

Bulletin



Bridging Universities and Future Markets: How Business Technology is Reshaping Undergraduate Education for the Digital Economy

The global business environment is undergoing a rapid transformation driven by technological innovation, digital disruption, automation, artificial intelligence, big data, and interconnected global markets. Organizations today no longer seek graduates who possess only theoretical knowledge. Instead, industries demand individuals equipped with technological competencies, analytical thinking, adaptability, communication skills, and practical exposure to modern digital tools. As a result, universities across the world are compelled to redesign their educational systems to align with the changing dynamics of the future labor market.

In this evolving landscape, business technology has emerged as one of the most influential forces shaping higher education. Business technology refers to the integration of technological systems, digital tools, data-driven decision-making, and innovative business practices into organizational operations. From digital marketing and enterprise resource planning systems to artificial intelligence and business analytics, technology has become inseparable from modern business activities. Therefore, universities have a critical responsibility to prepare undergraduates to function effectively within this technologically advanced environment.

Traditional university education, which heavily emphasized textbook learning and theoretical examinations, is gradually becoming insufficient to satisfy contemporary industry expectations. Employers now seek graduates who can solve practical problems, operate technological platforms, manage digital communication, analyze business data, and contribute to innovation driven workplaces. Consequently, universities must transform themselves from conventional knowledge providers into dynamic centers of technological learning, skill development, and industry oriented education.



Dr. E.K. Jayampathi

Head of the Department

Department of Management and Entrepreneurship

Faculty of Management and Finance
University of Ruhuna.

This article explores how technology blends with undergraduate education to produce quality graduates capable of succeeding in future markets. It further discusses the importance of business technology education, the limitations of traditional university practices, the need for curriculum modernization, the introduction of technology based degree programs, and the role of universities in developing industry ready graduates.

The Rise of Business Technology in Modern Organizations

Technology has fundamentally transformed the way businesses operate. Today, organizations rely heavily on digital systems to manage communication, marketing, operations, finance, logistics, customer relationships, and strategic decision making. The emergence of cloud computing, artificial intelligence, machine learning, blockchain, digital payment systems, and business analytics has created a highly competitive and technology driven business environment.

For example, digital marketing has replaced many traditional promotional methods. Organizations now depend on social media analytics, search engine optimization, influencer marketing, and customer engagement platforms to reach consumers. Similarly, financial institutions utilize fintech systems and data analytics to improve operational efficiency and customer experiences. Human resource management increasingly relies on automated recruitment systems, digital performance evaluations, and online training platforms.

As a result, organizations require employees who are technologically competent and capable of adapting to rapidly changing digital environments. Employers are no longer satisfied with graduates who possess only academic qualifications. They seek individuals who can combine theoretical understanding with practical technological expertise.

This reality highlights the increasing importance of business technology education in universities.

Importance of Business Technology Education

Business technology education plays a vital role in preparing undergraduates for modern workplaces. It enables students to understand how technology supports organizational performance, innovation, communication, and decision making. More importantly, it equips graduates with practical skills demanded by employers.

One of the major benefits of business technology education is employability enhancement. Students who possess digital competencies are more likely to secure employment opportunities in competitive labor markets. Knowledge in areas such as data analytics, digital marketing, information systems, business intelligence, and project management significantly increases graduates' market value.

Another important aspect is adaptability. Technological advancements continuously reshape industries. Graduates who are familiar with digital systems and emerging technologies can adapt more effectively to organizational changes and technological disruptions.

Business technology education also encourages innovation and entrepreneurship. Students exposed to technological tools often develop creative problem solving abilities and innovative thinking patterns. Many successful startups today are built upon technological innovation, digital platforms, and data driven business models. Universities therefore have an important role in nurturing technologically oriented entrepreneurs who can contribute to economic growth and employment generation.

Furthermore, business technology enhances communication and global connectivity. Modern organizations operate across international boundaries using virtual communication platforms and digital collaboration systems. Undergraduates trained in technological communication tools become better prepared to work within multicultural and globally connected environments.

Limitations of Traditional University Education

Despite the growing importance of technological competencies, many universities still follow traditional educational approaches that prioritize theoretical knowledge over practical application. While theoretical foundations remain important, excessive dependence on conventional teaching methods creates a gap between university education and industry requirements.

Traditional classroom teaching often focuses heavily on lectures, memorization, and written examinations. Students may graduate with strong theoretical understanding but lack practical exposure to modern technological tools and workplace practices. Consequently, many graduates struggle to meet employer expectations during recruitment and employment.

Another limitation is outdated curricula. Some university programs continue to teach subjects that have limited relevance to contemporary business environments. In rapidly evolving industries, outdated content can reduce graduate competitiveness and employability.

Limited industry engagement is another challenge. Universities sometimes operate independently from industry developments, resulting in weak collaboration between academia and organizations. Without industry exposure, students may fail to understand real world business operations and technological applications.

Additionally, insufficient practical training opportunities hinder skill development. Employers increasingly value internships, industrial projects, simulations, and hands on learning experiences. Traditional education systems that neglect practical learning may produce graduates who lack confidence and workplace readiness.

Therefore, universities must modernize their educational approaches to bridge the gap between academic learning and industrial expectations.

Integrating Technology into University Education

To produce future ready graduates, universities must integrate technology into every aspect of the educational experience. This transformation should go beyond simply introducing computers into classrooms. Instead, it requires comprehensive curriculum redesign, digital learning systems, practical training opportunities, and technology driven teaching methodologies.

One major development is the adoption of digital learning platforms. Learning management systems, virtual classrooms, online assessments, and interactive educational technologies enable students to access learning materials more efficiently and flexibly. These platforms also encourage independent learning and digital engagement.

Another important approach is incorporating practical software and digital tools into academic programs. Business students, for example, should gain exposure to accounting software, customer relationship management systems, business analytics tools, digital marketing platforms, and enterprise resource planning systems. Such exposure increases their confidence and workplace readiness.

Project based learning is equally important. Universities should encourage students to work on real business problems using technological solutions. Group projects, digital campaigns, business simulations, and data analysis assignments help students develop analytical, communication, and technological competencies simultaneously.

Collaboration with industries is another essential strategy. Universities should establish partnerships with organizations to provide internships, guest lectures, industrial training programs, mentorship opportunities, and collaborative research projects. These interactions expose students to real organizational environments and current industry practices.

Moreover, universities should encourage innovation and entrepreneurship through technology incubators, startup competitions, and innovation centers. Such initiatives motivate students to apply technological

knowledge creatively and entrepreneurially.

Introducing Technology Oriented Degree Programs

The increasing demand for technologically skilled graduates has created the need for new academic programs specifically designed around business technology and digital innovation.

Many universities worldwide are introducing degree programs such as Business Analytics, Information Systems, Digital Marketing, Financial Technology, Artificial Intelligence in Business, E-Commerce Management, Data Science, and Supply Chain Technology Management. These programs combine business knowledge with technological expertise, enabling graduates to function effectively in modern digital organizations.

The introduction of interdisciplinary programs is particularly important. Future business challenges require graduates who can integrate knowledge from multiple disciplines. For example, combining management education with data analytics, programming, and digital communication creates graduates capable of handling complex technological business problems.

Universities should also introduce short-term certification programs and professional training opportunities related to emerging technologies. Certifications in digital marketing, data visualization, cybersecurity, cloud computing, and project management can significantly enhance graduate employability.

Furthermore, curriculum development should remain flexible and responsive to industry changes. Universities must regularly review academic programs in collaboration with industry experts to ensure relevance and effectiveness.

Developing Skills and Competencies for Future Markets

Future labor markets require more than academic qualifications. Employers increasingly seek graduates with diverse technical and soft skills that support organizational performance and innovation. Digital literacy is one of the most essential

competencies. Graduates must understand digital systems, online communication tools, information management, and technological problem-solving methods. Critical thinking and analytical abilities are equally important. In data-driven business environments, employees must interpret information, evaluate alternatives, and make evidence-based decisions. Communication and teamwork skills also remain highly valuable. Modern workplaces often involve virtual collaboration, multicultural teams, and digital communication platforms. Graduates therefore need strong interpersonal and communication competencies. Adaptability and continuous learning are becoming essential survival skills. Technological advancements occur rapidly, and employees must continuously update their knowledge and competencies. Universities should therefore cultivate lifelong learning attitudes among students. Leadership and innovation capabilities are also important for future graduates. Organizations require individuals who can lead technological transformation, manage uncertainty, and contribute innovative solutions. Consequently, university education should focus not only on knowledge delivery but also on holistic competency development.

The Future Role of Universities

Universities are no longer mere institutions of theoretical education. They are becoming innovation hubs, technological learning centers, and strategic partners in national economic development. In the future, universities must become more flexible, industry oriented, and technologically adaptive. They should continuously monitor labor market trends, technological developments, and industry expectations when designing academic programs. Academic staff also play a crucial role in this transformation. Lecturers must continuously update their technological knowledge and adopt innovative teaching approaches. Faculty development programs, industry exposure, and digital teaching training are therefore essential. Research activities should also align with technological and industrial challenges. Universities should encourage applied research that contributes practical solutions to business and societal problems. Importantly, universities must focus on producing graduates who are not only

employable but also capable of driving innovation, entrepreneurship, and national competitiveness.

Conclusion

Technology has become an inseparable component of modern business operations and future labor markets. As industries increasingly depend on digital systems, automation, analytics, and innovation, universities face growing pressure to prepare undergraduates capable of succeeding in technologically advanced environments. Traditional education models centered solely on theoretical learning are no longer sufficient to satisfy industry expectations. Universities must therefore modernize curricula, integrate technology into teaching and learning processes, introduce technology oriented degree programs, strengthen industry collaboration, and prioritize practical skill development. Business technology education offers significant benefits by improving employability, adaptability, innovation, and global competitiveness among graduates. By equipping students with technological competencies, universities can bridge the gap between academic knowledge and industry requirements. Ultimately, the future success of undergraduates depends on how effectively universities blend technology with education. Institutions that embrace digital transformation and industry oriented learning will be better positioned to produce quality graduates capable of contributing meaningfully to future markets and the evolving global economy.

DEPARTMENT HIGHLIGHTS

DEPARTMENT OF ACCOUNTANCY

Workshop on Financial Reporting in the Changing World

The Circle of Accounting of the Department of Accountancy successfully conducted an insightful online session titled "Financial Reporting in the Changing World" on 28th January 2026 via Zoom, for 3000 level Accounting specialized students under the coordination of Dr. G.K.C. Jeewantha, a Senior Lecturer, and Ms. D.L.M.N.K. Ariyasena, a Lecturer attached to the Department of Accountancy.

The workshop provided valuable insights into the evolving landscape of financial reporting, highlighting contemporary issues and recent developments in the field. This workshop was led by the esteemed professional Sampath Jayawardena, who offered his knowledge in adjusting to evolving norms and practices with the collaboration of CA Sri Lanka. The workshop provided a meaningful learning opportunity for participants to deepen their understanding and stay aligned with current



Financial Reporting
in the changing world
Workshop
in Collaboration with CA Sri Lanka

Discussion on :
Financial reporting contemporary issues and recent changes

Date:
28th of January

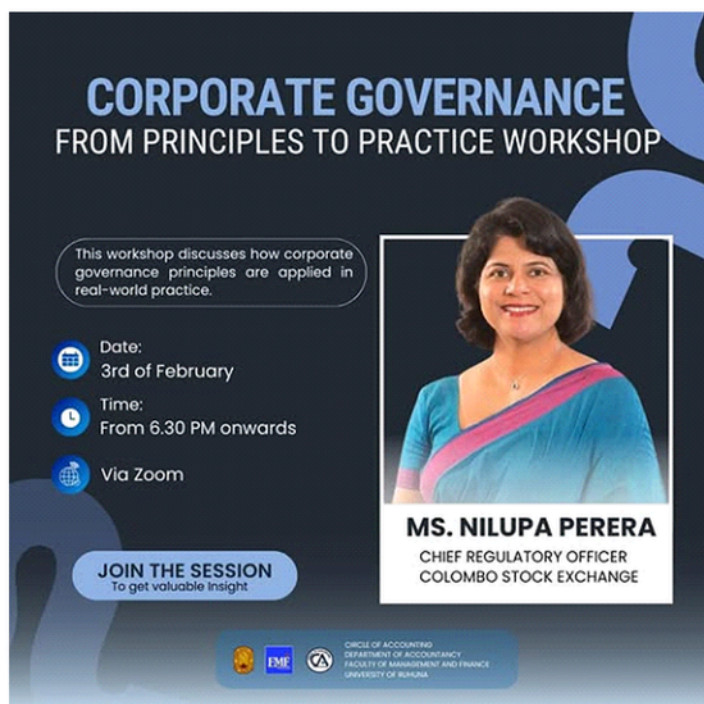
Time:
Starting at 5.30 PM

Via Online Platform Zoom

Sampath Jayawardena
MBA (PIM-SJP), Msc. CCEM (UoC) – Merit, ACA, ACCA (UK), ACMA, ACMA (UK), CGMA, FMAAT, MCPM

CA Sri Lanka, EME, Circle of Accounting, Department of Accountancy, Faculty of Management and Finance, University of Ruhuna

Workshop on Corporate Governance: From Principles to Practice



CORPORATE GOVERNANCE
FROM PRINCIPLES TO PRACTICE WORKSHOP

This workshop discusses how corporate governance principles are applied in real-world practice.

Date:
3rd of February

Time:
From 6.30 PM onwards

Via Zoom

JOIN THE SESSION
To get valuable insight

MS. NILUPA PERERA
CHIEF REGULATORY OFFICER
COLOMBO STOCK EXCHANGE

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

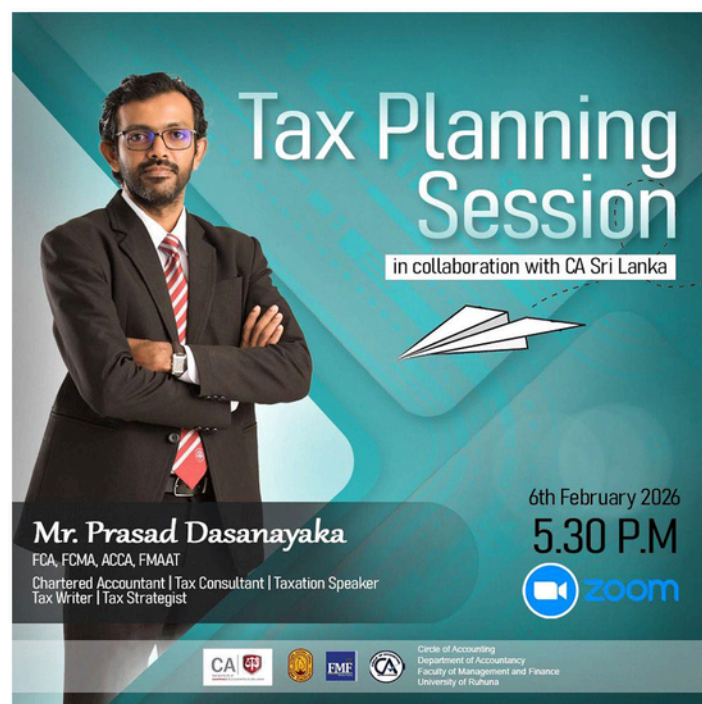
The Department of Accountancy proudly organized a workshop titled “Corporate Governance: From Principles to Practice,” aimed at bridging the gap between theoretical frameworks and real world application under the coordination of Ms. Dinukee De Silva, Lecturer attached to the Department of Accountancy. The session was held on the 3rd of February 2026 via Zoom platform for 3000 level Accounting specialized students.

The seminar was conducted by Ms. Nilupa Perera, Chief Regulatory Officer of the Colombo Stock Exchange, who brought extensive industry expertise and practical insights into the discussion. The seminar provided an engaging platform for students to deepen their understanding of corporate governance beyond textbooks, equipping them with knowledge relevant to both academic and professional contexts.

Seminar on Tax Planning

The Circle of Accounting of the Department of Accountancy successfully conducted an insightful online seminar titled “Tax Planning” on 06th February 2026 via Zoom, for 2000-level Accounting specialized students under the coordination of Ms. D.L.M.N.K. Ariyasena, Lecturer attached to the Department of Accountancy.

The session was led by Mr. Prasad Dasanayaka, a Chartered Accountant, Tax Consultant, Taxation Speaker, Tax writer, and Tax Strategist. This session was conducted as part of the ACC 22133 Taxation Course Unit. This guest lecture provided insights into contemporary issues in tax planning, while enhancing students’ understanding of current developments in the field.



Tax Planning Session
in collaboration with CA Sri Lanka

Mr. Prasad Dasanayaka
FCA, FCMA, ACCA, FMAAT
Chartered Accountant | Tax Consultant | Taxation Speaker
Tax Writer | Tax Strategist

6th February 2026
5.30 P.M.

zoom

CA Sri Lanka, EME, Circle of Accounting, Department of Accountancy, Faculty of Management and Finance, University of Ruhuna

Online Workshop Series for Dissertation Writing.

The Department of Accountancy successfully conducted a comprehensive workshop series under the Dissertation Course Unit with the objective of enhancing undergraduates' research competencies and academic writing skills. The workshop series was coordinated by Ms. D.L.M.N.K. Ariyasena, a lecturer attached to the Department of Accountancy.

The workshops covered a wide range of important areas, including preparing research ready datasets, questionnaire development, data collection and data entry procedures, selecting appropriate statistical tests, and mean comparison techniques. In addition, students received guidance on developing discussion and conclusion chapters, abstract writing, reference management, dissertation formatting, and academic publications. Through these sessions, students were able to strengthen their understanding of research methodologies and improve their ability to conduct high quality academic research in a systematic and professional manner.

Preparing Research Ready Datasets



ONLINE SESSION

PREPARING RESEARCH-READY DATASETS

Questionnaire Development
Data Entry
Data Collection
Excel Variable Management

12th February
7.30pm onwards
2026

Ms. Buddhika Kumburage
BBA in Accountancy (Ruh, SL)
Temporary Assistant Lecturer
University of Ruhuna

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

The Department of Accountancy hosted an engaging virtual session titled "Preparing Research ready Datasets" on 12th February 2026 via Zoom for 4000 level Accounting

Specialized Students under the coordination of Ms. D.L.M.N.K. Ariyasena, Lecturer in the Department of Accountancy.

The session was conducted by Ms. Buddhika Kumburage, a Temporary Assistant Lecturer attached to the Department of Accountancy, Faculty of Management and Finance, University of Ruhuna. This workshop provided insights into Preparing Research Ready Dataset, Questionnaire Development, Data Entry, Data Collection and Excel Variable Management.

Choosing the Right Statistical Test

The Department of Accountancy hosted an engaging virtual session titled "Choosing the Right Statistical Test" on 13th February 2026 via Zoom for 4000 level Accounting Specialized Students under the coordination of Ms. D.L.M.N.K. Ariyasena, Lecturer in the Department of Accountancy.

The session was conducted by Dr. Deepal A. Guruge, a Senior Lecturer attached to the Department of Accountancy, Faculty of Management and Finance, University of Ruhuna. This workshop provided insights into Choosing the Right Statistical Test From Normality Testing to Parametric and Non Parametric Analysis.

Choosing the Right Statistical Test Workshop

Discussion on :

Choosing the Right Statistical Test:
From Normality Testing to Parametric and Non-Parametric Analysis

Date:
13th of February

Time:
7.30 PM Onwards

Via Online Platform Zoom

Dr. Deepal A. Guruge
Ph.D (KEL, SL), MSc (Agder, Norway), BSc (Sip, SL), MBA (Col, SL)

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

Means Comparison Techniques in Research

The Department of Accountancy hosted an engaging virtual session titled "Means Comparison Techniques in Research" on 16th February 2026 via Zoom for 4000 level Accounting Specialized Students under the coordination of Ms. D.L.M.N.K. Ariyasena, Lecturer in the Department of Accountancy. The session was conducted by Ms. Dinukee De Silva, a Lecturer attached to the Department of Accountancy, Faculty of Management and Finance, University of Ruhuna. This workshop provided insights into Mean Comparison Techniques in Research: Independent and Paired Samples.



