contexts. The Department of Management and Entrepreneurship extends its appreciation to the Career Guidance Unit and all facilitators for their invaluable contribution to making the program a memorable and impactful experience.



LEADERSHIP TRAINING PROGRAM

The Outbound Training Program, organised by the Department of Management and Entrepreneurship in collaboration with the Career Guidance Unit was held on 22nd October 2025 at the University Gymnasium. The program was specially designed for 2000-level undergraduates of the department to enhance their leadership skills, team spirit, and personal development through an engaging, hands-on learning experience.

Adopting an experiential learning approach,

STUDY TOUR

The Department of Management and Entrepreneurship organised an educational field visit on the 24th of October 2025 to Ceylon Biscuit Limited and OREL Corporation for the 2000-level undergraduate students. The visit was designed to provide students with practical exposure to business technology and entrepreneurial concepts, enriching their understanding of how management theories are implemented in real business environments.

During the visit, students had the opportunity to observe modern production processes,

innovation practices, and technological applications in business operations. They also engaged in interactive discussions with industry professionals, gaining valuable insights into how entrepreneurship and technology contribute to organisational success.

The experience enabled students to bridge the gap between academic learning and industry practice while enhancing their awareness of the evolving business landscape. The Department of Management and Entrepreneurship extends its sincere appreciation to Ceylon Biscuit Limited and OREL Corporation for their generous support and cooperation in making this visit a meaningful and inspiring learning experience.



DISSERTATION WORKSHOP SERIES – DEPARTMENT OF MANAGEMENT AND ENTREPRENEURSHIP

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, successfully conducted the Dissertation Workshop Series – Sessions 01, 02, and 03 via Zoom, designed specifically for 4000-level undergraduates. The series aimed to equip students with essential skills for conducting high-quality academic research, focusing on critical aspects of the dissertation process. Session 01 explored effective strategies for conducting a literature review, Session 02 focused on writing a clear and impactful introduction, and Session 03 emphasised academic writing skills, including clarity, coherence, and proper referencing.

The sessions were facilitated by esteemed academics, Prof. T.S.L.W. Gunawardana from

the Department of Business Management, Dr M.T.T. De Silva from the Department of Human Resource Management, and Dr G.K.C. Jeewantha from the Department of Accountancy, all part of the Faculty of Management and Finance at the University of Ruhuna. Their expert guidance, practical insights, and interactive approach made the workshops highly engaging and valuable in enhancing students’ research competence and confidence.



TECHNOLOGY WORKSHOP SERIES



The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, organised a workshop series for 2000-level undergraduates enrolled in the Business Technology and Entrepreneurship degree program. As part of this series, the first workshop titled Advanced Excel was held

on 29th October 2025 at the Computer Laboratory, Faculty of Management and Finance, followed by a session on Dashboard and Data Visualisation on 12th November 2025 from 1.00 p.m. onwards at the same venue. Both sessions were conducted by Ms Nuwangi Wijeweera, Assistant Lecturer, Faculty of Management and Finance, who provided hands-on guidance on advanced Excel applications, Pivot Tables, dashboards, and data visualisation techniques, enabling students to strengthen their analytical and data presentation skills for academic and business contexts.

GUEST LECTURE ON “LEGAL ISSUES IN DIGITAL BUSINESS”

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, organised LEXIFY '25, an insightful session for 2000-level undergraduates exploring the intersection of law and the digital economy. The session, held on 12th November 2025 from 10.00 a.m. onwards at MFLT 03B, was conducted by Mr Samantha Jayasundara, Senior Lawyer. Students gained a deeper understanding

of cybersecurity, data privacy, intellectual property, and the legal frameworks shaping today’s digital business landscape.

BRIDGING THEORY AND PRACTICE – STUDY TOUR 2025

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, organised a field visit for 3000-level Entrepreneurship students on 26th November 2025. The visit focused on Tourism Entrepreneurship and Social & Green Entrepreneurship, providing students with first-hand insights into how innovative Sri Lankan ventures contribute to sustainable development.

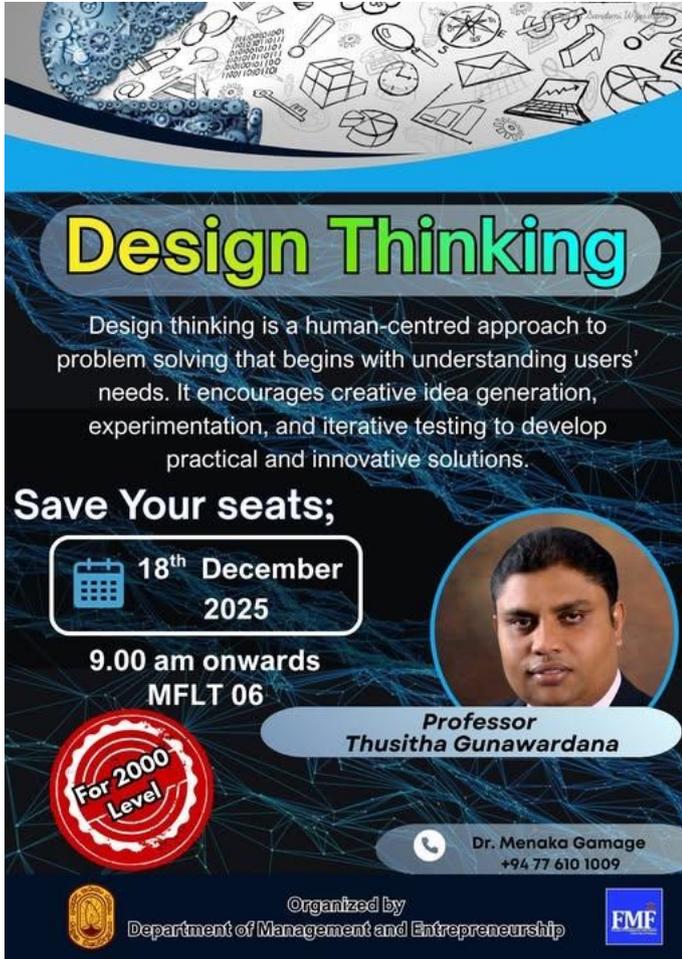
Students visited Shangri-La Hambantota, a world-class tourism hub combining hospitality with authentic Sri Lankan experiences, and Maheero Banana Fibre (Pvt) Ltd, a pioneering green enterprise transforming agricultural waste into eco-friendly products while empowering local communities. The field visit offered a day of inspiration, practical learning, industry exposure, and engagement with entrepreneurial practices.



DESIGN THINKING WORKSHOP

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, organised an interactive session on Design Thinking for 2000-level students under the Creativity subject, coordinated by Dr Menaka Gamange, on 18th December 2025 from 9.00 a.m. onwards at MFLT 06. The session

was conducted by Professor Thusitha Gunawardana and introduced design thinking as a human-centred approach to problem-solving, encouraging creativity, experimentation, and iterative learning. Students gained practical insights into transforming ideas into meaningful and innovative solutions.



The poster features a top section with a collage of icons related to design and technology, including gears, a laptop, a magnifying glass, and various charts. Below this, the title "Design Thinking" is prominently displayed in a stylized font. The main text describes the approach as human-centred and iterative. Key event details include the date "18th December 2025" and time "9.00 am onwards MFLT 06". A circular portrait of Professor Thusitha Gunawardana is shown, along with contact information for Dr. Menaka Gamage. A red circular badge indicates the event is "For 2000 Level". The bottom of the poster includes the organizing department's name and the FMF logo.

Design Thinking

Design thinking is a human-centred approach to problem solving that begins with understanding users' needs. It encourages creative idea generation, experimentation, and iterative testing to develop practical and innovative solutions.

Save Your seats;

18th December
2025

9.00 am onwards
MFLT 06

For 2000 Level

Professor Thusitha Gunawardana

Dr. Menaka Gamage
+94 77 610 1009

Organized by
Department of Management and Entrepreneurship

FMF

DEPARTMENT OF MARKETING

FIELD VISIT FOR 3000 - LEVEL UNDERGRADUATES

The Department of Marketing successfully concluded a one-day field visit for 3000 level undergraduates which was held on 03rd of July 2025. The main purpose of this field visit is exposed students to experience the real-world marketing practices and corporate operations beyond traditional classroom sessions. Prof. A.C. Karunaratne, Head of the Marketing Department, along with academic staff members and 3000 level students from the Marketing Department participated in the field trip.

