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Bulletin

Beyond the Finish Line: Success as a Journey of Vision,Courage, and Growth

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Success is a dynamic process rather than a fixed destination, evolving in response to personal growth, societal change, and contextual challenges. While definitions of success vary across cultures, disciplines, and individual aspirations, certain foundational principles consistently emerge in the narratives of those who achieve enduring impact. These principles offer a deeper framework for understanding what it truly means to succeed. This article reveals seven critical determinants of success. The insights presented here are drawn from the rich and diverse perspectives shared by industry leaders during the Business Forum–2025, an event organised by the Faculty of Management and Finance of the University of Ruhuna. Their lived experiences and reflections offer a compelling lens through which to explore the multifaceted nature of success in today's evolving landscape.

1. The Power of a Dream

At the heart of every successful life lies a compelling dream—a deeply rooted aspiration that ignites a sense of urgency and passion. Such a dream fuels relentless energy and becomes a driving force behind every decision, guiding individuals with clarity and principle. Having a dream aligned with one's innate potential not only inspires action but also sustains it, ensuring that the pursuit remains authentic and purposeful. Dreams serve as cognitive anchors, helping individuals maintain focus during periods of uncertainty and adversity. They foster commitment and perseverance, even in the absence of immediate rewards, acting as a stabilising force through challenges and setbacks. Most importantly, the most transformative dreams extend beyond personal ambition; they aim to create value and bring benefit to the world, elevating success from individual achievement to collective impact.

2. Bold Choices and Costly Commitments

Success demands more than vision—it requires bold choices that often defy convention and challenge personal limits. Risk-taking, when approached with strategic intent, is not recklessness but a deliberate act of stepping beyond comfort zones to pursue meaningful growth. It involves calculated decisions that embrace uncertainty, recognising that innovation rarely emerges from safe or familiar ground. Equally essential are the sacrifices that accompany such risks—whether in the form of time, financial stability, personal convenience, or social approval. These costly commitments reflect a willingness to prioritise long-term goals over immediate enjoyment, often requiring individuals to endure setbacks, work extended hours, or delay rewards. Those who embrace risk and accept sacrifice are more likely to drive innovation, adapt to change, and achieve sustainable success.

3. Turning Setbacks into Stepping Stones

Failure is an inevitable part of any meaningful pursuit, but what distinguishes successful individuals is their ability to rise again with renewed determination. Perseverance—the capacity to persist through adversity—is a defining trait of high achievers, enabling them to navigate setbacks without losing their vision. First, perseverance requires emotional resilience:the ability to endure frustration, remain calm, and stay motivated despite disappointment.Second, it involves adaptive learning—extracting insights from failure and using each setback as a source of growth. Long-term success is often less about talent and more about persistence. Third, perseverance demands consistent commitment, even when progress is slow or invisible. Rather than allowing failure to derail their journey, successful individuals use it to refine their path and strengthen their determination.

4. Breaking Convention, Building Legacy

Innovation and originality often demand the courage to step away from familiarity and challenge the status quo. Pursuing a unique path—particularly one that challenges societal norms—is a symbol of transformative success. This bold deviation from convention fosters not only creativity and independence but also the potential for lasting impact. Constructive divergence can lead to meaningful advancements across disciplines. Whether it involves choosing an unconventional career, questioning dominant paradigms, or developing novel methodologies, originality consistently acts as a catalyst for progress. It also encourages intellectual risk-taking, nurtures interdisciplinary thinking, and empowers individuals to redefine their fields on their own terms. In many cases, success is not found by following the well-trodden path, but by daring to forge one's own—and leaving behind a legacy that others can build upon.

5. Thoughtful Exchange as a Catalyst for Innovation

Success is often accelerated through thoughtful exchange with others. The strategic sharing of ideas with trusted collaborators, mentors, and professional networks fosters innovation by opening channels for constructive feedback and diverse perspectives. These interactions help refine raw concepts into actionable strategies and bridge gaps in knowledge. Central to this process is social capital—the value embedded in interpersonal relationships—which plays a pivotal role in both organisational and entrepreneurial success. However, judgment is essential; sharing ideas carelessly without strategic intent can lead to dilution, misappropriation, or loss of strategic advantage. By cultivating relationships with resourceful individuals who offer insight, integrity, and alignment of purpose, one can transform isolated insights into collective achievements. When approached with intention and care, collaboration becomes not just a support mechanism but a dynamic force for innovation and sustained growth.

6. The Fusion of Structured Learning and Intuitive Insight

Knowledge exists in two primary forms: formal, which is explicit and structured, and tacit, which is experiential and intuitive. Successful individuals recognise that neither form alone is sufficient; instead, they integrate both to make informed, adaptive, and context-sensitive decisions. Formal education provides theoretical frameworks, analytical tools, and systematic understanding that serve as a foundation for structured thinking. Tacit knowledge, on the other hand, emerges through lived experience—offering subtle judgment, instinct, and situational awareness that cannot be easily codified. The ability to draw on both types of knowledge allows individuals to respond not only with competence but with insight—especially in ambiguous or high-risk situations where rigid formulas fall short. This fusion also fosters lifelong learning, as experience continuously reshapes how formal knowledge is interpreted and applied. Success is not merely about accumulating information, but about applying it wisely, flexibly, and continuously.

7. Success with Humility and Generosity

True success includes the emotional maturity to recognise and celebrate the achievements of others, even those who compete with us or may eventually surpass us. This mindset reflects humility—an essential trait that fosters collaboration, openness, and sustained personal growth. While envy is a natural human emotion, it can quietly erode relationships, stifle innovation, and hinder long-term success. In contrast, the generous acknowledgement of others' accomplishments cultivates mentorship, strengthens networks, and contributes to a legacy of shared excellence. Successful individuals understand that progress is not a zero-sum game; the rise of newcomers signals a thriving, evolving ecosystem where ideas and leadership are continuously renewed. Leaders who uplift others reinforce a culture of sustainability and model a form of success that transcends personal gain. When embraced as a shared journey rather than a solitary race, success becomes deeper, more enduring, and far more meaningful.

Conclusion

Success, at its core, is not a finish line but a lifelong unfolding of vision, courage, and growth. It is shaped by the dreams we dare to chase, the risks we are willing to take, and the resilience we harness in moments of struggle. True achievement lies not in individual victories, but in the legacies we build by thinking boldly, learning deeply, and lifting others along the way. When we embrace originality, share ideas, and blend knowledge with wisdom, we unlock a richer, more purposeful path forward. And when we lead with humility and generosity, we transform success from a personal milestone into a collective movement. The journey may be challenging, but it is also profoundly rewarding—for those who walk it with clarity, principle, and compassion. Let success be not just the goal you reach, but the light you leave behind for others to follow.

DEPARTMENT HIGHLIGHTS

DEPARTMENT OF ACCOUNTANCY

TAX ADMINISTRATION WORKSHOP

The Department of Accountancy and the Department of Business Management jointly organised an insightful guest lecture on "Tax Administration" with the aim of enriching students' practical understanding of individual tax practices, recent legislative updates, and relevant amendments.

Targeted primarily at 2000-level students enrolled in taxation-related subjects, the session provided valuable real-world perspectives that complemented their academic learning. The lecture was delivered by Mr. Indika Bandara, a distinguished Chartered Accountant, Partner at V & I Associates, Managing Director of Analytical Lanka (Pvt) Limited, and CEO of Online Akura (Pvt) Limited.