Means Comparison Techniques in Research

Independent and Paired Samples

Date: **16th of February**

Time: **7.30PM Onwards**

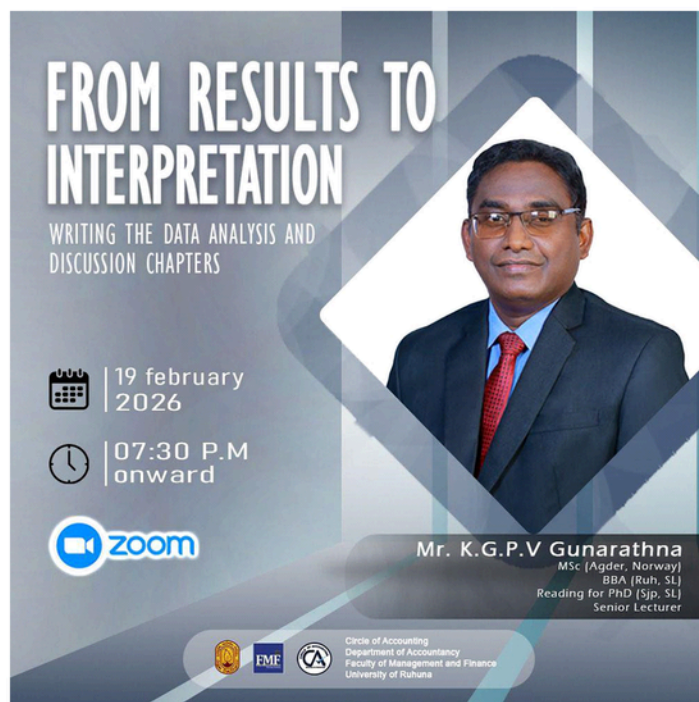
Via Online Platform Zoom

MS.Dinukee De Silva
BBA (Ruh, SL), M.Sc. in Applied Finance (Sjp, SL), Dip MA (CIMA)

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

From Result to Interpretation

The Department of Accountancy hosted an engaging virtual session titled "Means Comparison Techniques in Research" on 19th February 2026 via Zoom for 4000 level Accounting Specialized Students under the coordination of Ms. D.L.M.N.K. Ariyasena, Lecturer in the Department of Accountancy. The session was conducted by Mr. K.G.P.V. Gunarathna, the Head of the Department of Accountancy, Faculty of Management and Finance, University of Ruhuna. This workshop provided insights into the Discussion Chapter writing of the Dissertation: From Data Analysis to Discussion.



FROM RESULTS TO INTERPRETATION

WRITING THE DATA ANALYSIS AND DISCUSSION CHAPTERS

19 february 2026

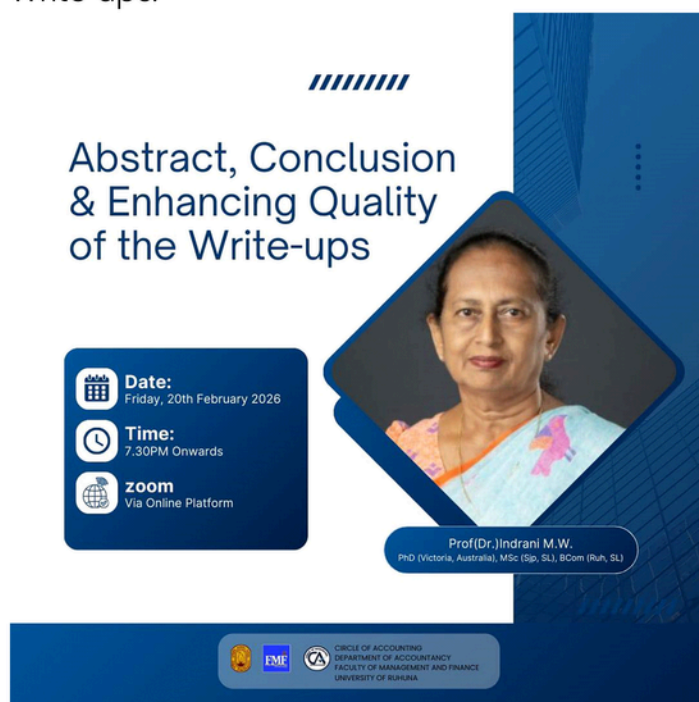
07:30 P.M onward

Mr. K.G.P.V Gunarathna
MSc (Agder, Norway)
BBA (Ruh, SL)
Reading for PhD (Sjp, SL)
Senior Lecturer

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

Abstract, Conclusion & Enhancing Quality of the Write Ups

The Department of Accountancy hosted an engaging virtual session titled "Abstract, Conclusion & Enhancing Quality of the Write ups" on 20th February 2026 via Zoom for 4000 level Accounting Specialized Students under the coordination of Ms. D.L.M.N.K. Ariyasena, Lecturer in the Department of Accountancy. The session was conducted by Professor (Mrs.) Indrani M.W., attached to the Department of Accountancy, Faculty of Management and Finance, University of Ruhuna. This workshop provided insights into Conclusion, Abstract writing of the Dissertation, and Enhancing Quality of the Write ups.



Abstract, Conclusion & Enhancing Quality of the Write-ups

Date: **Friday, 20th February 2026**

Time: **7.30PM Onwards**

zoom
Via Online Platform

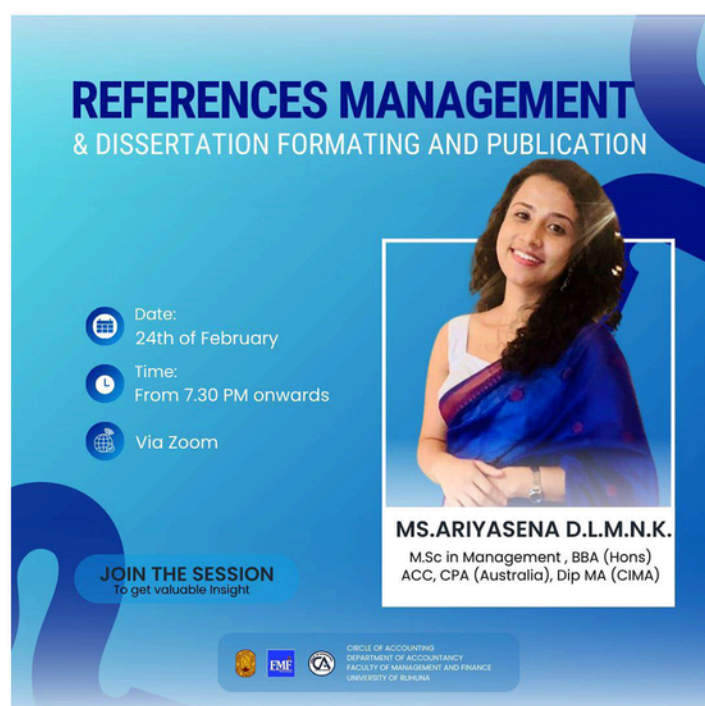
Prof(Dr.)Indrani M.W.
PhD (Victoria, Australia), MSc (Sjp, SL), BCom (Ruh, SL)

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

References Management & Dissertation Formatting and Publications

The Department of Accountancy hosted an engaging virtual session titled "Reference Management & Dissertation Formatting and Publication" on 24th February 2026 via Zoom for 4000 level Accounting Specialized Students.

The session was conducted by MS. D.L.M.N.K. Ariyasena, Lecturer attached to the Department of Accountancy, Faculty of Management and Finance, University of Ruhuna. This workshop provided insights into References Management and Dissertation Formatting and Publications.



**REFERENCES MANAGEMENT
& DISSERTATION FORMATING AND PUBLICATION**

MS.ARIYASENA D.L.M.N.K.
M.Sc in Management, BBA (Hons)
ACC, CPA (Australia), Dip MA (CIMA)

JOIN THE SESSION
To get valuable insight

Date:
24th of February

Time:
From 7.30 PM onwards

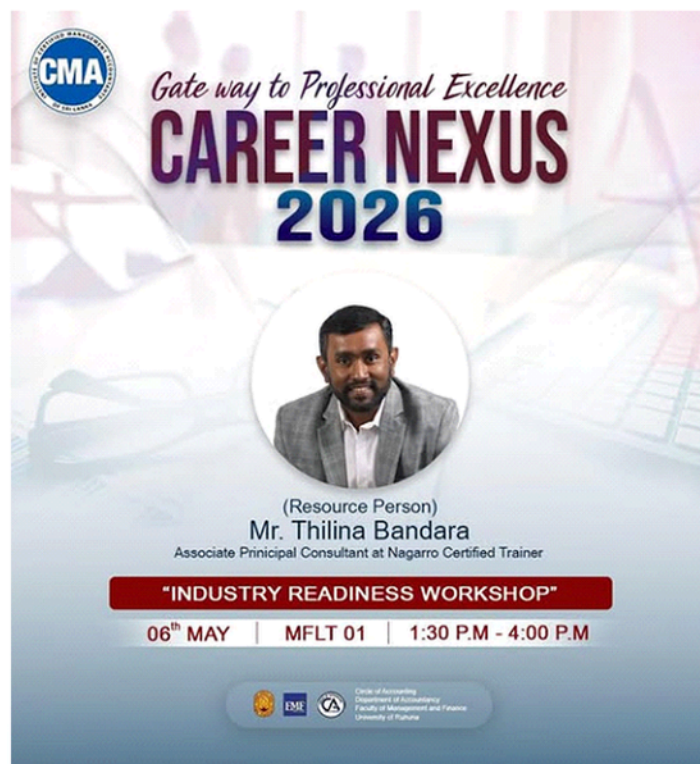
Via Zoom

CIRCLE OF ACCOUNTING
DEPARTMENT OF ACCOUNTANCY
FACULTY OF MANAGEMENT AND FINANCE
UNIVERSITY OF RUHUNA

Industry Readiness Workshop: "Career Nexus 2026 – Gateway to Professional Excellence"

The Circle of Accounting of the Department of Accountancy successfully organized an engaging workshop on industry readiness under the Career Nexus 2026 initiative for 3000-level and 4000 level specialized accounting students on 06th May 2026 from 1:30 p.m. to 4:00 p.m. at MFLT 01, with the objective of enhancing their preparedness for the modern corporate environment under the coordination of Dr. Deepal A. Guruge. The session was designed to provide participants with practical insights into industry expectations, professional competencies, and emerging career opportunities while bridging the gap between academic learning and industry practice.

The workshop featured an interactive guest session conducted by Mr. Thilina Bandara, associate principal consultant at Nagarro Certified Trainer, who shared valuable knowledge and professional experiences related to workplace readiness, career development strategies, and the essential skills required to succeed in today's competitive job market. Through the session, students learned more about corporate culture and professional growth while strengthening their confidence to face future career challenges effectively.



CMA

Gate way to Professional Excellence

**CAREER NEXUS
2026**

(Resource Person)
Mr. Thilina Bandara
Associate Principal Consultant at Nagarro Certified Trainer

"INDUSTRY READINESS WORKSHOP"

06th MAY | MFLT 01 | 1:30 P.M - 4:00 P.M

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

Workshop Collobarate with CMA Sri Lanka

Workshop Series: The Fluent Edge – Grammar and Spoken English Program

In a world where effective communication is as vital as technical knowledge, the Circle of Accounting, Department of Accountancy, Faculty of Management and Finance, University of Ruhuna, has taken a bold and meaningful step toward holistic student development with the launch of its weekly workshop series "Fluent Edge" Grammar and Spoken English Program on 22nd May 2026 with the objective of enhancing the English language proficiency and interpersonal competencies of accounting specialized undergraduates. The program is scheduled to continue every Friday as a continuous learning initiative aimed at supporting students' academic, personal, and professional development.

The program primarily focuses on improving grammar knowledge, vocabulary development, sentence patterns, listening and spoken English skills, as well as effective academic and professional communication in English. Through the guidance and support of the academic staff of the Department of Accountancy, students are provided with opportunities to actively engage in practical and interactive learning experiences. Through this initiative, the Department of Accountancy expects to bridge the gap between academic knowledge and professional communication requirements, thereby empowering undergraduates with the language and soft skills necessary to excel in the modern corporate environment.

Unlocking Confidence Through English: Improve Yourself Through the Power of Communication

UNLOCKING CONFIDENCE THROUGH ENGLISH
"IMPROVE YOURSELF THROUGH THE POWER OF COMMUNICATION"

MAY 22 ON WARDS EVERY FRIDAY
02:00 P.M - 04:00 P.M

FACULTY OF MANAGEMENT AND FINANCE
MFLT 03

Dr. Deepal A. Guruge
Head of the Department of Accountancy
Faculty of Management and Finance

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

The Department of Accountancy proudly launched the first session of its workshop series titled "Unlocking Confidence Through English: Improve Yourself Through the Power of Communication". The session was held on 22nd May 2026 from 2:00 P.M. to 4:00 P.M. at MFLT 03, Faculty of Management and Finance.

The session was facilitated by Dr. Deepal A. Guruge, Head of the Department of Accountancy, Faculty of Management and Finance. With his strong academic background and dedication to student development, Dr. Guruge guided participants through meaningful discussions and interactive learning activities aimed at

strengthening their communication confidence. The program created an encouraging space for students to explore effective communication practices while improving their language proficiency. The first session sets a positive tone for future engagements, fostering enthusiasm among students to further develop their language skills and embrace English communication with greater confidence and clarity.

ACCA Accredited Exemption for the BBA Honours in Accounting Degree Program

The Department of Accountancy is pleased to highlight that the Association of Chartered Certified Accountants (ACCA) has granted formal examination exemptions to students enrolled in the Bachelor of Business Administration (Hons) in Accounting degree program. Students are granted exemptions from selected subjects at both the Applied Knowledge and Applied Skills levels, including Business Technology, Management Accounting, Corporate and Business Law, and Financial Reporting.

As a result, students will be able to bypass selected ACCA examinations, enabling them to progress more efficiently towards full professional qualifications. This achievement not only enhances the academic value of the degree but also strengthens students' pathways toward global professional recognition, reinforcing the Department's commitment to producing highly competent and industry ready accounting graduates.

UOR

ANNOUNCEMENT
"ACCA" EXEMPTION ACCREDITATION
"for Bachelor of Business Administration Hons in Accounting"

Think Ahead **ACCA**

"ADDITIONAL DETAILS WILL BE PROVIDED IN THE FUTURE"

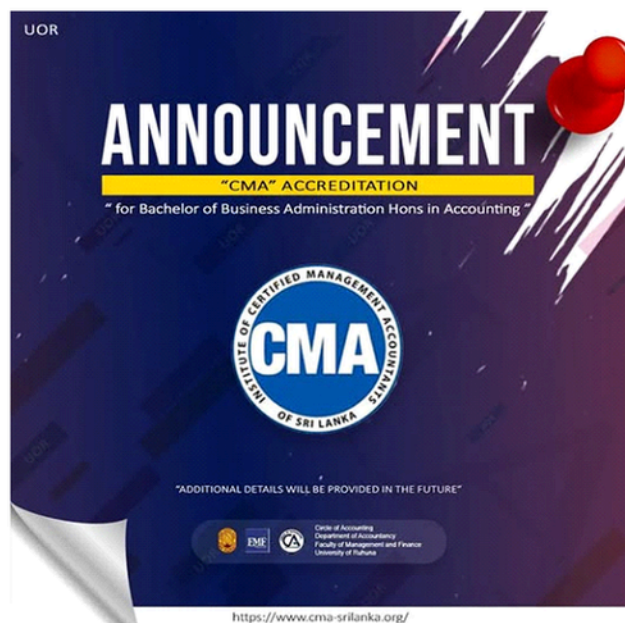
Circle of Accounting
Department of Accountancy
Faculty of Management and Finance
University of Ruhuna

<https://www.accaglobal.com/gb/en.html>

CMA Accredited Exemption for the BBA in Accounting Degree Program

The Department of Accountancy is pleased to highlight that the Institute of Certified Management Accountants of Sri Lanka (CMA Sri Lanka) has granted official examination exemptions for students enrolled in the Bachelor of Business Administration Honours in Accounting Degree Programme. The program grants full exemptions from all subjects at the Certificate and Operational Levels, as well as selected subjects at the Managerial Level, including Corporate Reporting Assurance and Advanced Taxation and Corporate Law.

The exemptions enable students to progress more efficiently through the professional qualification pathway by waiving selected examinations, thereby accelerating their journey toward becoming qualified management accountants. This achievement further strengthens the academic value of the programme and enhances students' opportunities to pursue a globally respected professional career in management accounting, in line with industry standards and expectations.



CA Accredited Exemption for the BBA Honours in Accounting Degree Program

The Department of Accountancy is pleased to highlight that the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka) has granted examination exemptions for undergraduates enrolled in the Bachelor of Business Administration Honours in Accounting Degree Programme.

At the Business Level, students who completed the degree under the 2017 mapped curriculum are granted exemptions for Fundamentals of Financial Reporting, Management Accounting, Processes, Audit & Assurance, Business Fundamentals, Law & Tax, and Business Capstone. Furthermore, exemptions are available for Corporate Level subjects, namely Corporate Financial Reporting, Advanced Management Accounting & Finance, and Risk, Governance & Audit, subject to achieving a grade of B or above in the specified corresponding university courses.

Through these exemptions, students are able to bypass selected examinations, allowing them to progress more efficiently along the professional qualification pathway. This achievement provides students with a significant advantage in their journey toward becoming qualified chartered accountants, while also encouraging them to focus on attaining global standards of excellence in accounting and finance.



Chartered Institute of Taxation of Sri Lanka (CITSL) Accredited Exemption for the BBA in Accounting Degree Program

The Department of Accountancy is pleased to highlight that the CITSL has granted examination exemptions together with special fee concessions for students enrolled in the Bachelor of Business Administration (Hons) in Accounting program. This is applicable to the 2026 intake of CITSL program.

The students who have completed studies up to Level 2000 will be granted full exemption from the Application Level and the students who have completed Level 3000 and Level 4000 will be granted full exemption from the Application Level, plus additional exemptions from Accounting for Taxation and Business Law at Analyst Level 1. Further, CITSL has granted a 100% waiver of all exemption fees applicable under CITSL curriculum and 50% scholarship on course fees.

This recognition reflects the strong alignment between the degree curriculum and professional standards in taxation. This development further strengthens the academic professional link and enhances students' opportunities to progress efficiently toward becoming qualified tax professionals, equipped with both theoretical knowledge and practical relevance in the field of taxation and accounting.



Industry Readiness Workshop: Business Etiquette & Future Ready Workforce

The Circle of Accounting, Department of Accountancy, Faculty of Management and Finance, University of Ruhuna, in collaboration with the Chartered Institute of Professional Managers (CPM) Sri Lanka, hosted an enriching professional development session titled "Business Etiquette & Future Ready Workforce" under the Career Nexus initiative Gateway to Professional Excellence.

The session was held on 3rd June 2026, from 1:30 p.m. to 4:30 p.m. at MFLT 02, Faculty of Management and Finance, bringing together students eager to sharpen their professional edge in today's competitive landscape.

The distinguished resource person, Mr. Danuka Sirinama, Co Founding Director of the Future Lanka Research & Development Foundation, Communicator, Philanthropist, and Motivational Speaker, delivered an insightful and engaging presentation covering the fundamentals of business etiquette and the key competencies required to thrive in the evolving world of work.



Seminar on Strategic Internship Selection for Career Success

The Circle of Accounting, Department of Accountancy, Faculty of Management and Finance, University of Ruhuna, hosted an insightful seminar titled "Strategic Internship Selection for Career Success" on 10th June 2026, held from 1.30 PM to 4.30 PM at MFLT 03. The seminar centered on empowering students to make informed decisions when selecting internships that best align with their career goals, professional interests, and future aspirations a topic of growing relevance in today's competitive job market.

The session was led by Dr. Deepal A. Guruge, Senior Lecturer and Head of the Department of Accountancy. The event provided students with valuable guidance on navigating internship opportunities strategically, ensuring that their practical training experiences serve as meaningful stepping stones toward long term career success.

Seminar on Strategic Internship Selection for Career Success

Discussion on :

Empowering students to select internships that best match their career goals, professional interests, and future aspirations

Date: 10th June 2026

Time: 1.30PM to 4.30PM

MFLT 03



Dr. Deepal A. Guruge
Ph.D (KEL,SL), MSc (Agder, Norway), BSc (Sp, SL), MBA (Col, SL)
Senior lecturer, Department Head,
Department of Accountancy



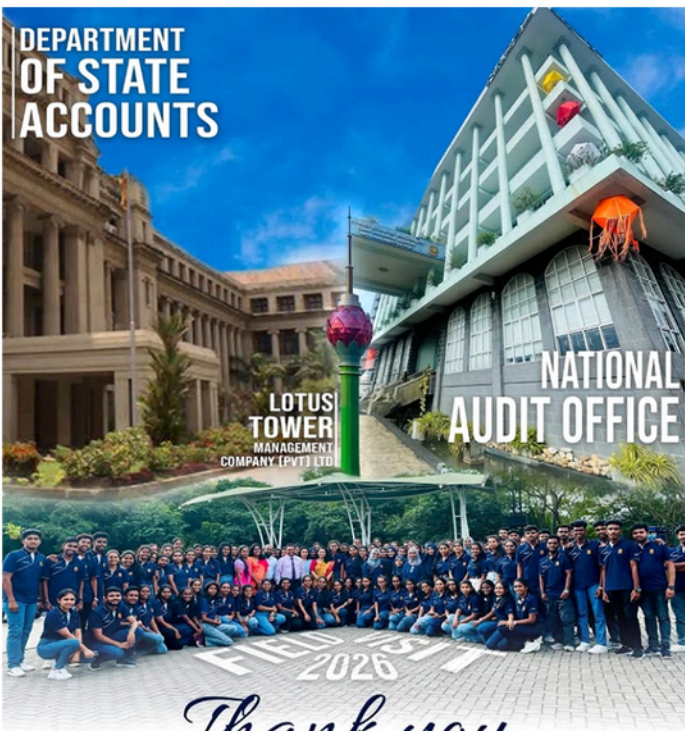

 CIRCLE OF ACCOUNTING
DEPARTMENT OF ACCOUNTANCY
FACULTY OF MANAGEMENT AND FINANCE
UNIVERSITY OF RUHUNA

Final Year Accounting Students' Field Visit

The Circle of Accounting attached to the Department of Accountancy, Faculty of Management and Finance, University of Ruhuna, organized an educational field visit for fourth-year Accounting Specialized undergraduates on 23rd June 2026 to enhance their practical exposure to public sector accounting, auditing, and financial management practices. The field visit included visits to the Department of State Accounts under the Ministry of Finance, the National Audit Office of Sri Lanka, and the Lotus Tower.

