



# Student Handbook 2025/2026

**Bachelor of Business Administration (BBA)  
Honours Degree Programme**

**Faculty of Management and Finance  
University of Ruhuna**



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## The Emblem of the University of Ruhuna

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, the exterior to which on the upper half runs the Pali motto “paññā naranan ratanam” (Wisdom to mankind is a treasure), and on the lower half the name of the university in Sinhala “රුහුණ විශ්වවිද්‍යාලය” (University of Ruhuna). Another similar oval, but in a bolder line, runs around the lettering enclosing the entire design.

# Vision, Mission and Core Values of 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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# Vice Chancellor of University of Ruhuna



**Senior Professor**

**P.A. Jayantha**

*Vice Chancellor  
University of Ruhuna*

## Message from the Vice Chancellor

The University of Ruhuna, with its ten faculties, stands as one of Sri Lanka's leading universities. As Vice Chancellor, I extend my heartfelt congratulations to our new students for enrolling in the Faculty of Management and Finance. Over the next four academic years, I am confident that you will cultivate the values necessary to become responsible and accountable citizens of our nation.

The opportunity that you received to pursue a degree, funded by the taxpayers of our country, is indeed a rare privilege. The university strives to provide you with the best possible facilities, utilizing the limited funds allocated every year while maximizing the use of university's physical infrastructure developed over the years.

You are privileged to receive benefit from the guidance and support of our highly qualified and experienced academic staff, as well as dedicated support personnel, who are here to help you excel in your academic and research endeavors. This support will prepare you to confidently enter the modern workforce with confidence.

I expect all students to foster a disciplined environment that promotes harmony among every other student, academic and other supportive staff, ensuring that every student can achieve their academic goals without any unnecessary disturbances. Your university experience will be enriched by various services designed to make your time here enjoyable and fruitful, provided you adhere strictly to

the university's rules and regulations with positive attitudes. I encourage you to engage in a variety of activities that will help you develop the skills necessary for success in the competitive job market after your graduation.

As the Vice Chancellor, I warmly welcome you to the University of Ruhuna and look forward to seeing you graduate after an uninterrupted four academic years ahead.

# Dean of the Faculty of Management and Finance



**Mr. Rohan Laksiri**

*Dean*

*Faculty of Management and Finance  
University of Ruhuna*

## Message from the Dean

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Welcome to the Faculty of Management and Finance at the University of Ruhuna.

Our goal is not just to get our graduates jobs; we want to create citizens, leaders, and thinkers who can make a difference. We think that real management education is a deep change, not just a business deal. Accounting, finance, marketing, human resource management, and entrepreneurship are not merely skills; they are frameworks for comprehending organisational dynamics, human behaviour, and the influence of power and responsibility on countless lives.

Our most important institutional value is academic freedom. You can always ask questions here. You have to think critical-

ly; it's not up to you. This means looking at what you think you know, facing uncomfortable truths, and questioning the general agreement. A manager who doesn't think critically can still do their job, but they won't be able to lead in a meaningful way; instead, they will just be executing orders.

We also think that moral and intellectual growth are two sides of the same coin. It is dangerous to have knowledge without honesty. Skills that don't include empathy are empty. Character is just as important as skills when our graduates join businesses, communities, and families.

At the same time, we are very involved in the realities of business today. Sri Lanka's regional and national economies need

graduates who can work in a way that is fair, long-lasting, and productive. I invite students to work with this faculty as fellow seekers of knowledge rather than as consumers of education. The challenges facing our economy, society, and businesses cannot be resolved through narrow thinking alone. They need leaders who can bring together different points of view, stand up for strong moral values, and show intellectual bravery. Our BBA, MBA, and MBM programs are all professionally designed to meet these needs.



## 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 and scenographic spaces separated by courtyards and gardens harmonise 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 the 1<sup>st</sup> of 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 the 1<sup>st</sup> of February 1984. Although the university was started with four faculties; today, it has developed and expanded to ten faculties: namely, Agriculture, Allied Health Sciences, Engineering, Fisheries and Marine Sciences & Technology, Humanities and Social Sciences, Management and Finance, Medicine, Science, Technology, and Graduate Studies.

Presently the university offers Bachelor’s, Master’s, and PhD 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 Bachelor’s 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 16201 students (in the year 2025), across ten faculties.



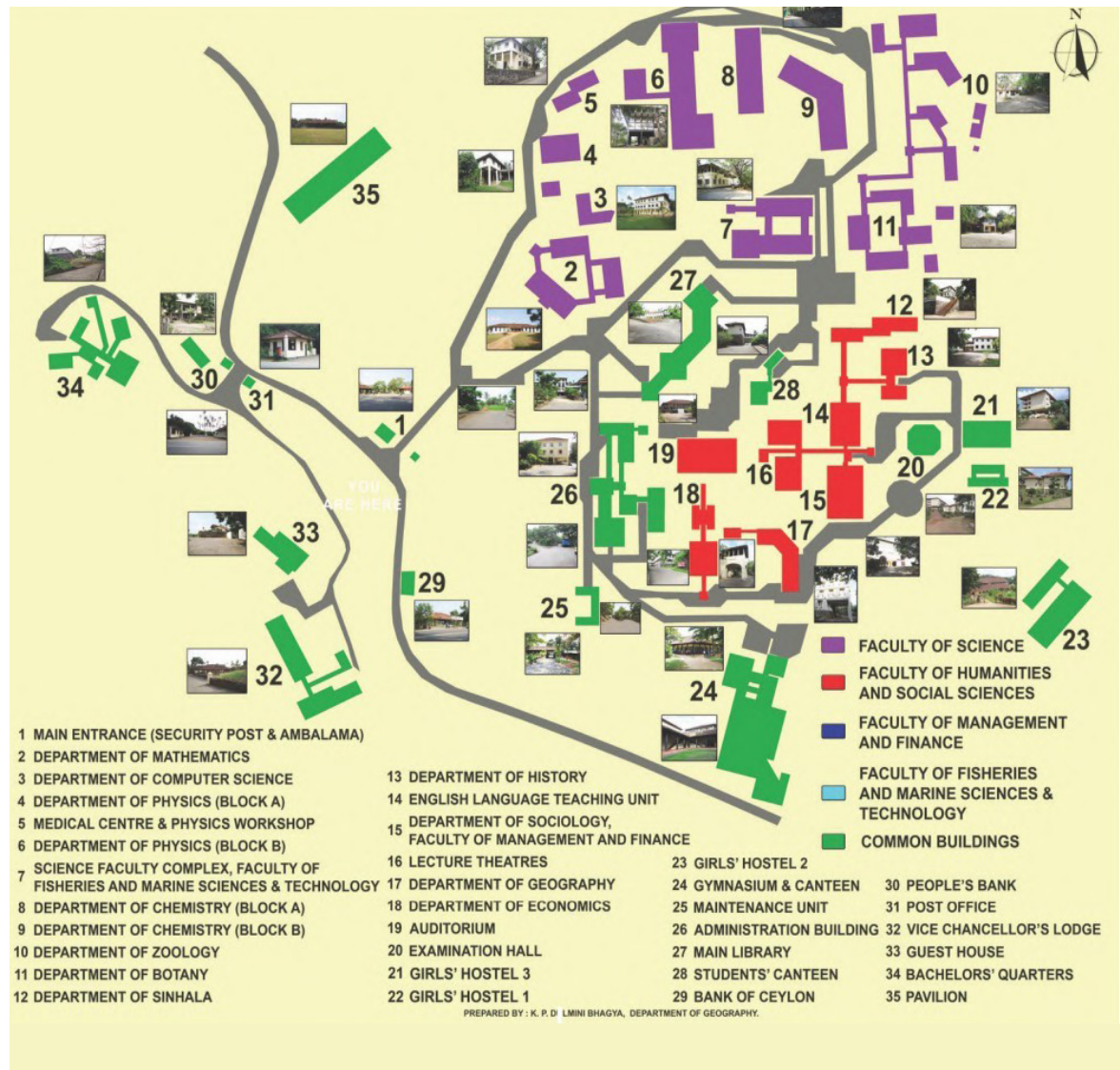
## Distribution of student population in different faculties of the University of Ruhuna