Held virtually via the Zoom platform on 30th January 2025, starting at 7:00 PM, the session offered an engaging and informative experience, bridging the gap between theoretical knowledge and practical application in the field of taxation.

GUEST LECTURE ON THE ECONOMIC IMPACT OF RECENT AMENDMENTS TO THE TAX ACT

The Department of Accountancy and the Department of Business Management successfully organised a thought-provoking guest lecture titled "Economic Impact of Recent Amendments Made to the Tax Act" on 3rd February 2025.

The session commenced at 6:00 PM and was conducted virtually via Zoom, attracting a wide audience of undergraduates and faculty members interested in contemporary developments in tax policy and public finance. The session was led by Mr. Salila Vithanage (BSc, FCA, ACCA, ACMA), Provincial Accountant at the Ceylon Electricity Board, Anuradhapura, whose extensive professional background and academic qualifications provided attendees with deep insights into the practical implications of the recent tax reforms.

Throughout the lecture, Mr. Vithanage expertly unpacked the latest amendments to the Tax Act, shedding light on their broader economic consequences. He explained how these changes influence government revenue, business operations, and individual taxpayers, while also addressing the underlying policy objectives and potential challenges associated with their implementation. Participants gained a well-rounded understanding of how tax reforms affect various sectors of the economy and were encouraged to critically engage with the material, asking questions and drawing connections to their academic coursework.

"INDUSTRY READINESS: FUTURE-PROOFING YOUR CAREER FOR 2030 & BEYOND"

The Department of Accountancy successfully hosted an engaging and future-oriented session titled "Industry Readiness: Future-Proofing Your Career for 2030 & Beyond" on 30th April 2025 at MFLT 01, Faculty of Management and Finance, University of Ruhuna. The session was conducted by Mr. Thilina Bandara, Associate Principal Consultant at Nagarro and a Certified Trainer, whose wealth of experience and dynamic presentation style resonated strongly with the participants.

This event was organised as part of a broader collaborative initiative coordinated by CMA Sri Lanka, aimed at equipping undergraduates with the essential skills, knowledge, and mindset required to navigate the rapidly transforming professional landscape.

Mr. Bandara's insights into emerging industry trends, evolving employer expectations, and strategies for continuous personal and professional development provided participants with a clear roadmap for future success. The session emphasised adaptability, critical thinking, and lifelong learning as key attributes for thriving in the dynamic world of work, leading up to 2030 and beyond.

Overall, the session proved to be immensely valuable, empowering students to approach their career journeys with confidence, purpose, and resilience in an increasingly complex global environment.

AWARENESS SESSION ON INTERNSHIP PREPARATION

On 20th May 2025, the Department of Accountancy organised an awareness session for Accounting-specialised students to enhance their readiness for upcoming internships. The session, held at MFLT 01 from 12:00 PM to 1:00 PM, was conducted by Ms. Madhavi Ariyasena, Lecturer in the Department of Accountancy.

The program provided a comprehensive overview of internship expectations, available opportunities, CV preparation techniques, and evaluation methods. Students gained valuable insights into how to present themselves professionally and maximise the benefits of their internship experiences. This initiative reflects the department's ongoing commitment to preparing undergraduates for successful career transitions.

FIELD VISIT BROADENS HORIZONS FOR THIRD-YEAR ACCOUNTANCY STUDENTS

The Department of Accountancy recently organized an educational field visit for third-year, first-semester students, providing them with valuable exposure to real-world business operations and management practices.

The visit, held as part of the academic enrichment activities for the semester, included tours to two prominent Sri Lankan enterprises — Wijaya Products and Pintanna Plantations.

The visit began at Pintanna Plantations, where they learned about plantation management, crop cultivation, and sustainable practices, with a focus on how financial management supports cost tracking, budgeting, and revenue generation in the agri-business sector.

At Wijaya Products, students explored modern production processes, quality control systems, and packaging innovations, along with insights into the role of accounting and cost control in maintaining quality and brand strength.

The experience not only broadened students' understanding of industry operations but also reinforced the relevance of accounting knowledge in diverse sectors.

The Department of Accountancy extends its appreciation to Wijaya Products and Pintanna Plantations for their warm hospitality and willingness to share their expertise. This initiative reflects the department's commitment to equipping students with both academic knowledge and industry insights, ensuring they are well-prepared for their future careers.

DEPARTMENT OF BUSINESS MANAGEMENT

CIRCLE OF BUSINESS MANAGEMENT – ANNUAL GENERAL MEETING 2025/26

The Annual General Meeting of the Circle of Business Management was held on the 30th of April 2025, at MFLT 01, marking an important occasion with the appointment of the new office bearers for 2025–2026. The meeting was attended by the Head of the Department of Business Management and other academic staff members.

The Circle of Business Management, dedicated to fostering leadership and professional development among business management students, elected Haritha Dewmina Fernandopulle as the President and D. P. A. S. Perera as the Secretary. Prof. P. A. P. Samantha Kumara was appointed as the new Senior Treasurer. The newly elected office bearers were warmly welcomed, with their roles expected to be pivotal in driving future initiatives and events organised by the Circle.

Mr. W. M. Rohan Laksiri, Head of the department, addressed the gathering with an inspiring speech, congratulating the new office bearers and highlighting their vital role in strengthening the Circle's impact and engagement. He also extended his appreciation to the outgoing committee members for their dedication and contributions to the Circle's success over the past year. This transition marks a new chapter for the Circle of Business Management, continuing its commitment to empowering students and enhancing business leadership at the university.

DEPARTMENT OF HUMAN RESOURCES MANAGEMENT

FIELD VISIT 2025 | DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

Final year undergraduates of the Department of Human Resource Management have completed an enriching and highly successful field visit, a dynamic learning journey specially designed to bridge the gap between classroom theory and real-world practice, organized by the Department of Human Resource Management. This took place on 27th June 2025.

As the Department of Human Resource Management, incredibly grateful to the Board of Investment of Sri Lanka (BOI), especially the Industrial Relations Department, for their outstanding collaboration on our "Field Visit-2025". The visit to the Katunayake Export Processing Zone (KEPZ) was truly enlightening. The sessions brought classroom theories to life, highlighting the real-world challenges and best practices in Human Resource Management. Undergraduates were especially inspired by the engaging talks and practical insights from all speakers and demonstrators. Highlights of the day included interactive visits to Lispo Pvt Ltd and Global Sports Lanka. Witnessing their production processes and people management strategies firsthand was both educational and motivating.

A heartfelt thank you to all our hosts and speakers:

- Mr. Ranjan Sibera, Director (Zone), KEPZ, BOI
- Mr. Nandana Karunaratne, Senior Deputy Director (Environment), BOI
- Ms. Anuradha Lokugamage, HR Manager, Lanka Leather-Fashion (Pvt) Ltd
- Mr. A. Sureshan, Director/COO, Global Sports Lanka (Pvt) Ltd
- Mr. K.S. Horagolla, Deputy Plant Manager, Lispo (Pvt) Ltd

The day continued with a fascinating visit to the Colombo Lotus Tower, where Senior Professor Chamaru De Alwis, the CEO, warmly welcomed us.

He shared his insights into aligning HR practices with transforming a government-funded organization into a profitable venture, which were incredibly valuable and highly relevant to the studies. Mr. Asela Rathnayake, the head of HR and admin, shared practical aspects of HR at Lotus Tower. They were insightful.

