



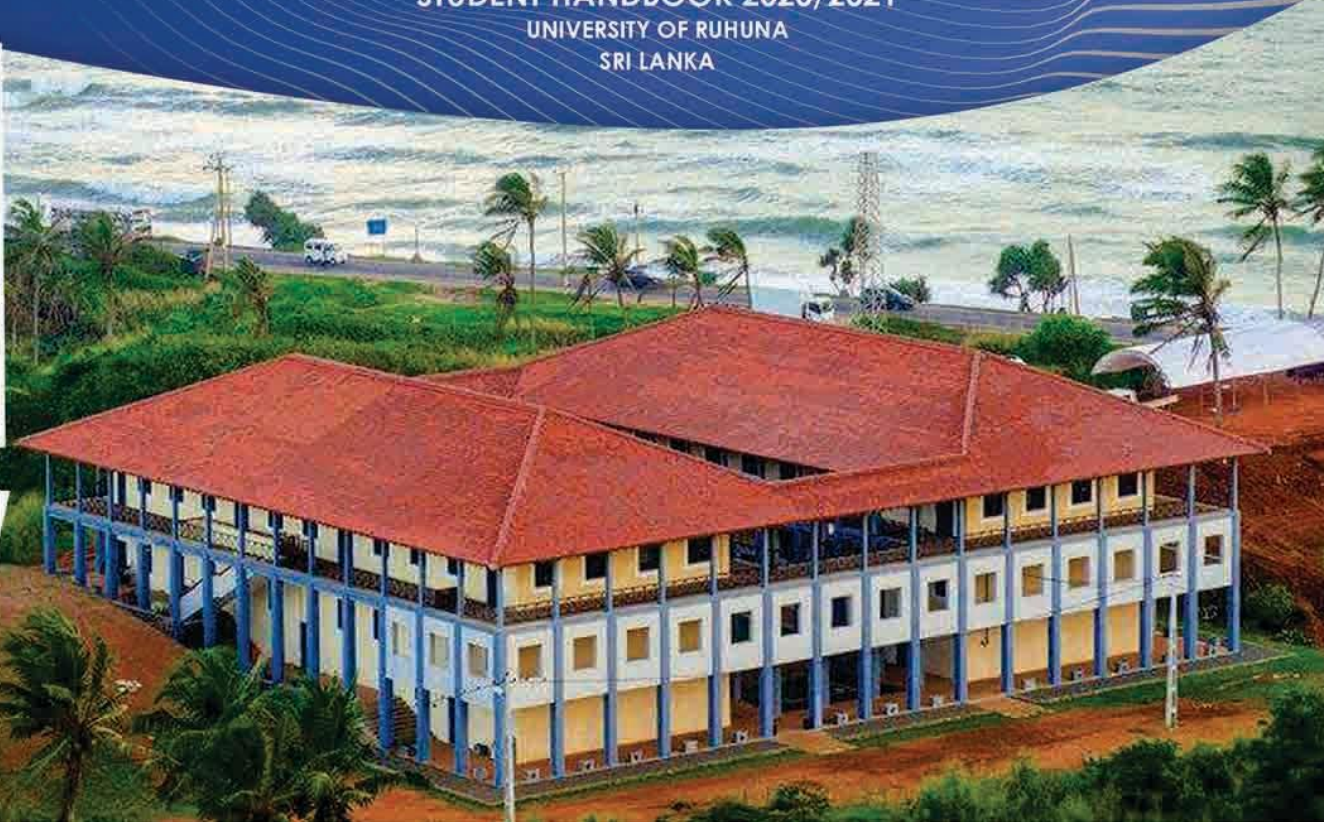
BACHELOR OF BUSINESS ADMINISTRATION (BBA) DEGREE PROGRAMME

Faculty of Management and Finance

STUDENT HANDBOOK 2020/2021

UNIVERSITY OF RUHUNA

SRI LANKA



Bachelor of Business Administration (BBA) Degree Programme
Faculty of Management and Finance
University of Ruhuna
Sri Lanka

Student Handbook
2020/2021

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The Emblem

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

UNIVERSITY OF RUHUNA

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

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

Core values -

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



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MESSAGE FROM THE VICE-CHANCELLOR



Senior Professor
**Sujeewa
Amarasena**
Vice Chancellor
University of Ruhuna

A warm welcome to University of Ruhuna!

As the Vice-Chancellor of University of Ruhuna, I am delighted to congratulate and welcome you for the new chapter of your life. This will be a time of your life which directs you to excel academically, qualify professionally and to grow as a responsible citizen. As an undergraduate, you will find the path to realize your highest aspirations during next four years.

You have been selected for one of the most prestigious state universities in Sri Lanka. You will be entitled to totally tuition free education. In addition, some of you will have the access to hostel facilities and Mahapola Scholarships. This is a rare privilege received by just 40,000 out of 180,000 children who qualified for higher education in 2019. Therefore, it is your duty to uphold and enjoy such privilege with utmost responsibility. This is an excellent opportunity to shape your career with superior knowledge, adequate skills and good attitudes. Your journey will be challenging at times but will lead you to your ultimate destination.

As a leading state university in Sri Lanka, we are committed to offer highly-standard, modern education that best-suited to the national and global higher educational priorities. We are continuously reviewing and updating the curricula of each degree programmes to develop the competencies of future graduates to match with the challenging job market. You will receive the best quality teaching and research supervision from a highly qualified academic staff. On the other hand, the rapid infrastructure development of the university will improve the conducive learning atmosphere for students. You should utilize these resources and learning environment wisely and responsibly.

In the year 2020, for the upkeep of the University of Ruhuna for the undergraduates, the cost incurred was Rs. 4029 million. It means the cost of maintaining the university for one single day is more than Rs. 11 million! This cost is borne by the people of this country through their taxes. Hence, it is your responsibility to pursue higher education with due diligence, obtain a degree and leave the university as a graduate

equipped with the knowledge, competencies and other skills. Upon leaving the university, you have a moral obligation and duty to serve to the country.

According to data, around 30% of graduates produced by the local university system (including medical graduates) leave the country seeking greener pastures overseas without serving the country. Even if postgraduate degrees or other overseas trainings are undertaken, I believe it is your duty and responsibility to return home and serve the motherland.

Ragging was prevalent in every university of Sri Lanka. To eradicate this menace, the Vice Chancellor, the Deputy Vice Chancellor, Deans of all faculties, academic and non-academic staff work tirelessly. However, we need the support of the first year students and their parents to completely eliminate ragging. It is important to realize that you are equally responsible for reporting any incidents of ragging, lodging complaints with the relevant authorities and giving evidence. If you fail in your duty, you may be found guilty under the

Prohibition of Ragging Act for indirectly contributing to ragging.

There are positive trends as well as negative trends in the university. You could undertake leadership training through sports, social clubs, other associations and societies in the university. Amongst the undesirable trends, the most widespread are the use of narcotics and liquor, political violence anti-social conduct. Please avoid such trends. You are responsible for earning your own degree. Please maintain close links with teachers and seek the support of the student counselling service. If you experience economic hardships, immediately meet the student counsellors and brief them in that regard and be honest in providing information. Understand that the higher education is aimed at liberating the humankind from poverty.

Please be a graduate committed to serve the humanity.

May you have a fruitful and joyful university life!

MESSAGE FROM THE DEAN



**Professor
P.A.P. Samantha
Kumara**

Faculty of Management and Finance
University of Ruhuna

It's my great pleasure to send this message to the newly enrolled students of the Faculty of Management and Finance, University of Ruhuna.

It is after an extremely competitive examination in the education system of the country that you have gained the opportunity to pursue your higher studies in Business Administration at the Faculty of Management and Finance, University of Ruhuna. The Faculty has an established system and a dedicated staff to pave the way for your pursuit of higher studies, particularly in the areas of Accounting, Marketing, Human Resource Management, and Entrepreneurship.

A substantial amount of work and effort will be required in your study program to prepare you for a rewarding and challenging career after your graduation. I hope you will be focused, dedicated, and committed to achieving excellence in your studies, as well as in the extra-curricular activities made available to you through the degree

program in the Faculty of Management and Finance, University of Ruhuna.

I hope you will reach the highest possible heights with the education that you receive. It is my wish for you that you reign with confidence, grace, and poise as a graduate of the Faculty of Management and Finance, University of Ruhuna. I trust that you will work to contribute to establishing a more efficient economy, which is vital for the establishment of a more stable society in Sri Lanka. I hope you will never forget that you are the recipient of the invaluable gift of free education given to you by the public of this country, and aspire to become the pillars of strength they dearly need.

I wish you all the success in your studies at the Faculty of Management and Finance, University of Ruhuna!