The day commenced with an engaging visit to Ceylon Biscuit Limited located in Pannipitiya. Here, our students were given an opportunity to see the manufacturing process of the Munchee Cream Cracker Biscuit. Additionally, there was a session highlighting the innovative marketing and branding strategies that have propelled CBL success.

Following this, students proceeded to the Lakehouse (Associated Newspaper of Ceylon Limited) where students had a chance to

study print media operations. The visit offered students an opportunity to understand the current issues they are facing with the proliferation of digital media and what steps they have successfully taken to overcome those problems.

As the final destination of the day, students engaged with visit in One Galle Face shopping complex to observe and understand the techniques in modern retail selling in luxury shopping complex.



FIELD VISIT FOR 2000 LEVEL STUDENTS

The Department of Marketing organized another one-day field trip targeting 2000 level marketing specialized undergraduates on 23rd July 2025. Prof. A.C. Karunaratne, Head of the Marketing Department, along with academic staff members and 2000 level students from the Marketing Department participated in the field trip.

The trip began at the prestigious Mercedes-Benz Center for Diesel and Motor Engineering (DIMO) PLC, located in Colombo 14. Next, as the second destination, the students visited TV Derana, the No. 01 television channel in Sri Lanka. At the location, the students had the opportunity to observe the activities of TV Derana media operations. Finally, the tour concluded at the Sri Lankan iconic symbol of Colombo Lotus Tower.

Throughout the day, the students were able to uncover a number of interactive brainstorming sessions at each location conducted by industry professionals. We would like to express our heartfelt gratitude

for welcoming us warmly and sharing their insightful ideas with our students. The students also actively engaged with the sessions, raised their thoughtful questions, and enjoyed the special day because it provided a different experience than the classroom session.



PRESCO'S 25 - CAREER FAIR

The Circle of Marketing in collaboration with the Career Guidance Unit of the University of Ruhuna successfully concluded "PRESCO'S 25" a Career Fair on the 23rd of July 2025, starting at 9.00 AM onwards at the Management and Finance Faculty premises. The event specially organized for targeting final year management students who are preparing to begin their internship program as a part of fulfilling the requirement of BBA Degree program.

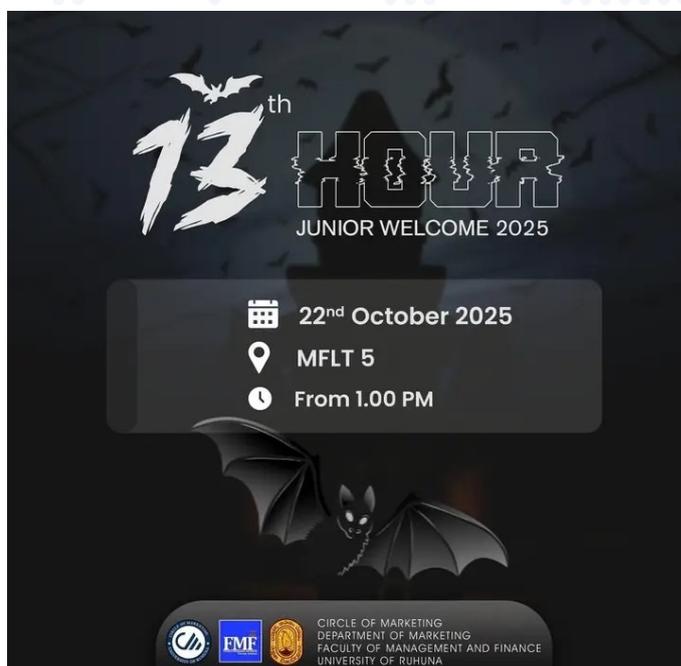
Several prominent organizations participated in this career fair including, DSI, Durdans Hospital, Nippon Paint, Insee Cement, North Sails, MBSL, and EY Sri Lanka, Vallibel Finance PLC, Jay Jay Mills Lanka (Pvt) Ltd. Their participation for career fair marked valuable opportunities for our students to engage with industry professionals and explore potential career paths.

Special thanks are extended to Prof. Manjula K. Wanniarachchige, Dean of the Faculty of Management and Finance; Prof. A.C. Karunaratne, Head of the Marketing Department and Mrs. B.D.T.M. Kamalasena, Lecturer and the Faculty Coordinator of the Career Guidance Unit. Their guidance and encouragement were exceptional in making the event success. Moreover, sincere thanks goes to the career guidance unit of University of Ruhuna for their invaluable contribution for the event.

Last but not least, our heartfelt thanks and appreciation are extended to all participating companies for accepting our invitation and contributing to the success of the PRESCO'25 career fair despite their busy schedules.



STUDENTS WELCOME PROGRAMME



The 3000 Level undergraduates in the Department of Marketing orchestrated "The Thirteen Hour" junior welcome programme to bestow their heartfelt welcome to the newcomers. The event took place on the 22nd of October 2025 at MFLT 05 running from 1.00 P.M. to 2.00 P.M. Prof. A.C. Karunaratne, Head of the Marketing Department, along with the academic staff members and the students in the department participated for the event. Making the event more meaningful, Prof. A.C. Karunaratne delivered a speech, by warmly welcoming students to the Marketing Department and he further pointed out the major milestones of Ruhuna Marketers to encourage and inspire the newcomers.

Moreover, the welcome programme was filled with creative and fun games to unleash students' creativity and team working skills.

CONVOCATION DAY STALLS

Showcasing students' hard work and commitment, the Circle of Marketing in collaboration with the Department of Marketing held stalls during the University convocation dates on 10th, 11th, and 12th of December 2025, at the University premises from 8.00 A.M. onwards. Students had pop-up fresh flower bouquets outlets to attract graduates and their families to make their special day more memorable. Complementing these, students also had another outlet which sold king coconut water to quench thirst allowing them to feel a cooling celebratory vibe. This was not just outlets, beyond that, it served as a better platform for students to sharpened their soft skills by actively participating for organizing such wonderful events.



STAFF ACHIEVEMENTS

Dr. G.K.C. Jeewantha completed the PhD

Dr. G.K.C. Jeewantha, a senior lecturer attached to the Department of Accountancy, has completed the Doctor of Philosophy in Accounting and Finance at the University of Essex, United Kingdom.



Dr. D.M.R. Deepika completed the PhD

Dr. D.M.R. Deepika, a lecturer attached to the Department of Management and Entrepreneurship, has completed the Doctor of Philosophy in Management at the University of Sri Jayewardenepura, Sri Lanka.



Dr. W. Thanuka Mahesha de Silva completed the PhD

Dr. W. Thanuka Mahesha de Silva, a senior lecturer attached to the Department of Marketing, has completed the Doctor of Philosophy in Marketing at the University of Otago, New Zealand.



Mrs. Yasindee Liyanapathirana completed the M.Sc.

Mrs. Yasindee Liyanapathirana, a Probationary Lecturer attached to the Department of Marketing, has completed the Master of Science in Management at the University of Sri Jayewardenepura, Sri Lanka.



Ms. Dinukee De Silva completed the M.Sc.

Ms. Dinukee De Silva, a Probationary Lecturer attached to the Department of Accountancy, has completed the Master of Science in Applied Finance at the University of Sri Jayewardenepura, Sri Lanka.



Mr. D.C.P. Ranaweera completed the M.Sc.

Mr. D.C.P. Ranaweera, a Probationary Lecturer attached to the Department of Finance, has completed the Master of Science in Strategic Corporate Finance at the National Research University Higher School of Economics, Russia.





STUDENTS ACHIEVEMENTS

SRI LANKA UNIVERSITY GAMES 2025: TAEKWONDO – SECOND PLACE



K.G.U. Thatsara won the silver medal in Taekwondo sparring at the Inter-University Games 2025, held at the University of Rajarata. This is the only medal that the Faculty of Management and Finance has brought from SLUG 2025. Thatsara was a Former Vice President of the Ruhuna Sports Council, the President of the Sports Club of the Faculty of Management and Finance for the year 2024/25 and the Captain of the University Taekwondo Team (2024/25). Currently, he plays a role as a committee member of the sports club.