The entire day was a remarkable journey of discovery, deepening the understanding of contemporary HR management of undergraduates and the evolving landscape of the Sri Lankan industry. We are truly thankful to everyone who contributed their time, expertise, and enthusiasm to inspire the next generation of HR professionals.

"SPEAKSPHERE ",ENGLISH CAMP: EMPOWERING HRM UNDERGRADUATES

The English Club of the Department of Human Resource Management, University of Ruhuna,hosted Speaksphere: The English Camp on 4th June from 1:30 PM to 5:30 PM at the University Gymnasium, exclusively for HRM undergraduates. The main goal of Speaksphere was to create a supportive space that builds both English language skills and essential soft skills. Students actively participated in a range of creative, skill-building activities, including team discussions, group challenges, storytelling, and public speaking. Fun team-building games and friendly competitions also encouraged collaboration, problem-solving, and stronger peer connections.

These activities provided a valuable platform for students to express themselves confidently,develop leadership qualities, and enhance their communication skills in a practical setting.

Dr. Jayarani Ramawickrama, Head of the Department of Human Resource Management, and Dr. Hemamali Ganewatta, Senior Treasurer of the English Club, together with several staff members, graced the occasion and joined in awarding certificates and gifts to the winners.

CLASH OF HEROS 2025

CLASH OF HEROS 2025 is the Outbound Training Program, held on 30th April 2025 at the university premises, and was organized by the Department of Human Resource Management in collaboration with the Career Guidance Unit. Specially designed for 3000-level undergraduates in the Department of Human Resource Management, the program aimed to enhance leadership skills and foster holistic development among undergraduates by offering experiential learning opportunities beyond traditional classroom settings.

Enhancing skills, attitudes, and behaviors, preparing them to excel in academic pursuits, professional careers, and life beyond traditional classroom settings. The program focused on enhancing key skills, including teamwork, communication, leadership, and problem-solving, through engaging in outdoor activities.

GUEST LECTURE: HEALTH AND SAFETY MANAGEMENT

The Department of Human Resource Management's Alumni Community organized a guest lecture on "Health and Safety Management Practices in an Organizational Context." The event was held for Human Resource Management specializing undergraduates of the Faculty of Management and Finance, University of Ruhuna, as part of their HRM22413: Health and Safety Management subject.

Ms. Thilini H.K. Liyanage, District Factory Inspecting Engineer at the Department of Labour, served as the resource person. The lecture took place on February 5th, 2025, from 1:00 PM to 3:00 PM at the faculty premises.

POSON PALETTE 2025 – PHASE II

The Circle of Human Resource Development, Department of Human Resource Management, Faculty of Management and Finance, University of Ruhuna, organized the "Poson Palette 2025 – Phase II" artwork competition. This event aimed to celebrate the artistic talents of our students and enhance student engagement in connection with religious harmony and creativity. The target audience is all undergraduate students of the University of Ruhuna.

The "Natural Radiance of Poson" competition was implemented online. The competition featured in two categories: Most Creative and Most Popular. The Most Creative Category recognized student submissions that showed exceptional originality, artistic vision, and a unique interpretation of the theme. The Most Popular Category acknowledged the artwork that resonated the most with the online community, receiving the most votes from viewers. A professional judging panel evaluated the submissions. The winners in each category were awarded with cash prizes.

PULSEHR'25

The Circle of Human Resource Development of the Department of Human Resource Management successfully organized an incredibly insightful and inspiring session titled "PulseHR'25", which took place on 18th June 2025 at MFLT 04, Faculty of Management and Finance, University of Ruhuna.

The distinguished guest speaker conducted the session, Mr. Chanaka Jayawickrama, Human Resources Development Manager at United Motors Lanka, whose expertise and engaging delivery captivated the audience. This lecture has provided the undergraduates with profound insights that will serve as a crucial compass for both 3rd Year and 4th Year undergraduates of the Department of Human Resource Management.

DHAMMA SERMON ON "THE REALITY OF THE UNIVERSE"

In commemoration of the Poson month, the English Club of the Department of Human Resource Management (ECHRM), Faculty of Management and Finance, successfully organized a Dhamma sermon on 25th June 2025, from 4:00 PM to 5:00 PM, at the Faculty premises.The sermon was conducted in English by Most Venerable Professor Beligalle Dhammajoti Thero.

Centered on the theme "The Reality of the Universe," the session provided profound reflections on the nature of existence through the lens of Buddhist philosophy. It was a spiritually enriching and intellectually stimulating experience that inspired participants to reflect deeply on the realities of life.

Organized in the spirit of Poson, the session aimed to foster mindfulness, spiritual awareness, and reflective thinking among students and staff. It also aligned with the mission of the English Club to promote language development through meaningful and engaging initiatives, while contributing to the personal and academic growth of its members.

The English Club extends its sincere gratitude to Most Venerable Professor Beligalle Dhammajoti Thero for the noble presence and for sharing such insightful guidance, and to all who contributed to the success of this event.

DEPARTMENT OF MANAGEMENT AND ENTREPRENEURSHIP

TWO-DAY BUSINESS PLAN DEVELOPMENT WORKSHOP EMPOWERS FUTURE ENTREPRENEURS

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, successfully conducted a two-day workshop on Business Plan Development on 30th and 31st January 2025 at the Career Guidance Unit. The program was designed for 2000-level undergraduates specializing in entrepreneurship, with the objective of equipping them with both theoretical knowledge and practical skills essential for developing effective and competitive business plans.

The workshop was coordinated by Mrs. P.D.S.D. Rodrigo, Senior Lecturer and Head of the Department. The panel of resource persons comprised Mr. Mahinda Pathirana and Mrs. Sujeewani Wijesekara (Assistant Directors, Small Enterprise Development Division), along with Mrs. K.G.A. Irushini, Mrs. L.P.S. Malkanthi, and Mrs. W.A.A.S. Nawanjana (Entrepreneurship Development Technical Officers, Small Enterprise Development Division).

Through interactive and activity-based sessions, participants gained hands-on experience in generating innovative business ideas, identifying market opportunities, and formulating comprehensive business plans. The program provided a strong foundation for students aspiring to excel as future entrepreneurs, aligning with the Department's mission to foster innovation and practical skill development.

DEPARTMENT OF FINANCE

FIELD VISIT TO THE CENTRAL BANK OF SRI LANKA AND COLOMBO STOCK EXCHANGE

A one-day field trip to the Central Bank of Sri Lanka and the Colombo Stock Exchange (CSE) was arranged for 3000-level finance-specializing students on the 24th of June, 2025, by the Department of Finance and the Society of Finance Students (SoFiSt). The Department of Finance's academic personnel and Senior Lecturer Mrs M.S. Nanayakkara led the visit, which provided insighful information about financial processes. The Director of Communications of the Central Bank, Dr (Mrs) H.K.G. Ekanayake, gave an explanation of the Bank's function in overseeing Sri Lanka's economy.

Mr Ganisuru Wijesekara, a junior executive at the CSE Education Academy, spoke at the CSE about finance vocations, economic effects, and stock market operations. The visit enhanced students' awareness of financial markets and economic policy by combining interactive sessions with educational presentations to help them relate what they were learning in academics to real-world business operations. Students left with a deeper understanding of the interconnectedness between financial institutions, markets, and national economic strategies. This enlightening event brought to light the practical uses of financial knowledge.