At the Department of State Accounts, students gained valuable insights into treasury operations, public financial management systems, the role of government financial institutions, and the processes involved in government financial operations. The visit also provided students with practical exposure to systems such as CIGAS and ITMIS packages, as well as the national budgetary process, enabling them to understand the practical application of concepts discussed in

their academic studies. The visit to the National Audit Office of Sri Lanka enhanced students' understanding of public sector auditing practices, audit methodologies, audit reporting procedures, and the role of government auditing in ensuring transparency, accountability, and effective financial management. In addition, the visit to the Lotus Tower provided students with an opportunity to observe its architectural design, modern engineering features, telecommunications infrastructure, and its significance as a major national development project and landmark. Overall, the field visit enabled students to bridge the gap between theoretical knowledge and practical applications while broadening their understanding of public sector financial management, auditing practices, and national development initiatives.



DEPARTMENT OF STATE ACCOUNTS

NATIONAL AUDIT OFFICE

LOTUS TOWER
MANAGEMENT COMPANY (PVT) LTD

Thank you

We sincerely thank the Department of State Accounts, the National Audit Office, and Colombo Lotus Tower Management Company (PVT) Ltd for your time, dedication, and willingness to share your knowledge made this visit a meaningful and successful learning experience.




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

2021/2022 BATCH

DEPARTMENT OF BUSINESS MANAGEMENT

Communication & Presentation Skills Enhancement Programme: "Elevate – 2026"

The Department of Business Management proudly launched a bold and meaningful continuous learning initiative titled "Elevate – 2026," a Communication & Presentation Skills Enhancement Programme. The program commenced its initial session on 11th May 2026, running from 9:00 a.m. to 11:00 a.m. for pre selected Level 3000 Business Management undergraduates. This extensive language program was organized under the successful coordination of Ms. Madhavi and Ms. Shazhana, with the active guidance of English lecturers and industry guest speakers.

The 10 week program is explicitly designed to bridge the gap between academic knowledge and professional excellence by systematically building linguistic confidence and public speaking competencies. Through

interactive learning environments and practical communication exercises, the initiative empowers undergraduates to refine their oral fluency, active listening, and executive presentation skills. Through this initiative, the department expects to equip students with the essential communication edge and soft skills necessary to thrive in highly competitive national and global corporate environments.



Communication & Presentation Skills Enhancement Programme: "Elevate – 2026"

The Department of Business Management successfully conducted an insightful virtual learning session titled "No Stress, Just Success: Streamline Your Business Operations Without Stress" under the Productivity and Quality Management discipline. The online webinar was held on 14th May 2026, from 11:00 a.m. to 1:00 p.m., specifically serving final year Level 4000 Business Management students.

The session was led by the distinguished industry professional Mr. Suranga Gunarathne, Director General of the National Productivity Secretariat. Drawing from his expansive administrative and strategic background, Mr. Gunarathne shared valuable insights into corporate operational alignment, process optimisation, and workplace productivity strategies. The guest lecture provided a meaningful opportunity for participants to deepen their understanding of operational efficiency and discover practical methodologies for reducing organisational stress while maximizing output.

BUSINESS
Online
Free Webinar Series 2026

Reset Refocus Level up

NO STRESS, JUST SUCCESS

Streamline your Business Operations Without Stress

JOIN WITH US

 **THURSDAY
MAY 14**

 **10:00 AM**


MR. SURANGA GUNARATHNE
DIRECTOR GENERAL
NATIONAL PRODUCTIVITY SECRETARIAT

Phone: 0112662174
Website: www.sed.gov.lk

Organized By
Small Enterprises Development Division
Ministry of Industry & Entrepreneurship Development

**A path to uplift
the professional Skills
Basic to Advanced**




REQUIREMENTS
Laptop Computer with
Internet Access



OPEN FOR
3000 Level and
4000 Level BM Students



COMMENCED ON
14th of May 2026

This program consists of series of workshops that Business Management students can improve their professional IT skills. Only 30 students will admitted to the program and first come first save option will be used upon online registration.



Course Coordinator
DMT Madushanka

RESOURCE PERSONS



Mrs. Dhanu Abeykoon
Lecturer



Mr. Chamod Ranaweera
Lecturer (Prob.)



Mr. Lakshmi Abeyratne
Lecturer (Prob.)



Ms. Nuwangi Wijeweera
Lecturer (Temp.)



Ms. Sanduni Wijesinghe
Lecturer (Temp.)



Mr. Malith Induranga
Lecturer (Temp.)



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

Workshop Series: IT Skill Improvement Programme

With the primary objective of enhancing technical proficiency and digital literacy among undergraduates, the Department of Business Management successfully organized a comprehensive hands on training series under its IT Skill Improvement Programme.

Targeted at Level 3000 and Level 4000 Business Management students, the program aimed to transform raw capabilities into sophisticated data management skills highly demanded by the modern corporate landscape.

The initiative was systematically executed across three specialized weekly workshops:

Workshop 1: Excel Fundamentals and Data Organisation (14th May 2026) – Facilitated by Mr. Malith Induranga, this foundational session guided students through efficient navigation of the Excel interface, structured worksheet creation, and corporate best practices in systematic data entry and organisation.

Workshop 2: Essential Functions and Formulas for Business (21st May 2026) – Conducted by Mr. Thilina Madushanka, this segment trained students to apply core business formulas, combine complex functions for advanced data modeling, and troubleshoot spreadsheet calculation errors with precision.

Workshop 3: Data Analysis using Pivot Tables and Pivot Charts (4th June 2026) – Led by Ms. Nuwangi Wijeweera, the final workshop empowered undergraduates to transform extensive raw datasets into dynamic, formula free analytical summaries and polished visual reports.

Annual General Meeting of the Business Circle

The Business Circle of the Department of Business Management successfully held its Annual General Meeting (AGM) on 20th May 2026. The event brought together active Business Circle members alongside the broader community of Business Management undergraduates.

The general meeting was organized to formally conclude the successful tenure of the outgoing Executive Committee while officially electing and appointing the new office bearers and committee members for the upcoming academic term. By facilitating a smooth and structured leadership transition, the AGM successfully reaffirmed the department's unwavering commitment to fostering student engagement, peer collaboration, and independent professional development within the university.



Workshop Series for Dissertation Writing (2026)

To systematically elevate undergraduates' research competencies, analytical strengths, and academic writing acumen, the Faculty of Management and Finance successfully conducted an intensive, multi phase Dissertation Workshop Series. Designed for Level 4000 students undergoing their final dissertation units, the series provided critical, step by step guidance to ensure high quality, systematic academic output.

Conceptualization of the Research

Developing Future Researchers: A Dissertation Workshop Series for Undergraduate Excellence

Welcome 4000-level undergraduates of the Faculty of Management and Finance

Faculty of Management and Finance
MFLT 05

19.05.2026

2.00 - 5.00 PM

Resource Person
Mr. Rohan Laksiri
Dean / Senior Lecturer
Faculty of Management and Finance
University of Ruhuna

Organised by :
Department of Business Management
Faculty of Management & Finance
University of Ruhuna

The specialized research series unfolded across core milestones:

Session 01: Conceptualisation of Research (19th May 2026, 2:00–5:00 p.m.) – Conducted by Mr. Rohan Laksiri, this opening seminar focused on the fundamentals of research problem formulation, hypothesis building, and laying down robust conceptual frameworks.

Systematic Literature Review (SLR)

Developing Future Researchers: A Dissertation Workshop Series for Undergraduate Excellence

Welcome 4000-level undergraduates of the Faculty of Management and Finance

Online (Via Zoom)

26.05.2026

5.00 PM - 7.00 PM

Resource Person
Dr. K.G.Priyashantha
Senior Lecturer
Department of Human Resource Management
Faculty of Management and Finance
University of Ruhuna

Organized by:
Department of Business Management
Faculty of Management & Finance
University of Ruhuna

Session 02: Systematic Literature Review (SLR) (26th May 2026, 5:00–7:00 p.m.) This online session was delivered by Dr. K. G. Priyashantha, Senior Lecturer attached to the Department of Human Resource Management. He provided deep methodological insights into executing thorough, publication grade systematic literature reviews.

Session 03: Citation and Bibliography Management (2nd June 2026, 2:00–5:00 p.m.) Facilitated by Mr. Thilina Madushanka, Lecturer (Probationary) attached to the Department of Business Management. This interactive workshop required active laptop participation to help students master reference management software, correct academic citations, and professional formatting standards.

ACADEMIC RESEARCH WORKSHOP

Citation & Bibliography Management

Streamline your research. Cite with confidence.



Conduct by
Mr. Thilina Madushanka
Lecturer
Faculty Of Management & Finance
University of Ruhuna

DATE Tuesday, June 02, 2026	TIME 2:00 PM - 5:00 PM	VENUE MFLT 05
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Circle of Business Management
Department of Business Management
Faculty of Management and Finance
University of Ruhuna

Session 04: Introduction to Dissertation – Featuring an authoritative presentation by the esteemed academic Dr. Thanuka De Silva, who served as the guest lecturer. Dr. De Silva shared valuable methodological insights and foundational guidance, establishing a robust entry point for final year undergraduates embarking on their research journey.

Guest Lecture on International Business Management

The Department of Business Management successfully hosted an engaging corporate guest lecture under the International Business Management curriculum. Held on 9th June 2026 from 1:00 p.m. to 2:00 p.m., the session directly addressed the strategic learning needs of Level 3000 Business Management students.

The session featured an authoritative presentation by Mr. Thushara Gajanayaka, Chief Financial Officer (CFO) of Harishchandra Mills PLC. Leveraging his prominent position and years of executive expertise, Mr. Gajanayaka provided undergraduates with valuable industry insights into real world global market operations, contemporary macroeconomic challenges, and the rising significance of sustainable international trade practices. The session served as a great catalyst for industry academia engagement, enriching students' theoretical perspectives with practical corporate realities.

DISSERTATION WORKSHOP SERIES

WORKSHOP 04

TOPIC
INTRODUCTION TO THE DISSERTATION

Enhance Your Research Journey with Expert Guidance

Dr. Thanuka De Silva
PhD (Otago, New Zealand), MBA (Col, SL), BBA (Ruh, SL)
Senior Lecturer, Department of Marketing,
Faculty of Management and Finance,
University of Ruhuna, Sri Lanka

DATE
19 June 2026

TIME
12.00 Noon – 2.00 PM

VENUE
Computer Laboratory,
Faculty of Management and Finance

RESEARCH PROCESS
RESEARCH METHODOLOGY
ACADEMIC WRITING
BUSINESS RESEARCH

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

You are Invited!

GUEST LECTURE on INTERNATIONAL BUSINESS MANAGEMENT

EXPLORE. INSPIRE. SUCCEED.
Join us for an insightful session with an industry expert and gain valuable knowledge on global business strategies, emerging trends, and real-world experiences.

DATE
9th June 2026

TIME
1:00 PM – 3:00 PM

VENUE
MFLT 03

RESOURCE PERSON
Mr. Thushara Gajanayaka
CFO, Harishchandra Mills PLC

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

Learn. Connect. Grow. Succeed.

Experiential Learning Session: Table Etiquette and Dining Manners at SLITHM

Believing that holistic professional excellence extends far beyond standard textbook learning, the Department of Business Management organized an exclusive experiential field visit to the Sri Lanka Institute of Tourism and Hotel Management (SLITHM) on 10th June 2026. The practical training session directly targeted third and fourth year (Level 3000 and Level 4000) Business Management undergraduates.

EDUCATIONAL FIELD VISIT: TABLE ETIQUETTE & DINING MANNERS



An Opportunity for 3rd & 4th Year Business Management Undergraduates

Our students had the privilege to participate in a hands-on practical session at the prestigious Sri Lanka Institute of Tourism and Hotel Management (SLITHM). Key learnings included Table Etiquette, Formal Dining Manners, and Professional Service Standards. This practical experience enriches their business education and prepares them for professional corporate interactions. Special thanks to the faculty and the team at SLITHM for this valuable opportunity.

The field visit provided an immersive, real world platform where students gained hands on familiarity with global table etiquette, fine dining manners, and international hospitality standards. By interacting directly with hospitality training experts, students effectively polished their corporate social behavior and soft skills, strengthening their confidence to conduct themselves with poise and clarity in high profile executive networks and international corporate settings.

Online Industry Expert Session: Digital Transformation Through ERP

Highlighting the vital role of technological integration in contemporary enterprises, the Department of Business Management proudly hosted a virtual industry expert session titled "Digital Transformation Through ERP" on 11th June 2026 from 6:00 p.m. to 8:00 p.m. The webinar attracted Level 4000 undergraduates from across the entire Faculty of

Management and Finance, reinforcing the department's drive toward tech driven academic paths.

ENTERPRISE RESOURCE PLANNING (ERP) IN MODERN BUSINESS

Practical Applications, Emerging Trends,
and Industry Insights with **odoo**

DATE
11 JUNE 2026

TIME
6.00 PM – 8.00 PM

AUDIENCE
4TH YEAR UNDERGRADUATES
FACULTY OF MANAGEMENT
AND FINANCE

**ONLINE SESSION
VIA ZOOM**

**BRIDGING ACADEMIA
AND INDUSTRY**
Learn. Connect. Grow.

**INDUSTRY
EXPERT
SESSION**

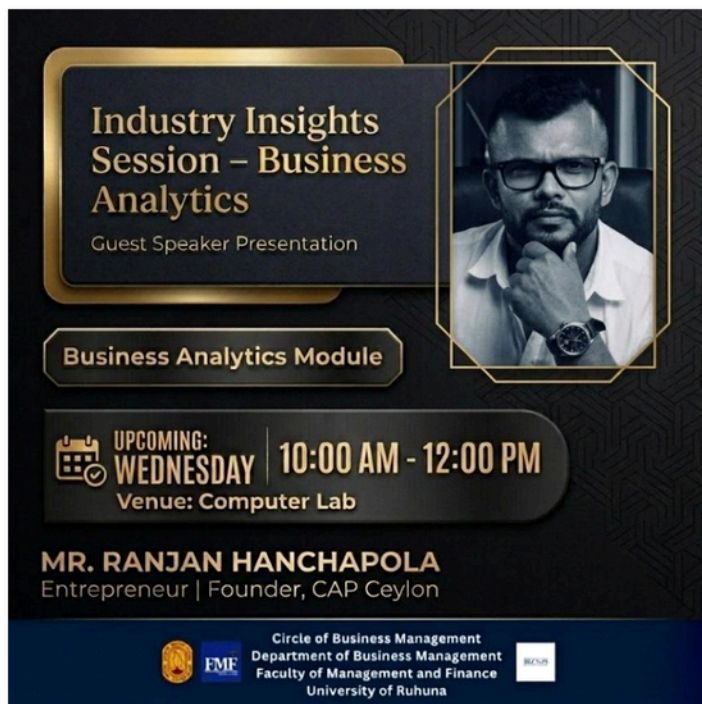
RESOURCE PERSON
Mr. DESHAN VIDUSHANKA
Account Manager
Centrics Business Solutions (Pvt) Ltd.

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

The online learning experience was facilitated by Mr. Deshan Vidushanka, an experienced Account Manager at Centrics Business Solutions (Pvt) Ltd. Mr. Vidushanka focused on how Odoo ERP platforms systematically support Small and Medium Enterprises (SMEs) through their digital evolution. Through real world case business solutions, students gained meaningful insights into workflow automation, data centralisation, and industry standard operational strategies.

Industry Insights Session: Business Analytics Guest Lecture

Continuing its strategic commitment to developing a future ready workforce, the Department of Business Management organized a specialized guest lecture under the Business Analytics module on 17th June 2026 from 10:00 a.m. to 12:00 p.m. The highly anticipated session targeted all final year Level 4000 Business Management undergraduates, alongside interested students from across the faculty.



The session was led by the prominent entrepreneur Mr. Ranjan Hanchapola, Founder of CAP Ceylon. Mr. Hanchapola shared his profound domain knowledge and practical business insights, illustrating how data analytics drive modern market positioning, consumer insight tracking, and strategic decision making. The interactive guest lecture left the participants thoroughly equipped to appreciate and deploy data analytics tools within their upcoming professional careers.

Workshop on Soft Skills Development and LinkedIn Profile Management

Furthering its commitment to student corporate readiness, the Department of Business Management successfully organized an insightful workshop on Soft Skills Development and LinkedIn Profile Management for its undergraduates. The session featured an authoritative presentation by Mr. Nanoj Yogarajan, Vice President of Group Digital Marketing at JXG (Janashakthi Group). Leveraging his comprehensive industry expertise, Mr. Yogarajan shared critical, real world strategies for professional branding, effective corporate communication, and leveraging digital professional networks to Management and Finance, reinforcing the department's drive toward tech driven expand modern career opportunities.

The hands on workshop had an active, enthusiastic participation from third and

fourth year Business Management undergraduates, making the collaborative learning experience a major success. By bridging core industry insights with academic talent, the department continues to ensure its students are strategically equipped, empowered, and thoroughly prepared to navigate the complexities of the competitive professional arena.



Student Leadership & Personality Development Programme: "SPARK'26"

The Department of Business Management, in collaboration with the Circle of Business Management, successfully conducted "SPARK'26" on 24th June 2026 from 1:00 p.m. to 7:30 p.m. at the University Gymnasium. The intensive initiative highlighted an exclusive corporate etiquette and personal grooming session facilitated by personality development specialist Mr. Ajith Jayawardhana, focusing on self confidence, personal branding, and professional character building.

The program also blended strategic team based leadership modules and a concluding bonfire networking session. These curated field components reinforced real time collaboration, problem solving, and executive

composure, advancing the department's commitment to shaping soft skills for competitive professional arenas.



SOMETHING EXTRAORDINARY IS COMING...

SPARK'26

LEADERSHIP | CHALLENGES | CONFIDENCE | CONNECTIONS

A JOURNEY THAT WILL INSPIRE YOU.
EXPERIENCES THAT WILL STAY FOREVER.

EVENT HIGHLIGHTS

BONFIRE NIGHT  CONNECT. SHARE. INSPIRE.	TREASURE HUNT  SOLVE. SEARCH. CONQUER.	LEADERSHIP PROGRAM  DISCOVER THE LEADER WITHIN YOU.	JOIN THE SPARK MOVEMENT! SCAN TO JOIN THE OFFICIAL SPARK GROUP 
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24TH
 JUNE 2026


GYMNASIUM
 UNIVERSITY OF RUHUNA

SCAN THE QR CODE AND JOIN THE OFFICIAL SPARK GROUP NOW!

 DISCOVER YOUR POTENTIAL	 TAKE ON EXCITING CHALLENGES	 MEET AMAZING PEOPLE	 CREATE UNFORGETTABLE MEMORIES
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BE PART OF SOMETHING EXTRAORDINARY

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

DEPARTMENT OF FINANCE

Department Highlights

3rd Annual General Meeting of the Society of Finance Students (SoFiSt)

The Society of Finance Students (SoFiSt), Department of Finance, successfully held its 3rd Annual General Meeting on 21st January 2026 at 1.00 p.m. The meeting brought together the Society's membership to review the year's achievements and make plans for future activities.

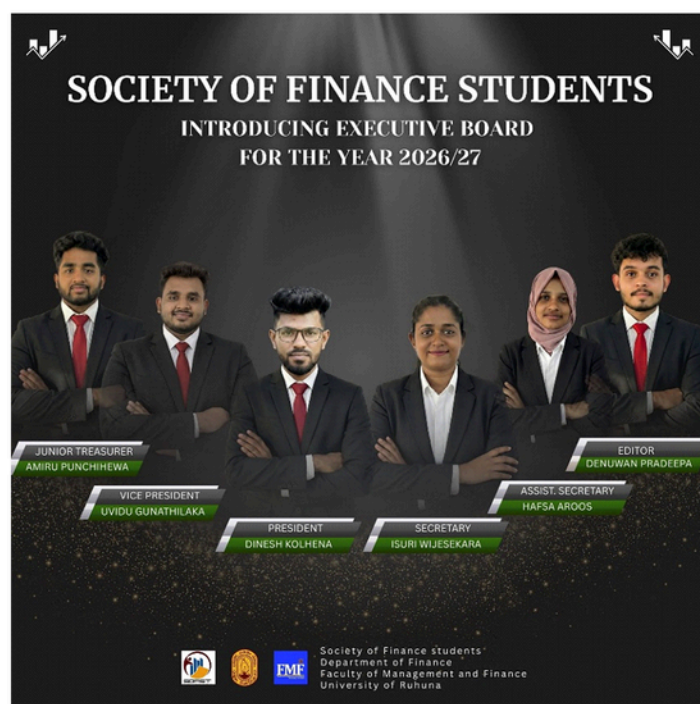
The AGM served as an important platform for student leadership, allowing members to reflect on past initiatives, discuss upcoming goals, and strengthen the collaborative spirit that drives SoFiSt's activities. The event marked another milestone in the Society's continuing role of nurturing finance focused student leadership within the faculty.