Name of the Faculty	No. of Students
Agriculture	1365
Allied Health Sciences	1035
Engineering	3114
Fisheries and Marine Sciences & Technology	547
Humanities and Social Sciences	2855
Management and Finance	2624
Medicine	1660
Science	1816
Technology	1564
<b>Total student population of the University</b>	<b>16580</b>

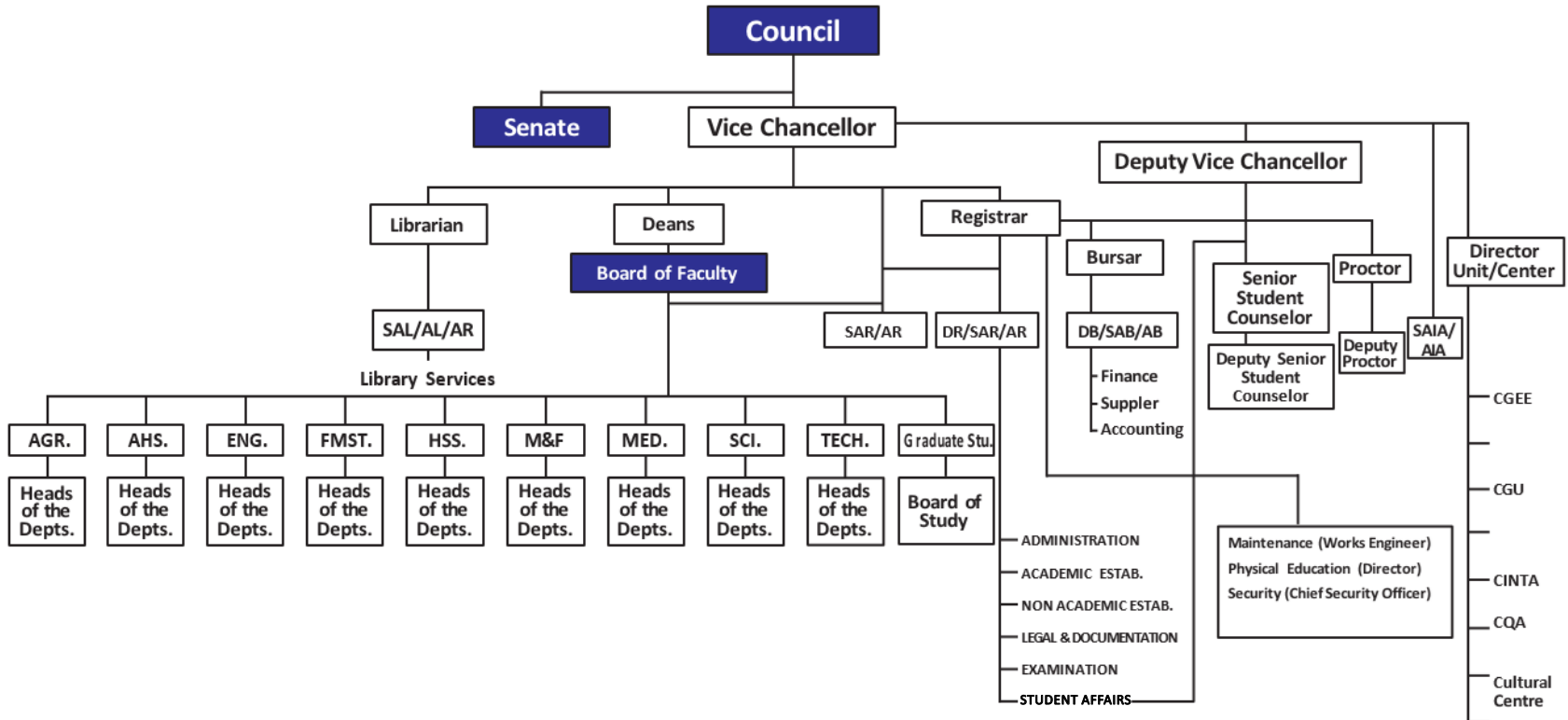


## 1.2 Location

The main campus of the University of Ruhuna at Wellamadama, Matara, is located close to Dondra, the Southernmost tip of Sri Lanka. The Wellamadama campus is spread across 72 acres of land and is 4 km away from Matara along the Colombo Hambantota (A2) road. Matara (Sinhala: මාතර Tamil: மாதத்தறைய) (originally Mahathota) is a well-known commercial city on the Southern coast of Sri Lanka, 160 km from Colombo. Historically, the city belonged to the kingdom of Ruhunu. According to the Mahawansa, it was inhabited by the first Indians who arrived at the island. Although a city by the world-renowned Southern sea, Matara is also favoured by lush woodlands, valleys, and hills. Traveling to Matara, from around the island has become most convenient due to the extensive transport services available to and from the city. The expressway, as well as the general route, could be taken to reach the city. The journey through the general route takes about four hours from Colombo, while one and a half hours through the expressway.



## 1.3 Organizational Structure



## 1.4 Officers of the University

### **Chancellor**

Venerable Dr. Akuratiye Nanda Thero

### **Vice-Chancellor**

Senior Professor P.A. Jayantha  
PhD (Queensland, Australia)

### **Dean, Faculty of Agriculture**

Senior Professor G.Y. Jayasinghe  
PhD (Kagoshima, Japan)

### **Dean, Faculty of Allied Health Science**

Professor K.G. Imendra  
PhD (Japan)

### **Dean, Faculty of Engineering**

Prof. H.C.P Karunasena  
PhD (Australia)

### **Dean, Faculty of Fisheries and Marine Sciences & Technology**

Professor K.H.M.A. Deepananda  
PhD (Kelaniya, SL)

### **Dean, Faculty of Graduate Studies**

Senior Prof. P. Mangala C.S. De Silva  
PhD (Amsterdam, The Netherlands),  
Post Doctoral Fellow (Harvard Medical  
School, Boston, USA)

### **Dean, Faculty of Humanities and Social Sciences**

Mr. I. Renuka Priyantha  
MPhil (Bergen)

### **Dean, Faculty of Management and Finance**

Mr. W.M.R. Laksiri  
MSc (Agder, Norway), BBA (Ruh, SL),  
PDBA (Ruh, SL)

### **Dean, Faculty of Medicine**

Senior Professor T.P. Weerarathna  
MBBS (Ruh, SL), DCH (Paed-Col, SL),  
MD (Col, SL), FSLCP

### **Dean, Faculty of Science**

Professor (Mrs.) D.H.N. Munasinghe  
PhD (Deakin, Australia)

### **Dean, Faculty of Technology**

Professor P.K.S.C. Jayasinghe  
PhD (Tokyo, Japan)

### **Librarian**

Mr. Nimal Hettiarachchi  
BSc (Hons) (Ruh, SL) MSSc (Lib. & Inf.  
Science) (Kelaniya, SL)

### **Registrar**

Mrs. C. Senevirathne (Acting)  
BSc (Ruh, SL), PDBA (Ruh, SL)

### **Bursar**

Mr. D. R. L De Zoysa (Acting)  
BSc (SJP, SL), ACA

## 1.5 Postal Addressess of the University

### Postal Addresses

The main administration block of the 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, and 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 premises

#### Faculty of Agriculture

University of Ruhuna  
Mapalana, Kamburupitiya  
Sri Lanka, 81100.