FIELD VISIT TO THE BANK OF CEYLON HEADQUARTERS AND OUTBOUND TRAINING PROGRAMME AT SRI LANKA AIRFORCE COMBAT TRAINING SCHOOL – DIYATHALAWA

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

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

The following day, students embarked on a challenging outbound training program at the Sri Lanka Air Force Combat Training School in Diyathalawa. This incredible experience pushed students out of their comfort zones, fostering teamwork and personal growth. The visit provided a holistic learning opportunity, bridging academic theory with real-world financial practices and essential life skills, leaving students with a deeper understanding of their field.

SHARE TRADING MECHANISM WORKSHOP

The Department of Finance, in collaboration with the Colombo Stock Exchange (CSE), successfully organized a "Share Trading Mechanism Workshop" on January 15, 2025.

The session, held from 10:00 a.m. to 12:00 p.m. in the Computer Lab, provided students with a comprehensive understanding of the practical aspects of share trading. The workshop was led by two distinguished resource persons: Mr. Nirodha Abeygunawardhana, Manager at the Colombo Stock Exchange, and Mr. Sugath Siriwardene, a Licensed Stock Broker and Investment Advisor from Asha Securities LTD. This practical, hands-on session offered invaluable insights into how the stock market operates, directly bridging theoretical knowledge with real-world application for future finance professionals.

FRESHERS WELCOME OF THE DEPARTMENT OF FINANCE - PREMIER PAS' 24

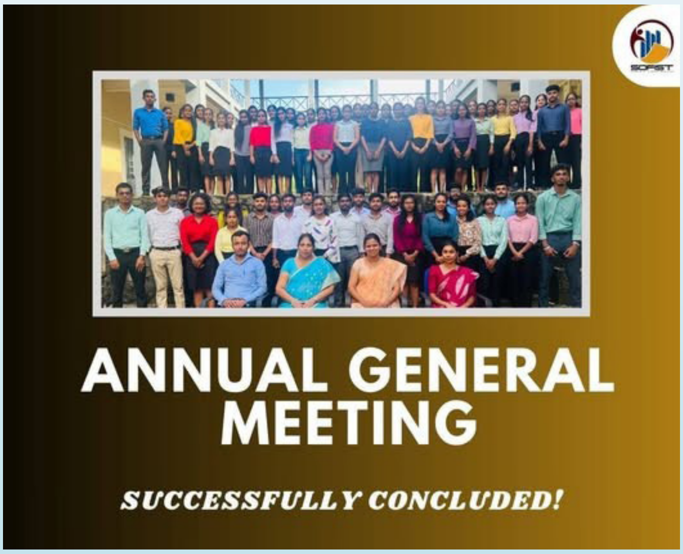
The Department of Finance, in collaboration with the Society of Finance Students (SoFiSt), successfully hosted "Premier Pas' 24," a freshers' welcome event, on December 4, 2024. The event, which took place from 1:00 p.m. onwards at MFLT 05, marked the beginning of an exciting new chapter for the department's newest students.

The occasion was graced by the Head of the Department, Dr. M.S. Nanayakkara. "Premier Pas' 24" was an incredible success, filled with laughter and memorable moments that officially welcomed the freshers into their academic journey. The Department and SoFiSt extend their gratitude to everyone who contributed and participated, making it an extraordinary and welcoming experience for the new students.

ANNUAL GENERAL MEETING - 2025

The Society of Finance Students (SoFiSt) successfully held its Annual General Meeting on January 31, 2025, at MFLT 05. The meeting was a significant event for the society, marking the official appointment of the newly elected Executive Board and Committee Members for 2025/2026. During the session, a heartfelt tribute was also paid to the outgoing board and committee members for 2024/2025 in recognition of their valuable contributions.

The event was well-attended and set a positive tone for the year ahead, with a strong focus on collaboration and achieving new heights of excellence for the society and its members.



DEPARTMENT OF MARKETING

QUALITATIVE RESEARCH WORKSHOP

Prof. A.C. Karunaratne, Head of the Department of Marketing, organized a valuable research workshop for 3000 level students at the Department of Marketing. As the resource person of the workshop, Prof. Donella Caspersz from the University of Western Australia delivered a meaningful lecture on how to conduct qualitative research. The workshop was held on 22nd of January 2025 at MFLT 06 from 9.00 am to 11.00 am. The students made the workshop more active by asking questions about qualitative research and showed their interest in conducting qualitative research. The main objective of this research workshop was to provide undergraduate students with sufficient knowledge to enhance their understanding of the field of qualitative research.

"BITES N STYLE"

The Department of Marketing, together with 3000 level undergraduates in the Department of Marketing, proudly orchestrated "Bites N Style" on the 28th of January 2025 from 5.00 PM onwards at the Management and Finance Faculty premises. The event was organized as a fulfilment of their continuous assessment of the course unit of MKT 32503: Brand Management. Mrs. P.K.C. Dinesha, Senior Lecturer attached to the Department of Marketing, had led the students to successfully complete such an amazing event. Senior Prof. R.M.U.S.K. Rathnayaka, the Competent Authority of University of Ruhuna; Prof. Manjula K. Wanniarachchige, Dean of the Faculty of Management and Finance; Prof. A.C. Karunaratne, Head of the Marketing Department; and academic staff members attached to the Faculty of Management and Finance participated in the event. The event was filled with a delicious street food festival with an elegant modeling show. Additionally, the event was enriched with a musical show. Further, this provides a platform for undergraduates to enhance their skills like collaborative teamwork, gaining responsibilities, organizing skills, and many more by actively engaging with this event.

FIELD VISIT

The Department of Marketing was organized a one-day field visit after 8 years later. The field visit was secluded on 30th of January 2025, for the 3000 level undergraduates who are following the BBA Marketing special degree. The field visit covered two organizations, including OVIKLO International (Pvt) Ltd- Pamunugama Warehouse and TV Derana. Both organizations welcomed us very warmly. Our first destination was OVIKLO International (Pvt) Ltd- Pamunugama Warehouse. There, a very good practical session was given, especially on the supply chain and how logistics activities take place, and the students were also able to see them first-hand. The second destination of the field visit was TV Derana. During the session held at TV Derana, they explained how various marketing activities are used by TV Derana. Additionally, students had the opportunity to see the day-to-day activities of both TV Dearna and FM Derana. The primary objective of this field visit was to enhance the academic knowledge of our marketing students by providing them with first-hand experience of how marketing strategies are implemented in the corporate world. Moreover, students were exposed to the industry practices, built a good network with industry expertise, and developed required marketing skills by actively engaging with this field visit.

STAFF ACHIEVEMENTS

Dr. M.S.Nanayakkara completed the PhD

Dr. M.S. Nanayakkara, a senior lecturer attached to the Department of Finance, has completed the Doctor of Philosophy in Accountancy on 25th April 2025, at the University of Kelaniya, Sri Lanka.

STUDENT ACHIEVEMENTS

SPORTS

JUNIOR NATIONAL HOCKEY CHAMPIONSHIP 2025 – COMBINED UNIVERSITY TEAM SELECTION

N.S. Dharmadasa (MF/2023/8030) from the Faculty of Management and Finance was selected to represent the Combined University Hockey Team at the Junior National Hockey Championship 2025. The selection was announced on the 17th of January, 2025.