MY ENTREPRENEURIAL JOURNEY WITH KESHANU HAIR GROWTH OIL



My name is Gangulani Rathnayaka, and I am a third-year undergraduate of the Department of Management and Entrepreneurship at the Faculty of Management and Finance, University of Ruhuna. From a very young age, I always had a strong desire to build something of my own. That passion gradually evolved into a real entrepreneurial journey during my university life, leading to the creation of my business, Keshanu Hair Growth Oil.

The idea for Keshanu was born from a personal experience. I struggled with curly, frizzy hair and found it difficult to identify a long-lasting, satisfactory solution in the market. Instead of accepting the problem, I decided to explore traditional herbal remedies and experiment with natural ingredients. Through continuous testing and refinement, I developed a hair oil that worked effectively for me. Realizing its potential, I decided to transform this personal solution into a business venture.

Keshanu Hair Growth Oil is a 100% natural hair-care product, formulated using 28 carefully selected herbal ingredients and prepared through traditional methods without the use of chemicals, artificial fragrances, or harmful additives. The product is designed to address common hair concerns such as hair fall, thinning, dryness, slow growth, and overall scalp health, while preserving the authenticity of Sri Lanka's herbal heritage.

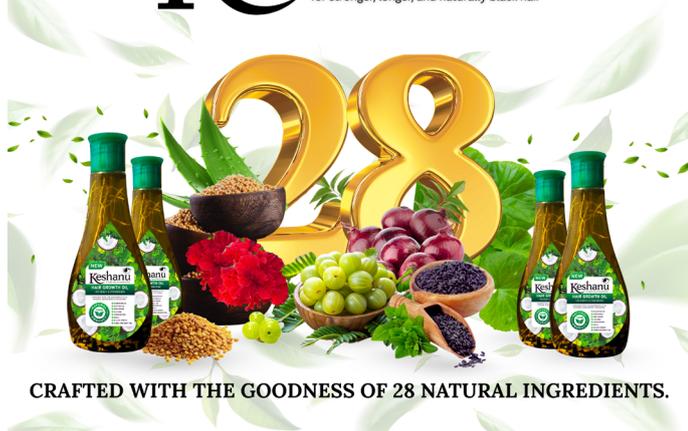
My academic journey at the University of Ruhuna played a crucial role in shaping my entrepreneurial path. The knowledge gained through coursework, practical assignments, peer discussions, and continuous guidance from lecturers helped me structure my business idea professionally. I was able to apply theoretical concepts directly to my venture, identify weaknesses, strengthen my capabilities, and gradually develop Keshanu into a structured business.

I especially want to mention Dr. Menaka Gamge, who supported me from the very first day I entered the Department of Management and Entrepreneurship. She personally helped me find the resources I needed and guided me through the entire business registration process, which became a major turning point in my entrepreneurial journey. She also advised me on various programs and opportunities relevant to my business and helped me overcome challenges that arose during day-to-day business operations. In addition, she supported me in gaining



Keshanu

for stronger, longer, and naturally black hair



CRAFTED WITH THE GOODNESS OF 28 NATURAL INGREDIENTS.

essential knowledge for the development of my venture and directed me to valuable learning resources.

Her guidance even extended to assisting me with certain promotional activities, making her mentorship one of the most impactful influences on the growth of my business. The support of the Career Guidance Unit was especially valuable in completing the legal requirements and business registration processes, which I consider a major turning point in my journey.

In 2023, I was honored to become the Second Runner-Up at the Idea-Cloud Competition organized by the Faculty of Management and Finance. This recognition was my first formal achievement as an entrepreneur and gave me strong motivation to take my business to the next level. More recently, I was privileged to receive a grant of LKR 250,000 from the National Enterprise Development Authority (NEDA) for the further development of Keshanu Hair Growth Oil. Being selected from over 1,000 applicants across Sri Lanka was a deeply rewarding experience and a strong validation of my business concept.

Looking ahead, I aspire to expand Keshanu into a complete natural hair-care brand. My future plans include establishing a dedicated manufacturing facility, introducing additional hair-care products such as shampoo, conditioner, and hair serum, expanding retail availability across Sri Lanka, and eventually entering international markets. Through this

journey, I hope not only to grow my business but also to contribute to employment generation and the broader entrepreneurial ecosystem of the country.

My journey with Keshanu Hair Growth Oil is a reflection of how passion, perseverance, and academic support can come together to create meaningful impact. I am deeply grateful to the University of Ruhuna, the Faculty of Management and Finance, and all the lecturers who continuously guided and supported me throughout this journey. This is only the beginning, and I look forward to taking Keshanu to greater heights in the years to come.





**SIX MONTHS
AT A GLANCE**

32ND CONVOCATION



The 32nd General Convocation of the Faculty of Management and Finance, University of Ruhuna was held at the Rabindranath Tagore Memorial Auditorium on 12 December 2025. This cohort comprised 53 First Class Honours graduates, 140 graduates with Second Class Upper Division Honours, 146 with Second Class Lower Division Honours, and 227 with Ordinary Passes, including 15 Gold Medals. Mr. Sachethana Prabath Gnanarathna achieved the most outstanding academic performance and was awarded the

Harischandra Gold Medal. He also received the Thrift and Credit Cooperative Society of the University of Ruhuna (SANASA) Gold Medal, the Bank of Ceylon Gold Medal, and the Dr. Ronnie De Mel and Mallika De Mel Memorial Gold Medal.

Ms. S.A.D.P. Sathsara Dissanayake was awarded the Lucky Lanka Gold Medal for excellence in Entrepreneurship in the Business Administration programme. Ms. N.I. Hasla received the Deshamanya Dr. Nihal Jinasena Memorial Gold Medal for outstanding performance in Human Resource Management, along with the Mint HRM Gold Medal. Ms. Selvaraja Abiramy was awarded the Colombo Stock Exchange Gold Medal and the Institute of Chartered Accountants of Sri Lanka Gold Medal. Ms. G.N.M. Perera received the Chartered Institute of Personnel Management (CIPM) Gold Medal and the G. Ratnayake Memorial Gold Medal. Ms. A.N. Sithy Sabira was awarded the Securities and Exchange Commission (SEC) Gold Medal. Mr. Thiviru Asel Wijesinghe received the Vice-Chancellor's Gold Medal. Ms. I.N. Upamali

Rajapaksha was awarded the AICPA & CIMA Gold Medal and the Certified Management Accountants Gold Medal. In addition to its undergraduate programmes, the faculty also offers postgraduate programmes, including the Master of Business Administration (MBA) and the Master of Business Management (MBM).

14TH INTERNATIONAL CONFERENCE ON MANAGEMENT AND ECONOMICS



The 14th International Conference on Management and Economics (ICME 2025), organized by the Faculty of Management and Finance, University of Ruhuna, was successfully held on 31 July 2025. The conference was conducted under the theme “Entrepreneurial Bricolage: Steering Volatile Markets through Improvised Strategies and Innovative Thinking.” ICME 2025 provided a global forum for academics, researchers, and practitioners to exchange knowledge and engage in critical discussions on contemporary management issues, with particular emphasis on the ongoing global recession and its economic and managerial implications. The conference contributed to academic discourse by fostering dialogue on improvisation-driven innovation, the relationship between resource constraints and opportunity identification, and strategic responses to crises, while also exploring how innovative and unconventional approaches can address challenges such as supply chain disruptions, economic downturns, and competitive pressures in global markets.

IDEA CLOUD: THE BUSINESS START-UP IDEA COMPETITION 2025

Idea Cloud 2025 was successfully conducted on 31st July 2025 as a business start-up idea competition organized by the Faculty of Management and Finance. The initiative provided a platform for tertiary education and school-level students to present innovative business ideas offering solutions to Sri Lanka’s social and economic development challenges. Conducted for the fifth consecutive year, Idea Cloud 2025 was held in parallel with the International Conference on Management and Economics (ICME 2025), reaffirming the Faculty’s commitment to fostering innovation, entrepreneurship, and knowledge exchange.