01. University of Ruhuna, Sri Lanka

01. University of Ruhuna, Sri Lanka

1.1 Introduction

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

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

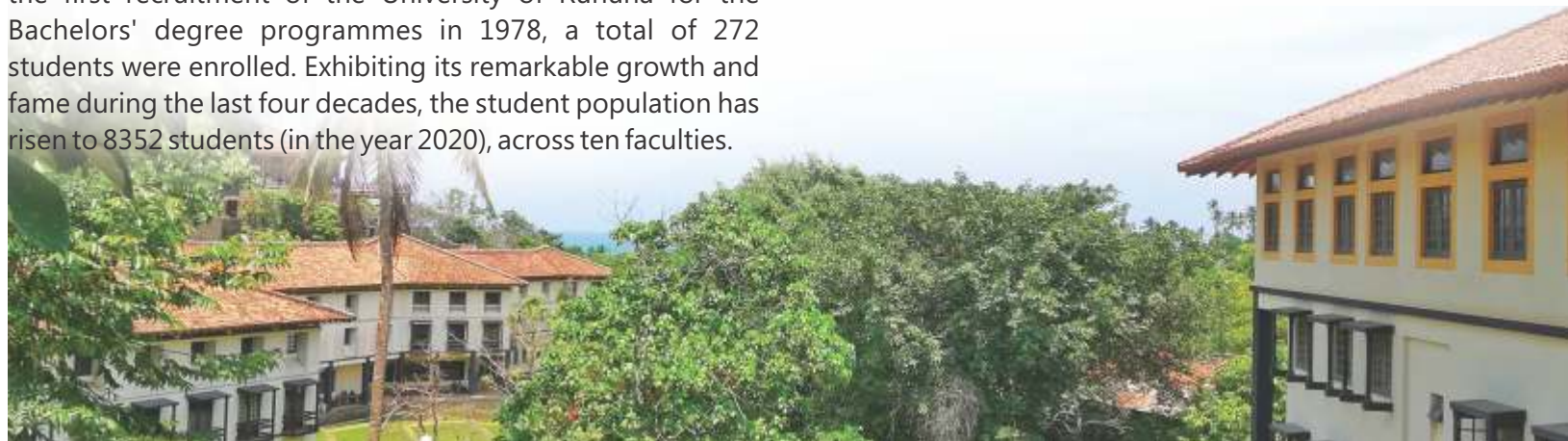


Initially, the University of Ruhuna was established by a special presidential Decree on 1st September 1978 as the Ruhuna University College by fulfilling a long-standing aspiration of the people in Southern Sri Lanka to have a university in the region. It was elevated to full university status on 1st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

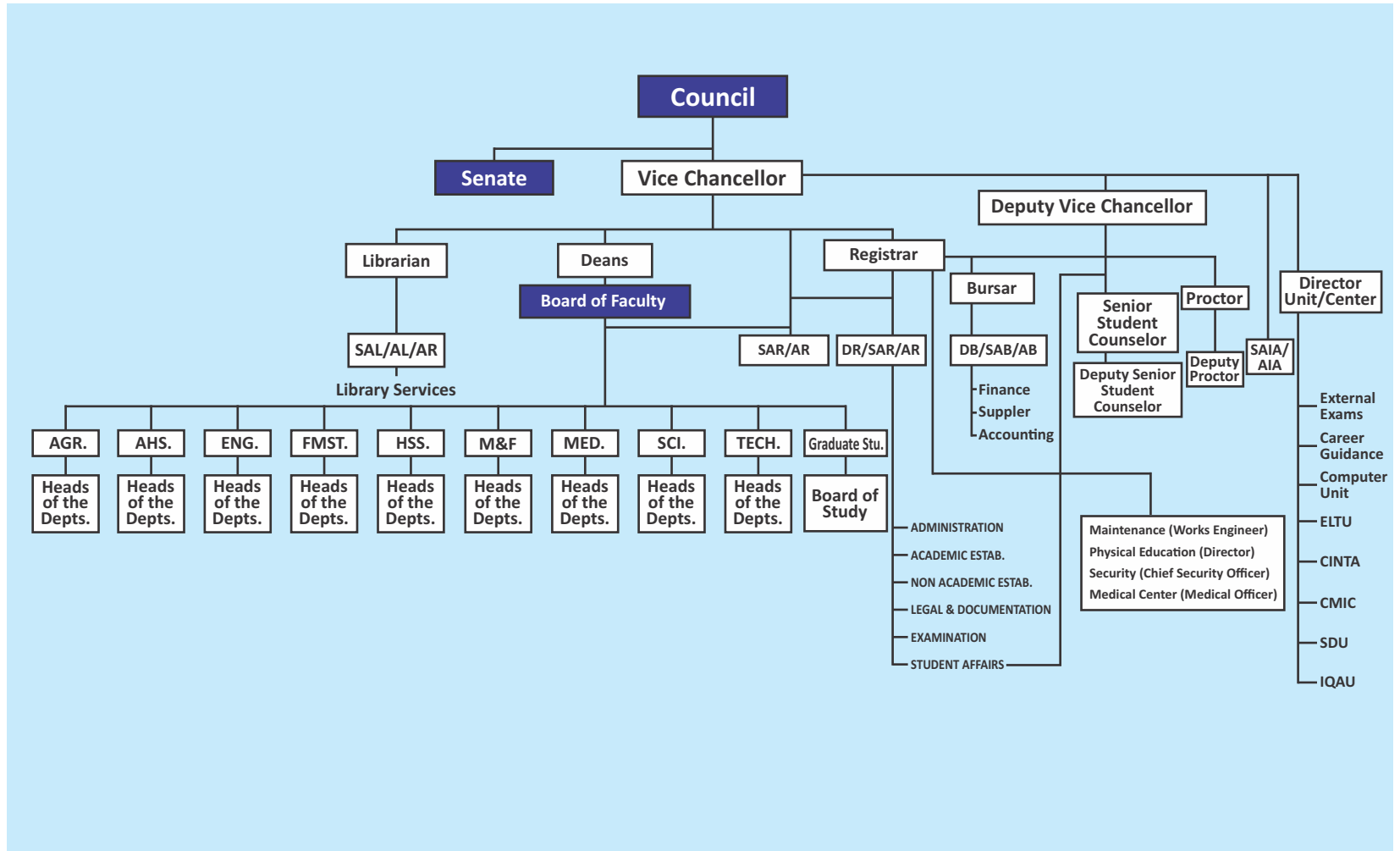
Presently the university offers Bachelor's, Master's, and Ph.D. degrees in over ten disciplines. In addition, Diploma and Certificate courses are conducted in various fields of study. At the first recruitment of the University of Ruhuna for the Bachelors' degree programmes in 1978, a total of 272 students were enrolled. Exhibiting its remarkable growth and fame during the last four decades, the student population has risen to 8352 students (in the year 2020), across ten faculties.

Table 1.1 Distribution of student population in different faculties of the University of Ruhuna (As at 01.12.2020)

Name of the Faculty	No. of Students
Agriculture	845
Engineering	971
Fisheries and Marine Sciences & Technology	299
Humanities and Social Sciences	1631
Management and Finance	1379
Medicine	1063
Science	1180
Allied Health Sciences	451
Technology	533
Total student population of the University	8352



1.3 Organizational Structure



1.4 Officers of the University

Chancellor

Venerable Dr. Akuratiye Nanda Thero

Vice-Chancellor

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

Deputy Vice-Chancellor

Professor E.P.S. Chandana
B.Sc (Ruh, SL), M.Phil (Ruh, SL),
Ph.D. (Kyoto, Japan)

Dean, Faculty of Agriculture

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

Dean, Allied Health Science

Prof. K.G. Imendra
BDS (Pera, SL), Ph.D. (Japan)

Dean, Faculty of Engineering

Dr. H.P. Sooriyaarachchi
BSc Eng (Mor, SL), Ph.D. (UK), MEng
(Japan)

Dean, Faculty of Fisheries and Marine Sciences & Technology

Prof. (Mrs.) H.B. Asanthi
B.Sc(Ruh, SL), Ph.D. (France)

Dean, Faculty of Graduate Studies

Senior Professor L.P. Jayatissa
B.Sc (Ruh, SL), M.Phil (Ruh, SL), Ph.D.
(UK)

Dean, Faculty of Humanities and Social Sciences

Professor Upali Pannilage
BA, M.Phil, Ph.D. (Ruh, SL), PG Dip.
(Col, SL)

Dean, Faculty of Management and Finance

Professor P.A.P. Samantha Kumara
BBA (Ruh, SL), MBA (Col, SL),
Ph.D.(China)

Dean, Faculty of Medicine

Professor Vasantha Devasiri
MBBS(Ruh, SL), DCH(Paed-Col, SL),
MD(Col, SL),FSLCP

Dean, Faculty of Science

Professor P.A. Jayantha
PhD (Australia), MSc (J'pura, SL),
BSc (Kel, SL)

Dean, Faculty of Technology

Dr. K.G.S.H. Gunawardana
B.Sc (Pera, SL), Ph.D (USA)

Acting Librarian

Mr. N. Hettiarachchi
BSc(Ruh, S.L.), MSc(Kel, S.L.)

Registrar

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

Bursar

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

1.5 Contact Information of the University

Postal Addresses

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

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

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

Faculty of Agriculture

University of Ruhuna
Mapalana, Kamburupitiya
81100, Sri Lanka.

Faculty of Engineering

University of Ruhuna
Hapugala, Galle
80000, Sri Lanka.

Faculty of Medicine

University of Ruhuna
Karapitiya, Galle
80000, Sri Lanka.

Faculty of Allied Health Sciences

University of Ruhuna
Karapitiya, Galle
80000, Sri Lanka.