#### Faculty of Allied Health Sciences

University of Ruhuna  
Karapitiya, Galle  
Sri Lanka, 80000.

#### Faculty of Engineering

University of Ruhuna  
Hapugala, Galle  
Sri Lanka, 80000.

#### Faculty of Medicine

University of Ruhuna  
Karapitiya, Galle  
Sri Lanka, 80000.

#### Faculty of Technology

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

## 1.6 Telephone Numbers of the University

Wellamadama (Main Campus)	+94 041 2222681 +94 041 2222682 +94 041 2227001 +94 041 2227002 +94 041 2227003 +94 041 2227004
Faculty of Agriculture	+94 41 2292200
Faculty of Allied Health Sciences	+94 91 2243900
Faculty of Engineering	+94 91 2245765
Faculty of Fisheries and Marine Science & Technology	+94 41 2227026
Faculty of Graduate Studies	+94 41 2239146
Faculty of Humanities and Social Sciences	+94 412222681
Faculty of Management and Finance	+94 412222681
Faculty of Medicine	+94 912234730
Faculty of Science	+94 412222701
Faculty of Technology	+94 412294750

## 1.7 Internal Telephone Numbers

Vice-Chancellor	12001
Vice-Chancellor's Office	12004
Deputy Vice-Chancellor	12002
Deputy Vice-Chancellor's Office	12006
Registrar	12003
Registrar Office	12008
Dean, Faculty of Management and Finance	15000
Senior Assistant Registrar, FMF	15001
Career Guidance Unit	12145
Chief Security Officer	12150
Librarian	12300
Bursar	12050
Assistant Bursar (Accounts)	12057
Senior Assistant Bursar (Supplies)	12065
Deputy Registrar (General Administration)	12014
Deputy Registrar (Examinations)	12026
Senior Assistant Registrar (Student Affairs)	12040
Director, Physical Education	12125
Director, Internal Quality Assurance Unit	12118
Medical Officer	12200
Security Office	12151



## 2.1 Introduction

The Faculty of Management and Finance is one of the fastest-growing, prominent faculties 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 the 29<sup>th</sup> of April 2003 as the sixth faculty of the University of Ruhuna by catering to the long-felt needs 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 departments were introduced: The Department of Marketing and the Department of Human Resource Management. Currently, the Faculty of Management and Finance comprises six departments, with two newly established departments: The Department of Business Management and the Department of Finance. 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. Accordingly, six BBA degree programmes are conducted under six major academic departments. They are based on the course unit system, and the courses are conducted in English. 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 faculty's BBA degree programme 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 post-graduate courses including, Doctor of Philosophy (PhD), Master in Philosophy (MPhil), Master of Business Administration (MBA), Master of Business Management (MBM) and Postgraduate Diploma in Business Administration (PDBA). Moreover, the 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 59 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 demands of the labour market. To thrive in the 21<sup>st</sup> century, the new generation of graduates requires 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.

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### **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”.*

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### **Mission of the Faculty**

*“This faculty is designed to investigate unexplored phenomena in Management and Finance by maintaining a trade-off between modern Management Systems and Sri Lankan regional cultural contents, to transfer such knowledge by means of study programmes, conferences and publications, and to become the centre for regional management studies in Sri Lanka.”.*

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## 2.2 Academic Programmes of the Faculty

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### **Undergraduate Degree Programmes**

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

### **Postgraduate Programmes**

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

### **Diploma Programmes**

- Diploma in Marketing Management
- Diploma in Human Resource Management

## 2.3 Officers of the Faculty

### Dean

Mr. Rohan Laksiri

### Deputy Proctor

Dr. D.M.R. Deepika

### Internal Quality Assurance Cell of the Faculty

Dr. B.L. Galhena (Chair)

Dr. Deepal A. Guruge

Mrs. G.A.N. Darshi

Dr. M.G.M. Dilrukshi

Mrs. M.N. Maduwathi

Mr. M.N.M. Nismi

Ms. Shalini Weerakkody

Mr. W.W. Anura (Secretary)

### Deputy Senior Student Counsellor

Mrs. P.K.C. Dinesha

### Student Counsellors

Mrs. L.R. Rupasinghe

Mrs. Vidyanee Vithanage

Dr. G.K.C. Jeewantha

Mr. M.N.M. Nishmi

Mrs. I.L.L. Sagalee

Mr. M.C.K.H. Mallika

Ms. Onandi Wijayarathne

Mrs. P.S.D. Punchihewa

Mrs. M.N. Maduwathi

Ms. Dinukee De Silva

Ms. D.L.M.N.K. Ariyasena

Ms. B.D.T.M. Kamalaseena

Mrs. Y.M. Liyanapathirana

Mr. K.R.K. Harshana

Mrs. W.Y.M.M.N. Ekanayake

Ms. W.W.I. Madhavi Wijesekara

Mr. D.M.T. Madushanka

Ms. W.A.S.S. Weerakkody

Mrs. D.I.D. Weerakkody

Mr. C.P.K. Ranaweera

R.M.L.M. Abeyrathna

### Academic Career Advisor

Mrs. B.D.T.M. Kamalaseena

### Faculty Members of the Sports Advisory Board

Ms. D.L.M.N.K. Ariyasena

Mr. K.R.K. Harshana

### Faculty Representatives for Cultural Center

Mrs. B.D.T.M. Kamalaseena

Mrs. W.Y.M.M.N. Ekanayake

### Research Management Committee

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

Dr. Deepal A. Guruge

Dr. K.G. Priyashantha

Dr. G.P.K. Nishadi

Mr. W.M. Rohan Laksiri

Mrs. G.A.N. Darshi

### Technology Transfer Cell of the Faculty

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

Dr. J. Ramawickrama

Mr. M.N.M. Nismi

Mr. R.L. Samantha

Ms. D.L.M.N.K. Ariyasena

### Sexual and Gender-Based Violence Committee

Dr. M.G.M. Dilrukshi

### Ethical Review Committee

Dr. K.G. Priyashantha (Chair)

Dr. E.K. Jayampathi

Dr. Thedushika De Silva

### Library Committee

Dr. K.G. Priyashantha (Chair)