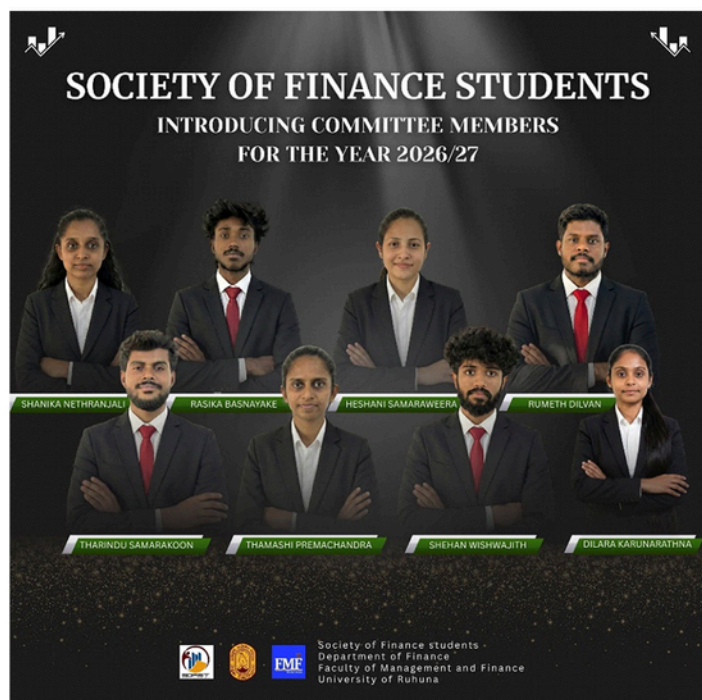


Introducing the New Executive Board of SoFiSt, 2026/27

Following the AGM, SoFiSt introduced its newly elected Executive Board for the year 2026/27. Mr Dinesh Kolhena was elected President, with Mr Uvidu Gunathilaka as Vice President and Ms. Isuri Wijesekara as Secretary. The Board further comprises Ms. Hafsa Aroos as Assistant Secretary, Mr Amiru Punchihewa as Junior Treasurer, and Mr Denuwan Pradeepa as Editor.

The new Board takes on the responsibility of steering SoFiSt's academic, social, and professional development activities for the coming year, under the continued guidance of the Department of Finance. The Department extends its congratulations to the incoming team and looks forward to their leadership in advancing the Society's mission.





Workshop on Panel Data Analysis Using STATA

**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

The Department of Finance conducted an online workshop on Panel Data Analysis Using STATA, exclusively for Finance Department students, on 24th January 2026 via Zoom. The session was facilitated by Mr K.R.K. Harshana, Lecturer, Department of Finance.

The workshop equipped participants with essential skills in panel data techniques, a critical tool in modern econometric analysis for finance research. Covering applications relevant to areas such as dividend policy and empirical studies, the session strengthened students' research capabilities in preparation for their dissertations and future academic work.

Workshop on ERP Systems

A workshop on ERP Systems using SAGE software was conducted for Level 3000 students on 26th June 2026 at the Faculty Computer Lab. The session was facilitated by Mr. Channa Wanigasinghe from PW Holdings and organized by Mr D.C.P. Ranaweera, Lecturer, Department of Finance.

The workshop offered students practical exposure to ERP systems and their applications in business and financial management, helping bridge the gap between classroom theory and the software tools widely used across the finance industry.

**WORKSHOP ON
ERP SYSTEMS**

The program will cover ERP transactions, master files management, and business reporting, providing hands-on exposure to real-world business operations and workflows.



Mr. Channa Wanigasinghe
Director, P W Holdings
Zoho Finance Advisor (Sri Lanka)
Sage Certified Consultant

 **Tuesday, 26th June 2026**
11:00 AM – 01:00 PM
Computer Lab - Faculty of Management and Finance
For 3000-Level Students of the Department of Finance

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

Industry Based Accounting Practice Using SAGE 50

A four session workshop titled "Industry Based Accounting Practice Using SAGE 50: A Training Workshop for Finance Undergraduates" was conducted for Level 4000 students on 3rd, 17th, and 24th June, and 1st July 2026, at the Faculty Computer Lab. The workshop was facilitated by Mr D.A.R. Madhushan, Assistant Lecturer, Department of Finance.

Rather than a theory driven session, the workshop was designed as a hands on, task based exercise built around a simulated business, giving students an end to end accounting workflow on SAGE 50, from setting up a company and chart of accounts to processing transactions, month end adjustments, bank reconciliation, and preparing final accounts. This practical exposure closely mirrors the accounting tasks students would carry out during an industry internship, strengthening their software skills and overall employability in finance and accounting roles.

INDUSTRY-BASED ACCOUNTING PRACTICE USING SAGE 50
A Training Workshop for Finance Undergraduates

Workshop Details

Dates:
June 3, 17 and 24 (Wednesdays)

Time:
3:00 PM to 5:00 PM

Location:
Computer Lab, FMF

Target Audience:
4th Year Students, Department of Finance

Resource Person

Ravidu Madhushan
Assistant Lecturer, Department of Finance, Faculty of Management and Finance, University of Ruhuna

SAVE YOUR SEATS

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

FMF SAGE

Workshop on Citation Management Using EndNote

An online workshop on Citation Management Using EndNote was conducted by Mr K.R.K. Harshana, Lecturer, Department of Finance, on 6th June 2026, to support students in their dissertation preparation.

The session introduced students to EndNote, a widely used reference management software that helps researchers organize citations, build a personal reference library, and automatically format bibliographies according to different academic styles. Manual referencing is time consuming and error-prone, especially in a dissertation with a large number of sources. By learning to use EndNote, students gained a practical tool to manage their references efficiently, avoid citation mistakes, and maintain consistency and academic integrity throughout their research writing, a skill that will benefit them well beyond their dissertation, in any future research or professional work.

Workshop Citation Management Using EndNote

Date: 06th June 2026
Time: 8.30 a.m. -10.00 a.m.

Online : Zoom

Resource Person

Mr. K.R.K. Harshana
Lecturer (Probationary)
Department of Finance
Faculty of Management and Finance
University of Ruhuna

Organized By
Department of Finance, Faculty of Management and Finance
University of Ruhuna

Field Visit to the Bank of Ceylon and Academy of Adventure

A two day educational field visit was organized for Level 4000 students on 9th and 10th June 2026. At the Bank of Ceylon Head Office, students participated in a session conducted by Mr. K.L. Premarathna, Assistant General Manager Treasury Operations,

gaining practical insights into treasury management, investment banking activities, and banking sector operations.

The visit also included an outbound training program at the Academy of Adventure, where students engaged in leadership development, team building exercises, and personality development activities. Together, the two components of the visit combined industry exposure with personal and professional skill building, giving students a well rounded learning experience.



Field Visit to the Central Bank and Securities and Exchange Commission of Sri Lanka

The Department of Finance, in collaboration with the Society of Finance Students (SoFiSt), organized a field visit for Level 3000 students on 25th June 2026 to strengthen their understanding of Sri Lanka's financial system and capital markets. At the Central Bank of Sri Lanka, students attended a session on the objectives and functions of the Central Bank, conducted by Mr T.M.A. Jalil, Assistant Director, Communications Department.

The visit continued at the Securities and Exchange Commission of Sri Lanka (SEC), where Mr Thushara Jayaratne, Acting Director General, and Mrs Sanjeewani Bakmedeniya, Assistant Director, Capital Market Education, conducted a Capital Markets Awareness Session. Mr K.R.K. Harshana, Ms W.Y.M.M.N. Ekanayake, Mr R.M.L.M. Abeyrathna, and Mr M.M.A.I.S. Mannapperuma accompanied the students on this visit. The programme gave students valuable first hand exposure to the roles of Sri Lanka's key financial regulatory institutions, reinforcing classroom learning on capital markets, investor protection, and financial system stability.



DEPARTMENT OF HUMAN RESOURCES MANAGEMENT

Outdoor Based Training (OBT) Program 2026

The Outdoor Based Training (OBT) Program 2026 for 2000 Level Human Resource Management undergraduates was successfully held on 9th January 2026 at the Gymnasium, University of Ruhuna.

The program focused on developing teamwork, leadership, communication, problem solving, and interpersonal skills through a range of practical and interactive activities. It provided an opportunity for students to strengthen their personal and professional competencies while learning through experience.





Future of HRM: Catalysts & Competencies – Session 07

The seventh session of the Future of HRM: Catalysts & Competencies series featured Mr. Madhushan Raigamage, Chief Executive Officer of JFS Holdings and CodeOne X Maryland (USA), as the guest speaker. The session provided an engaging platform for students to explore the emerging competencies required of future HR professionals, drawing on real world industry experiences and global perspectives on the evolving field of Human Resource Management.

Designed primarily for 2000 Level undergraduate students, the session enabled participants to connect theoretical concepts with practical insights while gaining a deeper understanding of the skills and capabilities needed to succeed in the rapidly changing world of work. Conducted online via Zoom on 20 January 2026, from 7.00 p.m. to 8.00 p.m., the session was jointly organized by Dr. Gayan Priyashantha Kankanamge of the Department

of Human Resource Management and Dr. Duminda Rajasinghe of Nottingham Business School, Nottingham Trent University, United Kingdom.

**Future of HRM:
Catalysts & Competencies**
— a practitioner's insights

Tuesday
20th January, 2025

Time
07:00p.m. - 08:00p.m.

SESSION - 07

Speaker
Madhushan Raigamage
CEO, JFS Holdings
CodeOne-X Maryland
United States

A Special Session for 2000 Level Students

Logos: FMF, CHRD, University of Ruhuna

Online Guest Lecture on Data Analysis in Qualitative Research

An online guest lecture on Data Analysis in Qualitative Research was conducted for students following the HRM 32433 course, providing a valuable learning opportunity for aspiring researchers. The session was delivered by Dr. Harleen Kaur, Assistant Professor at the University School of Management and Entrepreneurship, Delhi Technological University, India.

Through an engaging and informative discussion, participants gained a comprehensive understanding of qualitative data analysis techniques, practical approaches to interpreting qualitative findings, and the importance of rigorous analysis in research. The session also enhanced students' research capabilities by offering practical insights and academic perspectives that will support their future research endeavors. Conducted online on 28 January 2026, from 1.15 p.m. to 2.15 p.m., the session served as an enriching platform for students to strengthen their knowledge and skills in qualitative research methodology.



Data Analysis
Qualitative Research
 Unlocking Insights through Rigorous Qualitative Inquiry

Online Session
Wednesday
 28th January 2026
Time
 1.15 P.M. – 2.15 P.M.

Speaker
Dr Harleen Kaur
 Assistant professor
 University school of management and entrepreneurship
 Delhi technological university

A SPECIAL SESSION FOR HRM 32433 STUDENTS

CIRCLE OF HUMAN RESOURCE DEVELOPMENT
 DEPARTMENT OF HUMAN RESOURCE MANAGEMENT
 FACULTY OF MANAGEMENT AND FINANCE
 UNIVERSITY OF BAHAMAS

Magen Mihikathata 2026

As part of the national tree planting initiative, students of the Department of Human Resource Management actively participated in the “Magen Mihikathata 2026” programme on 29 April 2026, the nationally designated day for tree planting. Demonstrating their commitment to environmental sustainability and social responsibility, the students planted saplings to support reforestation efforts and promote a greener, healthier environment. The initiative highlighted the department’s dedication to fostering environmental awareness among undergraduates while encouraging meaningful contributions to sustainable development. Through their participation, the students reaffirmed the importance of collective action in protecting natural resources and creating a sustainable future for generations to come.



The Future of HR: Driving Forces & Essential Capabilities Workshop Series

The Future of HR: Driving Forces & Essential Capabilities workshop series was launched to equip participants with the knowledge and competencies required to thrive in the rapidly evolving field of Human Resource Management. Focusing on the transformative impact of digital technologies and artificial intelligence, the programme provided participants with future ready knowledge, practical digital skills, and innovative insights into the changing world of work. The workshop series commenced on 20 May 2026, with sessions held from 12.30 p.m. to 4.00 p.m.,

followed by two hour weekly sessions. The programme comprised 24 hours of live instruction complemented by 60 hours of self-directed learning, offering a comprehensive and flexible learning experience. The sessions were conducted by Dr. Kushan Liyana Arachchige, Chief AI Officer at Times Media Service LLC and Chief Technology Officer of CISO Network LLC, whose expertise in artificial intelligence and digital transformation enriched participants' understanding of emerging HR trends. Sponsored by Orion Solidified, Inc. (USA), Macromedia Academy (USA), and Coded42 Labs LLC (USA), the workshop series was organized and directed by Dr. Gayan Priyashantha Kankanamge, providing participants with valuable exposure to global perspectives on the future of Human Resource Management.

Future of HRM: Catalysts & Competencies
— a practitioner's insights

Digital Application Skills Primer & AI in Modern HRM

A Special Workshop Series for HRM Undergraduates

Wednesday
20th May, 2026

Time
12:30 PM - 04:00 PM

Dr. Kushan Liyana Arachchige
PhD in CS/AI, MSc in IT, LLM, MBA
Chief AI Officer / Times Media Service LLC
Chief Technology Officer / CISO Network LLC

Program Highlights

- ✓ **Comprehensive Structure:** 24 hours of live sessions + 60 hours of guided self-learning.
- ✓ **Course Alignment:** Aligned with HRM 31533: Digital Human Resource Management.
- ✓ **Valuable Rewards:** Successful completion grants lifetime access to premium AI tools including Brilliant Premium Access.
- ✓ **Highly Valued Scholarship:** The full course value of USD 2890 per student is sponsored by Orion Solidified, Inc., DE, USA, Macromedia Academy, CA, USA, and Coded42 Labs LLC, DE, USA.
- ✓ **Certification:** A verified certificate upon completion.

Fully Sponsored By:

- Orion Solidified, Inc., DE, USA
- Macromedia Academy, CA, USA
- Coded42 Labs LLC, DE, USA

Logos: FMF, HRM, Zoom

HR Analytics Workshop

The Department of Human Resource Management, Faculty of Management and Finance, University of Ruhuna, successfully conducted an HR Analytics Workshop for 4000 Level undergraduate students on 27 May 2026 at the Computer Laboratory, FMF. The

workshop was facilitated by Mr. Sanduru Dilshan, Assistant Manager Performance Management & Data Analyst, who shared practical insights into the application of HR analytics in modern organizations. Through interactive discussions and real world examples, students gained a better understanding of data driven decision making, key HR metrics, and the role of analytics in enhancing organizational performance. The session provided valuable industry exposure while strengthening students' analytical and professional competencies in the field of Human Resource Management.

HR Analytics Workshop

— a practitioner's insights

Wednesday
27th May, 2026

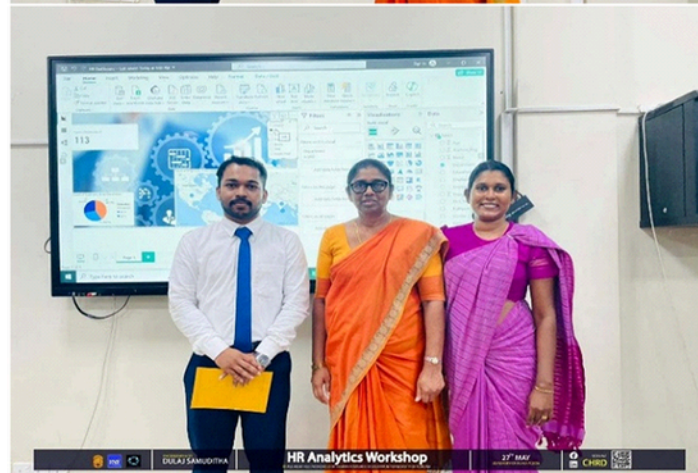
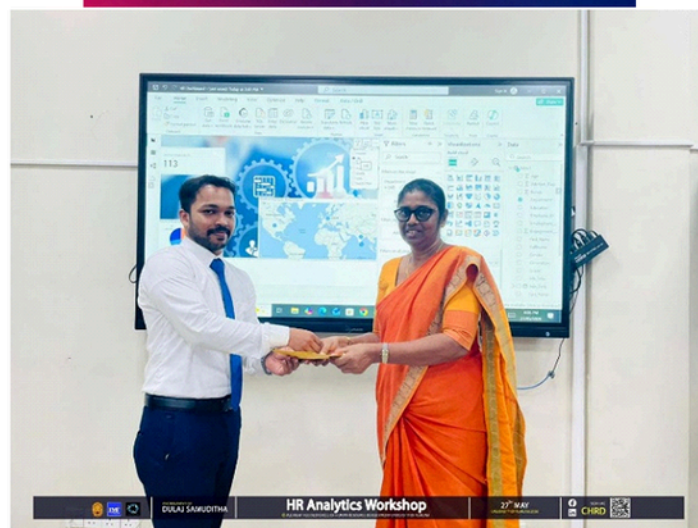
Time
01:00p.m. - 04:00p.m.

Venue
Computer Lab,
Faculty of Management and Finance

RESOURCE PERSON
Mr. Sanduru Dilshan
Assistant Manager - Performance Management
& Data Analyst

A Special Program for
4000 Level Students

Logos: FMF, HRM





Occupational Health and Safety Workshop

The Department of Human Resource Management successfully conducted an Occupational Health and Safety (OHS) Workshop on 23 June 2026 for 3000 and 4000 level undergraduate students at MFLT 02. The workshop provided valuable insights into workplace safety, hazard identification, risk assessment, legal compliance, and the importance of fostering a strong safety culture. Through practical discussions and expert guidance, participants enhanced their understanding of occupational health and safety practices, equipping them with the knowledge and skills required to promote safe and healthy workplaces in their future HR careers.



Field Visit 2026



EXPLORE | LEARN | CONNECT

FIELD VISIT 2026

3000 LEVEL / AN EXCLUSIVE CORPORATE EXPOSURE

- INDUSTRY EXPOSURE**
Experience real business environments
- REAL WORLD LEARNING**
Gain practical insights from experts
- NETWORKING OPPORTUNITIES**
Connect with professionals & peers
- PROFESSIONAL GROWTH**
Inspire your future career journey

26TH JUNE 2026

LAUGFS LUBRICANTS COMMERCIAL CREDIT CIPM

An exclusive corporate exposure tour for future HR professionals

Circle of Human Resource Development
Department of Human Resource Management
Faculty of Management and Finance
University of Ruhuna

The Field Visit 2026, held on 26 June 2026, provided 3000 level Human Resource Management undergraduates with valuable corporate exposure and practical industry experience. During the visit, students explored

LAUGFS Holdings PLC, Commercial Credit & Finance PLC, and the Chartered Institute of Personnel Management (CIPM) Sri Lanka, gaining first hand insights into organizational operations, workplace culture, and contemporary HR practices. The visit enabled students to connect classroom learning with real world applications, enriching their understanding of the HR profession and preparing them for future careers in the corporate sector.



The Department of Human Resource Management, University of Ruhuna, successfully conducted Field Visit 2026 on 26 June 2026, providing students with an invaluable opportunity to bridge the gap between academic learning and professional HR practice. The visit offered 4000 Level Human Resource Management undergraduates first hand exposure to organizational operations, workplace culture, and contemporary human resource management practices. During the visit, students explored MAS Bodyline (Pvt) Ltd Horana, PGP Glass Ceylon PLC, and the Chartered Institute of Personnel Management (CIPM) Sri Lanka. The department extends its sincere appreciation to these organizations for their warm hospitality, insightful knowledge sharing, and continued support in enhancing students' professional development. The field visit served as a meaningful learning experience, inspiring students to develop the competencies and perspectives required for successful careers in Human Resource Management.



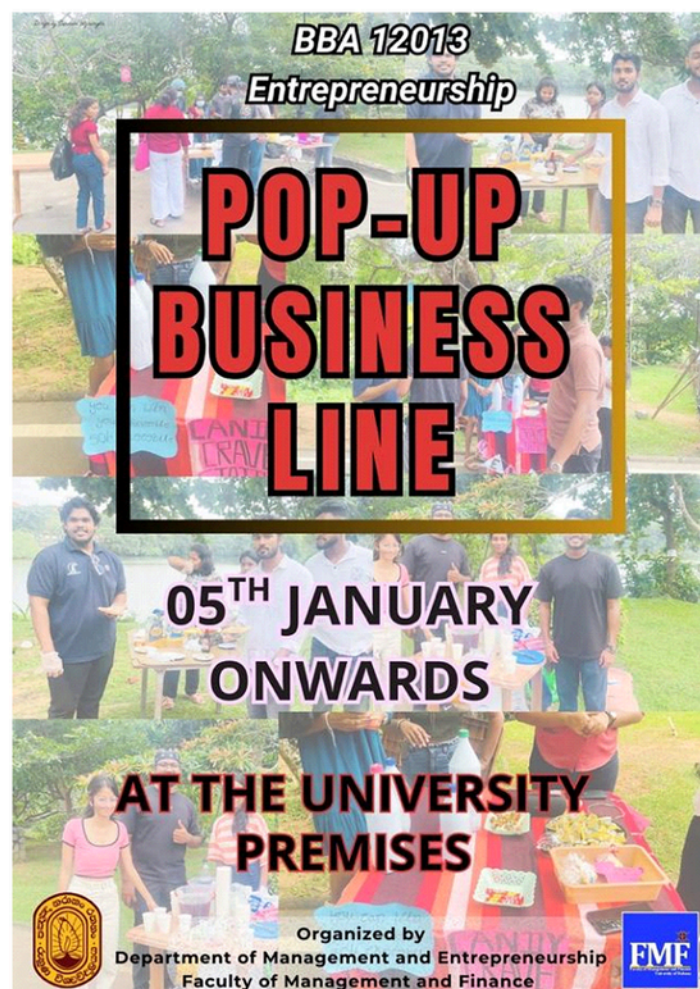
DEPARTMENT OF MANAGEMENT AND ENTREPRENEURSHIP

POP UP BUSINESS LINE: LEARNING ENTREPRENEURSHIP BY DOING

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, continues to strengthen its commitment to experiential learning through the Pop-Up Business Line. This comprehensive, two-week practical project officially commenced on 05th January onwards within the university premises. Conducted under the course unit BBA 12013 Entrepreneurship, this hands-on initiative forms an integral part of the continuous assessment specifically designed for 1000-level undergraduates. The program is structured under the expert guidance of Course Coordinator Senior Lecturer Mr. M.C.K.H. Mallika and Course Lecturer Senior Lecturer Mrs. P.D.S.D. Rodrigo.