Faculty of Technology

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

Telephone and Fax Numbers of the University

	Telephone Number	Fax Number
Wellamadama Complex	+94(0)41222681-2	+94(0)412222683 +94(0)412227001-4
Faculty of Agriculture	+94(0)41229220	+94(0)412292384
Faculty of Allied Health Sciences	+94(0)912243900	+94(0)912243900
Faculty of Engineering	+94(0)912245765	+94(0)912245762
Faculty of Fisheries and Marine Science & Technology	+94(0)412227026	+94(0)412227026
Faculty of Graduate Studies	+94(0)412222681	+94(0)412227008
Faculty of Management and Finance	+94(0)412227015	+94(0)412227015
Faculty of Medicine	+94(0)912234730	+94(0)912222314
Faculty of Science	+94(0)412222701	+94(0)412222701
Faculty of Technology	+94(0)413006130	

Internal Telephone Numbers

Vice-Chancellor	2000	Librarian (Actg.)	2210
Office	2101	Bursar (Actg.)	2150
Deputy Vice Chancellor	2001	Senior Assistant Bursar (Finance)	2108
Office	2137	Assistant Bursar (Finance)	2103
Registrar	2110	Senior Assistant Bursar (Supplies)	2115
Office	2109	Deputy Registrar (General Administration)	2120
Dean, Faculty of Fisheries and Marine Sciences & Technology	5101	Deputy Registrar (Examinations)	2130
Assistant Registrar, FMST.	5102	Senior Assistant Registrar (Student Affairs)	2135
Dean, Faculty of Science	4101	Senior Assistant Registrar (Academic Establishment)	2144
Assistant Registrar, SCI.	4102	Senior Assistant Registrar (Non-Academic Establishment)	2140
Dean, Faculty of Humanities and Social Sciences	3101	Works Engineer	2145
Assistant Registrar, HSS	3102	Director, Physical Education	2223
Dean, Faculty of Management and Finance	3901	Director, Internal Quality Assurance Unit	2153
Assistant Registrar, M&F	3902	Medical Officer	2121
Dean, Faculty of Technology	4501	Career Guidance Unit	2132
Assistant Registrar, TECH	4502	Chief Security Officer	2126
Dean, Faculty of Graduate Studies	2147	Security Office	2127
Senior Assistant Registrar, GRAD. STD.	2160		



02. Faculty of Management and Finance

02. Faculty of Management and Finance

2.1 Introduction

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

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

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

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

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

The FMF has retained a remarkable and dedicated academic staff who actively engage in teaching by sharing their expertise. The faculty is blessed by their willingness to take on new challenges in ensuring high quality teaching, learning, and research. Currently, it employs 54 members of academic staff and 18 non-academic staff who provide support services to deliver all possible solutions for our students.

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

Vision of the Faculty

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

Mission of the Faculty

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

2.2 Academic Programmes of the Faculty

Undergraduate Degree Programmes

- Bachelor of Business Administration (Honours) in Accounting
- Bachelor of Business Administration (Honours) in Entrepreneurship
- Bachelor of Business Administration (Honours) in Human Resource Management
- Bachelor of Business Administration (Honours) in Marketing
- Bachelor of Business Administration (Honours) in Business Management (To be Introduced in near future)
- Bachelor of Business Administration (Honours) in Finance (To be Introduced in near future)
- Bachelor of Business Administration (Honours) in Business Law (To be Introduced in near future)

Postgraduate Programmes

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

Diploma Programmes

- Diploma in Marketing Management
- Diploma in Human Resource Management

2.3 Officers of the Faculty

Dean

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

Deputy Proctor

Dr. T.R. Wijesundara

Internal Quality Assurance Cell of the Faculty

Dr. M.K. Wanniarachchige (Chair)

Dr. (Mrs.) J. Ramawickrama

Mr. M.W.S.S. Silva

Mr. K.G.P.V. Gunarathna

Mr. R.M.D.D. Rathnayake

Dr. T.R. Wijesundara

Deputy Senior Student Counsellor

Dr. (Mrs.) Jayarani Ramawickrama

Student Counsellors

Mrs. K.A.S. Sriyani

Mr. Y.M.B.A. Manawansha

Mrs. G.K.H. Ganewatta

Mr. R.M.D.D. Rathnayake

Mrs. L.R. Rupasinghe

Mrs. P.K.C. Dinesha

Mrs. P.D.S.D. Rodrigo
Mrs. I.L.L. Sagalee
Mr. A.P.R. Fernando
Mrs. D. Samarawickrama
Ms. K.D.T.N. Weerasinghe
Mr. K.M.U.D. Wijesinghe
Ms. O. Wijayaratne
Mr. M.C.K.H. Mallika
Ms. B.B.D.S. Abeykoon

Academic Career Advisor
Mr. K.G.P.V. Gunarathna

**Faculty Members of the
Sports Advisory Board**
Mr. K.M.U.D. Wijesinghe
Ms. K.D.T.N. Weerasinghe

**Faculty Representatives
for Cultural Center**
Mr. R.M.D.D. Rathnayake
Mr. K.M.U.D. Wijesinghe

Student Request Committee
Dr. (Mrs.) M.W. Indrani
Dr. T.S.K. Hemaratne
Mr. W.M.R. Laksiri

**Sexual and Gender-
Based Violence Committee**
Mrs. L.R. Rupasinghe
Mr. K.G.P.V. Gunarathna
Mrs. P.K.C. Dinesha
Mr. E.K. Jayampathi

**Technology Transfer
Cell of the Faculty**
Dr. (Mrs.) G.T.W. Sriyani (Chair)
Dr. T.R. Wijesundara
Mrs. H.A.C. Jeewanthi
Mr. G.K.C. Jeewantha

**Non Academic Staff -
Deans Office**
Mr. K.G.N. Kumara
Assistant Registrar

Mr. W.A.K.P. Arunashantha
Management Assistant

Mr. H.P. Premathunga
Management Assistant

Mrs. P.A.T. Rathnayake
Management Assistant

Mr. R.K. Wengappuli
Computer Operator

Mr. S.S. Jayaweera
Management Assistant

Mr. B.L.A.S. Jayasekara
Management Assistant

Mrs. W.A. Malkanthi
Work Aid

Mr. P.K.A. Chaminda
Work Aid

Mr. L.M. Suranga
Work Aid

Mr. A.U. Gajasingha
Driver

Mr. M.P. Amarasiri
Driver



03. Degree Programme Structure and Management

03. Degree Programme Structure and Management

3.1 Bachelor of Business Administration Degree Programme (Honours)

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

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

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

	<p>Further, the Bachelor of Business Administration (Honours) degree programme consists of a research component in the field of specialization, carried out under the guidance and supervision of a qualification holder of level 10, 11, or 12 and reported in the form of a dissertation, which is assessed. The research component should not be less than a total of at least 6 credits of SLQ level 6.</p>
Attributes of Qualification Holders	<p>The Faculty of Management and Finance, University of Ruhuna aims at producing graduates with a high degree of scholarship, professionalism, and humanity (See the Graduate Profile of the Faculty). Accordingly, the Bachelor of Business Administration (Honours) degree holders of the Faculty:</p> <ul style="list-style-type: none"> · Should be able to demonstrate a thorough & systematic understanding of core aspects of management functions in the organizational context, · Should be able to construct and sustain arguments effectively in the decision making process, · Should be able to solve management problems effectively using appropriate methods and techniques · Should be able to accurately use the established techniques of analysis in the decision making process, · Should be able to communicate information, ideas, issues, problems, and solutions clearly, · Should be ready to take initiative and identify situations they need support from others, and · Should be prepared to carry out further training and manage their own continuous improvement.
Minimum admission requirement	General Certificate of Education (Advanced Level) in Commerce Stream.
Volume of Learning	120 credits after SLQL 2
Designators	Bachelor of Business Administration (Honours)

Qualifiers	<p>Bachelor of Business Administration (Honours) in Accounting; Bachelor of Business Administration (Honours) in Entrepreneurship; Bachelor of Business Administration (Honours) in Human Resources Management; Bachelor of Business Administration (Honours) in Marketing; Bachelor of Business Administration (Honours) in Business Management; Bachelor of Business Administration (Honours) in Finance; Bachelor of Business Administration (Honours) in Business Law;</p>
Abbreviation	<p>BBA Hons (Accounting); BBA Hons (Entrepreneurship); BBA Hons (Human Resources Management); BBA Hons (Marketing); BBA Hons (Business Management) * BBA Hons (Finance)* BBA Hons (Business Law)*</p>
Progression	<p>Completion of Bachelor of Business Administration (Honours) Degree meets the minimum entry requirement for admission to any course of study of SLQF levels from 7 to 10, or of SLQF level 11 or 12 after the successful completion of a qualifying examination. If the qualification holder possesses a minimum GPA of 3.0 on a scale of 0-4, even without a qualifying examination he/she may be accepted at SLQF level 11 or 12.</p>

Note: * will be introduced in near future

3.3 Degrees of Bachelor of Business Administration Honours By-Law No. xx 2018 University of Ruhuna

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

By – Law

This By-Law may be cited as the Bachelor of Business Administration (Honours) Degree By-Law No. xx-2018 of the University of Ruhuna and shall come into effect on Date/ Month/ Year replacing the previous By-law. The Degree of Bachelor of Business Administration (Honours) in Accounting, Degree of Bachelor of Business Administration (Honours) in Entrepreneurship, Degree of Bachelor of Business Administration (Honours) in Human Resource Management, and Degree of Bachelor of Business Administration (Honours) in Marketing shall be offered under this By-law.

General Requirements for Award of the Degree

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

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

1.3 The abbreviations of the names of the Degrees shall be BBA Hons (Accounting), BBA Hons (Entrepreneurship), BBA Hons (Human Resource Management), and BBA Hons (Marketing) respectively.

2. Eligibility for Registration

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

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

2.2 Applicants with foreign qualifications referred for admission by the University Grants Commission shall be admitted only with the consent of the Faculty Board.

3. Registration for the Degree Programme / Course Units

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

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

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

3.4. Students shall register for all required course units for each semester prescribed by the Faculty. Students, who fail to register for the semester, shall register for those course units in the subsequent immediate attempts with the approval of the Senate on the recommendation of the Faculty Board. Such a student shall be considered as a repeat student unless he/she has been given an academic concession.

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

4. Programme of Study

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

5. Evaluation and Grading

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

- 5.3. The final evaluation of a Course Unit shall be expressed by a letter grade and be assigned a Grade Point Value as follows.