Mrs. L.R. Rupasinghe

Ms. Dinukee De Silva

Mrs. B.D.T.M. Kamalaseena

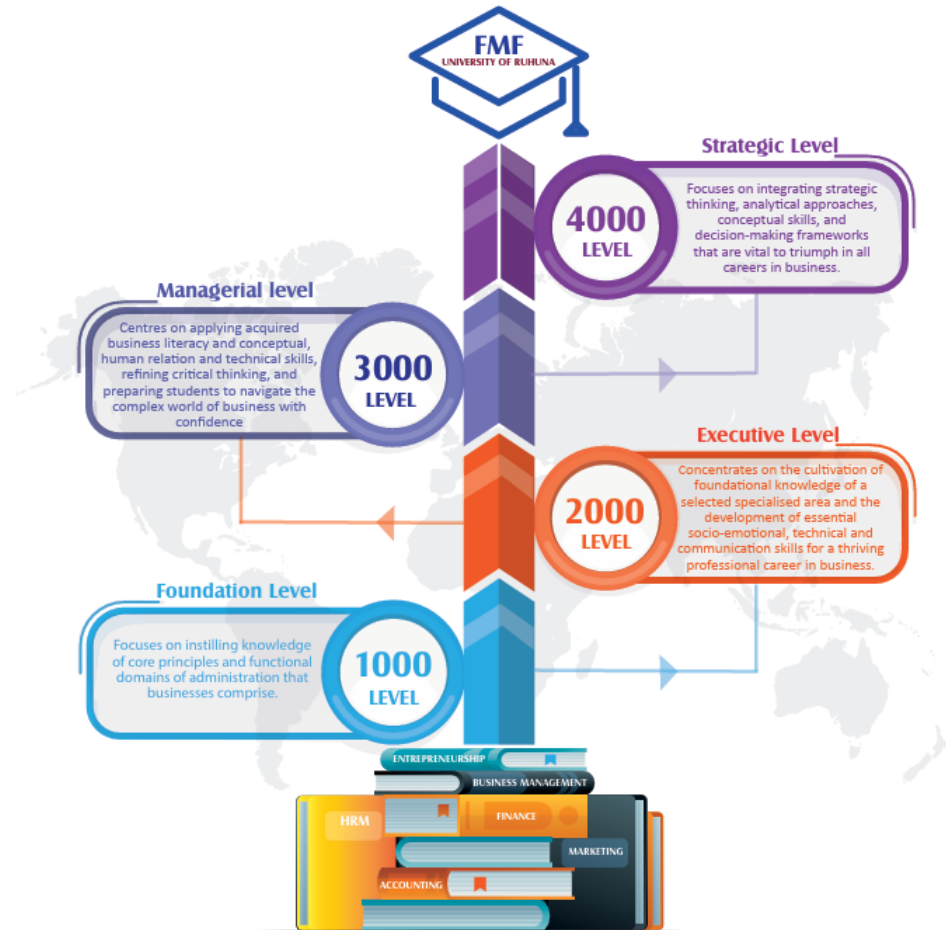
Mr. K.R.K. Harshana

Mr. D.M.T. Madushanka



### 3.1 Bachelor of Business Administration (BBA) Honours Degree Programme

- 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, Business Management, Entrepreneurship, Finance, Human Resources Management, and Marketing.
- 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 (BBA) Honours Degree

<b>Qualification Type</b>	Honours Bachelor Degree
<b>Medium</b>	English
<b>Purpose and Scope of Qualification</b>	<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. This qualification helps to consolidate and strengthen the student’s knowledge of business administration and to develop research capacity and skills in the business administration discipline. 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>
<b>Attributes of Qualification Holders</b>	<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"><li>• Should be able to demonstrate a thorough &amp; systematic understanding of core aspects of management functions in the organizational context,</li><li>• Should be able to construct and sustain arguments effectively in the decision-making process,</li><li>• Should be able to solve management problems effectively using appropriate methods and techniques,</li><li>• Should be able to accurately use the established techniques of analysis in the decision-making process,</li><li>• Should be able to communicate information, ideas, issues, problems, and solutions clearly,</li><li>• Should be ready to take initiative and identify situations they need support from others, and</li><li>• Should be prepared to carry out further training and manage their continuous improvement.</li></ul>

<b>Minimum admission requirement</b>	General Certificate of Education (Advanced Level) in Commerce Stream. <i>Subjects covering Accounting and Economics together with Business Studies or Business Statistics are required for BBAHons (Fin) degree program.</i>
<b>Volume of Learning</b>	120 credits after SLQF 2.
<b>Designators</b>	Bachelor of Business Administration Honours
<b>Qualifiers</b>	<ul style="list-style-type: none"> <li>• Bachelor of Business Administration Honours in Accounting.</li> <li>• Bachelor of Business Administration Honours in Business Management.</li> <li>• Bachelor of Business Administration Honours in Entrepreneurship.</li> <li>• Bachelor of Business Administration Honours in Finance.</li> <li>• Bachelor of Business Administration Honours in Human Resources Management.</li> <li>• Bachelor of Business Administration Honours in Marketing.</li> </ul>
<b>Abbreviation</b>	<ul style="list-style-type: none"> <li>• BBAHons (Acc)</li> <li>• BBAHons (Bus Mgt)</li> <li>• BBAHons (Entrp)</li> <li>• BBAHons (Fin)</li> <li>• BBAHons (HRM)</li> <li>• BBAHons (Mkt)</li> </ul>
<b>Progression</b>	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.

### 3.3 Bachelor of Business Administration Honours Degree Programmes By-Law No. 33-2026 University of Ruhuna

By-Law made by the Council of the University of Ruhuna, under the 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 Programmes By-Law No. 33-2026 of the University of Ruhuna and shall be effective for the students enrolled after 01.03.2026. The following Bachelor of Business Administration Honours Degree Programmes shall be offered under this By-Law.

- a) The Degree of Bachelor of Business Administration Honours in Accounting
- b) Degree of Bachelor of Business Administration Honours in Business Management
- c) Degree of Bachelor of Business Administration Honours in Entrepreneurship
- d) Degree of Bachelor of Business Administration Honours in Finance
- e) Degree of Bachelor of Business Administration Honours in Human Resource Management and,
- f) Degree of Bachelor of Business Administration Honours in Marketing

#### **1. General Requirements for Award of the Degree**

- 1.1 The Degree of Bachelor of Business Administration Honours, in the relevant qualifier determined based on the field of specialization (hereinafter referred to as “the Degree”), shall be awarded by the University of Ruhuna (hereinafter 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 the Rules and Regulations made thereunder; and
  - d) has passed the examinations as prescribed by this By-Law and the Rules and Regulations made thereunder, and
  - e) has paid the fees as prescribed by the University, for his/her case, in accordance with the Rules and Regulations of the University; and
  - f) has fulfilled all the above requirements within eight (08) academic years from the date of enrollment in the academic programme of the University, provided that it shall be within the power of the Senate to declare, for specified reason/s, that a student is eligible for the award of the Degree at a subsequent occasion, and
  - g) has no ongoing disciplinary inquiry being conducted by the University; and has no ongoing inquiry being conducted by the University in relation to examination offences.

1.2 The Degree shall be conferred on candidates who have qualified as specified in Section 1.1, in accordance with the Regulations made by the Senate.

1.3 The abbreviations of the names of the Degrees offered under this By-Law shall be BBAHons (Acc), BBAHons (BusMgt), BBAHons (Entrp), BBAHons (Fin), BBAHons (HRM), and BBAHons (Mkt), respectively.

## **2. Eligibility for Registration**

2.1 A student selected for admission to a Degree Programme in the Faculty of Management and Finance.

a) Shall satisfy the general University admission requirements applicable to Faculties of Management as laid down by the University Grants Commission, Sri Lanka; and

b) Shall have been selected in accordance with 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 and Course Units**

3.1 A student selected for admission shall register to follow the Degree Programme, and such registration shall be carried out in accordance with the procedures prescribed by the Senate.

3.2 Registration for each semester 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 shall be determined in accordance with the Regulations made under this By-Law.

3.4 Students shall register for all required course units prescribed for each semester by the faculty in the relevant curriculum. A student who fails to register for a given semester shall be required to register for those Course Units in subsequent immediate attempt, with the approval of the Senate on the recommendation of the Faculty Board. Such a student shall be considered a repeat student unless an

academic concession has been granted.

3.5 A student admitted to a Degree Programme shall not be permitted to register concurrently for any other full-time course of study in a state university free of charge.

## **4. Programme of Study**

4.1 The Degree Programme shall be a full-time course of study with a duration of four academic years.

4.2 Each academic year shall consist of two semesters.

4.3 During the four (04) academic years of the Degree Programme, a student shall complete all the credits of the Degree Programme as prescribed in the relevant curriculum of the Faculty.