The primary objective of this two-week initiative is to move learning completely beyond traditional classroom lectures and textbooks. Through the Pop Up Business Line, 1000-level students are challenged to transform theoretical knowledge into direct action by planning, organizing, budgeting, and operating a real small business venture. While managing their stalls within a focused trading window of 2–3 hours, undergraduates gain vital real world exposure to market dynamics, opportunity identification, creative marketing, teamwork, and direct customer interaction, learning how to make strategic decisions under pressure.

By engaging in this intensive practical assignment, students develop essential soft skills and build foundational problem solving confidence at an early stage of their academic journey. This initiative successfully bridges the gap between theory and practice, fostering a resilient entrepreneurial mindset and empowering our 1000 level undergraduates to actively learn entrepreneurship by doing as capable, innovative, and responsible future business leaders.



TWO DAY BUSINESS PLAN WORKSHOP 2026

Business Planning and Venture Creation

Igniting Entrepreneurial Minds: Business Plan Development for Future Ventures...

TWO DAY WORKSHOP

Targeting 2000-level Entrepreneurship Specialization students

RESERVE YOUR

12th & 13th Jan 2026
09:00am Onwards
MFLT 08

RESOURCE PERSON

MRS. NIMALI SENANNAYAKA
District Coordinator - Matara Secretariat, National Enterprise Development Authority (NEDA)

Organized by
Ms. Shehara Punchihewa
Lecturer
Department of Management and Entrepreneurship

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, organized a comprehensive Two Day Business Plan Workshop 2026, entitled "Igniting Entrepreneurial Minds: Business Plan Development for Future Ventures". The workshop was held on 12th and 13th January 2026 from 09:00 a.m. onwards at MFLT 08. Coordinated by Course Lecturer Mrs. Shehara Punchihewa, this intensive program was specifically targeted toward 2000 level Entrepreneurship Specialization undergraduates as part of the Business Planning and Venture Creation subject.

The sessions were facilitated by Mrs. Nimali Senannayaka, District Coordinator of the Matara Secretariat for the National Enterprise Development Authority (NEDA), alongside her supporting NEDA team. Bringing extensive practical expertise in entrepreneurship development, the resource panel provided students with direct guidance on business idea generation, opportunity identification, and the mechanics of practical venture planning. The workshop emphasized hands

on skill development for future ventures, walking undergraduates through the process of structuring a viable, investor ready business plan.

By participating in this dynamic two day program, the 2000 level students gained crucial practical exposure to the real world realities of start up development. The interactive training successfully bridged the gap between theoretical classroom models and actual business creation, strengthening the students' entrepreneurial thinking, strategic execution capabilities, and operational readiness for future business ventures.

GUEST LECTURE ON TOURISM ENTREPRENEURSHIP

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, conducted an inspiring 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 from 09:00 a.m. onwards at MFLT 06. Organized under the guidance of Professor GTW Sriyani, this specialized session was explicitly designed for 3000 level undergraduates to explore how sustainable tourism practices and circular economy thinking are shaping the future of the industry.

The session was delivered by keynote speaker Dr. Haritha Wedathanthri, a distinguished researcher and practitioner in the tourism industry. The lecture focused on sustainable tourism practices, developing transferable green skills, cultivating entrepreneurial thinking, and implementing responsible business practices for long-term impact.

By engaging in this practical learning experience, the 3000 level students gained a deeper understanding of sustainable operational models. The session successfully bridged the gap between theoretical classroom concepts and real world application, equipping future graduates with the necessary green skills and analytical competencies required to drive eco friendly business ventures in a dynamic global market.

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

FMF

GUEST LECTURE ON SOCIAL AND GREEN ENTREPRENEURSHIP

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, successfully organized a guest lecture titled "Innovation Pathways for Social and Green Entrepreneurship" on 14th January 2026 at 1.00 p.m. onwards in MFLT 06. Coordinated by Dr. MBF Mafasiya, this specialized academic session was explicitly tailored for 3000 level undergraduate students to explore how innovative ideas can be transformed into ventures with purpose.

The session was delivered by keynote speaker Dr. Haritha Wedathanthri, a researcher and practitioner in the tourism industry. The lecture focused on sustainable tourism practices, transferable green skills, and entrepreneurial opportunities through hybrid business models that balance a social mission with financial objectives.

This program successfully bridged the gap between theoretical sustainability and real world execution, equipping future 3000 level entrepreneurs with the core competencies

needed to lead socially and environmentally responsible operations.

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

FMF

WEB DEVELOPMENT WORKSHOP

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, successfully conducted a hands on technical workshop titled "Web Development" on 14th January 2026 from 1.00 p.m. onwards at the Computer Lab, FMF. Organized as part of the department's ongoing technology skill development series, this interactive session was specifically designed for 2nd year 2nd semester undergraduates enrolled in the Business Technology and Entrepreneurship degree programs to boost their digital capabilities.

The workshop was conducted by Ms. Nuwangi Wijeweera, Assistant Lecturer, attached to the Faculty of Management and Finance. The session provided practical, step by step guidance on the core fundamentals of web development, focusing extensively on how students can design and build their own custom web portfolios, master essential ICT skills, and upgrade their overall technical confidence.

By participating in this computer laboratory session, the 2nd year 2nd sem students gained vital exposure to practical software applications and contemporary digital tools. The training successfully bridged the gap between academic business theories and modern industry relevant tech skills, effectively empowering future entrepreneurs and tech experts with the competitive digital edge required to navigate and succeed in today's rapidly changing, technology driven business landscape.



Step into the digital future!

Web Development

Want to build your own portfolio website? join us!

JOIN WITH US

14th January 2026

1.00 pm onwards

Computer Lab, FMF

Ms. Nuwangi Wijeweera
Assistant Lecturer
Faculty of Management and Finance

+94 77 297 37 13
Mr. Madhura Kodithuwakku

Organized by
Department of Management and Entrepreneurship

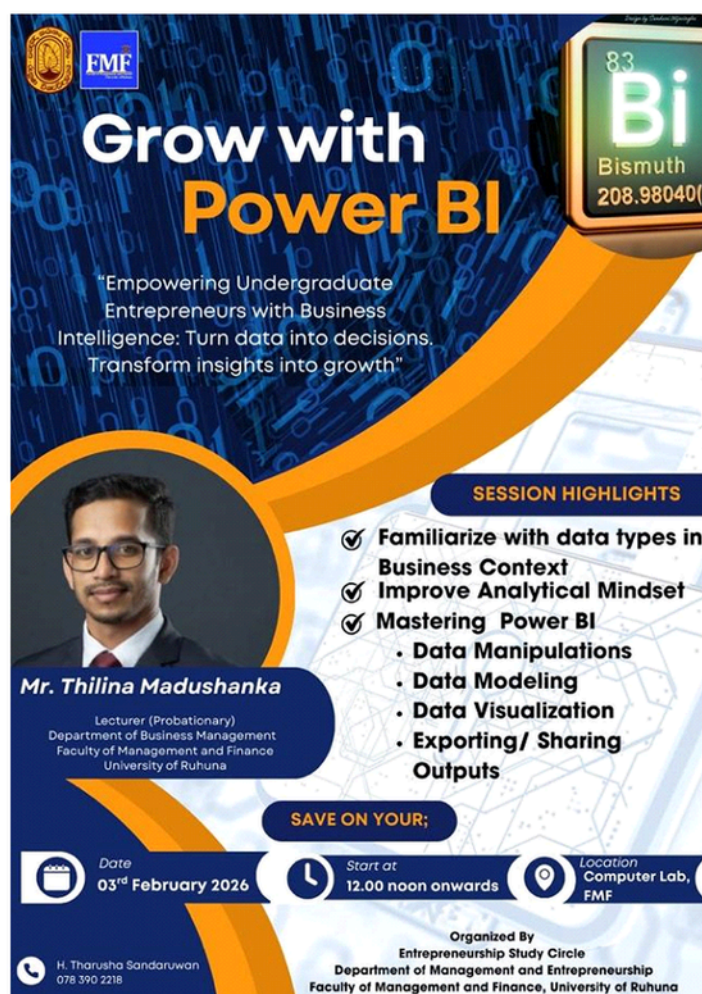
POWER BI WORKSHOP FOR FUTURE ENTREPRENEURS

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, successfully conducted an insightful academic session titled "Grow with Power BI" on 03rd February 2026 from 12.00 noon onwards at the Computer Lab, FMF. Organized by the Entrepreneurship Study Circle, this hands on workshop was specifically open to 2000 level and 3000 level undergraduate students. The initiative aimed to introduce Power BI as a practical business intelligence tool to enhance analytical thinking and data driven decision making among future young professionals.

The workshop was conducted by Mr. Thilina Madushanka, Lecturer (Probationary) attached to the Department of Business Management, Faculty of Management and Finance, University of Ruhuna. The session

focused on converting raw data into meaningful insights that support strategic business growth. The workshop focused on understanding data types in a business context, developing an analytical mindset, and mastering Power BI fundamentals, including data manipulation, data modeling, data visualization, and exporting and sharing outputs.

By engaging in this practical laboratory session, the 3000 level students gained vital exposure to modern data analytics tools, enabling them to strengthen their day to day analytical skills. The training successfully bridged the gap between theoretical classroom concepts and real-world application, equipping the undergraduates with the digital edge and tech competencies required to confidently make informed, evidence based decisions in a highly competitive corporate environment.



Grow with Power BI

"Empowering Undergraduate Entrepreneurs with Business Intelligence: Turn data into decisions. Transform insights into growth"

SESSION HIGHLIGHTS

- ✓ Familiarize with data types in Business Context
- ✓ Improve Analytical Mindset
- ✓ Mastering Power BI
 - Data Manipulations
 - Data Modeling
 - Data Visualization
 - Exporting/ Sharing Outputs

SAVE ON YOUR:

Date 03rd February 2026

Start at 12.00 noon onwards

Location Computer Lab, FMF

Organized By
Entrepreneurship Study Circle
Department of Management and Entrepreneurship
Faculty of Management and Finance, University of Ruhuna

Mr. Thilina Madushanka
Lecturer (Probationary)
Department of Business Management
Faculty of Management and Finance
University of Ruhuna

H. Tharusha Sandaruwan
078 390 2218

AFTERGLOW: AN EVENING OF UNFORGETTABLE MUSIC

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, successfully organized a soulful musical event titled "Welcome to AFTERGLOW An Evening of Unforgettable Music: Whispers at Sundown" on 5th February 2026 from 4.00 p.m. to 6.00 p.m. at the department premises. Organized by the Entrepreneurship Study Circle, this cultural initiative was specially designed to bring together 3000 level undergraduates across all batches for an evening of shared connection and creative expression.

The event served as a vibrant platform for students to step away from their intense academic routines and immerse themselves in a relaxing, community centric environment. The gathering featured live acoustic performances, providing a space where melodies lingered, and moments turned magical as the day faded away. The initiative highlighted the department's strong commitment to holistic student development, acknowledging that fostering peer relationships and artistic talents is crucial to building well rounded, creative future leaders.

By actively participating in organizing and executing this musical gathering, undergraduates from the 3000 level cohorts sharpened their teamwork, event coordination, and interpersonal skills. The evening concluded with great success, bridging the gap between formal education and student life, while strengthening the unity, collaborative synergy, and vibrant culture within the entire Department of Management and Entrepreneurship.



KOWUL WASANTHAYA 2026: SINHALA AND TAMIL NEW YEAR CELEBRATION

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, vibrantly celebrated the traditional Sinhala and Tamil New Year through its annual festival, "Kowul Wasanthaya 2026," on 23rd April 2026 within the department premises. Organized by the Entrepreneurship Study Circle, this cultural celebration brought together the academic staff, non academic members, and 1000, 2000, 3000, and 4000 level undergraduates from all batches for a day dedicated to honoring heritage and strengthening community ties.

The festival was filled with joy, smiles, and collective unity as participants engaged in a rich lineup of traditional Sinhala and Tamil New Year customs and games. The event successfully combined the essence of ancient heritage with the creation of new, lifelong memories among the university community. Key traditional highlights included lighting the oil lamp, sharing customary sweetmeats, and participating in festive team games that filled the department premises with energy, laughter, and mutual respect.

By actively organizing and participating in this community driven event, undergraduates across the 1000, 2000, 3000, and 4000 level programs honed their teamwork, social coordination, and interpersonal skills. "Kowul Wasanthaya 2026" served as a meaningful platform to foster institutional harmony, bridging the gap between formal academic life and rich cultural values, while reinforcing a strong sense of belonging, collaborative synergy, and shared pride within the entire Department of Management and Entrepreneurship.



**COLLABORATIVE DIGITAL FINANCE WORKSHOP
SERIES (SESSION I)**

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, successfully launched a collaborative knowledge sharing seminar series, with its inaugural session conducted on 27th April 2026 from 9.00 a.m. to 12.00 noon at the Auditorium, Central Bank Regional Branch, Matara. Organized in close partnership with the Central Bank Regional Office, Matara, under the institutional guidance of Senior Lecturer Mr. Madhura Kodithuwakku, this high-impact workshop was organized as part of the BTE 31323 Digital Finance course unit, specifically designed for 3000 level undergraduate students.

Expert resource persons from the Central Bank provided an extensive, practical overview of contemporary economic shifts, focusing directly on the rapidly evolving world of Digital Finance, the profound importance of Digital Financial Literacy, and a highly critical growing awareness surrounding Cyber Crimes and Online Security. Facilitators emphasized how technology is reshaping modern corporate ecosystems, showing future entrepreneurs how to manage digital financial tools safely, ethically, and responsibly.

By actively engaging in this off campus academic experience, the 3000 level students gained vital exposure to real world industrial and institutional practices. This first session successfully bridged the gap between theoretical classroom knowledge and modern practical execution, sharpening the students' analytical thinking, risk management capabilities, and corporate readiness.

**MOBILE PHOTOGRAPHY AND EDITING
WORKSHOP**

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, successfully conducted an interactive and practical skill development program titled "Mobile Photography" on 30th April 2026 from 9.00 a.m. to 12.00 noon at the Studio Room in the Faculty Block. This specialized, hands-on workshop was explicitly designed for 3000 level undergraduates to upgrade their digital creativity and modern content creation capabilities.

The session was delivered under the valuable guidance of Mr. Gihan Kanishka Gambarapitiya, a Multimedia Specialist, Audio Visual Technical Officer, Photographer, and Cinematographer. The workshop covered critical creative fundamentals, ranging from understanding the basics of composition, lighting, framing, and angles, to learning how a simple mobile device can be strategically leveraged to produce professional quality visual content. The resource person provided practical insights into capturing clear, creative, and eye catching photos by exploring simple techniques that improve the use of angles, natural light, and small details to bring images to life, making ordinary scenes look more meaningful with a touch of creativity.

By engaging in this dynamic learning experience, the 3000 level students gained an immersive perspective on modern corporate storytelling and digital brand building. The training successfully bridged the gap between theoretical marketing concepts and real world execution, encouraging creative

innovation and equipping future entrepreneurs with the essential visual communication and editing skills required to excel in today's media driven corporate landscape.



TECH TALK ON DIGITAL MARKETING: SESSION I

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, successfully organized an insightful online academic session titled "TECH TALK: How to Use Digital Marketing Tools" on 14th May 2026 from 06:30 p.m. onwards via the Zoom virtual platform. Conducted under the Business Technology and Entrepreneurship specialization framework, this interactive webinar was designed for 2000 level and 3000 level undergraduates to sharpen their professional edge and level up their digital capabilities.

The session was delivered by guest speaker Mr. Prasad D Wilagama, an AI Researcher, Digital Marketing Strategist, and Tech Educator who specializes in digital innovation, multimedia, and content strategy. Drawing from his strong background in digital transformation and visual storytelling, the speaker provided practical insights into mastering the digital landscape. The session focused extensively on exploring how aspiring entrepreneurs can utilize digital marketing tools to transform business operations and discover the secrets to ultimate marketing success.

By participating in this immersive virtual webinar, the 3000 level students gained critical exposure to practical tools and

creative skills needed to thrive in today's digital landscape. The training successfully bridged the gap between theoretical classroom concepts and real world execution, empowering future entrepreneurs to lead the way and confidently master the digital tools that define modern business success.



CORPORATE ENTREPRENEURSHIP FIELD VISIT

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, organized a highly educational industrial exposure excursion titled "Industry Exposure Visit" on 19th May 2026. Designed specifically for 4000 level undergraduates, this field visit served as a core practical component under the Corporate Entrepreneurship subject stream to expose final year students to larger corporate structures and operational frameworks.

During the educational field visit, the final year undergraduates had the valuable opportunity to visit two prominent corporate locations: Nature's Beauty Creations Ltd as the first destination, followed by Ceylon Anthurium (Pvt) Ltd. The excursion provided students with direct, practical exposure to real world business operations, contemporary entrepreneurship practices, large scale production processes, and strategic industry

insights that move far beyond traditional classroom textbooks.

By actively participating in this industrial excursion, the 4000 level students gained a meaningful learning experience that seamlessly connected their advanced academic knowledge with real world industry practice. The firsthand exposure successfully enhanced the undergraduates' analytical, operational, and critical thinking skills, effectively strengthening the core corporate competencies required to succeed as innovative, adaptable, and forward thinking professionals in Sri Lanka's dynamic commercial landscape.



RESEARCH METHODOLOGY WORKSHOP ON SYSTEMATIC LITERATURE REVIEW

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, successfully organized a highly technical academic session titled "Systematic Literature Review" on 20th May 2026 from 3.00 p.m. to 6.00 p.m. at the Computer Lab, 1st Floor, Faculty Block. Part of the ongoing Research Methodology Workshop Series 2026, this specialized hands on program was explicitly targeted toward 4000 level undergraduates to significantly enhance their research competencies, scholarly writing capabilities, and analytical depth as they progress through their final year dissertations.

The workshop was conducted by Dr. Thedushika De Silva, an esteemed Senior Lecturer attached to the Department of Human Resource Management, Faculty of Management and Finance. Utilizing the computer laboratory infrastructure for live demonstration, the resource person guided final year undergraduates through structured, evidence based review approaches. The

session focused on key research methodologies, specifically delivering practical knowledge on effective smart literature searching, advanced systematic review techniques, and comprehensive tools for high quality research reporting.

By engaging in this practical laboratory session, the 4000 level students gained vital knowledge required to master the art of academic research and conduct systematic literature reviews independently. The technical training successfully bridged the gap between basic theory and structured data collection, providing final year undergraduates with the analytical edge, academic rigor, and research confidence necessary to produce high quality independent research that aligns with international publication standards.



TECH TALK ON DIGITAL MARKETING: SESSION II

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, successfully hosted the second installment of its digital empowerment series, titled "TECH TALK: How to Use Digital Marketing Tools," on 21st May 2026 from 06:30 p.m. onwards via the Zoom virtual platform. Structured under the Business Technology and Entrepreneurship specialization, this live technical webinar was specifically designed for 3000 level undergraduates to further sharpen their professional competencies and expand their practical knowledge of the digital marketplace.

The session was delivered by returning guest speaker Mr. Prasad D Wilagama, a multi talented AI Researcher, Digital Marketing Strategist, Tech Educator, Multimedia Specialist, Audio Visual Technical Officer, Photographer, and Cinematographer. Diving deeper into the tools that move the needle in today's tech driven market, the speaker

provided advanced insights into content strategy, multimedia utilization, and digital innovation frameworks. The lecture focused on empowering the undergraduates with the practical tools and creative skills necessary to convert baseline digital marketing activities into highly optimized campaigns for ultimate marketing success.

By participating in this consecutive virtual training session, the 3000 level students solidified their understanding of practical software and strategy execution in real world corporate settings. The webinar successfully bridged the gap between academic theories and modern industrial application, equipping future entrepreneurs with a distinct professional edge and the tech savvy confidence required to master the digital landscape and lead modern business operations.



The poster is for a webinar titled "TECH TALK 'How to Use Digital Marketing Tools'". It features a blue background with circuit-like patterns. On the left, there is a calendar icon showing the date "21" and "May 2k26". Below this, the text "Business Technology and Entrepreneurship" is written. The main title "TECH TALK" is in large, bold, yellow letters, followed by the subtitle "'How to Use Digital Marketing Tools'" in white. A circular portrait of Mr. Prasad D Wilagama is shown, with his name and titles "AI Researcher | Digital Marketing Strategist | Tech Educator" below it. At the bottom left, it says "Master Digital Tools for Marketing Success" and "06.30 PM". At the bottom right, it says "Online (Zoom) Webinar". The footer includes "Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna" and the FMF logo.