JUNIOR NATIONAL HOCKEY CHAMPIONSHIP 2025 – COMBINED UNIVERSITY TEAM VICE-CAPTAIN

M.D.U.I. Gunathilaka (MF/2023/8072) from the Faculty of Management and Finance was selected as the Vice-Captain of the Combined University Hockey Team for the Junior National Hockey Championship 2025.

SENIOR NATIONAL HOCKEY CHAMPIONSHIP (2025)

H.B.G.I.J. Chathuranga (MF/2022/7524) from the Faculty of Management and Finance was honoured with Sri Lanka University Colours for Hockey in 2023 (SLUG) and 2024 (Inter-University Games), as well as SLUSA Colours for Hockey in 2023 for representing the Combined University Team at the national level. He also represented the Combined University Hockey Team at the Senior National Hockey Championship in 2024 and 2025, serving as Vice-Captain in 2025.

SRI LANKA UNIVERSITY COLOURS – HOCKEY (2025)

D.T.C.M. Perera (MF/2020/6554), a final-year student of the Department of Business Management, Faculty of Management and Finance, represented the Combined Universities Hockey Team at the 61st Senior Men's and 26th Senior Women's National Hockey Championship 2025, organised by the Sri Lanka Hockey Federation at the Colombo Astro Turf, where the team secured 4th place.

WORLD UNIVERSITY GAMES – GERMANY (2025)

S.B.Y.M.N.S. Siwrathne (MF/2021/7159) from the Faculty of Management and Finance represented Sri Lanka in Table Tennis at the World University Games 2025, held in Germany, taking the University of Ruhuna's name and legacy to the international arena with grace and confidence.

OTHER ACHIEVEMENTS

SPEECH MASTER INTER-UNIVERSITY SPEECH COMPETITION 2025 – FIRST RUNNER-UP

N.S. Dharmadasa (MF/2023/8030) from the Faculty of Management and Finance also emerged as the First Runner-up at the Speech Master Inter-University Speech Competition 2025, organised by the University of Sri Jayewardenepura. The grand finale of the Speech Master competition was held on the 2nd of June, 2025 at the Sri Sumangala Auditorium, University of Sri Jayewardenepura.

SIX MONTHS AT A GLANCE

REMEMBERING MS. NADEEKA RUVINI JAYARATHNE: A LEGACY OF WISDOM, COMPASSION, AND DEDICATION

It is with deep sorrow and a profound sense of loss that we announce the passing of our beloved colleague and esteemed lecturer, Nadeeka Ruvini Jayarathne, who served with distinction in the Department of Accountancy at the Faculty of Management and Finance, University of Ruhuna.

Nadeeka Jayarathne was more than a dedicated academic; they were a mentor, a guide, and a source of inspiration to countless students and colleagues. Their unwavering commitment to excellence in teaching, research, and service left an indelible mark on the department and the wider academic community. Over the years, she played a pivotal role in shaping the minds of future professionals, always going beyond the classroom to support students in their academic and personal growth. With a warm personality and a deep passion for education, she cultivated an environment of encouragement, critical thinking, and ethical practice. Though she is no longer with us in person, the legacy she leaves behind will continue to inspire future generations.

WORKSHOP ON STRATEGIC IMPLEMENTATION (6TH FEBRUARY 2025)

Sri Lanka Institute of Marketing (SLIM) under the supervision of the Department of Marketing, organized a fruitful workshop regarding the Strategic Implementation for 2000 level undergraduates in the Department of Marketing. A workshop on Strategic Implementation was successfully held on 06th of February 2025 at MFLT 05 from 2.00 PM to 4.00 PM. The session was conducted by Mr. Samantha Herath, General Manager Operations, LAUGFS Lubricants Ltd. As a resource person of the workshop, Mr. Samantha Herath highlighted how strategic implementation would be important in the field of marketing. This was a great opportunity for the undergraduates to gain an understanding of how to practically implement strategies that suit different situations.

APPOINTMENT OF DR. E.K. JAYAMPATHI AS HEAD OF THE DEPARTMENT OF MANAGEMENT AND ENTREPRENEURSHIP

The Faculty of Management and Finance, University of Ruhuna, is pleased to announce the appointment of Dr. E.K. Jayampathi as the Head of the Department of Management and Entrepreneurship, effective 23rd of June 2025.

Dr. Jayampathi brings extensive academic expertise, proven leadership capabilities, and a deep commitment to advancing the Department's mission in teaching, research, and industry engagement. Under his guidance, the Department aims to further strengthen academic excellence, enhance entrepreneurship education through innovative approaches, and deepen collaborations with industry stakeholders to develop a new generation of business leaders.

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

CAPITAL MARKET FORUM 2025

The Capital Market Forum 2025, jointly organised by the Department of Accountancy and the Department of Finance, was successfully held on the 22nd and 29th of January 2025 under the insightful theme: "Advancing Capital Market Insights through Awareness and Collaboration." This forum served as a dynamic platform to foster knowledge exchange, stimulate research interest, and strengthen academic-industry collaboration in the field of capital markets.

The first session, conducted on 22nd January 2025, took place at MFLT 5 from 9:00 AM to 11:00 AM. This session primarily aimed to raise awareness about capital markets and highlight emerging research areas within the domain. Expert insights were shared by Mr. Nishantha Hewavithana, Senior Vice President – Research and Strategy at the Colombo Stock Exchange (CSE), and Mr. Nirodha Abeygunawardana, Manager of the CSE Matara Branch. Their presentations provided students and academics with a comprehensive overview of current capital market dynamics and potential research pathways.

The second session, held on 29th January 2025 at the Fisheries and Marine Sciences Auditorium from 1:00 PM to 3:00 PM, featured prominent speakers from the Securities and Exchange Commission of Sri Lanka (SEC). Senior Professor D.B.P.H. Dissabandara, Chairman of the SEC, and Mr. Tushara Jayaratne, Deputy Director General of the SEC, led this session. They addressed regulatory perspectives, market development strategies, and the critical role of investor education in fostering a robust capital market ecosystem.

Together, these sessions offered invaluable exposure to capital market operations, policy frameworks, and research opportunities, contributing significantly to the academic and professional development of participants.

ALUMNI WINS

FROM GRADUATE TO BANKING PROFESSIONAL: A JOURNEY OF GROWTH AND GRATITUDE

Duleeka S. Gamage
Manager - Risk Management (SMIB)

As a proud graduate of Faculty of Management and Finance, University of Ruhuna, it is a great honor for me to share my professional journey with the esteemed members of our university community. Though no two career paths are alike, I hope my story will offer some perspective on the diverse opportunities available to management graduates.

I completed my BBA Degree in Accounting with First Class Honors in 2012. In the convocation held in 2013, I was humbled to be awarded three gold medals in recognition of my academic performance. I began my professional career by joining the Faculty of Management and Finance as a Temporary Lecturer. This academic experience was both fulfilling and formative.

In 2014, I embarked on a new chapter in the banking sector by joining the State Mortgage and Investment Bank (SMIB) as a Management Trainee. I began my journey in the Risk Management Division, gaining valuable insight into banking operations. After two years, I was promoted to Assistant Manager in 2016 and assigned to the Kurunegala branch—one of the most high-performing branches in the SMIB network. I contributed to the branch's continued success for three years by actively engaging in key areas such as deposit mobilization and lending.