4.4 The programme of study shall be conducted in the English medium.

4.5 The curricula of the Degree Programmes shall be approved by the Senate on the recommendation of the Faculty Board. The curricula so approved shall be an integral part of this By-Law.

## 5. Evaluation and Grading

5.1 The evaluation of a Course Unit shall consist of one or more assessments as specified in the relevant curriculum of the Degree Programme.

5.2 The minimum attendance for each Course Unit shall be 80% of the total lecture hours conducted to be eligible to sit for the end-semester examination. A student who fails to fulfill this requirement shall not be eligible to sit for the end-semester examination of the respective Course Unit and shall be considered a repeat student in the next attempt.

5.3 The final evaluation of a Course Unit shall be expressed by a Grade and be assigned a corresponding Grade Point Value (GPV) as follows;

Marks (%)	Grade	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

Not applied/Absent without accepted reason(s)/  
Not eligible

Results withheld WH

If a part of the course is not completed IC

Accepted medical concession MC

Accepted academic concession AC

5.4 A student who obtains a grade of “C” or above in a Course Unit shall be deemed to have passed in that Course Unit.

5.5 A student who obtains a grade of “C-” or lower in a Course Unit shall be required to re-sit for the end-semester examination at a subsequent attempt.

5.6 The maximum grade that may be awarded for a repeat attempt shall be “C” (Grade Point Value 2.0).

5.7 There shall be a maximum of three (03) consecutive attempts for a student to complete the Course Unit. However, upon a request made by a student under special circumstances, grace attempts may

be granted by the Faculty Board, within a maximum period of eight (08) academic years from the date of initial enrollment. If the granting of a grace attempt requires extending this maximum period of eight (08) years, such an attempt may be granted only with the approval of the Senate, on the recommendation of the Faculty Board. An attempt for this purpose shall be considered as an examination where the relevant course unit is offered.

5.8 The Continuous Assessment marks shall be carried forward until the course unit is completed by the student, and shall only be replaced with an improvement by re-attempting where all components of the Continuous Assessment shall be re-taken within the same attempt. Improved Continuous Assessment marks shall be eligible for the improvement of overall grade to the highest possible grade of “C”.

5.9 If a student fails to complete the whole or any part of the evaluation for a particular Course Unit due to illness or other acceptable reasons, the student may appeal in writing to the Faculty Board for an academic concession within two (02) weeks from the date of the relevant Continuous Assessment or semester examination with

all necessary supporting documents. If such concession is granted, the student shall be permitted to complete the same component of the assessment or end-semester examination in the next immediate attempt, where the relevant attempt in which the academic concession was granted shall not be counted as an attempt. In all other cases, zero marks shall be given for that particular component of the assessment or for the end-semester examination.

5.10 If a student has been granted an academic concession under Section 5.9 for a Continuous Assessment component, he/she shall be permitted to sit for the end-semester examination on the condition that the relevant part of the continuous assessment is completed in the next immediate attempt. Until such completion, the results of the respective Course Unit shall be considered as incomplete.

## 6. Graduation Requirements

6.1 The 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. The GPA shall be the arithmetic mean of the credit-weighted Grade Point Values. The GPA is computed by dividing the Total Credit-Weighted Grade Point Values by the Total Number of Credits considered for the award of the Degree.

$$GPA = \frac{\sum_{i=1}^n C_i GPV_i}{\sum_{i=1}^n C_i}$$

Where,

n = Number of course units

$C_i$  = Credit value of course unit  $i$

$GPV_i$  = Grade Point Value obtained by the student for course unit  $i$

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

- a) completed all the credits of the Degree Programme as prescribed in the relevant curriculum, within the time period stipulated in the Regulations made under this By-Law; and
- b) obtained a minimum Grade of “C” (Grade Point Value; 2.0) for each Course Unit of the Degree Programme.

6.3 A student shall not qualify for the award of the Degree if the graduation requirements are not fulfilled within a period of eight (08) academic years from the commencement of the Academic Programme. Under exceptional circumstances, on medical or other valid reasons, the Senate may grant permission to extend the study period beyond eight (08) academic years on the recommendation of the Faculty Board.

## 7. Award of the Degree with a Class

Classes shall be awarded, as indicated in the table below, only to those students who complete all graduation requirements within four (04) academic years from the commencement of the Academic Programme and have fulfilled all the conditions stipulated in section 6, and have passed all Course Units with a Grade of “C” or above. However, if a student satisfies the requirements for a Class but takes longer than four (04) academic years to satisfy such requirements, he/she may be deemed eligible for the award of the Degree with a Class, provided that such delay is covered by an academic concession(s) previously granted on the ground of a medical or other valid reasons.

<b>GPA</b>	<b>Class Awarded</b>
GPA $\geq$ 3.70	First Class
3.30 $\leq$ GPA $<$ 3.70	Second Class (Upper Division)
3.00 $\leq$ GPA $<$ 3.30	Second Class (Lower Division)

## 8. Effective Date of the Degree

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

8.2 In case a student is subject to an ongoing inquiry for an examination or disciplinary offence conducted against him/her by the University, the results of the relevant examination/s shall not be released until the completion of such inquiry. 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 as and 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 to 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:

- i. “University” means the University of Ruhuna, Sri Lanka, as established by the Gazette Notification No. 281/07 dated 24.01.1984.
- ii. “Council” means the Council of the University of Ruhuna, constituted under the Universities Act No. 16 of 1978 and amendments thereof.
- iii. “Senate” means the Senate of the University of Ruhuna, constituted under the Universities Act No. 16 of 1978 and amendments thereof.
- iv. “Faculty” means the Faculty of Management and Finance, University of Ruhuna.
- v. “Faculty Board” means the Faculty Board of the Faculty of Management and Finance, University of Ruhuna.
- vi. “Dean” means the Dean of the Faculty of Management and Finance, University of Ruhuna.
- vii. “Curriculum” means the Curriculum-2023 of the relevant Bachelor of Business Administration Honours Degree Program approved by the Senate.
- viii. A “Regular student” means a student who is registered for the normal progression of course units prescribed in the curriculum for the relevant academic year, or who has been granted academic concession for any incomplete units, and who is progressing through the programme without delay.
- ix. A “Repeat student” means a student who is required to re-register

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for one or more course units from a previous semester/year that he/she did not successfully complete or failed to register for course units in a previous/relevant semester without academic concession.

- x. An “attempt” means the opportunity given to a student to sit for an examination when the relevant course unit is offered during a scheduled examination cycle.
- xi. A grace attempt means an additional attempt granted beyond the three regular attempts, for which a student shall apply in writing to the Faculty Board, and such an attempt shall be granted only upon the approval of the Senate on the recommendation of the Faculty Board under exceptional circumstances.

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.



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## 4.1 Introduction

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The Department of Accountancy is one of the six pillars of the Faculty of Management and Finance. Each year, we attract the highest number of students among those entering the Faculty of Management and Finance at the University of Ruhuna. Our dedicated department members provide meticulous guidance, combining academic expertise with a passion for research to enrich the teaching and learning environment. Our vibrant and enthusiastic students cultivate a unique learning culture by engaging with industry and society. We ensure that every student completes a semester-long internship during their final semester. Additionally, many of our students pursue professional qualifications through various professional bodies outside the university, earning additional qualifications alongside their degrees. The Department of Accountancy has obtained exemptions from professional Accounting bodies (i.e., ACCA, CA, CMA, and CPA Australia), reflecting the emphasis on professional qualifications. As a result, our graduates maintain exceptionally high employability.