Marks (%)	Grades	GPV
85-100	A+	4.0
70-84	A	4.0
65-69	A-	3.7
60-64	B+	3.3
55-59	B	3.0
50-54	B-	2.7
45-49	C+	2.3
40-44	C	2.0
36-39	C-	1.7
33-35	D+	1.3
30-32	D	1.0
0-29	E	0.0
N	Incomplete	N
W	Withheld	W

Notes:

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

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

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

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

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

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

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

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

6. Graduation Requirements

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

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

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

6.2. A student shall be eligible for the award of the degree if he/she has obtained

a) a minimum of 120 credits in total from the Course Units as prescribed by the Regulations within the time period stipulated therein, and

b) A minimum of Grade "C" (Grade Point Value of 2.0) for each Course Unit.

6.3. A student shall not qualify for the award of the Degree of Bachelor of Business Administration (Honours) if the graduation requirements are not fulfilled within a period of eight academic years from the commencement of the Academic Programme. Under exceptional circumstances, for medical or other valid reasons, the Senate may grant permission to extend the study period beyond eight academic years on the recommendation of the Faculty Board.

7. Award of the Degree with a Class

A student, who has fulfilled all the stipulated conditions in section 6, and passed with Grade "C" or better for all Course Units in the first attempt shall be awarded a Class, if he/she fulfills the following additional requirements within four academic years from the date of first registration, provided that it shall be within the power of the Senate to declare the eligibility for the award of a class at a subsequent occasion.

Overall GPA (OGPA)	(Honours) Awarded
$\text{OGPA} \geq 3.70$	First Class
$3.30 \leq \text{OGPA} < 3.69$	Second Class (Upper Division)
$3.00 \leq \text{OGPA} < 3.29$	Second Class (Lower Division)

8. Effective Date of the Degree

8.1 The Effective Date of the Degree shall be the date following the last day of the semester Examinations conducted by the Faculty in the relevant semester when the student fulfills the requirements for graduation.

8.2 In case a student has an ongoing inquiry for an examination or disciplinary offence conducted against him by the University, results of the relevant examination/ s shall not be released until the inquiry is completed. In such situations, the effective date of the degree shall be determined by the Senate or the Council of the University of Ruhuna.

9. Regulations

9.1. This By-Law may be revised or amended from time to time when necessary.

9.2. Rules and Regulations made under this By-Law may be amended and approved by the Senate independently of the By-Law.

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

10. Interpretations

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

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

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

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

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

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

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

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

Note: This By-law applies to the existing degree programmes and the proposed new degree programmes, unless the By-Law is amended or repealed by the Senate of the University of Ruhuna.

Regulations of the Bachelor of Business Administration (BBA) (Honours) Degrees

These Regulations may be cited as the University of Ruhuna, Sri Lanka, Regulations No. xx-2018 for the Degree of Bachelor of Business Administration Honours in Accounting, Degree of Bachelor of Business Administration Honours in Entrepreneurship, Degree of Bachelor of Business Administration Honours in Human Resource Management and Degree of Bachelor of Business Administration Honours in Marketing, and will come in to effect on xx-xx 2018.

1. Admission Requirements

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

2. Registration

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

3. Course Structure

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

- a) Common Course Units, and
 - b) Specialization Course Units, which shall be prescribed in the Curriculum of the Degrees of Bachelor of Business Administration Honours.
- 3.4. The Curriculum shall be announced by the Faculty at the commencement of the Degree programme.
- 3.5. Course Coordinator of the relevant Course Unit shall decide how to utilize the contact- hours among the various forms of interactions consisting of lectures, discussions and review classes, tutorials, and other forms of acceptable academic interactions with the students.
- 3.6. The Common Course Units are offered jointly by the Departments of the Faculty as decided by the Faculty Board.
- 3.7. The Faculty shall offer the Bachelor of Business Administration Honours Degree Programme under four specialization areas namely,
- a) Accounting,
 - b) Entrepreneurship,
 - c) Human Resource Management, and
 - d) Marketing.
- 3.8. The selection of students for the specialization areas is executed based on students' preference by a Committee which consists of the Dean of the Faculty and the Heads of the Departments. If any special issue arises in the selection, it should be referred to the Faculty Board.
- 3.9. Minimum eligibility requirements for each specialization area shall be determined when necessary by the Committee specified in 2.8 above based on the academic performance of the students shown in the following Course Units.
- a) Accounting -BBA 12023: Financial Accounting
 - b) Entrepreneurship - BBA 12013: Entrepreneurship
 - c) Human Resource Management - BBA 12033: Human Resource Management
 - d) Marketing - BBA 12053: Marketing Management
- Special consideration will be given to students who have secured University Colors for sports, on the recommendation of the Faculty Board.
- 3.10. If any need arises for changing the specialization area, students must request the Dean of the Faculty to get the permission to do so, using the prescribed form within two weeks after the announcement of the lists of the students for each specialization area.

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

4. Evaluation and Grading

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

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

The marks for each component shall be as follows:

- a) Continuous assessments - 30%
- b) Semester-end examination - 70%

4.2. The evaluation of BBA 42019: Dissertation shall consist of Dissertation and Viva-voce Examination. The marks for both components shall be allocated as follows:

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

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

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

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

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

5. Academic Concessions

5.1 If a student fails to complete any part of continuous assessments for a particular Course Unit due to illness or other acceptable reason, he/she may appeal within one week from the date of assessment with supporting documents to the Dean for an academic concession. Such requests for academic concessions require the recommendation of the Faculty board.

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

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

5.2. The students seeking Academic concession on medical grounds should submit a medical certificate as prescribed by the internal circular (2015/01) of the University.

6. Academic Dishonesty

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

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

7. Revision of Rules and Regulations

7.1. Rules and Regulations may be revised or amended from time to time by the Senate when necessary.

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

7.3. In case of any ambiguity in these rules and regulations, the interpretation of the Faculty Board endorsed by the Senate shall be final.

8. Interpretations

8.1. In these Regulations unless the context otherwise requires:

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

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

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

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

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

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

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

This By-law applies to the existing degree programmes and the proposed new degree programmes, unless the By-Law is amended or repealed by the Senate of the University of Ruhuna.



04. Department of Accounting and Finance

04. Department of Accounting and Finance

4.1 Introduction

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

Staff members of the department meticulously guide the students with their academic intuition and passion for research, which enriches the teaching-learning environment. Thus, vibrant and enthusiastic students of the department create a unique learning culture in which they always interact with the industry and society. The department ensures that every student undergoes a full semester of an internship programme in his/ her final semester.

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

4.2 Bachelor of Business Administration (Honours) in Accounting

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

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

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

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

4.3 Graduate Profile: BBA (Honours) in Accounting

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



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

Scholarship: theoretical and conceptual knowledge in accounting

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

Professionalism: creativity and flexibility in application

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

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

Collaborative Leadership: teamwork, and commitment

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

Global Citizenship: attitudes, values, ethics, and accountability

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

Metacognition: vision for life and lifelong learning

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

4.5 Syllabi of the Bachelor of Business Administration (Honours) in Accounting

Level and Semester	Course Unit Code	Course Unit Title	Credits	
1000 Level	Semester I	BBA 11013	Principles of Management	15
		BBA 11023	Business Mathematics and Statistics	
		BBA 11033	Microeconomics	
		BBA 11043	Information and Communication Technology	
		BBA 11053	Business English	
	Semester II	BBA 12013	Entrepreneurship	15
		BBA 12023	Financial Accounting	
		BBA 12033	Human Resource Management	
		BBA 12043	Introductory Finance	
		BBA 12053	Marketing Management	
2000 Level	Semester I	BBA 21013	Cost and Management Accounting	15
		BBA 21023	Macroeconomics	
		BBA 21033	Organizational Behavior	
		BBA 21043	Operations Research	
		BBA 21053	Advanced Business English	
	Semester II	BBA22013	Business Law	15
		BBA22023	Operations Management	
		ACC 22103	Computer Applications in Accounting	
		ACC 22113	Introductory Econometrics	
		ACC 22123	Taxation	

3000 Level	Semester I	BBA 31013	Management Information Systems	15
		ACC 31103	Accounting Theory and Practice	
		ACC 31113	Advanced Taxation and Corporate Law	
		ACC 31123	Financial Information Analysis	
		ACC 31133	Project Management	
	Semester II	BBA 32013	Strategic Management	15
		ACC 32103	Audit and Assurance	
		ACC 32113	Corporate Governance	
		ACC 32123	Financial Reporting	
		ACC 32133	Strategic Management Accounting	
4000 Level	Semester I	BBA 41013	Logistics and Supply Chain Management	15
		ACC 41103	Corporate Reporting	
		ACC 41113	Public Sector Accounting and Finance	
		ACC 41123	Research Methodology	
		ACC 41133	Strategic Finance	
	Sem-ester II	BBA 42019	Dissertation	15
		BBA 42026	Internship	

4.6. Research Areas of the Department of Accounting and Finance

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

4.7. Staff of the Department of Accounting and Finance

Head of the Department

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

Senior Lecturers

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

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

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

Dr. M.K. Wanniarachchige
Ph.D. (APU, Japan), MBA (APU, Japan), BBA (Ruh, SL)

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

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

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

Mr. K.G.P.V. Gunarathna
MSc (Agder, Norway), BBA (Ruh, SL)

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

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

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

Lecturers

Mrs. D. Samarawickrama
MBA (Col, SL), BBA (Ruh, SL)

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

Temporary Assistant Lecturer

Ms. L.D. De Silva
BBA (Ruh, SL)

Non-Academic Staff

Mrs. R.K. Welahetti
Management Assistant

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



05. Department of Human Resource Management

05. Department of Human Resource Management

5.1 Introduction

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

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

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

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

5.2 Bachelor of Business Administration (Honours) in Human Resource Management

Bachelor of Business Administration (Honours) in HRM Degree is designed to create highly employable HRM graduates who are equipped with comprehensive knowledge, skills, and competencies to meet the requirements of the contemporary business organizations. The programme consists of a common curriculum in the first three semesters to provide a thorough understanding of

basic concepts in all functional areas of Business Management and the specialization area for the last five semesters of the degree programme. At the end of the first three semesters, students who meet the required criteria predetermined by the faculty are eligible for enrollment in the BBA (Honours) in HRM degree.