UNDERGRADUATE RESEARCH FORUM (URF) 2025

The Undergraduate Research Forum (URF) 2025 was held on 31st July 2025 as a dedicated platform for undergraduates pursuing bachelor’s degree programmes at higher education institutions worldwide to showcase their independent and collaborative research findings. The forum accommodated research conducted as part of in-class assessments, independent studies, community-based projects, creative initiatives, and experiential learning activities, thereby promoting undergraduate research excellence and scholarly engagement.

URF 2025

INTER-UNIVERSITY SHORT VIDEO COMPETITION - 2025



The Department of Finance and the Department of Accountancy of the University of Ruhuna jointly organized the Inter-University Short Video Competition as a flagship initiative of the Capital Market Forum (CaMFO) 2025, which was successfully held on 29 July 2025 under the theme “Shaping Tomorrow’s Economy: Voices of a New Generation.”

The competition attracted enthusiastic participation from undergraduate students representing recognized universities across Sri Lanka. Participants were invited to present their perspectives through short video productions addressing four key thematic areas, namely Capital Market Development, Financial Literacy, Policy Reforms, and Global Economic Trends. The initiative aimed to promote analytical thinking, creativity, and awareness of contemporary economic and financial issues among the undergraduate community.

Upon completion of the evaluation process, three outstanding teams were selected as winners, representing University of Kelaniya, University of Ruhuna, and Eastern University, Sri Lanka, respectively. The first, second, and third place teams were awarded cash prizes of Rs. 25,000, Rs. 15,000, and Rs. 10,000, respectively. In recognition of their efforts and participation, certificates were awarded to all competing teams.

The competition was generously sponsored by the Colombo Stock Exchange, whose support significantly contributed to the success of the event. The Inter-University Short Video Competition 2025 served as a valuable platform for undergraduates to articulate their ideas, engage in national economic discourse, and contribute meaningfully to discussions on the future direction of Sri Lanka’s economy.

5TH ANNUAL INTERNATIONAL UNDERGRADUATE FINANCE RESEARCH CONFERENCE (IUFRC) - 2025

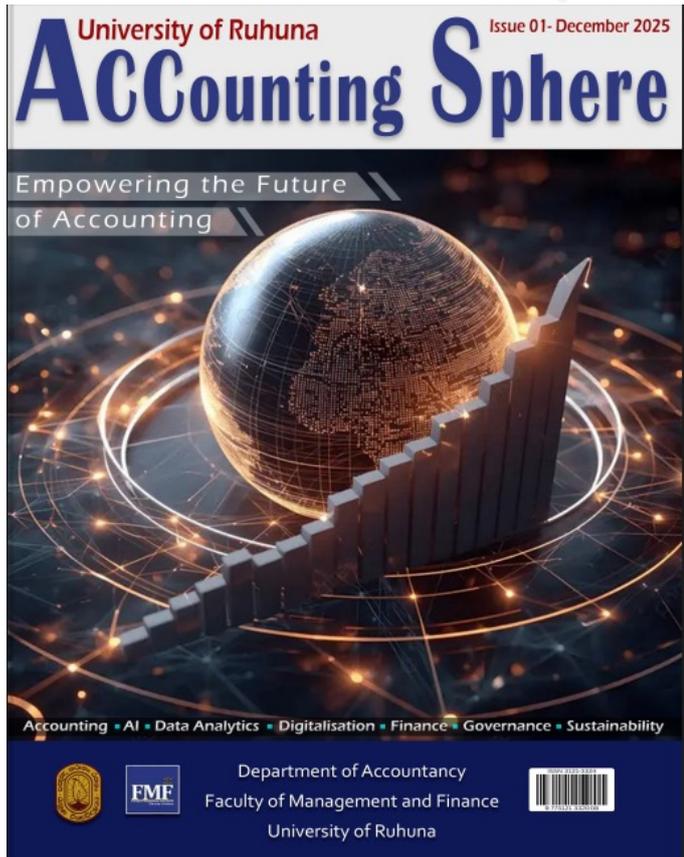
The Faculty of Management and Finance of the University of Ruhuna hosted the 5th Annual International Undergraduate Finance Research Conference (IUFRC) on 26th September 2025 as a fully virtual event. Coordinated by the Department of Accountancy and the Department of Finance, the conference served as a distinguished platform for finance undergraduates to present their research and engage with a global community of academics, industry professionals, and peers.

Conducted under the theme “Financial Innovation, Sustainability, and Inclusion for a Resilient Economy”, IUFRC 2025 sought to encourage undergraduates from Sri Lanka and abroad to disseminate their research findings and advance toward publication in peer-reviewed journals. The conference also facilitated dialogue on emerging issues in the financial sector, fostering collaboration between academia and industry to address contemporary challenges.

IUFRC 2025 showcased a wide range of research tracks, including Financial Markets, Corporate Finance, Public Finance, Risk

Management, Corporate Governance, Behavioural Finance, Financial Technology, Entrepreneurial Finance, Financial Literacy, and other current topics in finance. With its international reach and emphasis on knowledge exchange, the conference offered a highly enriching experience for the next generation of finance professionals.

ACCOUNTING SPHERE – INAUGURAL MAGAZINE LAUNCHING CEREMONY

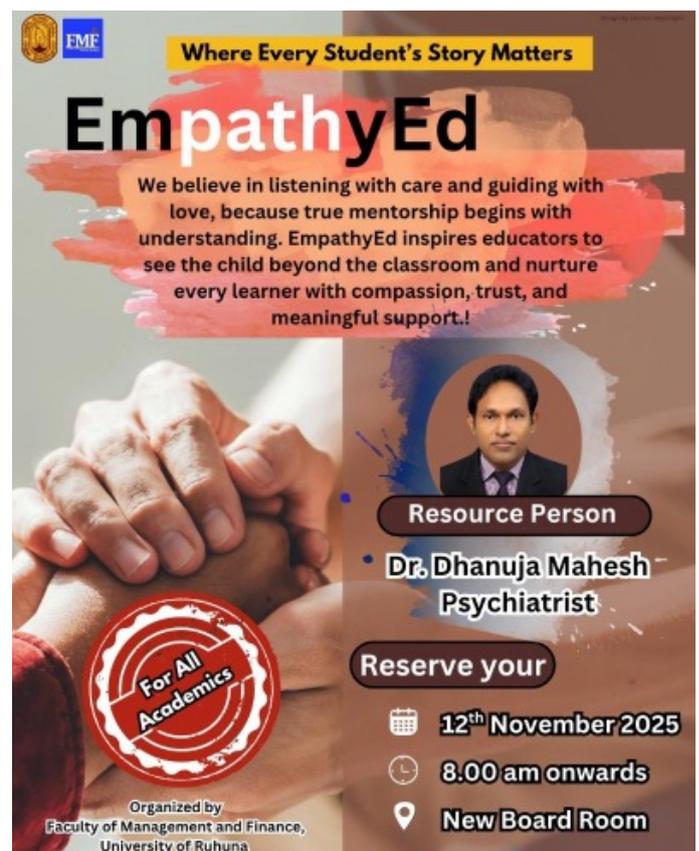


The Department of Accountancy proudly marked a significant milestone with the launch of its inaugural departmental magazine, Accounting Sphere 2025, on 17th December 2025. The magazine launch ceremony was held with the presence of the Dean of the Faculty and academic staff, making the occasion both meaningful and memorable. This publication serves as a platform for students and academics to showcase their academic insights, creative talents, and professional perspectives related to the field of accountancy. The launch of Accounting Sphere 2025 reflects the Department’s commitment to fostering academic excellence, critical thinking, and effective communication among students. It also aims to bridge theoretical knowledge

with contemporary professional practices, encouraging students to engage actively in research, writing, and intellectual discourse. The successful publication of this magazine is a testament to the collaborative efforts of the editorial team, contributors, and staff members. The Department looks forward to continuing this initiative as a valued academic tradition in the years to come.