In the next phase of my career, I was transferred to the Internal Audit Division, where I was exposed to a broad range of functions that differed significantly from typical branch operations. These included handling internal inquiries and ensuring procedural compliance. Later, I joined the Treasury Division, where I played a critical role in managing the bank's liquidity position. I also served as Secretary to the Asset and Liability Committee (ALCO), further expanding my exposure to strategic financial planning.

In 2023, I was promoted to the position of Manager and reassigned to the Risk Management Division. In my current role, I oversee critical aspects of credit risk and liquidity risk—two core pillars of effective financial risk management. In addition to my formal responsibilities, I actively contribute to several technical committees focused on procurement and other operational matters within the bank. Moreover, I am a core member of organizing Committee of SMIB annual award ceremony.

I am also an Associate Member of the Institute of Bankers of Sri Lanka (IBSL). I was awarded by two K. Sivagananathan Memorial Trust Awards for obtaining the highest marks for the subjects of Credit Management and Financial Institutional Management in Diploma in Applied Banking and Finance (DABF) in 2015.

My professional journey has been enriched by diverse experiences across multiple divisions —opportunities that are seldom available to many in the banking sector. I have always approached my duties with dedication and a commitment to excellence. I owe much of my growth and success to the strong academic foundation and values instilled in me during my time at the University of Ruhuna. The knowledge and skills I gained as an undergraduate have been instrumental in shaping the professional I am today. I remain deeply grateful to the Faculty of Management and Finance for their guidance and support.

Undergraduate journey is more than academics—it's a launchpad for honing analytical thinking, nurturing ethical values, and building a resilient mindset. The knowledge and experiences you gain now as undergraduates will form the foundation for the impactful careers ahead. Embrace opportunities to learn beyond the classroom. Seek out mentors who inspire growth. Stay informed about financial trends that shape our world. And above all, let integrity be your constant companion.

STUDENTS' CORNER

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T.H.N.Peiris

වතුර පිරවූ වීදුරුවක් තම අත මත තබාගත් මහාචාර්යවරයෙකු තම දේශනය ආරම්භ කළේය. සියල්ලටම පෙනෙන ලෙස වතුර වීදුරුව ඔසවා ගත් ඔහු මෙසේ පැවසීය..
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D. Lokugamage

GREEN ACCOUNTING

Accounting is an essential key function to any business that presentation of financial statements of transactions in a business to interested parties for economic decision making. Accounting has undergone many changes in the past, but today it has been modernized in many aspects with technological advancement and globalization. Green accounting can be seen as one of the areas.

In the past, only financial transactions of a business were recorded in the accounts, and the concept of sustainability arose that the impact of business activities on the environment should also be taken into account. Because many companies are engaged in business activities that are harmful to the environment, as well as the exploitation of natural resources. With the advancement of technology, human attention and awareness of the environment has increased and focused on the well-being of society and the environment. Thus, the concept of green accounting as known as environmental accounting was born.

Green accounting is the process of identifying and accounting for the environmental impact of a business's economic and social activities. That means concern the cost and benefits of the environment. This is not mandatory in accounting yet, and many businesses today voluntarily follow the green accounting concept. Because the world is now moving towards the goal of building a society based on sustainability. Green accounting concept creates a cost for the firms that follow it and also creates an advantage. Green accounting is used to calculate the actual cost of the activities of the company so that the right decisions and strategies can be made. And environmental costs are also a concern, contributing to social acceptance and economic well-being. This will make it easier for businesses that follow green accounting to gain competitive advantage over competitors.

Some businesses in Sri Lanka have also adopted green accounting practices. For example, hotels and many industries use Environmental Management Accounting (EMA), the financial industry/banks adopt green banking and in general sustainability reporting, national green reporting system, etc. The adoption of green accounting practices can improve the transparency of business transactions, facilitate the management of risk, promote sustainable development, and contribute to environmental protection. Sri Lanka is still not showing much of this trend compared to other countries. In Sri Lanka, which is still a developing country, economic difficulties, changing educational standards, decreased exposure of older generations to technology, regulatory and institutional barriers can be identified as some of the reasons. To overcome these challenges, not only the government but also with the help of private sector, must take appropriate actions.

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E.P.H.Madhushani

ACADEMIC INSIGHTS

THE IMPORTANCE OF STUDENT COUNSELING SERVICES FOR UNIVERSITY UNDER-

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Tertiary education plays an imperative role by giving in power to make choices for a better life. It is an instrument of providing values, teaching social norms, and achieving improvement in academic, economic, and technological development. University education gives a platform for success and helps individuals mould their character and behavior. It allows a person to choose between the good and the bad.

University life is a period of significant transition for students. It is a time when individuals face numerous academic, personal, and social challenges that can shape their future careers and personal development. While this stage is filled with opportunities for growth, it can also be stressful and overwhelming.

University students face psychological, social, economic, emotional, and academic instability that lead to deviant behavior such as crime, stealing, increased cultism, drugs and substance abuse, which in turn affect the quality of studies in universities.

It has come to the reality that psychological and emotional instability has adverse effects on students' performance. In such a context, student counseling services play a vital role in supporting undergraduates in navigating the complexities of university life, promoting their well-being, and enhancing their academic success.

Student counseling as part of educational activities helps students to shape up their lives. It enables them to understand themselves and pay the way to live effectively with others in the society. It gives scientific assistance from an expert in a position to a needy person. It is a private and confidential setting that takes place a mutual relationship between counselor and student to assist the student with personal, social, educational, and vocational functioning to enable them to solve a problem for their development.

One of the primary benefits of counselling services for undergraduates is academic guidance. Many students struggle with issues such as time management, study skills, exam anxiety, and uncertainty about career paths. Counsellors can provide personalized advice, helping students to set realistic goals and develop effective learning strategies. Career counselling, in particular, assists students in identifying their strengths, exploring suitable fields of employment, and preparing for the competitive job market. This guidance not only improves academic performance but also fosters a sense of direction and confidence.

University life often coincides with the transition to adulthood, which can be accompanied by emotional challenges such as homesickness, loneliness, relationship issues, and self-doubt. Additionally, the pressure to excel academically can lead to stress, anxiety, and depression. Student counselling services offer a safe and confidential environment where students can express their concerns and receive professional support. By addressing mental health issues early, counselling helps students to develop resilience, coping mechanisms, and a positive outlook, ultimately improving their overall quality of life.

Counselling is not only about addressing problems but also about fostering personal growth. Through one-on-one sessions or group workshops, students can develop essential life skills such as communication, conflict resolution, decision-making, and emotional intelligence. These skills are valuable not only in academic settings but also in personal relationships and future workplaces. Furthermore, counselling can encourage students to engage in self-reflection, helping them to better understand their values, strengths, and aspirations.

The presence of an accessible and effective counselling service sends a strong message that the university prioritizes the well-being of its students. This contributes to a more inclusive and supportive campus culture where students feel valued and understood. Group counselling, peer support programs, and awareness campaigns can also reduce stigma surrounding mental health, encouraging more students to seek help without fear of judgment.

Research has shown that students who receive counselling are more likely to remain enrolled and complete their degrees successfully. When undergraduates are equipped with the tools to manage stress, address personal challenges, and make informed decisions, they are better able to focus on their studies. This benefits not only the students themselves but also the university, as higher retention and graduation rates reflect positively on its reputation.