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

5.3 Graduate Profile: BBA (Honours) in Human Resource Management



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

5.4 Programme Learning Outcomes BBA (Honours) in Human Resource Management Degree Programme

Scholarship: Theoretical and conceptual knowledge in accounting

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

Professionalism: Creativity and flexibility in application

2. Apply methods and techniques of human resource management and other allied fields to critically analyse data, interpret results, and propose defensible solutions for improving business performance in changing environments.
3. Integrate diverse and global perspectives in the fields of human resource management, economics, and management in constructing and sustaining arguments for solving business problems and exploiting business opportunities.

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

Collaborative Leadership: Teamwork, and commitment

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

Global Citizenship: Attitudes, values, ethics, and accountability

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

Metacognition: Vision for life and lifelong learning

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

5.5 Syllabi of the Bachelor of Business Administration (Honours) in Human Resource Management Degree Programme

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

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

5.6 Research Areas in Human Resource Management

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

5.7 Staff of the Department of Human Resource Management

Head of the Department

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

Senior Lecturers

Dr. R.M. Ratnayaka
Ph.D.(Ruh, SL), MCom (Ruh, SL), BCom (Pera, SL)

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

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

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

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

Mr. K.G. Priyashantha
MSc (Agder, Norway), MLS (Col, SL), BBA (Ruh, SL), AITD (SL)

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

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

Mrs. I.L.L. Sagalee
MSc (SJP, SL), BBA (Ruh, SL)

Mrs. V. Vithanage
MSc (SJP, SL), BBA (Ruh, SL) Attorney-
at-Law, Reading for Ph.D.(Leicester, UK)

Lecturers

Mr. A.P.R. Fernando
PGDS (Ruh, SL), BSc (SJP, SL)

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

Temporary Assistant Lecturer

Mr. A.H.I. Chandradasa
BBA (Ruh, SL)

Non-Academic Staff

Mr. K.B.T. Lakmal -Work Aid



06. Department of Management and Entrepreneurship

06. Department of Management and Entrepreneurship

6.1. Introduction

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

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

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

6.2 Bachelor of Business Administration (Honours) in Entrepreneurship Degree

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

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

give them an opportunity to make a better-informed choice of the specialization area for the last five semesters of the degree programme. At the end of the first three semesters, students who meet the required criteria predetermined by the faculty are eligible for

enrolling in the BBA (Honours) in Entrepreneurship degree.

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

6.3 Extensive Programmes

The Department of Management and Entrepreneurship collaborates with government and private sector bodies in order to uplift the knowledge, skills, attitudes, and mind-set of the undergraduates. The department expects to inculcate entrepreneurial skills and abilities in undergraduates by organizing various kinds of extracurricular activities such as workshops, guest lectures, on-site visits, training, and industrial tours with the collaboration of industry partners. The department has recognized the Central Bank of Sri Lanka, Small Enterprise Development Division, Chamber of Commerce and Industries, Sampath Bank, Export

Moreover, students are able to obtain practical exposure in entrepreneurship through various activities such as workshops, field visits, and guest lectures organized by the department in collaboration with industry experts. Further, students are able to sharpen their interpersonal and team-building

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

One of the main focuses of these industrial partnerships is to create entrepreneurs from the Department of Management and Entrepreneurship. Also, these industrial engagements support in terms of identifying internship placements for final year undergraduates. As the only Government University - based Management Faculty in the Southern region, the Department of Management and Entrepreneurship annually organises various CSR

attributes through the extra-curricular activities conducted by the Circle of Entrepreneurship. Thus, the department invites self-motivated and energetic students to enroll in the degree programme and develop their career in the field of Entrepreneurship.

programmes together with the students of the department, Ministry of Education, and other public sector organizations, which were greatly appreciated by the relevant authorities in the Southern region.

6.4. Graduate Profile: BBA (Honours) in Entrepreneurship



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

6.5 Programme Learning Outcomes, BBA (Honours) in Entrepreneurship

Scholarship: Theoretical and conceptual knowledge in accounting

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

Professionalism: Creativity and flexibility in application

2. Apply methods and techniques of entrepreneurship and other allied fields to critically analyse data, interpret results, and propose defensible solutions for improving business performance in changing environments.

3. Integrate diverse and global perspectives in the fields of entrepreneurship, economics, and management in constructing and sustaining arguments for solving business problems and exploiting business opportunities.

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

Collaborative Leadership: Teamwork, and commitment

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

Global Citizenship: Attitudes, values, ethics, and accountability

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

Metacognition: Vision for life and lifelong learning

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

6.6 Curriculum of the Bachelor of Business Administration (Honours) in Entrepreneurship

Level and Semester	Course Unit Code	Course Unit Title	Credits	
1000 Level	Semester I	BBA 11013	Principles of Management	15
		BBA 11023	Business Mathematics and Statistics	
		BBA 11033	Microeconomics	
		BBA 11043	Information and Communication Technology	
		BBA 11053	Business English	
	Semester II	BBA 12013	Entrepreneurship	15
		BBA 12023	Financial Accounting	
		BBA 12033	Human Resource Management	
		BBA 12043	Introductory Finance	
		BBA 12053	Marketing Management	
2000 Level	Semester I	BBA 21013	Cost and Management Accounting	15
		BBA 21023	Macroeconomics	
		BBA 21033	Organizational Behavior	
		BBA 21043	Operations Research	
		BBA 21053	Advanced Business English	
	Semester II	BBA22013	Business Law	15
		BBA22023	Operations Management	
		ENT 22203	Creativity and Innovation	
		ENT 22213	Entrepreneurial Finance	
		ENT 22223	Venture Creation	

3000 Level	Semester I	BBA 31013	Management Information Systems	15
		ENT 31203	Legal Aspects of Entrepreneurship	
		ENT 31213	Microfinance	
		ENT 31223	Taxation for Ventures	
		ENT 31233	Project Management	
	Semester II	BBA 32013	Strategic Management	15
		ENT 32203	Business Development Services and Consultancy Skills	
		ENT 32213	Social and Green Entrepreneurship	
		ENT 32223	Tourism Entrepreneurship	
		ENT 32233	Venture Strategies	
4000 Level	Semester I	BBA 41013	Logistics and Supply Chain Management	15
		ENT 41203	Corporate Entrepreneurship	
		ENT 41213	Entrepreneurship and Regional Development	
		ENT 41223	Research Methodology	
		ENT 41233	International Entrepreneurship	
	Semester II	BBA42019	Dissertation	15
		BBA 42026	Internship	

6.7 Research Areas in Entrepreneurship

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

6.8 Staff of the Department of Management and Entrepreneurship

Head of the Department

Prof. (Mrs.) H.S.C. Perera
PGDip (Canada), MPhil (Ruh, SL),
BSc (SJP, SL)

Associate Professor

Prof. (Mrs.) H.S.C. Perera
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BSc (SJP, SL)

Senior Lecturers

Dr. (Mrs.) G.T.W. Sriyani
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BBA (Ruh, SL)

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

Mr. M.W.S.S. Silva
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Reading for Ph.D.(MSU, Malaysia)

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

Mrs. L.R. Rupasinghe
MSc (Agder, Norway), BBA (Ruh, SL)

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

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

Mr. E.K. Jayampathi
MSc (SJP, SL), BBA (Ruh, SL),
Reading for Ph.D.(KLN, SL)

Lecturers

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

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

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

Ms. P.S.D. Punchihewa
BBA(Ruh, SL), Reading for M.Sc (SJP)

Temporary Assistant Lecturer

Ms. A.S. Munasinghe
BBA (Ruh, SL), Reading for M.Sc (SJP)

Non-Academic Staff

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

Mr. W.D.K. Perera
Work aid



07. Department of Marketing

07. Department of Marketing

7.1 Introduction

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

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

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

7.2 Bachelor of Business Administration (Honours) in Marketing

The survival of a business depends on its ability to acquire, convert, engage, and retain customers effectively. As such, the marketing function of a business is centered upon delivering value to customers throughout the customer life cycle. Thus, it requires

reinventing itself frequently to keep up with the new technologies and changing customer expectations in the face of increased global competition.

Accordingly, the Department of Marketing provides a comprehensive

examination of the latest marketing tools, methods, and strategies for generating and growing customer value. The BBA (Honours) degree in Marketing, prepares graduates for broad and promising career options, including advertising and promotion

management, business-to-business marketing, consulting, marketing management, marketing research, new product development, product and brand management, retailing and wholesaling, sales management, sports and event management, digital marketing and managing family business of their own. Those students who complete the first three semesters of the BBA degree programme are eligible to enroll

in BBA (Honours) in Marketing degree programme. As a department, we are committed to create and disseminate knowledge by means of our scholarly and creative achievements while outreaching the community. As such, through research, teaching, and service, we help students grow intellectually and become contributing members of the national and world communities.

Over-all, the BBA in Marketing degree programme has been designed in a way that allows undergraduates to acquire knowledge in marketing, enrich their creative skills and flexibility, excel in leadership, become an effective global citizen, and to be engaged in continuous learning while developing a long term vision for their life.

7.3 Graduate Profile: BBA (Honours) in Marketing



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

7.4 Programme Learning Outcomes, BBA (Honours) in Marketing

Scholarship: Theoretical and conceptual knowledge in accounting

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

Professionalism: Creativity and flexibility in application

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

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

Collaborative Leadership: Teamwork, and commitment

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

Global Citizenship: Attitudes, values, ethics, and accountability

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

Metacognition: Vision for life and lifelong learning

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

7.5 Curriculum of the Bachelor of Business Administration (Honours) in Marketing

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

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

7.6 Areas of Research Interest

The following list includes the major areas of research interest of the Department of Marketing.