We strongly encourage extracurricular activities by supporting students in forming circles and clubs that foster creativity, innovation, and knowledge sharing. Collaborating with these student bodies and industry partners, we frequently organize events and workshops to strengthen connections between academia, industry, and students. Therefore, we warmly invite vigilant and dedicated students to join our degree programmes and become part of the success and prestige of the Department of Accountancy.

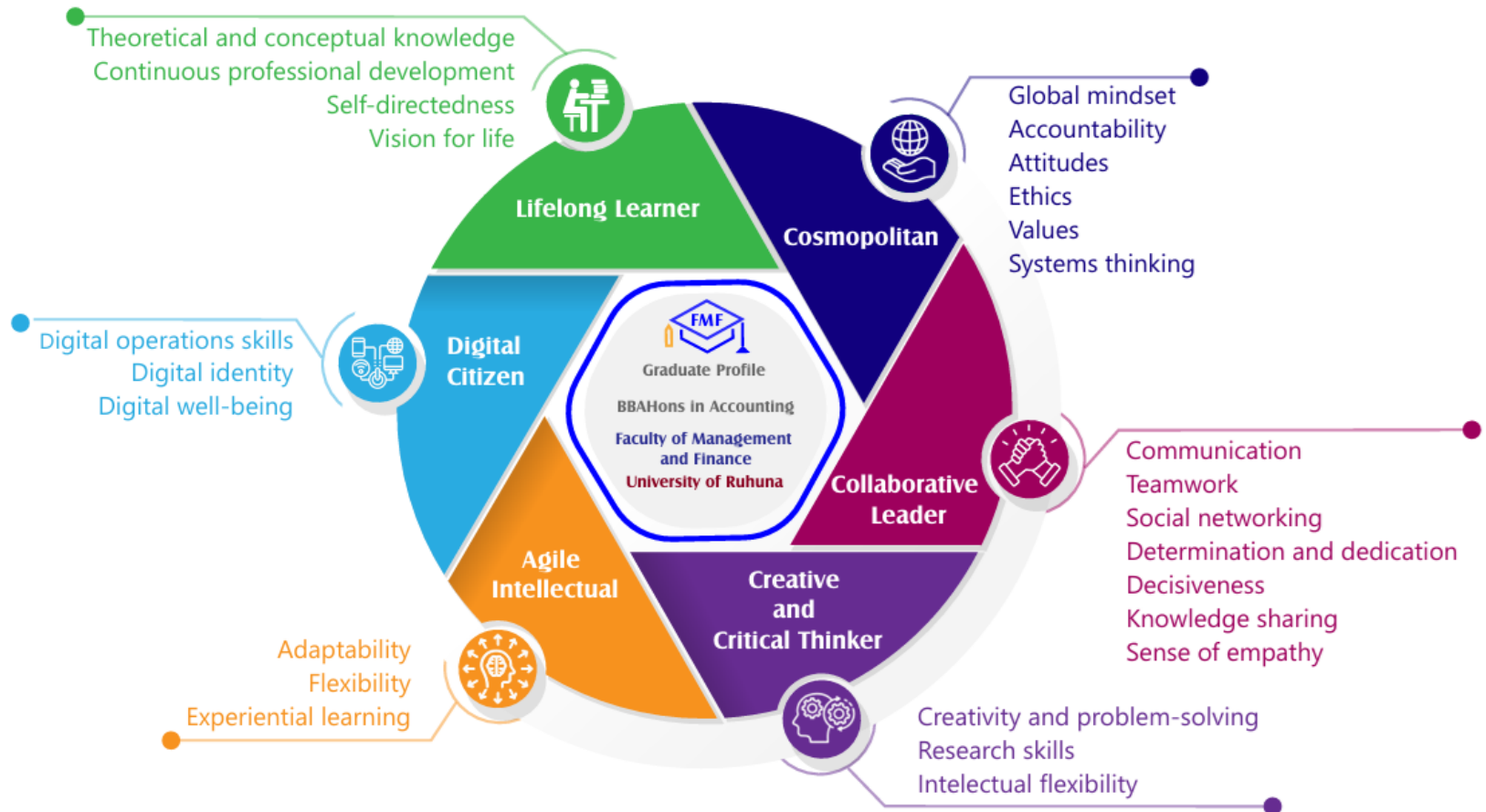
## 4.2 Bachelor of Business Administration (BBA) Honours in Accounting

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The Bachelor of Business Administration Honours in Accounting Degree program offers students a comprehensive background in accounting together with knowledge and skills in business fundamentals. Students become eligible to join this degree programmes at the Department of Accountancy after completing their second-year first semester and meeting the selection criteria stipulated by the By-law of the Faculty. The curriculum features Accounting, Finance and other business administration courses and culminates in a semester-long internship, which provides practical exposure in the field, thereby improving the employment opportunities. Additionally, through their dissertation in the final semester, students refine their research and analytical skills, contributing new knowledge to the field of study. This process helps position them as well-rounded candidates with both practical and academic expertise, making them highly competitive in the future job market.

### 4.3 Graduate Profile: BBA Honours in Accounting

Our desired graduates should be able to acquire knowledge, skills, and attitudes addressing six broad domains of capability: lifelong learning, cosmopolitan, digital citizenship, agile intellectuality, creativity and critical thinking, and collaborative leadership.



#### 4.4 Programme Learning Outcomes: BBA Honours in Accounting Degree Programme

<b>Lifelong Learner</b>	<ol style="list-style-type: none"><li>1. Theoretical and conceptual knowledge – Demonstrate intellectual underpinning in the discipline through analysis.</li><li>2. Continuous professional development – Proactively engage in professional development.</li><li>3. Self-directedness – Possess a strong desire to explore recent developments in accounting and allied fields.</li><li>4. Vision for life – Have a passionate view of life and zealously work towards the achievement of life goals and plans.</li></ol>
<b>Cosmopolitan</b>	<ol style="list-style-type: none"><li>5. Global mindset – Demonstrate a critical perspective and awareness of challenges, opportunities, and global trends in accounting and allied fields.</li><li>6. Accountability – Be accountable for developing and engaging in ethical professional practice.</li><li>7. Attitudes – Demonstrate positive attitudes towards applications of global accounting and allied fields.</li><li>8. Ethics – Demonstrate a strong ethical personality by manifesting integrity, honesty and a faithful commitment to professional accounting and allied field practices.</li><li>9. Values - Acknowledge and honour diverse cultural perspectives.</li><li>10. Systems thinking – Comprehend the structure and dynamics of a system to gain insights into its behaviour and interactions.</li></ol>
<b>Collaborative Leader</b>	<ol style="list-style-type: none"><li>11. Communication – Demonstrate effective communication skills.</li><li>12. Teamwork – Understand the value of teamwork and actively foster collaboration among cross-functional teams.</li><li>13. Social networking – Excel at building strong and trustworthy relationships with different stakeholders.</li><li>14. Determination and dedication – Be determined, dedicated, and resilient when confronting challenges.</li><li>15. Decisiveness – Take the initiative to be involved in personal and team responsibilities in making effective decisions in accounting and allied fields.</li><li>16. Knowledge sharing – Demonstrate the willingness to share knowledge and experiences with others, contributing to a learning culture within the organization.</li><li>17. Sense of empathy – Demonstrate the ability to comprehend and share others’ emotions and perspectives.</li></ol>