TWO-DAY INDUSTRIAL FIELD VISIT TO NUWARA ELIYA

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, organized an extensive, two-day industrial exposure field visit to the Nuwara Eliya area on 4th and 5th June 2026. Designed specifically for 3000 level undergraduates, this experiential learning

excursion served as a core practical component under their current semester subjects, aiming to expand students' exposure to diverse real world business environments, production processes, and corporate management practices.

On Day One (4th June 2026), the undergraduates engaged in two comprehensive industry site visits. The day commenced with an educational visit to Richi Dairies Lanka PVT Ltd, where students gained first hand insights into dairy industry operations, supply chain logistics, and sustainable entrepreneurship models. The learning journey continued with a second visit to the Araliya Green Hills Hotel, which offered students an immersive look into a star class hotel ecosystem. Undergraduates observed premium service operations, professional hospitality cultures, and the strict operational coordination and customer focus required to deliver excellence in the hospitality industry.

On Day Two (5th June 2026), the field series concluded with a final industry exposure visit to Safe T Garment. This third session provided the 3000 level students with a valuable opportunity to explore the inner dynamics of the apparel and garment manufacturing sector. Undergraduates directly observed automated assembly lines, precision quality control systems, teamwork, and structured operations that contribute to delivering high quality products in a competitive global market. The department extends its sincere gratitude to the management teams of Richi Dairies Lanka PVT Ltd, Araliya Green Hills Hotel, and Safe T Garment for their warm hospitality, guidance, and continuous support in shaping industry ready future entrepreneurs.

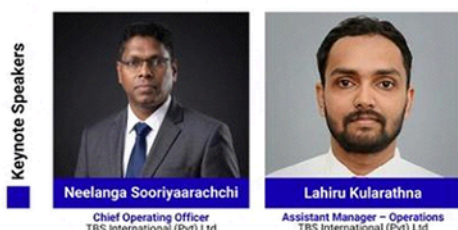
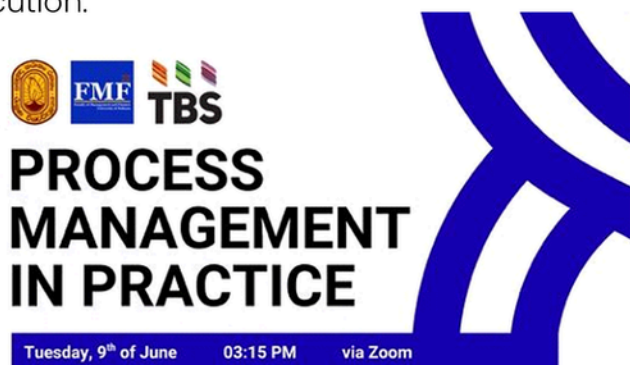


ONLINE GUEST LECTURE ON OPERATIONS MANAGEMENT

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, successfully conducted an insightful virtual academic session titled "Process Management in Practice" on Tuesday, 9th June 2026 from 03:15 p.m. onwards via the Zoom platform. Coordinated under the institutional guidance of Senior Lecturer Mr. M.W.S. Sanjeewa Silva, this interactive webinar was organized as part of the BBA 31013 Operations Management course unit, specifically designed for 3000 level undergraduates to provide them with critical corporate perspectives on modern operational frameworks.

The webinar featured an elite panel of corporate keynote speakers from TBS International (Pvt) Ltd: Mr. Neelanga Sooriyaarachchi, Chief Operating Officer, and Mr. Lahiru Kularathna, Assistant Manager Operations. Drawing from their extensive, hands on industry experience, the speakers provided a practical breakdown of how process management tools, workflow optimization strategies, and operational controls are implemented within a high performing corporate ecosystem.

The session successfully bridged the gap between advanced academic management frameworks and actual industrial realities, equipping the 3000 level undergraduates with practical insights to master modern business execution.



Organized by the Department of Management and Entrepreneurship

COLLABORATIVE DIGITAL FINANCE WORKSHOP SERIES (SESSION II)

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, successfully conducted its second collaborative academic workshop titled "Global Digital Payments Landscape and New Innovations" on 10th June 2026 from 1.00 p.m. to 4.00 p.m. at MFLT 04. Proudly presented in continuous partnership with the Regional Branch of the Central Bank of Sri Lanka, Matara, under the institutional guidance of Senior Lecturer Mr. Madhura Kodithuwakku, this specialized session was organized as part of the BTE 31323 Digital Finance course unit, specifically targeted toward 3000 level undergraduates to further build their digital financial competencies.

Expert facilitators from the Central Bank of Sri Lanka delivered an extensive, practical overview designed to enhance student understanding of the rapidly evolving digital financial world. The core focus of the workshop centered on the global digital payments landscape, online banking ecosystems, modern financial security measures, and smart financial practices. The session emphasized the critical importance of digital financial literacy, showing undergraduates how to safely navigate emerging automated tools within contemporary corporate structures.

By participating in this on campus collaborative training, the 3000 level students gained vital exposure to practical fintech trends and institutional risk management strategies. The workshop successfully bridged the gap between basic commercial theories and real world execution, equipping future graduates with the necessary strategic insights and analytical skills needed to manage digital transaction systems safely, responsibly, and efficiently in a tech driven marketplace.



GUEST LECTURE ON INTERNATIONAL ENTREPRENEURSHIP

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, successfully organized an insightful guest lecture titled International Entrepreneurship on 17th June 2026 at 1.00 p.m. in MFLT 05. Organized by the Entrepreneurship Study Circle under the institutional guidance of Mrs. P.D.S.D. Rodrigo, this specialized session was organized as part of the ENT 41233 International Entrepreneurship course unit, explicitly designed for 4000 level final year undergraduate students to discover how businesses expand beyond borders.

The session was delivered by entrepreneur Mr. Dhammika Sujith Kumara. The lecture covered key aspects of import and export processes, international trade regulations, global market opportunities, and real world entrepreneurial experiences shared by the resource person.

This highly informative program successfully bridged the gap between academic theory and practical global trade, equipping 4000 level final year students with valuable industry insights and the core strategic mindsets needed to navigate international business landscapes.



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

International Entrepreneurship

Guest Lecture

Join with us to explore International Entrepreneurship
The session covered key aspects of import and export processes, relevant regulations, and global market opportunities, supported by valuable industry experience shared by the resource person. The lecture was highly informative and highly beneficial for final-year undergraduate students.

17th June, 2026

Start at 1.00 pm

MFLT 05



Secure Your Seat!

With Dhammika Sujith
Entrepreneur

DEPARTMENT OF MARKETING

BRAND MANAGEMENT EXPERIENTIAL EVENT

From Dance Floor to Food Court: Bites N Beats Turns Setback into Sold Out Success



A festival that was never supposed to happen this way became one of the Circle of Marketing's most talked about events of the year. Bites N Beats 2026, held on the university grounds on 12 January, drew large crowds for a food festival and DJ party that, only weeks earlier, had been planned as something else entirely.

The event began as an intra university brand Promotion Dancing Competition, concept developed by students of the Circle of Marketing as a practical brand management assignment. When weather disruptions, tightened operational rules, sponsorship shortfalls and falling participation threatened to derail the concept, the organizing committee made a late call: rebuild the event around food, music and live entertainment instead of competitive dance.

"The event's strongest feature was its ability to turn constraints into opportunities effective brand experiences depend not only on the original concept but on strategic judgement, emotional engagement and operational resilience."

The gamble paid off. On the day, food stalls including a popular chocolate fountain drew steady queues, a photo friendly backdrop became an unofficial gathering point for selfies, and performer Dilu Beats lifted the crowd's energy alongside a DJ set that carried the festival's lifestyle brand theme through the afternoon. A formal opening drew departmental representation before the stalls opened for business.

Organizers say the pivot did more than rescue the event it demonstrated the kind of adaptive brand management the Circle of Marketing wants its students to practice. Proceeds and lessons learned are expected to feed into a planned second phase: a school support corporate social responsibility project being developed with paint manufacturer Nippon Paint.



Student teams running the “Cool Twist” stall



The “Hot & Spicy” stall drew steady queues



The formal opening, with departmental representation.



A live performance element lifted crowd energy



The DJ set anchored the festival's music programme



The organising team, pictured after a smooth close

JUNIOR WELCOME PROGRAMME

Bats, Bracelets and Ad Pitches: "13th Hour" Welcomes New Marketing Cohort



Project Report
of Junior Welcome Programme



"13TH HOUR"



Organized by
Circle of Marketing
Department of Marketing
Faculty of Management and Finance
University of Ruhuna

The Circle of Marketing has welcomed its newest cohort into the Department of Marketing with 13th Hour, a Halloween themed junior welcome programme organized by the 2022/2023 batch for their 2023/2024 successors.

New students arrived to bat themed hand painting and colour coded wrist straps that doubled as an icebreaker, sorting the cohort into groups before a word had been exchanged. The Head of the Department formally welcomed the new intake, and students received an academic introduction to the degree programme and its professional pathways in marketing.

"The group based structure ensured that participants were not passive attendees the event blended departmental orientation with entertainment and experiential learning."

The programme's centerpiece was an advertisement creation game, in which groups had fifteen minutes to build a promotional pitch a fast, competitive test of the creativity, marketing knowledge and presentation skills the degree aims to build. A companion TikTok challenge encouraged the new batch to try out its just launched official TikTok, Instagram and YouTube accounts, giving the cohort its first taste of running the brand's social presence together.

The day closed with souvenirs bookmarks and photo frames and refreshments, sending the new batch into their first term with, organisers hope, an early sense of belonging to the department and to each other.

MARKETING GROUP ACTIVITIES – DEPARTMENT OF MARKETING 2023/2024 BATCH

Eight More Stories from the Year: Sport, Song, Screams and Solidarity

The Department of Marketing, together with the 2023/2024 (1000) batch, organized a full calendar of smaller scale events at the beginning of the year spanning sport, performance, and social responsibility. A round up of eight of these events follows.

CORPORATE SOCIAL RESPONSIBILITY

"Senehase Horawa" Thanks the Staff Who Keep Campus Running

SENEHASE HORAWA 2026

Marketing Group A organised Senehase Horawa 2026 to recognise a group of people whose work rarely makes it into a department newsletter: the university's cleaning staff. Framed as a social responsibility project, the programme combined entertainment and direct interaction to thank staff for their service and, organisers said, to strengthen the relationship between students and the people who maintain their campus.

"Through entertainment, interaction and appreciation, the event promoted respect, kindness and social responsibility while creating a memorable experience for the cleaning staff."

SPORT

Kings Court Volleyball Tournament Serves Up Unity on Campus

KING COURT VOLLEYBALL TOURNAMENT 2026

Competitive spirit met campus community at the Kings Court Volleyball Tournament 2026, which brought players and vocal supporters together for a day of tightly fought matches. Organisers say the tournament was as much about friendship and teamwork as about the scoreboard a chance for students to build bonds off the court as well as compete on it.

"From thrilling matches to inspiring displays of dedication and discipline, every moment reflected the true essence of sports."

SPORT

"The Legend of the Pitch" Turns Cricket Ground Into Stage for Sportsmanship

THE LEGEND OF THE PITCH 2026

Cricket took centre stage at The Legend of the Pitch 2026, a tournament that organisers describe as more than a sporting fixture a platform where friendships were tested and strengthened, talents were showcased, and a vibrant atmosphere carried both players and spectators through an eventful day on and off the field.

"The event created a vibrant atmosphere that inspired players and spectators alike."

TALENT & CULTURE

"Ru Nadha" Puts Hidden Campus Talent on One Stage

RU NADHA 2026

Ru Nadha 2026 gave students across the university a single stage on which to showcase talents that rarely get an audience from music to dance to spoken word. Organisers said the show was built around energy, passion and inspiration, and aimed to reflect the vibrant spirit of the wider university community rather than any one department.

"A celebration of talent, creativity and togetherness."

MUSIC & PERFORMANCE

"Miyasi Horawa" Brings an Evening of Melody to Campus

MIYASI HORAWA 2025

Miyasi Horawa 2025 turned an evening into a showcase of musical and dance talent, bringing performers and an enthusiastic audience together for a programme organisers called a journey where music connected hearts. The event highlighted the artistic side of student life alongside the department's more business facing initiatives.

"A beautiful journey where music connected hearts and transformed moments into lasting memories."

ENTERTAINMENT

Spooky Movie Night & Trick or Treat Brings Halloween Fun to Campus

SPOOKY MOVIE NIGHT AND TRICK OR TREAT 2026

Halloween arrived on campus with Spooky Movie Night and Trick or Treat, an evening that mixed film screenings, performances and treat giving into a lighter, community building counterpart to the department's more academic programming. Organisers said the night was defined by team spirit as much as spectacle.

"From amazing performances to movie moments and joyful celebrations, every second was packed with excitement and team spirit."

SPORT

"Rise of Champions" Celebrates Perseverance on the Track

RISE OF CHAMPIONS

Rise of Champions gathered students for a day built around competition, teamwork and perseverance, with organisers framing every race and jump as a small demonstration of the champion's mindset the event set out to celebrate. The day was designed to leave participants with memories and motivation that outlast the scoreboard.

"Together, we celebrated talent, sportsmanship and the power of perseverance, creating memories that will inspire us for years to come."

COMMUNITY OUTREACH

"Smiles Beyond Pain": A Quiet Act of Kindness Closes Out the Calendar

SMILES BEYOND PAIN

Not every department event is about crowds and competition. Smiles Beyond Pain saw students reach out to people facing serious personal challenges, offering compassion, unity and care rather than performance. Organisers described it as a reminder that even a small gesture can bring comfort and a reason to smile.

"A small act of kindness can create a lasting impact."

PROFESSIONAL DEVELOPMENT WORKSHOP SERIES

"Consumer Insights Take the Wheel: Marketing Undergraduates Learn from Toyota Lanka's Sales Expert"

"Bridging Theory and Practice in Consumer Behavior"

The Department of Marketing, Faculty of Management and Finance, University of Ruhuna successfully conducted an insightful guest lecture titled "Consumer Insights into Sales Success: Real World Applications in the Auto Industry" on 26th May 2026 via Zoom for Marketing undergraduates.

The session was delivered by Mr. Sandun Thennakoon, Senior Manager, New Vehicle Product/Sales at Toyota Lanka.

He shared valuable industry experiences and practical insights into how consumer behavior influences successful sales strategies in the automobile industry.

The lecture mainly focused on the practical application of consumer insights in sales generation, with special emphasis on identifying and addressing the emotional factors that influence consumer purchasing decisions. Students gained a deeper understanding of how theoretical concepts of consumer behavior are applied in real world marketing and sales environments.



CONSUMER INSIGHTS INTO SALES SUCCESS:
Real-World Applications in the Auto Industry

Gain Valuable Industry Insights
Decode Customer Decision-making
Build Evolving Sales Strategies

MR. SANDUN THENNAKOON
Senior Manager,
New Vehicle Product/Sales at Toyota Lanka.

26 MAY 2026
ZOOM SESSION
7.30 P.M.

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

PROFESSIONAL DEVELOPMENT WORKSHOP SERIES

Circle of Marketing Kicks Off 'GET SET 2.0' to Elevate Undergraduate Employability

"Mastering professional resume design, personal branding, and digital networking strategies."

The Circle of Marketing at the University of Ruhuna successfully conducted Phase 01 of "GET SET 2.0," a professional development series focused on boosting student employability.

Held online on June 14, 2024, the two hour workshop drew 117 undergraduates primarily third and fourth year students preparing for internships and the job market.

Industry expert Mr. Buwaneka De Silva (Enterprise Agile Coach & Solution Architect) led the session, providing key insights on:

- ATS Friendly CVs: Tailoring resumes to pass automated screening.
- LinkedIn Optimization: Building strong personal brands online.
- Networking: Navigating workplace standards and recruiter expectations.



Get Set 2.0
Shape Your Future...

"CV Writing and LinkedIn Profile Optimization Session"

MEET OUR GUEST SPEAKER
Mr. Buwaneka De Silva
Enterprise Agile Coach | MSc, BSc, MEdS, AACSB | Syneo LABS Sri Lanka | Cardiff Metropolitan University

14th June 2026 | 6 PM - 8 PM | Join via

Connecting ambitions with opportunities through LinkedIn and professional networks, shaping brighter careers and stronger futures.

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



STAFF ACHIEVEMENTS

Dr. K. G. Priyashantha Named Most Outstanding Scholar 2025

Dr. K. G. Priyashantha, Senior Lecturer Grade 1 in the Department of Human Resource Management, was awarded the Vice Chancellor's Award for the Most Outstanding Scholar 2025 at the Vice Chancellor's Awards and Academic Sessions 2026, University of Ruhuna. The award recognises his substantial portfolio of scholarly work including peer reviewed journal articles in Scopus Q1 and SSCI indexed journals and two books published by Taylor & Francis alongside his research on work family conflict, employee engagement, and emerging HR technologies such as AI, e-HRM, and the metaverse.

This honour also reflects his contribution beyond research, including supervising over 150 undergraduate and postgraduate dissertations, leading the Faculty Ethical Review and Library Committees, and founding the Diploma in Human Resource Management. The Faculty of Management and Finance takes great pride in this achievement and extends its heartfelt congratulations to Dr. Priyashantha, whose dedication continues to reflect positively on the Faculty and the University as a whole.





FMF

STUDENT ACHIEVEMENTS

MANAGEMENT ELLE TOURNAMENT (MET) 2026

The Management Elle Tournament (MET) 2026 was successfully held on 31st January 2026, with six men's teams including two Old Boys' teams and three women's teams taking part. In the men's category, the 2nd Year Team were crowned champions, with Old Boys (New) as 1st runners up and Old Boys (Older) as 2nd runners up. In the women's category, the 1st Year Team clinched the title, followed by the 3rd Year Team and 2nd Year Team as 1st and 2nd runners up respectively.

MET 2026



Men's Champions — 2nd Year Batch
(participated & Won 1st place in 2 out of 6 rounds.

MET 2026



Women's Runners up — 3rd Year Batch

KABADDI FRESHERS' MEET

The Kabaddi Freshers' Meet was held on 3rd February 2026, drawing six men's teams and two women's teams. The Faculty's Management Men's Team were crowned Champions, while the Management Women's Team finished as 1st Runners up. W.M.M.D.G. Wijayarathna was named Best Player for his outstanding performance.



Men's Champions



Women's Runners up



Women's Team – 1st Runners up, Inter Faculty Basketball

BASKETBALL FRESHERS' MEET

The Basketball Freshers' Meet featured five women's teams and six men's teams. The Management Women's Team secured the 1st Runners up position, while the Management Men's Team competed but did not place.

கௌரவம் கா இலாசை
முகாமைத்துவம் மற்றும் நிதிப் பீடம்

SIX MONTHS AT A GLANCE

APPOINTMENT OF MR. W. M. ROHAN LAKSIRI AS DEAN OF THE FACULTY OF MANAGEMENT AND FINANCE

The Faculty of Management and Finance, University of Ruhuna, is pleased to announce the appointment of Mr W. M. Rohan Laksiri as the Dean of the Faculty.

Mr Rohan Laksiri brings immense academic expertise, strong administrative capabilities, and a deep, enduring commitment to advancing the faculty's core mission in teaching, learning, and research. Under his visionary stewardship, the Faculty of Management and Finance is positioned to further elevate its high academic standards, promote pioneering innovation in business management education, and foster stronger, more impactful collaborations with industry stakeholders.

Through these strategic initiatives, the faculty remains dedicated to nurturing a new generation of competent, ethically responsible, and forward looking leaders who can successfully navigate a dynamic corporate landscape and make significant contributions to society.

The faculty extends its warmest and most sincere congratulations to Mr. W. M. Rohan Laksiri on his appointment and wishes him continued success in providing distinguished academic leadership and further advancing excellence within the faculty and the wider academic community.

Congratulations



MR. W. M. ROHAN LAKSIRI

on assuming duties as

Dean of the Faculty of Management and Finance

APPOINTMENT OF DR. DEEPAL A. GURUGE AS HEAD OF THE DEPARTMENT OF ACCOUNTANCY

The Faculty of Management and Finance, University of Ruhuna, is pleased to announce the appointment of Dr. Deepal A. Guruge as the Head of the Department of Accountancy, effective from 02nd of May 2026.

Dr. Deepal A. Guruge brings extensive academic expertise, strong leadership capabilities, and a deep commitment to advancing the Department's mission in teaching, research, and industry engagement. Under his stewardship, the Department aims to elevate academic standards, foster innovation in accounting education, and strengthen collaboration with industry stakeholders. Through these efforts, it seeks to develop a new generation of competent, ethical, and forward looking accounting professionals.

The Faculty extends its warmest congratulations to Dr. Deepal A. Guruge on his appointment and wishes him continued success in his leadership role.



APPOINTMENT OF PROFESSOR THUSITHA GUNAWARDANA AS HEAD OF THE DEPARTMENT OF BUSINESS MANAGEMENT

The Faculty of Management and Finance, University of Ruhuna, is pleased to announce the appointment of Professor Thusitha Gunawardana as the Head of the Department of Business Management.

Professor Thusitha Gunawardana brings extensive academic expertise, strong leadership capabilities, and a deep commitment to advancing the Department's mission in teaching, research, and industry engagement.