In conclusion, student counselling services are an indispensable component of a modern university. They provide academic guidance, emotional support, and personal development opportunities, while also fostering a healthy and supportive campus environment. By investing in robust and accessible counselling programs, universities can ensure that their undergraduates are well-prepared to face challenges, achieve their goals, and thrive both during and beyond their academic journey.

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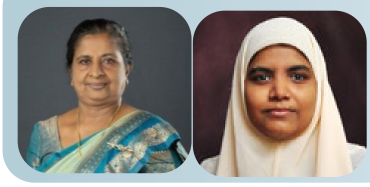

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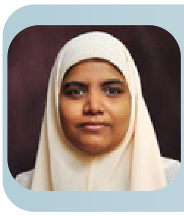

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UPCOMING EVENTS

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

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

Under the theme "Financial Innovation, Sustainability, and Inclusion for a Resilient Economy," IUFRC 2025 aims to inspire undergraduates from Sri Lanka and beyond to share their findings and take the next step of publishing in peer-reviewed journals. It also fosters dialogue on cutting-edge topics, encouraging collaboration between academia and the industry to address emerging challenges in the financial sector.

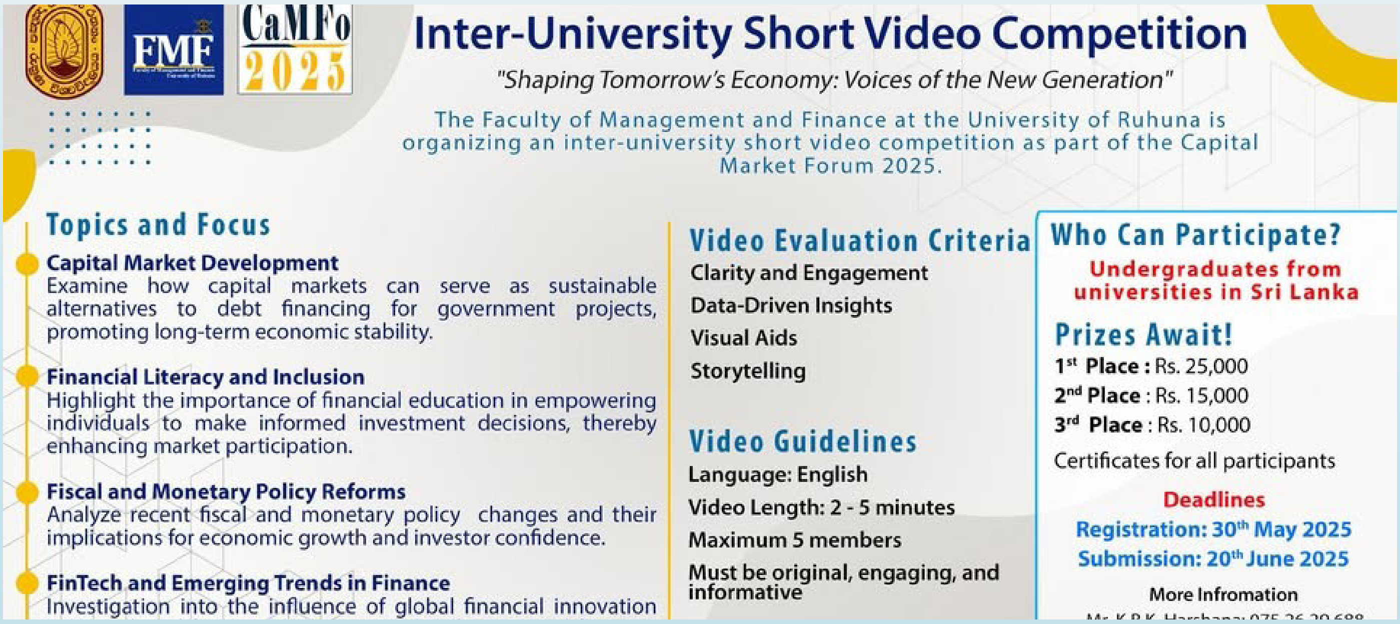
The conference will feature diverse tracks including Financial Markets, Corporate Finance, Public Finance, Risk Management, Corporate Governance, Behavioral Finance, Financial Technology, Entrepreneurial Finance, Financial Literacy, and other contemporary issues in finance. With its global reach and focus on knowledge sharing, IUFRC 2025 promises to be an enriching experience for the next generation of finance professionals.

INTER-UNIVERSITY SHORT VIDEO COMPETITION

The Department of Accountancy and the Department of Finance of the University of Ruhuna have collaboratively launched an Inter-University Short Video Competition, featured as a key initiative of the Capital Market Forum (CaMFO) 2025, under the inspiring theme: "Shaping Tomorrow's Economy: Voices of a New Generation." the event is scheduled to take place on 29th July 2025.

This dynamic competition invites undergraduate students from recognised universities across Sri Lanka to creatively present their insights on four pressing topics: Capital Market Development, Financial Literacy, Policy Reforms, and Global Economic Trends. Through this initiative, the organisers aim to cultivate innovative thinking and enhance awareness of contemporary economic and financial challenges via engaging short video content. The top three winning teams will receive cash prizes of Rs. 25,000, Rs. 15,000, and Rs. 10,000, respectively, while all participants will be awarded certificates in recognition of their effort and creativity.

Proudly sponsored by the Colombo Stock Exchange, this competition provides a valuable platform for undergraduates to express their ideas, contribute to national economic dialogue, and be heard on a prominent academic and professional stage.



RIDMA YATHRA

The Circle of Business Management, together with the Career Guidance Unit (CGU) and Thirtha, will present "Ridma Yathra", an entertainment event organised by the undergraduates of the Department of Business Management, on the 9th of July 2025.

The program will focus on enhancing the artistic talents of students and lecturers through group dances, interactive sessions, and captivating musical performances. It will serve as a platform to foster creativity, encourage cultural expression, and strengthen student engagement. In addition to showcasing artistic skills, the event will promote teamwork and collaboration among participants, as they work together to create memorable performances.

The event will be open to the entire university community, including undergraduates, academic staff, and non-academic staff with an interest in cultural arts. By participating, attendees will not only enjoy an evening of entertainment but also experience a celebration of diversity and talent that reinforces cultural bonds and unity within the university.

GUEST LECTURE SERIES ON TAXATION FOR ENTREPRENEURIAL VENTURES

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

The sessions will be conducted by Mr. C.T. Gajanayake, Chief Financial Officer, who will provide in-depth knowledge on tax regulations, planning strategies, and compliance measures tailored for entrepreneurial ventures.

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

SPARK '25 IGNITES LEADERSHIP PROGRAM

The Circle of Business Management will proudly host SPARK '25, a full-day leadership development program, on the 15th of July 2025 at the university gymnasium, with the support of the Career Guidance Unit (CGU) and external sponsors.Designed to enhance leadership, teamwork, communication, and self-confidence, the program will feature a series of dynamic activities, including interactive games, group discussions, and trust-building exercises. Thirty undergraduates, all volunteering to participate, will take part in the program, with the organising team members joining the evening session to share their experiences and insights.

SPARK '25 will provide students with a unique platform to step out of their comfort zones, practise decision-making under pressure, and strengthen interpersonal relationships. Through collaborative tasks and leadership challenges, participants will develop critical problem-solving skills and the resilience needed to excel in both academic and professional settings.

The event is expected to leave a lasting impact by inspiring students to take on leadership roles within the university and beyond, fostering a culture of initiative, responsibility, and community engagement.