“EMPATHYED” – WHERE EVERY STUDENT’S STORY MATTERS

The Faculty of Management and Finance, University of Ruhuna, organized EmpathyEd on 12 November 2025 at the New Board Room. The session was conducted by Dr. Dhanuja Mahesh, Psychiatrist, and aimed to inspire educators to engage with students through compassionate mentorship. Participants explored the importance of listening with care, guiding with understanding, and nurturing learners beyond the classroom. The program emphasized building trust, providing meaningful support, and fostering a positive academic environment. This session was open to all academics and contributed to enhancing mentorship and student-centered practices across the faculty.



TECHNOLOGY-ENABLED STARTUPS AND ECOSYSTEM

ITEC Scholarship Programme, India | 3-16 December 2025

The Technopreneurship Scholarship Programme, conducted under the Indian Technical and Economic Cooperation (ITEC) framework, offered an intensive two-week academic and practical immersion in technology-enabled entrepreneurship. Hosted by the Entrepreneurship Development Institute of India (EDI), Ahmedabad, the programme brought together 39 participants representing 18 countries, creating a vibrant international learning environment rooted in innovation, collaboration, and enterprise development. Among the participants was Dr. D. M. R. Deepika from the Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, Sri Lanka, whose academic engagement and professional contribution enriched the learning discourse. Her participation strengthened institutional representation while fostering academic exchange between Sri Lanka and the broader international community.

The programme focused on developing a comprehensive understanding of technopreneurship by integrating technology, entrepreneurship, and ecosystem development. Participants explored how technological innovation can be transformed into sustainable business ventures capable of addressing contemporary social, economic, and industrial challenges. The academic structure emphasized experiential learning, critical thinking, and practical application, enabling participants to move beyond theoretical knowledge toward real-world entrepreneurial readiness. Key thematic areas included technology entrepreneurship processes, opportunity identification, venture commercialization, intellectual property rights, product development, and entrepreneurial marketing. Equal emphasis was placed on startup ecosystem development, highlighting the roles of incubators, investors, mentors, government agencies, funding institutions, and research organizations. Through expert lectures, case discussions, group activities, and exposure sessions, participants gained a holistic understanding of how successful startup environments are built and



**Entrepreneurship Development Institute of India
Technopreneurship: Creating Technology
Enabled Startups and Ecosystem**

[3 December to 16 December 2025]



sustained. The multicultural composition of the cohort significantly enhanced the learning experience. Participants shared national startup practices, policy frameworks, and innovation challenges, encouraging comparative thinking and global perspectives. This interaction cultivated cross-cultural collaboration and strengthened international professional networks that extend beyond the duration of the programme.

Practical exposure formed a central component of the programme. Industrial visits and ecosystem interactions allowed participants to observe entrepreneurial processes in action, bridging the gap between classroom learning and enterprise reality. The programme concluded with reflective discussions that enabled participants to consolidate learning outcomes and align them with their professional and academic contexts. Participation in this ITEC-supported scholarship programme provided a valuable platform for academic growth, international engagement, and professional enrichment. For Dr. D. M. R. Deepika and the wider participant group, the programme reaffirmed the critical role of technopreneurship in driving innovation, employment creation, and sustainable economic development. Overall, the Technopreneurship Scholarship Programme stood as a meaningful example of how international academic cooperation can empower professionals to contribute effectively to startup ecosystems within their respective countries, while strengthening global partnerships in entrepreneurship and innovation



**ALUMINI
WINS**



**FROM LEARNER TO LEADER:
NAVIGATING FINANCIAL SERVICES
AND INTERNAL AUDIT**

Pubudu Karunaratna

Manager

Internal Audit, Mercantile Investments & Finance PLC

BBA in Accounting (UoR), ACA, ACMA, Reading for MBA (UK)

Graduating from the Faculty of Management and Finance at the University of Ruhuna represents a pivotal milestone in both my personal and professional development. I am honoured to share my journey with the university community, reflecting on how academic rigour, extracurricular engagement, and professional experiences have shaped my perspectives on management and finance, particularly within the assurance and financial services sectors.

I earned my BBA Degree in Accounting with a Second Class Upper Division in 2014. The curriculum, updated with current market trends and covering all key areas, provided a strong foundation for me as an accounting graduate. Exceptional support from academic and non-academic staff, along with industrial training, workshops, and field visits, enhanced my practical skills, critical thinking, and confidence, preparing me to apply academic knowledge effectively in professional settings.

My undergraduate experience extended beyond just academic activities; these formative years cultivated discipline, resilience, and leadership. Participation in sports, particularly cricket, provided a structured environment for developing teamwork and strategic thinking. Representing both the Faculty of Management and Finance and the University of Ruhuna cricket teams, progressing from team member to Vice Captain and later Captain, and receiving University Sports Colors as Best Cricketer in 2011, instilled in me a commitment to perseverance and accountability—qualities that continue to influence my professional trajectory.

My professional development was reinforced through key certifications. I am an Associate Member of the Institute of Chartered Accountants of Sri Lanka (ICASL) and an Associate Member of the Certified Management Accountants (ACMA), Sri Lanka. These qualifications strengthened both my technical proficiency and ethical judgment, underpinning my commitment to continuous learning and professional excellence.

My career began in 2013 at BRD Silva & Company, a reputable firm of Chartered Accountants with international affiliations. Progressing from Audit Associate to Audit

Senior, I developed competencies in audit planning, supervising teams, liaising with client management, and delivering high-quality outputs. This period was instrumental in cultivating analytical rigour, leadership capacity, and effective communication skills, forming the foundation for my transition into internal auditing.

In 2017, I joined the Internal Audit Division of Mercantile Investments & Finance PLC, a leading financial services institution in Sri Lanka, as an Assistant Manager. I contributed to audit planning, risk assessments, and field audits, while documenting and analysing audit evidence among other responsibilities. Recognition of my contributions led me to be promoted as a Manager (Grade-I) in 2021. The experiences I gained as a manager reinforced my understanding of governance frameworks and the strategic significance of internal audit within financial institutions. In 2024, I was promoted to Manager (Grade-II), expanding my responsibilities to strategic oversight and advisory functions. At present, I lead the development and execution of the annual audit plan based on enterprise-wide risk assessments, ensure audit governance and quality assurance, and provide strategic insights to senior leadership on risk mitigation, control optimisation, and governance practices. I also mentor audit managers and teams, fostering professional development, while reporting to the Audit Committee. This role has deepened my appreciation for the interplay between risk, control, and organisational strategy, highlighting the value of informed decision-making and ethical stewardship.

Looking forward, I aspire to strengthen corporate governance practices within the financial services sector and mentor the next generation of audit professionals. Above all, integrity remains the cornerstone of sustained professional success. Reflecting on my career, I recognise that the combination of rigorous academic training, professional experience, and extracurricular engagement has been essential to my development. University life cultivates critical thinking, ethical judgment, resilience, and leadership. I encourage present students to embrace opportunities beyond formal coursework, seek mentorship, and remain attuned to the evolving financial and economic environment.



**STUDENTS'
CORNER**



“How blind you were Nastenka”

I learned guitar to win your heart,
but now I play for strangers apart.
I still wear the same white shirt you
gave me too,
have the whole world... but not you.

Back then you said there is a one,
didn't get it because I was blinded by the
sun
What to do now everything is done
but now I know... you were the one.

I tried everything to make you mine
But Gods plan is only a straight line
Did everything to make you bonanza
“How blind you were my Nastenka”

Love is like a double edge knife
It can cut through a man's life
Giving that knife to someone else hand
Nothing much different with mine full land

**M.S.D. Perera
MF/2024/8787**



Life as a Strategy: A Personal SWOT Analysis

PERSONAL SWOT ANALYSIS



SWOT analysis is a strategic framework in management; it is applied to identifying and analyzing an organization's strengths, weaknesses, opportunities and threats. As management students, we have learned about it a lot. But do you think it can be applied in your life?

It can also be applied to our personal life. You can think, "Your life is the organization, and you are the manager." Same way as a manager strategically plans for an organization, we can also plan our life. SWOT analysis helps us understand our current situation and plan for a better future. By identifying personal strengths, weaknesses, opportunities and threats, a person can make better life goals. Strengths are the positive qualities within us including self-awareness, values, behavior, talent and skills and positive relationships. Identifying strengths builds confidence and motivate to achieve our life goals.

Weaknesses are areas where you need to develop such as lack of confidence, poor time management, fear to failure, stress, and lack of experience. If you are identifying weaknesses is not a failure of life. This is an opportunity for self-development.