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

7.7 The Staff of the Department of Marketing

Head of the Department

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

Professor

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Ph.D.(Whut, PR China), MBA (Col, SL), BBA (Ruh, SL), MIM (SL)

Senior Lecturers

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Mrs. G.P.K. Nishadi
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Mr. A.C. Karunaratna
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Mrs. P.K.C. Dinesha
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PDBA (Ruh, SL), Reading for
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SL)

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

Mrs. B.B.D.S. Abeykoon
BIIT (UWU, SL), Reading for Master of
Business Analytics (UCSC, SL)

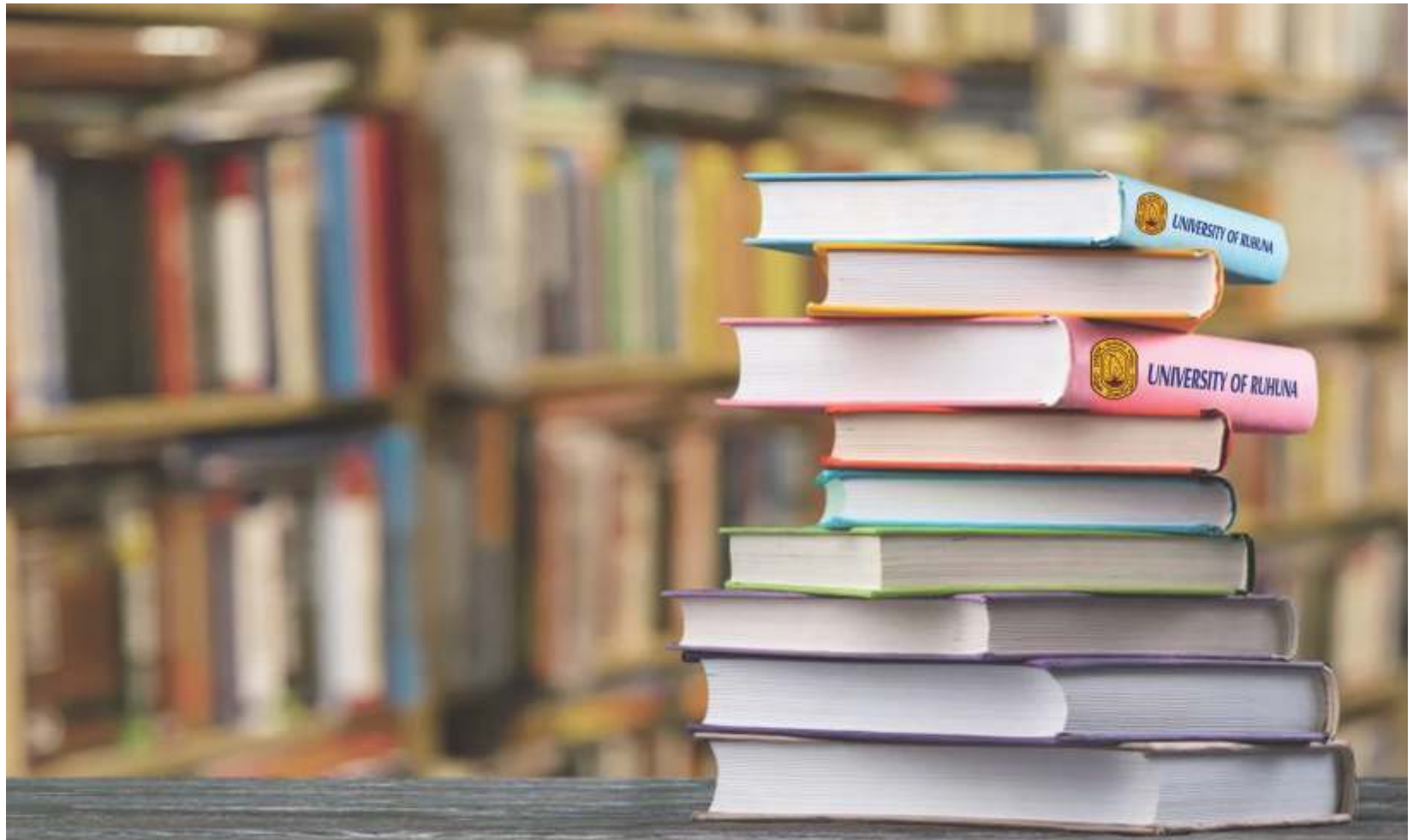
Temporary Assistant Lecturer

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

Non-Academic Staff

Mr. S.M.P. Jayarathne
Management Assistant

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



08. New Degree Programmes - 2021/2022

08. New Degree Programmes

8.1 introduction

To cater to the ongoing demand in management fields, the faculty will introduce three new degree programmes. The main objective of these programmes is to provide opportunities to acquire a broad range of skills and competencies that can provide our students with a wide range of career choices in different fields of management. Faculty is of the opinion that the new degrees will attract interest from many students. Accordingly, the following degree programmes will be introduced in near future.

- Bachelor of Business Administration (Honours) in Business Management
- Bachelor of Business Administration (Honours) in Finance
- Bachelor of Business Administration (Honours) in Business Law

8.2 Bachelor of Business Administration (Honours) in Business Management (SLQF 6)

Bachelor of Business Administration (Honours) in Business Management degree programme intends to produce graduates with required knowledge, skills, and competencies, who can cater to current and emerging needs in the field of Business Management in Sri Lankan and international contexts.

Being a four-year (Honours) degree programme with 120 credits, this includes a compulsory research component and internship training in Business

Management to produce undergraduates who wish to develop their career as business managers. Further, this degree programme is heavily concerned with developing the numerical skills and problem-solving skills required to evaluate alternative opportunities in the business environment, thereby helping students to enhance their knowledge, skills, and professionalism required to understand and evaluate business scenarios for managing businesses. The business management graduate, who

will possess a high degree of scholarship, professionalism, and humanity suited for global and local contexts, will have excellent employment opportunities.

8.3 Bachelor of Business Administration Honours in Finance (SLQF 6)

The Bachelor of Business Administration Honours in Finance degree program produces graduates of high caliber, who can cater to the emerging needs in the finance profession both locally and internationally. Being a four-year honours degree program placed at SLQF level 6, this degree program covers 120 credits. By following this program, the students will learn major concepts, theories, and techniques of finance, together with other important skills such as communication skills, analytical skills, and problem-solving skills required to understand and manage the factors shaping the modern finance sphere. Further, the compulsory independent research project promotes life-long learning skills and competencies in building defensible arguments, while the internship training exposes students to the industry, giving an experience of how knowledge, skills, and attitudes they have acquired are applied in a corporate environment. Finance graduates have excellent career prospects in corporations, banks, and other financial institutions; or can otherwise choose to develop their own businesses.

8.4 Bachelor of Business Administration (Honours) in Business Law (SLQF 6)

The Bachelor of Business Administration (Honours) in Business Law degree programme offers a powerful combination of business law and management disciplines in a single degree programme for the first time in Sri Lanka. This programme aims to provide students with the knowledge of the key areas of both management and law disciplines essential to become a successful business manager. This degree programme uniquely equips the students with interdisciplinary knowledge. The knowledge, skills, and attitudes of the students would enable them to work from both a management and a legal perspective in a dynamic commercial setting nationally and internationally. With legal specialism as part of the degree programme, the graduate will have an extra edge in employability. Therefore, the graduates are equipped to embark on a range of business-related occupations, including those closely aligned to the discipline of management. More particularly, the graduates of this degree programme would be able to work as a legal manager to handle all in-house legal matters varying from drafting to advising. The graduates of this programme answer the demand that exists for professionals with business administration knowledge along with the ability to attend to legal matters.



09. Computer Unit

09. Computer Unit

9.1 Introduction

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

At present, the Computer Unit comprises computer labs with 100 fully networked computers and other infrastructure facilities. These labs are available for the students and provide them with required facilities for the data analysis of their research work, computer applications in their coursework and free internet access throughout the day. The unit currently serves around 1400 undergraduates, 100 postgraduates, and 60 staff members. The Computer Unit offers Information and Communication Technology course units as ICT awareness courses and other ICT related topics for the undergraduates reading for the BBA Degree. Further, the Computer Unit facilitates the Advanced Certificate Course in Information and Communication Technology (ACCICT), an external programme for undergraduate students to enhance their soft skills. The Computer Unit is responsible for developing and maintaining the faculty website and email services, while administrating the faculty computer network. Further, this unit administers the Learning Management System (LMS) and the Student Information System. The Unit also provides technical support services when hardware and software failures occur within the faculty.

Moreover, a new building for the faculty is under construction and there will be two additional fully networked computer labs in near future. The Computer Unit is planning to provide the Wi-Fi facility to the faculty and also to purchase more equipment to provide better facilities for students and staff.

Coordinator

Professor P.A.P. Samantha Kumara
Dean, Faculty of Management and
Finance

Computer Instructors

Mr. H.M.C. Pushpakumara
M.Phil.(Ruh.SL), B.Sc. (Ruh.SL)

Mr. R.L. Samantha
M.Sc. (Col.SL), B.Sc. (Ruh.SL), Reading
for Ph.D.(SJP, SL)

Programme cum System Analyst

Mr. T.G. Bhatiya
MSc (Moratuwa.SL), B.Sc. (Ruh.SL)



10. Gold Medals and Awards

10. Gold Medals and Awards

10.1 Gold Medals

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

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

10.2 Vice-Chancellor's and Dean's Awards

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

- **The Vice-Chancellor's Awards and Vice-Chancellor's List for Overall Performance.**

The best student who completed the degree of each Faculty will be selected under the approved marking scheme, and a gold medal and a certificate of achievement will be awarded at the General Convocation. The next two best students of each faculty will be included in the Vice-Chancellor's list.