GUEST LECTURE SERIES ON LEGAL ASPECTS FOR ENTREPRENEURSHIP

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

The sessions will be delivered by Mr. A.J.M. Samantha Jayasundara, Senior Lawyer, who will share practical insights into the legal frameworks, regulatory requirements, and compliance considerations essential for establishing and operating a successful enterprise.

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

TWO-DAY FIELD VISIT

The Department of Business Management, together with the Circle of Business Management, is set to organise a two-day field visit on the 21st and 22nd of July 2025. This study tour will offer a remarkable opportunity for students to bridge theory with real-world practice, enabling them to gain firsthand exposure to diverse industry operations.

During the visit, undergraduates will explore:

- Pelwatte Sugar Industries PLC – Buttala – to understand large-scale sugar production processes, quality management systems, and sustainable agricultural practices.
- Sehani Desheeya Oushada (Pvt) Ltd – Buttala
- Department of Tourism Studies, Uva Wellassa University
- Ambewela Milk Factory (New Zealand Farm) – Nuwara Eliya

The field visit will not only enhance students' academic knowledge but also help them develop essential professional skills such as critical thinking, problem-solving, and industry networking. Furthermore, it will serve as a platform for them to relate classroom concepts to actual business and production environments, preparing them for future career challenges with greater confidence and competence.

FIELD VISIT FOR 3000-LEVEL UNDERGRADUATES – HORANA AREA

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, will organize a field visit for 3000-level undergraduates specializing in Entrepreneurship on 11th of July ,2025 in the Horana area.

This initiative is designed to bridge the gap between theoretical learning and real-world application by providing students with direct exposure to diverse business operations. Participants will visit selected enterprises and institutions, interact with industry professionals, and gain valuable insights into operational strategies, current market challenges, and emerging business opportunities.

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

STEPPING INTO A NEW ERA WITH BUSINESS TECHNOLOGY IN HIGHER EDUCATION

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

The session will be conducted by Professor Chaminda N. Wickramasinghe, who will share his expertise on how technology and entrepreneurship are reshaping business education. Participants will explore how Artificial Intelligence (AI) and data analytics drive innovation, create new career opportunities, and develop essential leadership skills in a rapidly evolving global market. The lecture will highlight the growing importance of business technology in shaping the future and provide valuable insights into potential career pathways within a technology-driven business environment.

This event will inspire students to embrace technology as a core driver of innovation and equip them with the skills to thrive in the future business landscape.

WORKSHOP: "NAVIGATING SRI LANKA'S CAPITAL MARKETS: EQUITY, TRUSTS, AND INVESTMENT HORIZONS"

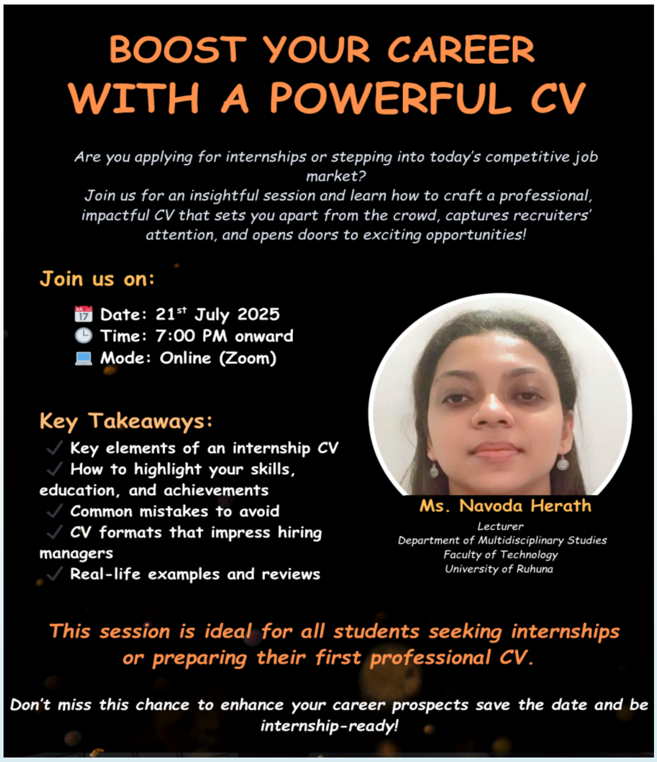
The Department of Finance is pleased to announce a special workshop, "Navigating Sri Lanka's Capital Markets: Equity, Trusts, and Investment Horizons," to be held on July 16, 2025, from 12:00 PM to 2:00 PM at MFLT 01. This physical session, an integral part of the FIN 31313: Investment Analysis and Portfolio Management-I module, is open to all students of the Faculty of Management and Finance. The workshop will feature Mr. Raynal Wickremeratne, Co-Head of Research at Softlogic Stockbrokers, as the resource person. Students will gain foundational knowledge and practical insights into the operational mechanics of the Colombo Stock Exchange, the dynamic landscape of the unit trust industry, and broader investment opportunities in Sri Lanka. This is an exceptional opportunity for undergraduates to enhance their understanding of investment vehicles and prepare for potential career trajectories in the financial sector.

BOOST YOUR CAREER WITH A POWERFUL CV

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

Ms. Navoda Herath, Lecturer, Department of Multidisciplinary Studies, Faculty of Technology, University of Ruhuna, will guide participants in crafting professional, impactful CVs that stand out in today's competitive job market. The session will cover the essential components of an internship CV, effective ways to highlight skills, education, and achievements, and strategies for avoiding common mistakes that can weaken a CV's impact. Students will also learn about CV formats that appeal to hiring managers and gain exposure to real-life examples and reviews, ensuring they are equipped to create recruiter-ready applications.

The program aims to enhance students' employability by empowering them with the tools to present their qualifications effectively and confidently.



OFFICIAL DIGITAL LAUNCH OF BUSINESS MAGAZINE – ISSUE II

The Department of Business Management is pleased to announce the upcoming digital launch of the second issue of the Business Magazine, titled "Digital Business Management", scheduled for the 1st of August 2025. This edition will be published online, allowing readers to conveniently access its content from anywhere.

The magazine will feature insightful articles, expert perspectives, and research-based discussions on current trends, challenges, and innovations in the field of business management. The digital format will ensure broader reach and timely delivery, enabling both students and professionals to benefit from its valuable content.

This launch will provide an excellent opportunity for students to expand their knowledge on contemporary business topics, strengthen their analytical skills, and stay informed about the latest industry developments.

STARTUP SPARKS: IDEA2IMPACT – TWO-DAY WORKSHOP ON IDEA GENERATION

The Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, will conduct a two-day interactive workshop titled “Startup Sparks: Idea2Impact” on 21 and 22 July 2025 at the Career Guidance Unit Auditorium.

Facilitated by the Small Enterprises Development Division, Ministry of Industry and Entrepreneurship Development, this program will guide participants through the process of generating and developing innovative business ideas. The workshop will combine practical activities with expert insights, helping students transform creative concepts into actionable startup ventures. Participants will gain a deeper understanding of effective idea generation techniques, learn how to refine their ideas for real-world application, and develop the skills necessary to address the challenges of launching and sustaining a business in today’s competitive market.

This workshop is ideal for aspiring entrepreneurs eager to ignite their creativity, enhance their innovation capacity, and make a tangible impact through entrepreneurial ventures.

Contact
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