Opportunities are external factors that can help us grow. Education and training, professional networking and connections, trends and technology and globalization are valuable opportunities to us. Recognizing these are very important to success and take advantage at the right time.

Threats are challenges that may negatively affect progress. Competition, economic instability, health issues, lack of supportive networks are common threats. Being aware if threats help to prepare and minimize the risks.

A personal SWOT analysis empowers us to move forward within confidence. When life is treated as a strategy every challenge becomes a lesson every effort becomes meaningful.

H.K.G.S.D. Senavirathna
MF/2022/7838

“Weird and wired”

Hey we are known as gen Z
Loves to live in fantasy
I tried to teach them how to see
Guess what! now I'm a dada jii

True we are raised on dreams
But we already trapped by screens
No one wants to take the blames
Well-done! Now humanity is on flames

Elders say we are weird
Since the birth we were wired
Parents ask why don't we have network
Mom! Let me do my home work

This world looks nice to me
But everyone is fake to see
People here not want to be woke
to us loyalty and trust is a joke

M.S.D. Perera
MF/2024/8787

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සරසවි අයගෙන්
කොක්කක් නැතිවද
ආවේ ගෙදරට
එබැව් තේරුමට

එන්නම වුනෙමි මට
නොඇසිය යුන්නකි
ඇසුයේ ඒ..
ෆැන්ටසි ලොව තුල
ආසම දැක්කොත්
හිමිවන සුහදව
සිහසෙන මිතුදම..
පෙරාතුව යන්නට
සමාජ ලොවට
මෙය පෙරසුරකි
පතන හැමට
නොලැබෙන දෙය වුව
සතුටුය ලැබීමට
එන්නට මව් වෙන...
ඉතිමි
ආතල් ය මේ ෆැන්ටසිය..

H.M.N. Sasikala
MF/2022/8014

1. හිනාවක් මුව අඟින්,
හදවනින් හිල්ල
තරුපිරුණු අහසකත්,
පතන්නෙම සඳවල
පීවිනේ පැණිරහට,
කොහොඹ යුෂ එක්කල
උන් උන්ගෙ හින්වලම,
වෙලා අද වහල්ල

2. හිස් හිතක් ළග කල්පයක දුක කිවු හැටි පුදුමයි
විල්තෙරක් මැද සයුරේ උණුහුම සෙවු හැටි මතකයි
හෙල් බොරල මැද මල්කිනිති අය-දින්නෙ මා පමණයි
හිල් අහස මත ඉල්පෝය සඳ තවම ඒ ඔබමයි

3. ගඟක් නම් එය ගැලිය යුතුමය
ගල් බොරල හට ඉඩ නොදී...
හඳක් නම් ලොව දිදුල දිදුලා
හැඩ කරනු ඇත රැස් දිදී...
කවක් නම් පදවැලින් එතිලා
මැරුණු හඳකට පණ පුදී...
වතක් නම් නුඹ වගේ විය යුතු
දසුනකින් සැනසුම දෙදී...

4. නුඹ දෙස බලන මම, මම දෙස බලන නුඹ දැක
සිහිනයක් නොවු කල්පනා ලොවෙ රැඳී ගිලිනෙමි වරුවක
සුව කරන හැටි, නුඹ නොරිද්දප, මගේ රිද්දුණු හදවත
වෙදදරෙක් යැයි පිදුම් නොලැබූ-නුඹයි ප්‍රේමයෙ පීවක

5. මිනිස්සු!
උන් උන්ට අනිසි තැන්වල
උන් උන්ට දැනෙන තැන්වල
උන් උන්ව අහිමි තැන්වල
අතරමං වෙලා
මිනිස්සු...
උන් උන්ට රිදුණු තැන්වල
උන් උන්ට හැඳුණු තැන්වල
උන් උන්ව මරපු තැන්වල
නතරවෙලා
මිනිස්සු!

6. When it comes to the love,
I shut mouth, as I do now
How can the moon shines young,
Only he craves you, sun
Then I remembered something,
Without you I am nothing
I keep you in my heart
I hide you in my art
All things between us
Nothing, but an unspeakable part
Wrote on a red colour card,
“Don’t love me back,
I can cover myself as a guard”
Shadow, window and dark
Still rain cried so hard

A.M.A.I. Gangodathenna
MF/2023/8589

නවීන නවකතාව

අත අතයේ දුරින් සිටියත්
පොළොව අහසට පෙම් කරයි
අහස කරනා හැම දෙයකටම
පොළොව නිහඬව පිළිතුරු බඳියි

තරු පිරිවරාගෙන සඳක් දිලනට
සදුගේ ලොව හිරු එළි කරයි
කොතැන සිටියත් මගේ ලෝකයේ
එකම හිරු ඔබ විතරමයි

ඉඬෝරයකදී දැවෙන තන පත්
වසන්තයකදී යළි වැඩේ
දැන තැනත් අහිමි බව ඔබ
එනතුරා සිත මග බලයි

හැපි හැපි දිය රළ ගැඹුලින්
රැල්ල වෙරළම සොයා එයි
පිපාසය නොසිදුවත් කරදිය
ගලන්නේ ආදරේ සොයයි

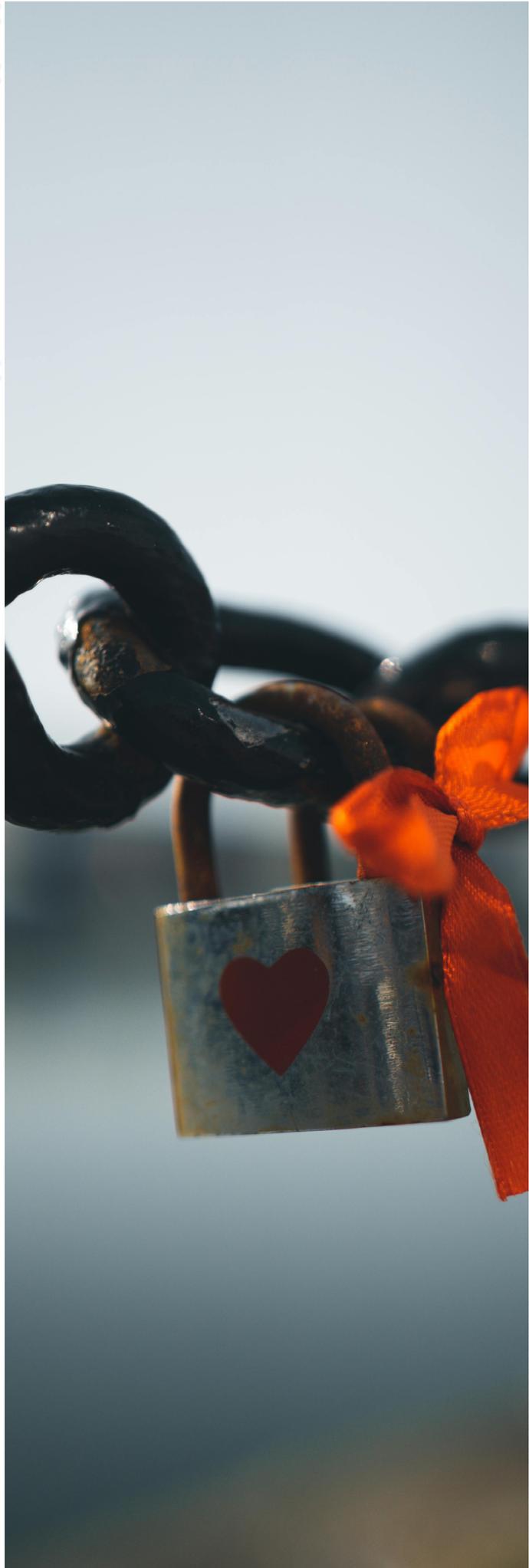
මල සොයා බඹරා ඇදෙන්නේ
මලින් රොන් ගෙන යන්නටයි
ඔබට මම පෙම් කලෙ මෙලෙසින්
පරවෙලා නොවැටෙන්නටයි

අහිමි බව දැන දැනත් තුන්යම
නවම පෙර සිහිනය දැකී
කොයිතරම් ඇවිළුවත් ගිහිදල
ඉතිරි වූනෙ හඳු ගින්නමයි

නදිය කෙතරම් දුරුණු වූවත්
සයුර සොයමින් ගලායයි
නෙතේ කඳුළුල් පිස දමා මම
මතක ලොව නව සැරසරයි

වසන්තය මැකිලා ගියත් අද
පුරුදු සුවදක් හඳු වෙලයි
දිවි ගඟුලෙ නැගු හැම සිනහවක්
සවන් තුළ නිමිනාද දෙයි

D.G.V. Chathumina
MF/2022/7621



ACADAMIC INSIGHTS

FROM CLASSROOM TO CAREER: DEVELOPING FINANCIALLY LITERATE LEADERS FOR REAL-WORLD SUCCESS

As Sri Lanka continues to navigate economic recovery and structural transformation, the role of finance education has never been more significant. Universities are not merely institutions that transmit theoretical knowledge, but are also incubators of responsible decision-makers who will shape the country's financial stability, corporate governance, and economic resilience. A key academic and professional responsibility is preparing students to navigate the complexities of financial practice using their theoretical foundation.