<b>Creative and Critical Thinker</b>	<ul style="list-style-type: none"> <li>18. Creativity and problem-solving – Integrate diverse and global perspectives in accounting and allied field to generate new ideas, perspectives, and sustainable solutions to face problems in the dynamic business environment.</li> <li>19. Research skills – Apply advanced and contemporary knowledge and comprehension of the practices in accounting and allied field to conduct research and make informed and sound decisions.</li> <li>20. Intellectual flexibility – Possess a mind receptive to new ideas or arguments towards the growth and development of individuals and organizations.</li> </ul>
<b>Agile Intellectual</b>	<ul style="list-style-type: none"> <li>21. Adaptability – Adapt quickly and effectively to changing circumstances, priorities, and requirements.</li> <li>22. Flexibility – Be flexible and open to adjusting plans, approaches, and strategies.</li> <li>23. Experiential learning – Demonstrate the ability to learn from experiences to continuously improve knowledge and skills.</li> </ul>
<b>Digital Citizen</b>	<ul style="list-style-type: none"> <li>24. Digital operations skills - Use Digital Technological applications to explore and interpret information and embrace new concepts and managerial practices.</li> <li>25. Digital identity – Develop and project a positive digital identity and manage digital reputation.</li> <li>26. Digital well-being – Deal with digital media and resources to build and sustain effective organizational performance.</li> </ul>

#### 4.5 Curriculum of the BBA Honours in Accounting

Level	Semester	Course Unit Code	Course Unit Title	Credits
1000 Level	Semester 1	BBA 11013	Principles of Management	15
		BBA 11023	Business Mathematics and Statistics	
		BBA 11033	Microeconomics	
		BBA 11043	Information and Communications Technology	
		BBA 11053	Business English	
	Semester 2	BBA 12013	Entrepreneurship	15
		BBA 12023	Financial Accounting	
		BBA 12033	Human Resource Management	
		BBA 12043	Principles of Finance	
		BBA 12053	Marketing Management	
2000 Level	Semester 1	BBA 21013	Management Accounting	15
		BBA 21023	Macroeconomics	
		BBA 21033	Organizational Behavior	
		BBA 21043	Operations Research	
		BBA 21053	Business Law	
	Semester 2	BBA 22013	Advanced Business English	15 (+3)
		BBA 22023	Management Information Systems	
		ACC 22113	Computer Applications in Accounting	
		ACC 22123	Project Management	
		ACC 22133	Taxation	
BBA 22033	Business Information Systems Development (Optional, NGPA)			

#### 4.5 Curriculum of the BBA Honours in Accounting

Level	Semester	Course Unit Code	Course Unit Title	Credits
3000 Level	Semester 1	BBA 31013	Operations Management	15
		ACC 31113	Advanced Management Accounting	
		ACC 31123	Corporate Law and Taxation	
		ACC 31133	Corporate Finance and Risk Management	
		ACC 31143	Financial Reporting	
	Semester 2	BBA 32013	Strategic Management	15
		ACC 32113	Research Methodology	
		ACC 32123	Corporate Governance and Accountability	
		ACC 32133	Contemporary Accounting Practices	
		ACC 32143	Audit and Assurance	
4000 Level	Semester 1	ACC 41113	Advanced Business Reporting	15
		ACC 41123	Public Sector Accounting and Finance	
		ACC 41133	Corporate Sustainability Reporting	
		ACC 41143	Financial Statements Analysis and Security Valuation	
		ACC 41153	Data Analysis for Accounting Research	
	Semester 2	BBA 42019	Dissertation	15
		BBA 42026	Internship	

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## 4.6 Areas of Research Interest

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- Audit and Assurance
- Public Sector Accounting
- Accountability
- Management Accounting Practices
- Environmental Management Accounting
- Financial Reporting
- Sustainability Reporting and Strategy
- Corporate Social Responsibility
- Corporate Sustainability
- Management Accounting Controls
- Sustainability Accounting and Control
- Tax Policy
- Accounting Education
- Corporate Governance
- Financial and Management Accounting

## 4.7 Staff of the Department of Accountancy

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### Head of the Department

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

### Professors

Prof. (Mrs.) M.W. Indrani  
PhD (Victoria, Australia), MSc (SJP, SL),  
BCom (Ruh, SL)

### Senior Lecturers

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

Dr. A.G. Deepal  
PhD (Kel, SL), MSc (Agder, Norway), MBA  
(Col, SL), BSc (SJP, SL), Diploma in Int.  
Strategy (Agder, Norway), MAAT (SL),  
Diploma in Norwegian (Agder, Norway),  
NCE (DCPL)

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

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

Mrs. H.A.C. Jeewanthi  
MSc (Agder, Norway), MSc (SJP, SL),  
BBA (Ruh, SL), Reading for PhD (Griffith,  
Australia)

Dr. G.K.C. Jeewantha  
PhD (Essex, UK), MSc (SJP, SL), BBA  
(Ruh, SL)

### Lecturers

Ms. K.D.T.N. Weerasinghe  
MSc (SJP, SL), BSc (SJP, SL), Reading for  
PhD (Hud, UK)

Ms. Dinukee De Silva  
MSc (SJP, SL), BBA (Ruh, SL), Dip. MA  
(CIMA)

Ms. D.L.M.N.K. Ariyasena  
MSc (SJP, SL), BBA (Ruh, SL), Dip. MA  
(CIMA)

Mrs. D.I.D. Weerakkody  
MSc (SJP, SL), BBA (Ruh, SL)

### Non-Academic Staff

Mrs. R.K. Welahetti  
Management Assistant

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



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## **5.1 Introduction**

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Department of Business Management is an industrious and forward-thinking department committed to contributing to the nation by creating and disseminating knowledge and participating in national development activities. Further, the department is highly focused on the professional success of the graduates produced by the department through close relationships with the industry that create opportunities for internships and industry exposure for undergraduates to become competitive in the job market.

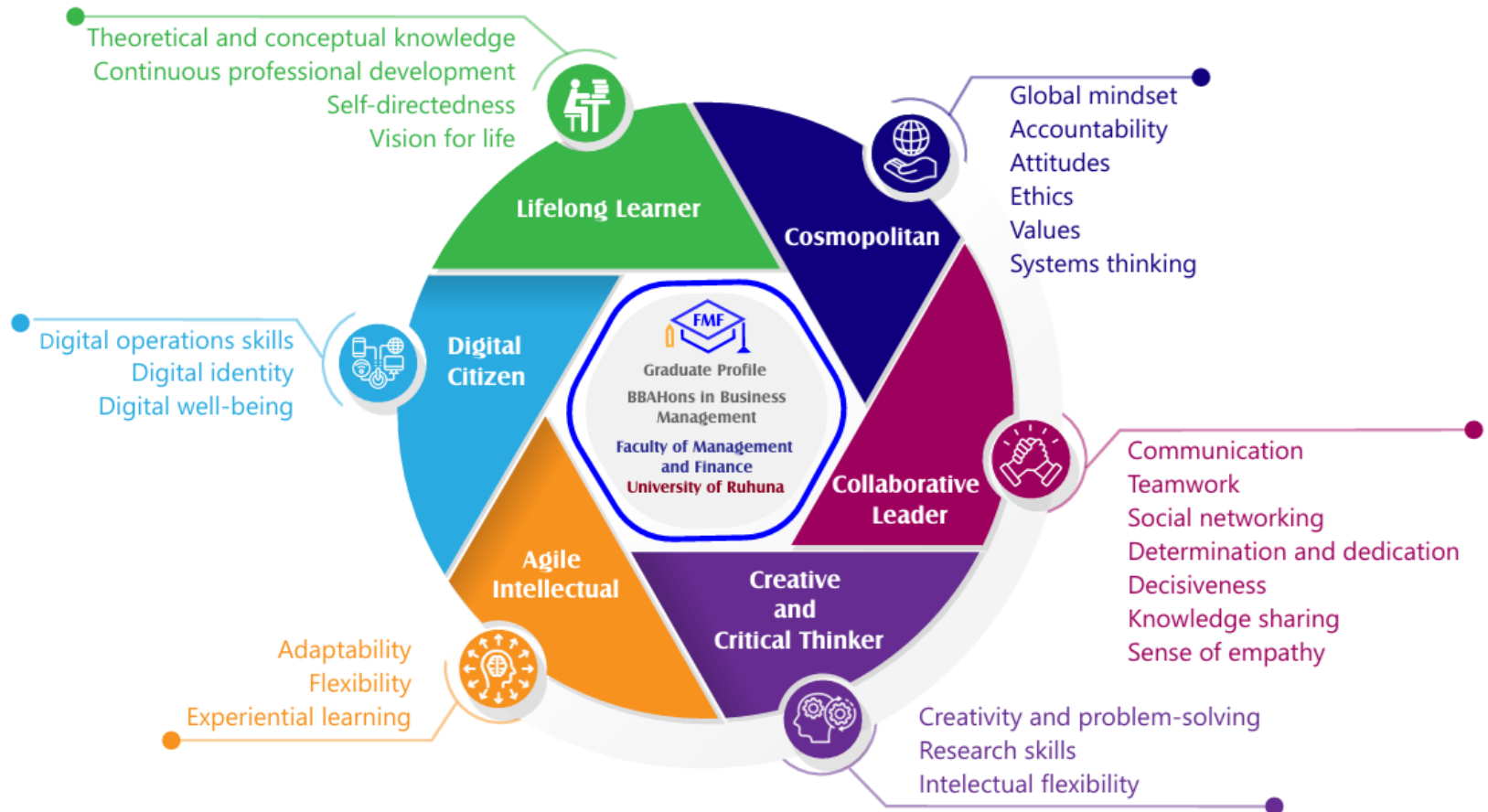
## **5.2 Bachelor of Business Administration (BBA) Honours in Business Management**