Under his stewardship, the Department aims to elevate academic standards, foster innovation in business education, and strengthen collaboration with industry stakeholders. Through these efforts, it seeks to develop a new generation of competent, ethical, and forward looking business professionals.

The faculty extends its warmest congratulations to Professor Thusitha Gunawardana on his appointment and wishes him continued success in his leadership role.



JOURNAL INCEPTION AND WEBSITE LAUNCH OF JBTE

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, successfully celebrated the Journal Inception and Website Launch Event of the Journal of Business Technology and Entrepreneurship (JBTE). The event took place on 25th June 2026, from 1.00 p.m. to 2.00 p.m. at the New Board Room, bringing together the esteemed academic staff of the faculty to witness a landmark moment in the department's academic history.

Our sincere appreciation goes to our distinguished keynote speaker, Professor Kaushalya Yatigammana from the University of Kelaniya, for delivering an inspiring and thought provoking keynote address that greatly enriched this memorable occasion. A special tribute is also extended to the Editor in Chief, Dr. D. M. R. Deepika, for her visionary leadership, unwavering commitment, and tireless dedication, which served as the driving force behind making this long awaited dream a reality.

This milestone event marks a significant step forward for the department in advancing cutting edge research, fostering innovation, and driving global knowledge sharing at the critical intersection of business, technology, and entrepreneurship. The official launch of the JBTE online portal provides an open access platform designed to seamlessly bridge academic theory with real world industry applications, thereby fostering collaborative networks among researchers, global practitioners, and strategic policymakers.

A special highlight of the event was the official unveiling of the digital platform, acknowledging the exceptional technical contribution of Ms. Nuwangi Wijeweera, Temporary Assistant Lecturer, for developing the official JBTE website and creating the digital portal from the ground up. Her expertise and dedication ensured the successful realization of a comprehensive digital framework tailored to support international scholarly standards.

The department extends its deepest appreciation to all members of the academic staff who participated in this celebration and looks forward to your continued engagement, support, and high quality research contributions to make JBTE a premier global hub for scholarly publications.



Launch of the Digital HRM Laboratory

The Department of Human Resource Management proudly launched the Digital HRM Laboratory in collaboration with Dr Kushan Liyana Arachchige, Chief AI Officer at CISO Network LLC, USA, and Chief Media Officer at Times Media Service LLC.

Under the leadership of Dr K. G. Priyashantha, Senior Lecturer, Department of Human Resource Management, a comprehensive 24 hour Digital HRM Workshop Series was successfully designed and implemented for 3000 level and 4000 level undergraduate students of the department.

The workshop series provided students with industry relevant knowledge and practical exposure to emerging digital HR technologies. The total value of the programme was USD 2,890 per student, and it was offered completely free of charge through the generous sponsorship of the following organisations:

- Orion Solidified, Inc., Delaware, USA
- Macromedia Academy, California, USA
- Coded42 Labs LLC, Delaware, USA

This initiative represents a significant milestone in advancing digital competencies among HR undergraduates, strengthening the department's commitment to industry collaboration, innovation, and preparing graduates for the future of work.

**REAPPOINTMENT OF DR. M. SANJEEWANI
NANAYAKKARA AS HEAD OF THE DEPARTMENT
OF FINANCE**



The Faculty of Management and Finance, University of Ruhuna, is pleased to announce the reappointment of Dr. M. Sanjeevani Nanayakkara, Senior Lecturer, as the Head of the Department of Finance on 1st March 2026.

With her continued dedication to the Department, Dr. M. Sanjeevani Nanayakkara has played an important role in supporting its academic and administrative activities while contributing to the growth and development of its students and staff. Her experience and commitment to academic excellence will continue to be a valuable strength to the Department.

Her reappointment reflects the confidence placed in her leadership and vision for the Department of Finance. It is anticipated that her continued guidance will further contribute to creating a dynamic academic environment, encouraging meaningful research, strengthening professional engagement, and providing students with opportunities to develop the knowledge and skills required to succeed in the evolving field of finance.

The Faculty extends its warmest congratulations to Dr. M. Sanjeevani Nanayakkara on her reappointment and wishes her continued success in her leadership role.



ALUMNI **WINS**



**From the Classrooms of Ruhuna
to Corporate Leadership
A Journey of Learning, Growth,
and Success**

Bhagya Wijesiri
Deputy General Manager
Business Developments
Hayleys Fentons PVT LTD
(Head of Sales- Hayleys Solar)

When I first walked through the gates of the University of Ruhuna, I never imagined that the journey ahead would one day lead me to serve as the Deputy General Manager Business Development at Hayleys Fentons (Pvt) Ltd. Looking back, I realize that my years at the Faculty of Management and Finance were far more than an academic experience; they laid the foundation for my professional life. The knowledge I gained, the perspectives I developed, and the values I embraced during my undergraduate years have continued to guide my decisions, shape my leadership, and influence every milestone of my career.

I graduated from the University of Ruhuna with a Bachelor of Business Administration (Honours) in Accounting. My undergraduate journey provided me with a strong foundation in business and management while developing the analytical mindset, discipline, and problem solving capabilities required to succeed in the corporate world. The education I received was not limited to textbooks and examinations; it encouraged me to understand how businesses operate, how strategic decisions create value, and how effective management contributes to organizational success.

Beyond academics, my university life provided valuable opportunities to develop leadership, teamwork, and interpersonal skills. I had the privilege of serving as the President of the Induwara IT Society of the Faculty of Management, where I enhanced my leadership and organizational capabilities while contributing to various initiatives. As a member of the Management Faculty Cricket Team, I developed the importance of teamwork, commitment, discipline, and performing under pressure. I was also actively involved with the Career Guidance Unit, contributing to programmes aimed at enhancing students' professional development and career readiness.

These experiences complemented my academic knowledge and played a significant role in shaping my confidence, leadership approach, and ability to work effectively with diverse teams throughout my professional journey.

Although my career progressed in sales, marketing, and business development, the

Although my career progressed in sales, marketing, and business development, the knowledge and competencies gained through my degree have remained a strong foundation throughout my career. My Accounting specialization enhanced my financial understanding, analytical ability, and structured approach to decision making, while the broader BBA programme developed my understanding of management, marketing, economics, organizational behavior, and business strategy. These capabilities have enabled me to evaluate business opportunities, understand financial performance, lead teams, and make decisions that contribute to sustainable growth.

While completing my undergraduate studies, I also pursued the Chartered Accountancy programme and completed the Intermediate Level, which further enhanced my financial knowledge, analytical capabilities, and structured approach to business decision making. Recognizing the importance of continuous professional development, I continued to expand my knowledge by completing the Postgraduate Diploma in Marketing from the Sri Lanka Institute of Marketing (SLIM), obtaining the Certified Professional Marketer ASIA (CPM ASIA) qualification, and successfully completing my Master of Business Administration (MBA) from the University of Sri Jayewardenepura. Today, I am proud to be a Member of the Sri Lanka Institute of Marketing and a Certified Professional Marketer (Asia). These academic and professional qualifications have complemented my practical experience, enabling me to develop a broader perspective of business strategy, marketing, finance, and leadership.

My professional career began as Manager Operations at Oviklo Internationals (Pvt) Ltd. In 2011, I joined Abans PLC, one of Sri Lanka's leading consumer electronics retailer as a Trainee Zone Manager, beginning my journey in sales leadership. Through dedication, performance, and continuous learning, I progressed to Zone Manager in 2012, Senior Zone Manager in 2014, and Regional Manager in 2016. In 2019, I was appointed as the Sales Manager Abans Elite Showroom Channel, the flagship sales channel of Abans PLC, where I was responsible for leading teams,

developing strategies, and driving business growth.

In 2025, I joined Hayleys Fentons (Pvt) Ltd, the engineering arm of the Hayleys Group, as Channel Sales Manager, leading solar sales operations through the Singer showroom network. This opportunity enabled me to apply my experience in sales leadership and business development to Sri Lanka's rapidly growing renewable energy sector. Recognising my contribution towards business growth and team development, I was promoted as Assistant General Manager in November 2025 and subsequently as Deputy General Manager Business Development in April 2026. In my current capacity, I serve as the Head of Sales Hayleys Solar, one of Sri Lanka's most recognised solar brands, where I lead sales strategy, drive market expansion, develop high performing teams, and contribute towards sustainable business growth

My message to current students is simple: the knowledge and foundation you gain through your university education will become a valuable asset throughout your journey. Combine that knowledge with the right attitude, perseverance, continuous self development, and a willingness to embrace new challenges, and you will be well prepared to achieve success in your chosen path. I wish all students of the University of Ruhuna every success in their academic journey and future careers. May you continue to pursue excellence, create meaningful opportunities, and achieve your aspirations with confidence and determination.



ACADEMIC INSIGHT

Beyond the Degree: Developing Graduate Employability in a Changing World of Work

For many undergraduates, university life is naturally centred on the goal of earning a degree. Academic achievement remains important because it reflects subject knowledge, commitment and the ability to meet academic expectations. However, from an employability perspective, a degree is only one component of what prepares a graduate for the world of work.



Dr. Thedushika De Silva
Senior Lecturer
Department of Human Resource
Management
Faculty of Management and Finance
University of Ruhuna

In the corporate world, employers do not recruit qualifications alone; they recruit individuals who can apply knowledge, solve problems, communicate effectively, work with others, adapt to change and behave professionally. Graduate employability is therefore shaped not only by what is learned within a degree programme, but also by the capabilities, experiences and professional qualities developed alongside it. In this sense, employability involves more than accumulating certificates. It reflects the ability to build relevant capabilities and demonstrate how they have been developed and applied in different contexts.

Learning Transferable Skills

Transferable skills are capabilities that can be applied across different jobs, organisations and professional contexts rather than being confined to a particular discipline or occupation. They include communication, teamwork, problem solving, critical thinking, adaptability, leadership and time management. Their importance is increasing as graduates are more likely to move across roles, organisations and even industries over the course of their careers.

University life provides many opportunities to develop such skills through group assignments, presentations, internships, student societies, research projects and community engagement. The value of these experiences lies not merely in participation, but in recognising the capabilities developed through them and understanding how those capabilities can be transferred to new situations. In a changing world of work, transferable skills enhance flexibility, support career mobility and enable graduates to respond more effectively to emerging workplace demands.

Learning to Work with AI, Not Depend on It

Artificial intelligence (AI) is becoming an increasingly important part of both learning and professional work. AI literacy therefore involves more than knowing how to use AI tools. It also requires the ability to evaluate outputs critically, recognise limitations, question assumptions and use such tools responsibly.

AI can support idea generation, information gathering, problem solving and productivity. However, excessive dependence on AI may weaken critical thinking, independent judgement and decision making. For future graduates, the real advantage is likely to lie not in simply using AI, but in using it intelligently and selectively while continuing to develop human capabilities such as analysis, creativity, ethical judgement and sound decision making.

Human Capabilities Remain Central

Rapid technological advancement can create the impression that future employability will depend primarily on technical competence. Yet many of the qualities that enable individuals to perform effectively within organisations remain distinctly human. Communication, empathy, creativity, teamwork, ethical judgement, leadership and interpersonal understanding continue to shape workplace effectiveness. Organisations still require people who can listen, manage disagreement, interpret social situations, collaborate with others and make responsible decisions.

Modern workplaces also bring together individuals with different personalities, backgrounds, experiences and perspectives. The ability to work constructively across such differences has therefore become an important dimension of employability. Technical knowledge may support the completion of a task, but human capabilities often influence how effectively that task is carried out with and through others.

Professionalism Begins Before Employment

Professionalism is often associated with formal employment, yet professional habits usually begin to develop much earlier. Meeting deadlines, communicating respectfully, contributing fairly to group work, accepting responsibility for mistakes, keeping commitments and acting with integrity are behaviours that gradually shape an individual's reputation.

The same habits that influence relationships with classmates and lecturers may later influence relationships with colleagues, supervisors and clients. Employability is therefore not only a matter of possessing

skills. Character, reliability, integrity and professional behaviour also influence how individuals are perceived and trusted within organisations. Knowledge and competence may create opportunities, but professional conduct often determines whether those opportunities are sustained.

Taking Ownership of Employability

Universities can provide learning opportunities, lecturers can offer guidance, and employers can provide internships and industry exposure. Nevertheless, employability cannot be developed entirely by institutions on behalf of students. A significant part of graduate development depends on how individuals engage with the opportunities available throughout university life.

Academic learning, extracurricular participation, professional exposure, relationships and personal reflection all contribute to career readiness. Capabilities such as communication, technological confidence, problem solving, self awareness and professional judgement are usually developed gradually and through multiple experiences rather than through a single activity.

Employability is therefore not the outcome of one course module, workshop or internship, nor is it a rite of passage that occurs automatically upon graduation. It develops over time through a combination of learning, experience, reflection and personal responsibility. It is gradually shaped by the choices made, opportunities pursued and experiences gained throughout university life.



STAFF PUBLICATION



G W T H T I Ariyaratna and J Ramawickrama (2026)

Mediating Effect of Employee Engagement on the Relationship Between Servant Leadership and Organizational Citizenship Behaviour of the Public Sector Employees in Sri Lanka

ASIAN JOURNAL OF MANAGEMENT STUDIES 05(2)



K.G. Priyashantha (2026)

Individual differences and career indecision: a meta analytic synthesis of person inputs, contextual barriers, and cognitive affective mechanisms

Cogent Business & Management 13 (1)

K.G. Priyashantha, M.T Thedushika De Silva (2026)

Green Human Resource Management and Sustainable Development: A Systematic Review and Integrated Multi Level Framework

Corporate Social Responsibility and Environmental Management



Dinesha, P. K. C., Jayarathne, P. A., & Galdolage, B. S. (2026)

The Facets of Sustainable Consumption and Digitalization: A Systematic Literature Review

Journal of Contemporary Business Research SAGE Publications, 01(2)

Dinesha, P. K. C., Jayarathne, P. A., & Galdolage, B. S.

Social Innovation in Theory and Practice: A Critical Review of Scholarly Perspectives

Colombo journal of multi disciplinary research 10(01),(02)



Mallika, M.C.K.H., Wijesinghe, D.D.S.M., Wijeweera, R.N., & De Alwis, A.H.M.

Impact of Information Systems in the Supply Chain: A Systematic Literature Review

Sri Lanka Journal of Management Studies 07(02)

Mallika, M.C.K.H., & Wijeweera, R.N

Factors Influencing on User Acceptance of Mobile Payment Channels in Sri Lanka; with Special Reference to Virtual Wallet

Journal of Business and Technology 10(01)



STUDENT PUBLICATION

D.D.T.R. Poththawela , W.W.I. Madhavi , P.A.P. Samantha Kumara (2026)

Impact of Perceived Risk on Online Food Purchase Intention: Evidence from Food Ordering App Users in Sri Lanka

The Proceedings of the Vice Chancellor's Awards and Academic Sessions 2026, University of Ruhuna

Gnanarathna D.S.P, Laksiri W.M.R, Madhavi W.W.I (2026)

The Impact of Digital Adaption of an Organization Towards the Organizational Performance: With special Reference to the Grocery Retail Industry in Sri Lanka

International Conference on Business Management

University of Sri Jayawardhenapura

UPCOMING EVENTS

Dissertation Workshop on How to Select the Dissertation Topic

How to Select the Dissertation Topic



Wednesday
08 July



time
06:00 pm
onwards

Resource Person

Dr. Deepal Guruge

Head
Department of Accountancy
Faculty of Management and Finance
University of Ruhuna



Join Zoom Meeting

<https://learn.zoom.us/j/95039229865>

pwd=NemeeYJWPYAS6ciaaKNSm4RYmbfcAS.1

The Department of Accountancy is pleased to announce an upcoming insightful workshop titled "How to Select the Dissertation Topic", which will be conducted for final year Accounting specialized undergraduates as they commence their dissertation journey. The session is scheduled to be held on 8th July 2026 and will be facilitated by Dr. Deepal Guruge, Head of the Department of Accountancy, Faculty of Management and Finance, University of Ruhuna.

The workshop aims to provide students with essential guidance on identifying relevant, feasible, and research worthy dissertation topics that align with contemporary academic and industry developments. Through this session, participants will gain practical knowledge on selecting appropriate research areas, narrowing down research interests, evaluating the significance of potential research problems, and developing a strong foundation for their dissertation work. This initiative is expected to enhance students' research readiness and provide them with the confidence and direction required to successfully initiate their dissertation projects.

Career Readiness Workshop

The Department of Accountancy is pleased to announce an upcoming Career Readiness Workshop titled "Mastering Interviews and Professional Documentation", which will be conducted to enhance the career preparedness of 4000 level Accounting specialized undergraduates. The session is scheduled to be held on 10th July 2026 and will be facilitated by Dr. Deepal A. Guruge, Senior Lecturer and Head of the Department of Accountancy, Faculty of Management and Finance, University of Ruhuna.

CAREER READINESS WORKSHOP
Mastering Interviews and Professional Documentation

Date: Friday, 10th July 2026
Time: 2:00 PM to 5:00 PM
MFLT 03
FMF

DR. DEEPAL A. GURUGE
Ph.D (KEL SL), MSc (Agder, Norway), BSc (Tjip, SL),
MBA (Col. SL), LFCPM, MAAT.
Senior Lecturer and
Head of the Department of Accountancy

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

The workshop is designed to equip students with the essential knowledge and practical skills required to effectively navigate the recruitment process and succeed in professional environments. Participants will gain valuable insights into preparing professional documents, including curriculum vitae and cover letters, while also developing effective interview techniques, communication skills, and strategies for confidently presenting themselves to potential employers. This initiative is expected to strengthen students' employability skills and provide them with the confidence and readiness required to pursue internships and future career opportunities.

Jeewa Sapandana Blood Donation Campaign

INVITATION TO DONORS

දීම සපන්දන
BLOOD DONATION CAMPAIGN

July 15 2026 ජූලි 15
09:00 - 03:00
සපන්දනාගාරය හා මුලු පීඨ පරිශ්‍රය

Give blood, save lives. We warmly invite you to join our blood donation campaign and help make a difference in someone's life.

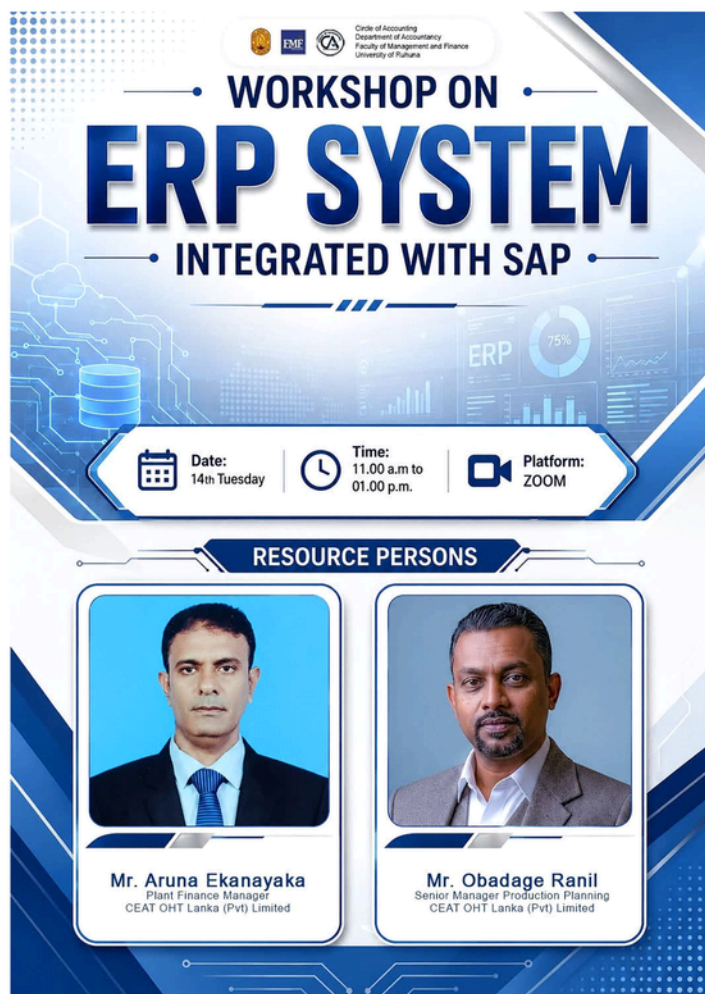
Circle of Accounting
Department of Accountancy
Faculty of Management and Finance
University of Ruhuna

The Circle of Accounting of the Department of Accountancy, Faculty of Management and Finance, University of Ruhuna, will organize the "Jeewa Sapandana" blood donation campaign, presented by the 21/22 batch, on 15th July 2026 under the inspiring theme "A Drop from You, a Lifetime for Someone." The initiative is being organized to promote voluntary blood donation while commemorating the cherished memories of student Ms. Rashmi Imalka, Senior Lecturer T.A.N.R. Jayarathne of the Department of Accountancy, Senior Lecturer A.R.P. Fernando of the Department of Human Resource Management, and Mr. Charith Chandimal from the Non-academic staff. Through this meaningful campaign, the department aims to honor their lives, celebrate their contributions, and preserve their legacy within the Faculty of Management and Finance.