Dr. M.S Nanayakkara
Head of the Department of Finance
Faculty of Management and Finance
University of Ruhuna



This need becomes particularly evident in light of the recent economic turbulence in Sri Lanka, which has revealed the consequences of weak financial literacy, poor risk management, and inadequate long-term planning across multiple sectors. At the household level, many individuals struggled with inflation, debt management, and declining real income. At the corporate level, governance failures and weak risk assessment mechanisms intensified financial vulnerability. These experiences demonstrate that finance is not merely a technical discipline, but also encompasses important social and behavioural aspects. In this context, finance education must move beyond conventional teaching methods. While theoretical knowledge remains important, students must also develop practical skills that enable them to analyze financial information, make informed decisions, and navigate real-world economic challenges effectively. These include data interpretation, ethical decision-making, financial communication, and the ability to understand behavioural biases that influence financial choices. Employers increasingly expect graduates to demonstrate analytical thinking, digital literacy, and adaptability in uncertain environments.

Another major transformation influencing finance education is the rapid expansion of digital finance. The growth of fintech, mobile banking, digital payments, and artificial intelligence has reshaped the financial services landscape globally and locally. In Sri Lanka, digital banking adoption has accelerated, particularly among younger populations and small businesses. This shift presents new opportunities for financial inclusion, allowing underserved communities to access savings, credit, and payment systems. However, it also introduces risks related to cyber security, privacy, and regulatory oversight. Therefore, academic programmes must integrate fintech, data analytics, and digital risk management into the curriculum to ensure graduates are future-ready.

Corporate governance also deserves renewed emphasis within finance education.

Strong governance practices are essential for restoring investor confidence and ensuring sustainable corporate growth. Students must understand the importance of transparency, accountability, and ethical leadership. Case-based learning, industry collaborations, and guest lectures from practitioners can help students appreciate how governance principles operate in real organisational contexts.

Furthermore, the development of financial literacy should extend beyond university students. Higher education institutions can play a pivotal role in community engagement by conducting financial awareness programmes for school students, entrepreneurs, and the public. Strengthening financial literacy at a national level contributes to better saving habits, responsible borrowing, and informed investment decisions, ultimately supporting economic stability.

Research is another critical avenue through which academia can contribute to national development. Empirical studies on banking behaviour, digital finance adoption, SME financing, and capital market development provide valuable insights for policymakers and industry stakeholders. Collaboration between universities, financial institutions, and government agencies can ensure that research findings translate into practical solutions.

In conclusion, enhancing financial literacy empowers graduates to understand the broader implications of their financial decisions, fostering confidence, accountability, and long-term planning. At the same time, universities play a crucial role in shaping adaptable and ethically-minded professionals who can apply their knowledge to real-world challenges and support sustainable economic development.



STAFF PUBLICATIONS



NISHADI, G.P.K. (2025)

Simple Mediation and Moderation Analysis using PLS SEM in Smart PLS – Step by Step Guide
University of Ruhuna Publications ISBN 978-624-5553-77-8

NISHADI, G.P.K. (2025)

Socialization Agents on Adolescent Consumer Vulnerability with the moderating effect of Social Structures: Linking Consumer Vulnerability model with Social Learning Theory
Wayamba Journal of Management 16 (1)

NISHADI, G.P.K. (2025)

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RUPASINGHE, L.R., PUSHPAKUMARI, M.D., & PERERA, G.D.N. (2025)



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International Journal of Innovation Science - 1757-2223 DOI 10.1108/IJIS-05-2025-0237

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Systematic Literature Review on Organic Consumerism in Sri Lanka: Aligning with SDG 3 and SDG 12
Kelaniya Journal of Management 14(01)

SANDARENU, S.S.M. AND GUNAWARDANA, T.S.L.W. (2025)

Impact of Market Orientation and Entrepreneurial Orientation on Organizational Performance: with the Moderating Role of Innovation in SMEs in Sri Lanka.
KDU Journal of Multidisciplinary Studies (KJMS) 7(02)

LAKCHAN, U.G.C., SAMARAWEEERA, G.C., GUNAWARDANA, T.S.L.W. AND FERNANDO, P.S.J. (2025)

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Sri Lanka Journal of Economic Research 13(1)

GANEWATTA, G. K. H. AND WANNIARACHCHI, C. A. (2025)



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Management Research Quarterly 2(1)

GANEWATTA, G. K. H. AND VIDANAPATHIRANA, C. A. (2025)

Mediating Effect of Work-Family Enrichment on Flexible Work Arrangements and Employee Job Performance: Evidence from the IT Sector, Sri Lanka
South Asian Journal of Management 32(3)



WICKRAMAGE P. AND F. MAFASIYA FAIROZ (2025)

Impact of Capability Maturity Model Integration on Performance of Information System Projects in Western Province of Sri Lanka
Journal of Business and Technology 09 (Special Issue)



D. M. R. DEEPIKA (2025)

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Sri Lanka Journal of Economic Research 13(1), 19-44



JAYAMPATHI E.K. (2025)

Organizational Agility: A Systematic Literature Review
South Asian Journal of Business Insights, 5(1) 90-110



K. G. PRIYASHANTHA (2025)

"The Metaverse and Career Development Applications, Implications, and Future Directions"
Routledge Publications ISBN 9781041151357



JAYAMPATHI, E.K., RODRIGO, P.D.S.D., MUNASINGHE, A.S. (2025)

Assessing the Causal Relationship of Service Quality, University Image, Student Satisfaction and Student Loyalty: A Structural Equation Modelling Approach

Kelaniya Journal of Management, 14(1), 24-49



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Influence of in-store sensory marketing on consumer dwell time and purchasing behavior: the mediating role of emotional response

Consumer Behavior Review, 9(1), e-268638



W.W.W.M.N.C.M. WICKRAMASINGHE, P.A.P. SAMANTHA KUMARA, W.A.S.S. WEERAKKODY (2025)

Driving Customer Purchase Intention through AI-Enabled TV Ads: The Role of Creativity and Entertainment.

South Asian Journal of Business Insights



STUDENT PUBLICATIONS

MISHRA, K.F. & ARIYASENA, D.L.M.N.K (2025)

Impact of Integrated Reporting Disclosures on the Value Relevance of Accounting Information
14th International Conference on Management and Economics, Faculty of Management and Finance, University of Ruhuna, Sri Lanka.

SAMARATHUNGA, N.D.C., & DE SILVA, M.T.T. (2025)

The Impact of Talent Management Practices on Executive Level Employee Retention in Kaluthara District Private Banking Sector: The Moderating Role of Perceived Self- Employability
14th International Conference on Management and Economics, Faculty of Management and Finance, University of Ruhuna, Sri Lanka.

GUNASEKARA, R.M.M.S., & DE SILVA, M.T.T. (2025)

The Impact of Human Resource Information System (HRIS) Usage on Employee Job Involvement: The Moderating Role of Digital Literacy
14th International Conference on Management and Economics, Faculty of Management and Finance, University of Ruhuna, Sri Lanka.