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

The best five students in each batch of every faculty will be selected under the approved marking scheme. A certificate of achievement and a cash prize of Rs.10,000.00 will be awarded to the Best student of each batch annually at an award ceremony held at the Faculty.

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



11. Library Service

11. Library Service

11.1 Introduction

The library is the heart of any academic institution of higher learning. The Ruhuna University Library was established in 1981. Initially, the library was housed in the buildings of Technical College, Matara. It was shifted to its present location at the Wellamadama university premises in 1986. It has grown over the years and presently consists of a central library and five branch libraries. The central library, which is located at Wellamadama, serves the communities of five faculties: Faculty of Management and Finance, Faculty of Humanities and Social Science, Faculty of Fisheries and Marine Sciences & Technology, Faculty of Science, and Faculty of Graduate Studies. The branch libraries are attached to the Faculty of Agriculture at Mapalana, Faculty of Engineering at Hapugala, Faculty of Medicine at Karapitiya, Faculty of Allied Health Science at Mahamodara and Uluvitike, and Faculty of Technology at Karagoda Uyangoda, Kamburupitiya. The library system of the University of Ruhuna, with its modern collection of knowledge resources and information services, provides a conducive environment for learning and research, helping the university to achieve its mission. It is also recognized as the most advanced academic library in the southern region of Sri Lanka.

11.2 Staff of the Library

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

Academic Staff Members

Librarian (Acting)

Mr. N. Hettiatiarachchi
B.Sc. (Honours) (Ruhuna), MSc. (Lib. & Inf. Science) (Kelaniya)

Senior Assistant Librarian

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

Senior Assistant Librarian

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

Senior Assistant Librarian

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

Senior Assistant Librarian

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

Senior Assistant Librarian

(Legal Deposit, Main Library)

Mrs. T. KuruppuArachchi

B.Sc. (Honours) (Ruhuna), MLS

(Colombo), Reading for Ph.D.(Australia)

Senior Assistant Librarian

(Faculty of Medicine)

Mr. K.T.S. Pushpakumara

B.Sc. (Honours) (Ruhuna), MLS

(Colombo)

Senior Assistant Librarian

(Digital Library and Periodicals Division,
Main Library)

Mr. I.D.K.L. Fernando

B.Sc. (Honours) (Ruhuna), M.ISM.

(Colombo)

Senior Assistant Librarian

(Cataloguing and Classification
Division, Main Library)

Mrs. R.A.P.S. Senevirathna

B.A. - Lib Sci. (Honours) (Kelaniya),Dip.
in Journalism (Colombo), MSSc. (Lib. &

Inf. Science) (Kelaniya)

Senior Assistant Librarian

(Acquisition Division, Main Library)

Ms. P.K. Jayasekara

B.Sc. Agri (Honours) (Ruhuna), MLS

(Colombo)Senior Assistant Librarian,
(Faculty of Allied Health Science)

Assistant Librarian

(Faculty of Technology)

Mr. P.G. Nishantha

B.Sc. (Honours) (J'Pura), MLS

(Colombo)

Mr.J.A. Ajith

B.A. (Honours)(J'Pura), MA(J'Pura),

MIT(UCSC, Colombo), Reading for

MSSc. (Lib. & Inf. Science) (Kelaniya)

Administrative Staff Members**Senior Assistant Registrar**

(Library Services, Main Library)

Mr. C.P.K. Edirisinghe

B.A. (Honours) (J'Pura), PDBA (Ruhuna)

Senior Assistant Registrar

Mrs. G.A. Jagathi Hemmali

(Library Services, Main Library)

11.3 Library - Operating Hours

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

Period	Days of operation	Hours of operation
Regular	Monday to Friday	8.00 a.m. to 6.00 p.m.
	Saturdays	8.30 a.m. to 5.00 p.m.
	Sunday	Closed
Study Leave and Examination	Monday to Friday	8.00 a.m. to 8.00 p.m.
	Saturdays and Sundays	8.30 a.m. to 5.00 p.m.
Vacation	Monday to Friday	8.00 a.m. to 5.00 p.m.
	Saturdays	8.30. a.m. to 5.00p.m.
	Sundays	Closed
Public holidays and Poya days	Closed	Closed
Note - Opening hours of library may be revised.		

11.4 Library Collections

The Ruhuna University Library has two main collections, the library core collection, and the legal deposit collection. In the main library, the core collection includes nearly 300,000 books, 4000 audio-visual devices, 20 titles of printed periodicals, and more than 5000 online journals.

The legal deposit collection includes 280,000 publications made in Sri Lanka since 1996. Additionally, the newly established "Indian corner" is also available for the patrons in the main library. The core collection of the library has been further divided into five more sub-collections and sections, depending on the type of lending, availability, value, and relevancy of the materials. Those are Lending (L), Reference (R), Permanent Reference (PR), Sri Lanka Collection (SLC), Colour Plate Collection (CPC), and Periodicals Collection. Lending materials are indexed in the lending section of the library building, while the reference and CPC materials are kept for reference in the reference collection. A colorcode system is used in the main library to identify reference materials and it is as follows:

R	Reference Books	Items that can be borrowed overnight
PR	Permeant Reference Books	Items that cannot be taken out
SPR	Staff Permanent Reference Books	
CPC	Color plate collection	
SLC	Sri Lanka Collection	

The library consists of sections for lending, reference, periodicals, and special collections. Detailed descriptions about these sections are given below.

11.5 Lending and Reference Sections

The lending section is located on the second floor of the Library. Lending section issues books for a period of two weeks to undergraduates. If needed, it can be extended for another two weeks.

The reference section is located on the first floor of the Library. It includes reference materials, colour plate collection, and permanent reference materials. Reference materials are issued to students for overnight use. Reference materials could be borrowed between 3.00 p.m. to 5.00 p.m. and should be returned before 10.00 a.m. of the following day. Permanent reference materials (such as encyclopedias, dictionaries, glossaries, and other valuable books) are intended strictly for reference within the library.

11.6 Periodical Section

The periodical section is located on the first floor of the Library. The periodical section consists of different kinds of printed periodicals, online resources subscribed by the University of Ruhuna, and a collection of past examination papers from different faculties of the university.

Some of the currently available printed periodicals include Lanka Monthly Digest, National Geographic Magazine, Scientific American, Time magazine, and Journal of the National Science Foundation of Sri Lanka.

A number of online databases are made available with the support of UGC through the Consortium of Academic Libraries of Sri Lanka (CONSAL). These online databases are IP based and should be accessed through the university network (www.lib.ruh.ac.lk). Following are the databases subscribed through the Consortium of Academic Libraries of Sri Lanka.

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

11.7 The Sri Lanka Collection (Ceylon room)

Sri Lanka Collection is arranged in a separate room on the second floor of the main library building. This collection is specific to publications made by authors from ancient “Rohana Deshaya” and includes Sri Lanka specific library materials such as Government publications (Annual reports, statistical reports), Rohana collection, copies of Master's and Doctoral theses of academic staff and students of the University of Ruhuna, Professor Justin Labrooy collection, Professor Alawaththagoda Premadasa collection and newspaper collection. Sri Lanka collection is a Permanent Reference Collection and items are not available for lending; however, readers are welcome to access the collection from 9.00 a.m. to 4.00 p.m. on weekdays.

11.8 Colour Plate Collection

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

11.9 Legal Deposit Collection

Ruhuna University Library is unique among many university libraries in the country as it includes Legal Deposit Collection (LDC). Maintaining a legal deposit collection is a national requirement of a country. This collection consists of all the publications published within Sri Lanka since 1990. Currently, the LDC has a total of approximately 280,000 items including books, newspapers, journals, magazines, handbooks, annual reports, gazettes, Hansards, acts, school textbooks, proceedings, posters, etc. written in various languages. These items are stored under preservative pamphlets, government publications such as conditions and are only available for reference within the premises.

11.10 Library Resource Classification

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

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

11.11 Library Catalogue

An Online Public Access Catalogue (OPAC) is a computerized online database of all the resources held in the library. Users can use OPAC to search library materials available in the library. It can be accessed from URL: <http://opac.lib.rub.ac.lk>. OPAC provides facilities to search library materials using keywords, title, author, subject, ISBN, series, and call number.

11.12 Library Services

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

Ask a Librarian Service

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

Outreach Programmes

Library of the University of Ruhuna conducts workshops, training programmes, and awareness programmes to enhance the information literacy skills of teachers, librarians, library science students, and different target populations in Southern province.

Library Self Learning Area

Library Self Learning Area is located on the top floor of the newly established library building and this facility is open from 8.00 a.m. to 8.00 p.m. throughout the year with free Wi-Fi facilities.

Photocopying Service

The Library provides a photocopying service for those who require copies of reference materials available in the library. There are two photocopy services located next to the library counter on the ground floor and near the reading area at the new library building.

Inter-Library Loans (ILL)

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

Institutional Repository

An Institutional Repository (IR) is an online system that collects, stores, indexes, and disseminates scholarly information over the internet. IR of the University of Ruhuna (IRUoR) only provides the material of which the University of Ruhuna can claim the copyright. Library users can access this service through the URL:
<http://ir.lib.ruh.ac.lk>.

Borrowing Library Resources

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

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

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

L-Lending
R-Reference
SR-Scheduled Reference
EM-Electronic Medium
F-Fiction

Returning Library Resources

Borrowed lending items must be returned between 08:30 a.m. - 5:00 p.m. on the due date. Borrowers remain responsible for books, which are issued to them. If an issued book is lost or damaged, the matter should be reported to the library immediately. All library resources borrowed must be returned and all outstanding fines must be paid when a student leaves the university. Users who fail to fulfill their obligations may have their degree certificate withheld until they return the borrowed resources and pay the fine.