The campaign is expected to bring together students, academic and non-academic staff, alumni, and well-wishers in a shared act of remembrance and compassion. By donating

blood, participants will not only pay tribute to those who have passed away but also offer the invaluable gift of life to those in need. The event is anticipated to foster a spirit of empathy, social responsibility, and unity while demonstrating how a single act of generosity can create a lasting impact on individuals and the wider community.

Workshop on ERP System Integrated with SAP



The poster for the 'Workshop on ERP System Integrated with SAP' features a blue and white design with a circuit-like background. At the top, it lists the organizing institutions: FMF, Circle of Accounting, Department of Accountancy, Faculty of Management and Finance, and University of Ruhuna. The main title 'WORKSHOP ON ERP SYSTEM INTEGRATED WITH SAP' is prominently displayed. Below the title, a banner provides the event details: Date: 14th Tuesday, Time: 11.00 a.m. to 01.00 p.m., and Platform: ZOOM. The bottom section, titled 'RESOURCE PERSONS', features two portraits. The first is Mr. Aruna Ekanayaka, Plant Finance Manager at CEAT OHT Lanka (Pvt) Limited. The second is Mr. Obadage Ranil, Senior Manager Production Planning at CEAT OHT Lanka (Pvt) Limited.

The Circle of Accounting of the Department of Accountancy, Faculty of Management and Finance, University of Ruhuna, is set to organize a Workshop on ERP System Integrated with SAP on the 14th (Tuesday), aimed at giving participants practical insights into how SAP-driven ERP systems transform modern business operations. This exclusive online session will be held via Zoom from 11.00 a.m. to 1.00 p.m., bringing together students and professionals eager to learn directly from experienced industry practitioners.

The workshop will feature two distinguished resource persons from CEAT OHT Lanka (Pvt) Limited: Mr. Aruna Ekanayaka, Plant Finance Manager, and Mr. Obadage Ranil, Senior

Manager of Production Planning. Drawing on their extensive industry experience, the speakers will share valuable knowledge on the real-world application and integration of ERP systems with SAP, helping participants better understand how such technologies streamline processes, enhance efficiency, and support data driven decision making within modern organizations.

Through this initiative, the Circle of Accounting continues its commitment to bridging the gap between academic learning and industry practice, equipping participants with practical, career relevant knowledge in the evolving field of enterprise resource planning.

Official Launch of Accounting Sphere Magazine ISSUE II

The Department of Accountancy is pleased to announce the upcoming launch of the Accounting Sphere magazine, a publication dedicated to exploring contemporary and important topics within the field of accounting. This edition will feature insightful articles, expert perspectives, and research based discussions covering key areas ranging from digital transformation and emerging technologies to audit, taxation, sustainability, and professional development in the accounting field.

By bringing together these diverse and timely themes, Accounting Sphere aims to provide readers with a well rounded understanding of the evolving accounting profession. The magazine will serve as a valuable resource for both students and professionals, offering fresh perspectives and practical insights into current challenges and innovations shaping the industry.

This launch presents an excellent opportunity for students to broaden their knowledge, sharpen their analytical thinking, and stay informed about the latest developments within the accounting profession.

UPCOMING EVENTS (JULY 2026)

COLLABORATIVE DIGITAL FINANCE WORKSHOP SERIES (SESSION III)

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, in collaboration with the Regional Branch of the Central Bank of Sri Lanka, Matara, successfully conducted a specialized workshop titled "Mastering Digital Finance: Emerging Scams and Next Gen Payment Security" on 01st July 2026 from 2.00 PM to 5.00 PM at MFLT 04. Contact information for the event was managed by Senior Lecturer Mr. Madhura Kodithuwakku. This session was explicitly tailored for 3000 level undergraduate students to build their digital financial competencies.

Expert facilitators from the Central Bank delivered a practical overview of the rapidly evolving digital financial world, focusing on identifying emerging online scams and implementing next generation payment security measures. The session emphasized digital financial literacy, demonstrating how to safely navigate financial tools and protect transactions within contemporary business environments.

This collaborative training successfully bridged the gap between academic theory and real world execution, equipping 3000 level students with vital strategic insights, practical fintech risk awareness, and the analytical skills needed to manage digital transaction systems safely and efficiently.

COMPUTER APPLICATIONS FOR DATA ANALYSIS (SPSS AND SmartPLS)

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, will conduct a highly specialized, hands-on data analysis workshop titled "Data Analysis II" on 01st July 2026 from 1.00 p.m. to 4.00 p.m. at the Computer Lab. This advanced statistical session is explicitly designed for 4000 level final year undergraduates to build their empirical research and data processing capabilities.

The workshop will be facilitated by Dr. Jayampathi, an esteemed academic panel member who will guide the final year students

through practical software applications. The session will focus on navigating key analytical platforms, specifically delivering comprehensive knowledge on how to perform statistical modeling using SPSS and Smart PLS. By participating in this intensive computer laboratory training, the 4000 level students will gain vital hands on competencies required to process complex research variables and strengthen their dissertation data handling.

INTERPRETATION OF RESULTS AND DRAWING CONCLUSIONS

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, will host a consecutive technical session titled "Data Analysis III" on 02nd July 2026 from 8.00 a.m. to 11.00 a.m. at the Computer Lab. This critical academic workshop is strategically designed for 4000 level undergraduates to enhance their analytical interpretation skills as they move through the final phases of their research dissertations.

The session will be delivered by Dr. Jayampathi, providing final year students with expert guidance on turning data models into academic insights. The core focus of the workshop centers on the proper interpretation of statistical results and the mechanics of drawing logical, academically rigorous conclusions. This laboratory session will effectively bridge the gap between running software calculations and writing a structured research report, equipping the 4000 level undergraduates with the analytical depth needed to meet international research publication standards.

COMPARING TWO GROUPS: PARAMETRIC AND NONPARAMETRIC HYPOTHESIS TESTING

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, will present a comprehensive statistical research session titled "Data Analysis IV". This advanced technical workshop is Pending final date allocation but is explicitly designated as an upcoming priority for 4000 level undergraduates to finalize their empirical dissertation testing.

The session will be delivered by Dr. Thanuka, who brings extensive research expertise to the

lecture platform. The workshop will focus directly on comparing two groups, providing students with structured methodologies for selecting and executing both parametric and nonparametric hypothesis testing. This analytical training will ensure that our 4000 level final year students possess the critical knowledge required to confidently handle data variations and execute statistically sound research outcomes.

COLLABORATIVE ASSIGNMENT PRESENTATION SESSION

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, will host a comprehensive student evaluation session titled "Assignment Presentation" on 15th July 2026. Explicitly curated for 3000 level undergraduates, this academic milestone will feature a specialized 3000 level lecture panel serving as evaluators.

This session functions as a collaborative evaluation spanning three core subjects: Innovation and Technopreneurship, Digital Marketing, and Digital Finance. Student groups must deliver a structured 15 minute presentation mapping real world Sri Lankan technopreneurs, their core technologies, and operational challenges, followed by a rigorous 10 minute peer led defense panel.

This advanced evaluation structure is designed to simultaneously test the 3000 level students' research depth, presentation delivery, and critical communication skills under pressure, ensuring their absolute readiness to integrate technology driven concepts into practical business environments.

COLLABORATIVE ACADEMIC SESSION WITH INDIAN UNIVERSITY

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, will host an international knowledge sharing event titled "Indian University Collaboration Session" on 16th July 2026. Organized explicitly for 3000 level undergraduates, this cross border academic initiative focuses heavily on the domain of Technopreneurship.

The session is designed to explore contemporary technology driven venture creation, global innovation ecosystems, and collaborative market expansion strategies. By engaging with international academic insights, 3000 level students will gain a well rounded global perspective on modern tech ventures, helping them build strategic cross border entrepreneurial networks.

GUEST LECTURE ON LEGAL ISSUES IN DIGITAL MARKETING AND FINANCE

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, will conduct a highly critical guest lecture titled "Legal Issues in DM and DF" on 22nd July 2026. This specialized academic session is curated for 3000 level undergraduates reading for Digital Marketing and Digital Finance modules.

The session will be delivered by expert resource person Mr. Samantha, who will provide a practical breakdown of contemporary legal frameworks, data privacy regulations, digital consumer protection acts, and financial compliance standards. This timely program aims to equip 3000 level students with the regulatory awareness and ethical boundaries required to handle digital operations and transaction systems safely and professionally.

HANDS ON TECHNICAL WORKSHOP ON MOBILE APPLICATIONS

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, will organize an interactive, technical training session titled "Mobile App Session Workshop" scheduled to take place After the 08th Week. This practical laboratory session is explicitly designed for 3000 level undergraduates specializing in Digital Marketing.

The workshop focuses directly on mobile app architecture, user experience (UX) fundamentals, and the integration of mobile applications within modern corporate digital marketing strategies. Through this technical series, 3000 level students will gain vital hands on exposure to practical software ecosystems, ensuring they possess the highly competitive digital capabilities demanded by today's rapidly changing business landscape.

LAUNCH OF THE OFFICIAL MANAGEMENT MAGAZINE (INNOVATE X)

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, proudly announces the upcoming launch of its historic, first ever official publication, Innovate X magazine. Structured under the leadership of Editor in Chief, Senior Lecturer Mr. Madhura Kodithuwakku, this debut issue marks a major milestone for the faculty by establishing an elite platform that bridges academic theory with the corporate world. A defining highlight of this inaugural edition is its exceptional collaborative depth, featuring exclusive articles and strategic insights contributed directly by a curated lineup of leading entrepreneurs, seasoned businessmen, and prominent industry experts.

Designed for maximum public visibility and external community engagement, Innovate X will be published permanently on the official faculty website for global digital reach, shared across key industrial sectors to foster deeper corporate linkages, and distributed to secondary schools to inspire the next generation of innovators. To sustain its high quality production, a commercial framework has been established, offering tiered advertising slots alongside a premium Business Profile Feature that grants organizations definitive market authority and massive exposure. Ultimately, the rollout of this flagship magazine will elevate departmental thought leadership, enhance industry synergy through corporate partnerships, and drive powerful regional community outreach.

STAFF DEVELOPMENT PROGRAM

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, will host a specialized "Staff Development Program" on 16th July 2026. Designed for the academic staff, this capacity building initiative focuses on aligning institutional teaching and research with contemporary corporate advancements.

The session will be facilitated by expert resource personnel from TBS INTERNATIONAL (PVT) LTD Dompe. The facilitators will deliver practical insights into advanced workplace management, organizational efficiency, and

strategic leadership within modern corporate ecosystems.

This initiative highlights the department's ongoing commitment to upgrading internal staff competencies and strengthening corporate academic linkages to drive long term institutional excellence.

UPCOMING EVENTS- DEPARTMENT OF FINANCE

Python Workshop Series

The Department of Finance is pleased to announce a Python in Finance Workshop for Level 3000 and Level 4000 students. The workshop will commence on 8th July 2026 and will be conducted over four consecutive Wednesdays from 3.00 p.m. to 5.00 p.m. at the Faculty Computer Lab. The sessions will be

conducted by Ms M. M. A. I. S. Mannapperuma, Assistant Lecturer (Temporary), Department of Finance. The workshop aims to introduce students to the fundamentals of Python programming and its applications in finance. Participants will gain hands-on experience with basic Python concepts, including variables, decision making, loops, and functions, while also exploring introductory data analysis using Pandas and basic data visualisation with Matplotlib. The programme is designed to equip students with essential programming skills that support financial analysis and data driven decision making.



PYTHON IN FINANCE
A Hands-on Workshop for Finance Undergraduates

WORKSHOP DETAILS		RESOURCE PERSON
	DATES: July 8th, 15th, 22nd, 28th	 IRESHA MANNAPPERUMA Assistant Lecturer, Department of Finance, Faculty of Management and Finance
	TIME: 3.00 PM to 5.00 PM	
	LOCATION: Computer Lab FMF	
	TARGET AUDIENCE: 3000 and 4000 Level Students, Department of Finance	
SAVE YOUR SEATS!		

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

FMF

Workshop on Asset Management and Equity Research

The Department of Finance, Faculty of Management and Finance, University of Ruhuna, will be conducting a guest workshop for 3000 level undergraduates specializing in Finance on Asset Management and Equity Research in collaboration with First Capital Holdings on 20th July 2026 at the Faculty Computer Lab. The workshop aims to provide students with practical insights into asset management, equity research, investment decision making and wealth creation strategies from industry professionals from First Capital Holdings. The session is organized by Mr R.M.L.M. Abeyrathna, Lecturer (Probationary), Department of Finance, Faculty of Management and Finance.

GUEST WORKSHOP
Navigating Wealth Creation
 Fundamentals of Asset Management & Equity Research

ORGANIZED FOR
LEVEL 3000 UNDERGRADUATES

Under the "FIN 31423 - Investment & Portfolio Management" Module

WHAT YOU WILL LEARN:

- ASSET ALLOCATION & PORTFOLIO CONSTRUCTION:** Portfolio strategies in real-world markets.
- THE EQUITY RESEARCH TOOLKIT:** Core frameworks, financial metrics, and valuation.
- REAL-WORLD BUY/SELL SIDE INSIGHTS:** Practical investment decision-making.
- CAREERS IN WEALTH MANAGEMENT:** Career paths within capital markets.

EVENT DETAILS

- DATE:** Monday, 20th July 2026
- TIME:** 03:00 PM - 05:00 PM
- VENUE:** Computer Lab, Faculty of Management and Finance

IN COLLABORATION WITH:

UNIVERSITY OF RUHUNA
 Department of Finance
 Faculty of Management and Finance

FIRST CAPITAL HOLDINGS
 Wealth Management Solutions

Tax Awareness Seminar

The Department of Finance, Faculty of Management and Finance, University of Ruhuna, will be conducting a Tax Awareness Seminar for Level 3000 and Level 4000 students of the Faculty of Management and Finance on 22nd July 2026. The session will be conducted by Mr R. N. Kumara, Senior Deputy Commissioner, and Mr W. M. G. Kumarathunga, Senior Deputy Commissioner, from the Inland Revenue Department Galle Regional Office.

The seminar aims to enhance students' understanding of taxation related concepts, including applicable tax laws, the benefits of

obtaining a Taxpayer Identification Number (TIN), the importance of tax compliance, and the process of submitting tax returns through electronic filing (e-filing). The session is expected to provide students with practical knowledge on taxation procedures and the responsibilities of individuals and organisations in fulfilling tax obligations.

The seminar is organized by Mrs W. Y. M. M. N. Ekanayake, Lecturer (Probationary), Department of Finance, Faculty of Management and Finance.

TAX SEMINAR

SEMINAR INFORMATION

22nd July 2026 MFLT 01 1.00 - 3.00 PM

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

Workshop on Interview Techniques and Career Readiness

The Department of Finance, Faculty of Management and Finance, University of Ruhuna, will be conducting a workshop on Interview Techniques and Career Readiness for the Level 4000 Finance students preparing to enter internships and future employment opportunities on 24th July 2026. The session will be conducted by Mr D.C.P. Ranaweera, Lecturer (Probationary), Department of Finance, Faculty of Management and Finance.

The workshop aims to enhance students' preparedness for the recruitment process by providing practical guidance on effective interview techniques, commonly asked interview questions, appropriate response strategies, and methods to build confidence during interviews. The session is expected to equip students with essential skills to improve their interview performance and develop greater confidence when engaging with potential employers.

SOFIST
Society of Finance Students

SOFIST PRESENTS

MASTERING INTERVIEWS:

Your Path to Career Success

A practical workshop to build confidence, sharpen communication and ace your next interview.

WHAT YOU'LL GAIN

- INTERVIEW PREPARATION: LEARN PROVEN STRATEGIES TO MAKE A LASTING IMPRESSION.
- COMMON INTERVIEW QUESTIONS: UNDERSTAND HOW TO ANSWER THEM EFFECTIVELY.
- FINANCE-RELATED TECHNICAL SKILLS: PREPARE FOR ANY FINANCE INTERVIEW.
- CONFIDENCE: BUILD CONFIDENCE AND COMMUNICATION SKILLS THROUGH PRACTICE AND FEEDBACK.
- YOUR INTERVIEW: CONFIDENTLY ANSWER ANY QUESTION WITH EASE AND POISE.

DATE 24th July | **TIME** 8-10 am | **VENUE** MFLT 06

TAKE THE FIRST STEP TOWARDS YOUR DREAM CAREER!
Prepare. Practice. Succeed.

RESOURCE PERSON
Mr. D. Chamod Ranaweera
MSc (HSE, Russia)
B.com Hons in Acc & Fin (EUSL, SL)
Reading for MSTAT (UOK, SL)
Lecturer (Probationary)

ORGANIZED BY
SOCIETY OF FINANCE STUDENTS (SOFIST)
Department of Finance
Faculty of Management and Finance
University of Ruhuna

SOFIST
Society of Finance Students

Quality Management in Practice Workshop

The Department of Human Resource Management, Faculty of Management and Finance, University of Ruhuna, successfully conducted an industry focused workshop titled "Quality Management in Practice Building a Culture of Quality for Organizational Excellence" for 3000 level and 4000 level undergraduate students.

The session was facilitated by Mr. Kapila Bandara, Deputy General Manager (Compliance and Quality Systems Development), Maskeliya Plantations PLC and Namunukula Plantations PLC. Drawing on his extensive industry experience, he provided students with valuable insights into quality management systems, continuous

improvement practices, compliance, and the role of quality culture in achieving organizational excellence.

QUALITY MANAGEMENT IN PRACTICE

— Building a Culture of Quality —
for Organizational Excellence

Date July 8, 2026 (Wednesday)
Time 10.00 AM – 12.00 PM
Audience Both 3000 Level & 4000 Level Undergraduates
Venue MFLT 02

RESOURCE PERSON
Mr. Kapila Bandara
Deputy General Manager – Compliance and Quality Systems Development
Maskeliya Plantations PLC / Namunukula Plantations PLC

WHAT YOU'LL GAIN

- UNDERSTANDING QUALITY MANAGEMENT CONCEPTS AND THEIR SIGNIFICANCE IN THE FIELD OF HUMAN RESOURCE MANAGEMENT.
- BUILDING A CULTURE OF QUALITY FOR ORGANIZATIONAL EXCELLENCE.
- ACHIEVING ORGANIZATIONAL EXCELLENCE THROUGH QUALITY DRIVEN PRACTICES.

ORGANIZED BY
Department of Human Resource Management
Faculty of Management & Finance
University of Ruhuna

Promoting Quality • Driving Excellence • Building a Better Tomorrow

The workshop bridged the gap between academic learning and industry practice by exposing students to real world applications of quality management concepts. Through interactive discussions and practical examples, participants enhanced their understanding of quality driven organizational practices and their significance in the field of Human Resource Management.

Strategic Human Resource Management Workshop

As part of its commitment to fostering industry oriented learning, the Department of Human Resource Management, Faculty of Management and Finance, University of Ruhuna, conducted a Strategic Human Resource Management workshop on 22 July 2026 for final year HRM undergraduates.

The session was delivered by Mr. Gimhara Jayakody, Chief Operating Officer of Nelna Group of Companies, who shared valuable industry insights into the strategic role of human resource management in achieving organizational excellence. Drawing on his

professional experience, he emphasized how HR professionals contribute to business strategy, organizational transformation, talent development, and long term competitive advantage.

The workshop provided students with a platform to connect classroom concepts with contemporary HR practices through practical examples, case discussions, and interactive engagement. Participants developed a deeper understanding of strategic decision making in HR and the competencies required to excel as future HR professionals.

This initiative reflects the Department's ongoing dedication to strengthening academia industry collaboration and preparing graduates with the strategic knowledge and practical skills essential for success in the evolving world of work.

WORKSHOP ON
STRATEGIC HUMAN RESOURCE MANAGEMENT
Insights. Strategy. Impact.

DATE 22 nd July 2026	VENUE MFLT 02 Faculty of Management and Finance
TIME 1.30 p.m. onwards	TARGET AUDIENCE Exclusive for SHRM Students

This workshop is designed to provide SHRM students with practical insights into strategic HR practices, organizational transformation, and the evolving role of HR in driving business success.

RESOURCE PERSON
Mr. Gimhara Jayakody
Chief Operating Officer
Nelma Group of Companies

ORGANIZED BY
Department of Human Resource Management
Faculty of Management and Finance
University of Ruhuna

Launch of the Digital HRM Laboratory

The Department of Human Resource Management proudly launched the Digital HRM Laboratory in collaboration with Dr. Kushan Liyana Arachchige, Chief AI Officer at CISO Network LLC, USA, and Chief Media Officer at Times Media Service LLC.

Under the leadership of Dr. K. G. Priyashantha, Senior Lecturer, Department of Human Resource Management, a comprehensive 24 hour Digital HRM Workshop Series was successfully designed and implemented for

3000 level and 4000 level undergraduate students of the department.

The workshop series provided students with industry relevant knowledge and practical exposure to emerging digital HR technologies. The total value of the programme was USD 2,890 per student, and it was offered completely free of charge through the generous sponsorship of the following organizations:

- Orion Solidified, Inc., Delaware, USA
- Macromedia Academy, California, USA
- Coded42 Labs LLC, Delaware, USA

This initiative represents a significant milestone in advancing digital competencies among HR undergraduates, strengthening the department's commitment to industry collaboration, innovation, and preparing graduates for the future of work.

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Managing Editor

Mr. D.C.P. Ranaweera

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Ms. G.A.P Sewmini

Designed by

Mr. D.C.P. Ranaweera



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