UPCOMING EVENTS

WORKSHOP ON FINANCIAL REPORTING AND TAXATION

The Department of Accountancy, Faculty of Management and Finance, University of Ruhuna, will conduct a guest lecture for 3000-level undergraduates specialising in Accountancy, focusing on financial reporting and taxation. The workshop aims to enhance students' understanding of financial reporting and taxation by providing professional insights into tax planning and related issues, as well as modern approaches to financial reporting.

This workshop will be conducted by a resource person from the Institute of Chartered Accountants of Sri Lanka, enhancing students' academic and practical understanding of the subject.

WORKSHOP ON PANEL DATA ANALYSIS USING STATA

The Department of Finance is pleased to announce an upcoming online workshop on Panel Data Analysis Using STATA, exclusively

Panel Data Analysis Using STATA Online Workshop

For the student of finance department

On 24th January 2026
From 7.00 p.m. to 9.00 p.m

Resource Person

K. R. K. Harshana

Lecturer (Probationary)
Department of Finance,
Faculty of Management and Finance,
University of Ruhuna





Scan the QR

Platform : Zoom

Meeting ID : 990 7306 9623

Passcode : Fin@2026

Organized by the Department of Finance,
Faculty of Management and Finance, University of Ruhuna

designed for students of the Finance Department. Scheduled for Thursday, 24th January 2026, from 7:00 p.m. to 9:00 p.m.,

this hands-on session facilitated by Mr. K.R.K. Harshana, Lecturer (Probationary) in the Department of Finance will equip participants with essential skills in panel data techniques, a critical tool in modern econometric analysis for finance research that aligns with advanced topics like dividend policy and empirical studies. The workshop will take place via Zoom; participants are encouraged to install STATA beforehand and scan the QR code from the event poster for seamless access

GUEST LECTURE ON TOURISM ENTREPRENEURSHIP

Green and Circular Economy Practices
of the Tourism Industry in Sri Lanka
with Reference to Transferable Green Skills

GUEST LECTURE

KEYNOTE SPEAKER
DR. HARITHA WEDATHANTHRI
Researcher and practitioner in the tourism industry

14th Jan 2026
09:00am Onwards

MFLT 06

Session focus on sustainable tourism practices and the development of transferable green skills among 3000-level students.

"Learn Green Skills. Shape Tourism."

Organized by
Professor GTW Sriyani
Department of Management and Entrepreneurship
Faculty of Management and Finance

The Department of Management and Entrepreneurship will conduct a guest lecture titled "Green and Circular Economy Practices of the Tourism Industry in Sri Lanka with Reference to Transferable Green Skills" on 14th January 2026 at MFLT 06, under the guidance of Professor Wasantha Sriyani. The session will be delivered by Dr. Haritha Wedathanthri, a researcher and practitioner in the tourism industry, and will focus on sustainable tourism practices and the development of transferable green skills among 3000-level students.

GUEST LECTURE ON SOCIAL AND GREEN ENTREPRENEURSHIP

A guest lecture titled Innovative Pathways for Social and Green Entrepreneurship: Developing Sustainable Business Models for Impact will be organized by the Department of Management and Entrepreneurship on 14th January 2026 at MFLT 06, under the coordination of Dr. M.B.F. Mafasiya. The lecture will be conducted by Dr. Haritha Wedathanthri, Researcher and Practitioner in the Tourism Industry, and will be designed for 3000-level students, with an emphasis on impact-oriented and sustainable entrepreneurial business models.

SOCIAL AND GREEN ENTREPRENEURSHIP

Innovation Pathways for social and Green Entrepreneurship:
Developing Sustainable Business Models for Impact

GUEST LECTURE

KEYNOTE SPEAKER
DR. HARITHA WEDATHANTHRI
Researcher and practitioner in the tourism industry

14th Jan 2026
01:00pm Onwards

MFLT 06

The session targets 3000-level students, focusing on sustainable tourism practices, transferable green skills, and entrepreneurial opportunities through hybrid business models that balance social and financial objectives.

"Ideas with Purpose. Ventures with Impact."

Organized by
Dr. MBF Mafasiya
Department of Management and Entrepreneurship
Faculty of Management and Finance

TWO-DAY BUSINESS PLAN WORKSHOP 2026

The Department of Management and Entrepreneurship will organize a Two-Day Business Plan Workshop 2026, entitled "Igniting Entrepreneurial Minds: Business Plan Development for Future Ventures", on 12 and 13 January 2026 as part of the Business Planning and Venture Creation subject. The workshop will be facilitated by Mrs. Nimali

Senannayake, District Coordinator of the Matara Secretariat, National Enterprise Development Authority (NEDA), along with the supporting NEDA team, bringing practical expertise in entrepreneurship development. Organized by course coordinator Mrs. P.S.D. Punchihewa, the workshop will emphasize start-up development through business idea generation, opportunity identification, and practical planning, providing students with hands-on experience in developing viable business plans and enhancing their readiness for future entrepreneurial ventures.

will be conducted by Ms. R. N. Wijeweera, Assistant Lecturer, Faculty of Management and Finance, and will support students in developing practical, industry-relevant skills aligned with contemporary business and entrepreneurial needs.

BITES N STYLE

The Department of Marketing joined hands with the Circle of Marketing, is planning to organize a mouth-watering program of “Bites N Beats” on 12th January 2025 from 1.00 P.M. to 6.00 P.M. at the University Gymnasium area. The event will be featured with lots of entertainment activities plus street food festivals. The event will be held as a fulfilment of continuous assessment of MKT 32503 Brand Management. This opportunity aims to develop students’ teamwork, communication, and creative skills, and further allows students to apply the branding skills learned in the classroom to a practical platform.

POP-UP BUSINESS LINE: LEARNING ENTREPRENEURSHIP BY DOING

The Department of Management and Entrepreneurship continues to strengthen its commitment to experiential learning through the Pop-Up Business Line, an innovative academic activity conducted under the course unit BBA 12013 Entrepreneurship for 1000-level undergraduates. Course Unit coordinator is Senior Lecturer (Mr) M. C.K. H. Mallika and Course Lecturer is Senior Lecturer (Mrs) P.D.S.D.Rodrigo. This initiative forms part of the continuous assessment of the course and is designed to move learning beyond lectures and textbooks. Through the Pop-Up Business Line, students are challenged to transform theoretical knowledge into practical action by planning, organizing, and operating a small business venture within the university premises. The activity provides a real-world platform for students to experience the realities of entrepreneurship in a controlled and supportive academic environment.

By engaging in this assignment, students develop essential entrepreneurial skills such as opportunity identification, basic

POWER BI, WEB DEVELOPMENT AND CYBER SECURITY WORKSHOP SERIES

The Department of Management and Entrepreneurship will conduct a series of skill development sessions focusing on 2000-level and 3000-level undergraduates, commencing from 07 January 2026 onwards. These sessions will cover Data Analytics for Business using Power BI, Web Development, and Cyber Security, with the objective of strengthening students’ digital and analytical competencies. The sessions

business planning, budgeting, marketing, teamwork, communication, and customer interaction. Working within a limited time frame of 2–3 hours, students learn how to make decisions under pressure, manage resources responsibly, and respond to real customer needs. These experiences help build confidence, creativity, and problem-solving abilities at an early stage of their academic journey.

The Pop-Up Business Line also reflects the Department's broader educational philosophy of nurturing independent thinkers and future-ready graduates. By encouraging students to take ownership of their ideas and outcomes, the activity fosters an entrepreneurial mindset that will support their academic progress and future careers. Through initiatives such as this, the Department of Management and Entrepreneurship continues to bridge the gap between theory and practice, empowering students to learn entrepreneurship by doing and inspiring them to see themselves as capable, innovative, and responsible future entrepreneurs.

BBA 12013
Entrepreneurship

**POP-UP
BUSINESS
LINE**

**05TH JANUARY
ONWARDS
AT THE UNIVERSITY
PREMISES**

Course Coordinator : Senior Lecturer (Mr) M. C.K. H. Mallika
Course Lecturer: Senior Lecturer (Mrs) P.D.S.D.Rodrigo

Organized by
Department of Management and Entrepreneurship
Faculty of Management and Finance



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Designed by

Mr. Malith Induranga



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