Library Membership, Fines, and Payments

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

A fine of Rs. 1.00 per day will be imposed for each book borrowed from the lending section, if not returned by the due date. A fine of Rs. 3.00 per day

will be imposed for each book borrowed from the reference section, if not returned by the due date. All payments should be made to the Shroff of the University. However, fines and issuing facilities may vary according to the Faculty.

If a borrower lost the lent item, he/she has to replace it with a new copy of the same edition or subsequent edition/ latest edition of the same book as soon as possible. If the book is not available in the market, the borrower will be charged for the replacement cost of the book and a processing fee of 25% from the value of the book.

Contact information

Contact person	Direct line	Intercom*	Email
Librarian	+94 (41) 222 7028	2201	mainlib@lib.ruh.ac.lk
Main Library Office		2203	
Main Library Counter		2211	

Senior Assistant Librarians at The Main Library

Reader Services			
Legal Deposit Collection		2212	idsection@lib.rub.ac.lk
Cataloguing and Classification		2206	saku@lib.ruh.ac.lk
Periodicals	-	2214	kusala@lib.ruh.ac.lk
Acquisition		2204	acq@lib.ruh.ac.lk

**in order to contact through the general telephone line, please dial any of the university hotline numbers and enter the desired intercom number.*



12. Learning Resources

12. Learning Resources

12.1 English Language Support/ facilities offered by the Faculty

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

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

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

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

12.2 Cultural Center

The Cultural Center of the University of Ruhuna aspires to sustain and promote cultural diversity, in line with inter-cultural knowledge among the staff and the large student body it holds. The key aims of the Cultural Center are to provide the students with

valuable training in music, dancing, drama, and literature; and to facilitate them to take part in several competitions. It also creates platforms for the students to both display and to gain access to materials in various cultural and aesthetical disciplines. The Inter-Faculty Competitions in Dancing, Drama, Literature, and Music are a few of the highlights among the many events organized by the Cultural Center.

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

Mr. D.M De Silva
Senior Lecturer,
Director, Cultural Center, University of Ruhuna

Mr.R.M.D.D Rathnayake,
Senior Lecturer,
Faculty Representative of Cultural Center University of Ruhuna
Mobile- 0712460525
Email-
dewapriyadeshabandu@gmail.com

12.3 Learning Management System (LMS)

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

12.4. Management Information System (MIS)

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

12.4.1 Registration

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

12.4.2. Attendance

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

12.4.3 Examinations

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

12.4.4 Results

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



13. Sports and Recreation

13. Sports and Recreation

13.1 Physical Education Unit

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

13.2 Sports Facilities

In order to facilitate and encourage sports within the University, many facilities have been made available. The University has a well-equipped Gymnasium with a seating capacity for 1500 spectators. Training facilities for many indoor sports activities are available for students from 8.00 a.m. every weekday. The University Playground was commissioned in 1998 and outdoor sports facilities are provided there.

13.3 University Gymnasium

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

13.4 University Playground

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

13.5 Sports & Games Offered

- Athletics (Men & Women)
- Volleyball (Men & Women)
- Badminton (Men & Women)
- Table Tennis (Men & Women)
- Elle (Men & Women)
- Hockey (Men & Women)
- Chess (Men & Women)
- Basketball (Men & Women)
- Swimming (Men & Women)
- Rugby (Men)
- Football (Men)
- Cricket (Men)
- Wrestling (Men)
- Weight Lifting (Men & Women)
- Road Race (Men)
- Netball
- Taekwondo (Men & Women)
- Carom (Men & Women)
- Baseball (Men)
- Karate (Men)
- Tennis (Men)
- Soft Ball Cricket (faculty level - Women)

- Kabadi
(faculty level - Men & Women)
- Power Lifting
(faculty level- Men & Women)
- Scrabble
- Rowing

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

There are annual sports events such as Inter-Faculty and Inter-University tournaments.

In addition to these, the most celebrated sports event of the university sports calendar -Sri Lanka University Games (SLUG), is held at a selected university once every 3 years. Students are also encouraged to participate in the World University Sports Festival which is held once every two years. The Physical Education Unit also organizes many sports events in collaboration with sports bodies in the country. At the end of each year, a Colors Award Ceremony is held, and those who excel in different sports activities at recognized tournaments will be awarded colours.

Faculty Representatives of the Sports Advisory Board

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

Faculty coordinators for sports

- Badminton (Men & Women)
Prof. H.S.C. Perera
- Hockey (Men & Women)
Dr. A.B. Sirisena
- Baseball (Men)
Dr. T.R. Wijesundara
- Athletics (Men & Women)
Mrs. H.A.C. Jeewanthi
- Basketball (Men & Women)
Mr. E.K. Jayampathi
- Carom (Men & Women)
Mr. R.M.D.D. Rathnayake
- Chess (Men & Women)
Mrs. D. Samarawickrama
- Cricket (Men)
Mr. M.N.M. Nismi
- Elle (Men & Women)
Mr. M.C.K.H. Mallika

- Football (Men)
Mr. M.C.K.H. Mallika
- Karate (Men & Women)
Mr. Y.M.B.A. Manawansha
- Netball (Women)
Mrs. L.R. Rupasinghe
- Road race (Men)
Mrs. I.L.L. Sagalee
- Rugby (Men)
Mr. W.T.M. De Silva
- Swimming (Men & Women)
Ms. O. Wijyaratne
- Table Tennis (Men & Women)
Mrs. M.G.M. Dilrukshi
- Taekwondo (Men & Women)
Ms. K.D.T.N. Weerasinghe
- Tennis (Men & Women)
Mrs. P.K.C. Dinesha
- Volleyball (Men & Women)
Mr. R.L. Samantha
- Weight Lifting (Men & Women)
Mr. K.G. Priyashantha
- Kabaddi (Men & Women)
Mr. E.K. Jayampathi
- Power Lifting (Men & Women)
Mr. M.W.S.S. Silva

- Rowing (Men & Women)
Mrs. P.D.S.D. Rodrigo
- Softball cricket (Women)
Mr. M.N.M. Nismi
- Scrabble (Men & Women)
Ms. O. Wijayarathna
- Wrestling (Men)
Mr. K.G.P.V. Gunarathna

Representative Instructor from Physical Education Unit:

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



14. Student Counselling and Welfare Service

14. Student Counselling and Welfare Services

14.1 Student Counselling Service

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

Senior Student Counsellor of the University

Dr. A.B. Sirisena - 077 7285665

Deputy Senior Student Counsellor of the faculty

Dr. (Mrs.) Jayarani Ramawickrama - 071 8107794

Student Counsellors

Mrs. K.A. Sandya Sriyani - 071 8205553

Mr. Y.M.B.A. Manawansha - 071 6086608

Mrs. G.K.H. Ganewatta - 077 7143417

Mr. R.M.D.D. Rathnayake - 071 2460525

Mrs. L.R. Rupasinghe - 071 4176940

Mrs. P.K.C. Dinesha - 077 7906029

Mrs. P.D.S.D. Rodrigo - 071 4894871

Mrs. I.L.L. Sagalee - 077 6124835

Mr. A.P.R. Fernando - 077 3568796

Mrs. D. Samarawickrama - 071 5181080

Ms. K.D.T.N. Weerasinghe - 071 2759648

Mr. K.M.U.D. Wijesinghe - 076 8763285

Ms. O. Wijayaratne - 071 9190979

Mr. M.C.K.H. Mallika - 077 2973713

Ms. Abeykoon B.B.D.S - 071 2634339

14.2 Mentoring Service

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

14.3 Hostel Facilities and Policy

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

Other relevant information are as follows:

Hostel Sub-Wardens

Maddewatta Boys Hostel
Mr. Chandana Samarawicrama
0715549398

Wellamadama II Girls Hostel
Mrs. Shamini Karunarathna
Ext: 2149, 071856078

Eliyakanda New Girls Hostel
Ms. A.P. Hemanthi
0714469525

Wellamadama I Girls Hostel
Ms. Chamila Priyadarshaniee
Ext: 2122, 6721961

Wellamadama III Girls Hostel
Ms. Chamila Jayalal
Ext: 2123, 0719364151

Eliyakanda old Girls Hostel
Mrs. P. Kumarasinghe
0702519055

14.4 Medical Center

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

14.5 Scholarships

Bursaries and Mahapola Policy

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

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



15. Career Guidance Unit

15. Career Guidance Unit

15.1 Introduction

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

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

15.2 Programmes Conducted by the Career Guidance Unit

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

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

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

To reach new updates of Career Guidance Unit, please log on to:
Facebook page:
<https://www.facebook.com/Career-Guidance-Unit-University-of-Ruhuna>

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16. Student Union and Societies

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16.1 The Student Union of the Faculty of Management and Finance

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

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

16.2 Circle of Accounting (CoA)

Circle of Accounting (CoA) is one of the most inspired study circles in the Faculty of Management and Finance of the University of Ruhuna. The Circle of Accounting is organized by the students specializing in Accounting at the Department of Accounting and Finance. This circle was initially founded in 2008

with the aim of conducting a wide variety of educational and social programmes, and interactive leadership activities for gaining social skills and extensive knowledge. These programmes focus not only on the personnel development of the students but also on the development of the University and the wellbeing of society. "A new way for perfection" is the slogan of CoA. The specialty of the CoA is that it welcomes the participation of all other students of the faculty and university in most of the programmes; hence, it helps to develop inter-faculty collaborations.

16.3 Entrepreneurship Study Circle

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

16.4 Circle of Human Resource Development (HRD)

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

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

16.5 Circle of Marketing (CoM)

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

16.6 Induwara IT & Communication Society

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

Campus Life





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