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To respond to the ever-changing market needs of the rapidly moving world, our curriculum is enriched with knowledge from Business Management and other relevant fields of study based on a multidisciplinary approach focused on addressing issues in the modern business world. Undergraduates who complete the first part of their degree programme (General BBA subjects) can join the Business Management specialization degree offered by the Department of Business Management. This degree provides knowledge, skills, and competencies and inculcates the right attitudes to be managers who are worthy citizens of this global society. Upon the successful completion of the Business Management degree, graduates will have excellent career prospects with a high degree of scholarship, professionalism, and humanity suited for global and local contexts.

### 5.3 Graduate Profile: BBA Honours in Business Management

Our desired graduates should be able to acquire knowledge, skills, and attitudes addressing six broad domains of capability: lifelong learning, cosmopolitan, digital citizenship, agile intellectuality, creativity and critical thinking, and collaborative leadership.



## 5.4 Programme Learning Outcomes: BBA Honours in Business Management Degree Programme

<b>Lifelong Learner</b>	<ol style="list-style-type: none"><li>1. Theoretical and conceptual knowledge – Demonstrate intellectual underpinning in the discipline through analysis.</li><li>2. Continuous professional development – Proactively engage in professional development.</li><li>3. Self-directedness – Possess a strong desire to explore recent developments in business management.</li><li>4. Vision for life – Have a passionate view of life and zealously work towards the achievement of life goals and plans.</li></ol>
<b>Cosmopolitan</b>	<ol style="list-style-type: none"><li>5. Global mindset – Demonstrate a critical perspective and awareness of challenges, opportunities, and global trends in business management.</li><li>6. Accountability – Be accountable for developing and engaging in ethical professional practice.</li><li>7. Attitudes – Demonstrate positive attitudes towards applications of global business management practices.</li><li>8. Ethics – Demonstrate a strong ethical personality by manifesting integrity, honesty, and a faithful commitment to professional business management practices.</li><li>9. Values - Acknowledge and honour diverse cultural perspectives.</li><li>10. Systems thinking – Comprehend the structure and dynamics of a system to gain insights into its behaviour and interactions.</li></ol>
<b>Collaborative Leader</b>	<ol style="list-style-type: none"><li>11. Communication – Demonstrate effective communication skills.</li><li>12. Teamwork – Understand the value of teamwork and actively foster collaboration among cross-functional teams.</li><li>13. Social networking – Excel at building strong and trustworthy relationships with different stakeholders.</li><li>14. Determination and dedication – Be determined, dedicated, and resilient when confronting challenges.</li><li>15. Decisiveness – Take the initiative to be involved in personal and team responsibilities in making effective decisions in business management.</li><li>16. Knowledge sharing – Demonstrate the willingness to share knowledge and experiences with others, contributing to a learning culture within the organization.</li><li>17. Sense of empathy – Demonstrate the ability to comprehend and share others’ emotions and perspectives.</li></ol>

<b>Creative and Critical Thinker</b>	<ul style="list-style-type: none"> <li>18. Creativity and problem-solving – Integrate diverse and global perspectives in business management to generate new ideas, perspectives, and sustainable solutions to face problems in the dynamic business environment.</li> <li>19. Research skills – Apply advanced and contemporary knowledge and comprehension of the practices in business management to conduct research and make informed and sound decisions.</li> <li>20. Intellectual flexibility – Possess a mind receptive to new ideas or arguments towards the growth and development of individuals and organizations.</li> </ul>
<b>Agile Intellectual</b>	<ul style="list-style-type: none"> <li>21. Adaptability – Adapt quickly and effectively to changing circumstances, priorities, and requirements.</li> <li>22. Flexibility – Be flexible and open to adjusting plans, approaches, and strategies.</li> <li>23. Experiential learning – Demonstrate the ability to learn from experiences to continuously improve knowledge and skills.</li> </ul>
<b>Digital Citizen</b>	<ul style="list-style-type: none"> <li>24. Digital operations skills - Use Digital Technological applications to explore and interpret information and embrace new concepts and managerial practices.</li> <li>25. Digital identity – Develop and project a positive digital identity and manage digital reputation.</li> <li>26. Digital well-being – Deal with digital media and resources to build and sustain effective organizational performance.</li> </ul>

## 5.5 Curriculum of the BBA Honours in Business Management

Level	Semester	Course Unit Code	Course Unit Title	Credits
1000 Level	Semester 1	BBA 11013	Principles of Management	15
		BBA 11023	Business Mathematics and Statistics	
		BBA 11033	Microeconomics	
		BBA 11043	Information and Communications Technology	
		BBA 11053	Business English	
	Semester 2	BBA 12013	Entrepreneurship	15
		BBA 12023	Financial Accounting	
		BBA 12033	Human Resource Management	
		BBA 12043	Principles of Finance	
		BBA 12053	Marketing Management	
2000 Level	Semester 1	BBA 21013	Management Accounting	15
		BBA 21023	Macroeconomics	
		BBA 21033	Organizational Behavior	
		BBA 21043	Operations Research	
		BBA 21053	Business Law	
	Semester 2	BBA 22013	Advanced Business English	16 (+3)
		BBA 22023	Management Information Systems	
		MGT 22213	Socio-Emotional Skills	
		MGT 22223	Industrial and Organizational Psychology	
		MGT 22232	Auditing	
		MGT 22242	Taxation	
		BBA 22033	Business Information Systems Development (Optional, NGPA)	

## 5.5 Curriculum of the BBA Honours in Business Management

Level	Semester	Course Unit Code	Course Unit Title	Credits
3000 Level	Semester 1	BBA 31013	Operations Management	15
		MGT 31213	Project Management	
		MGT 31223	International Business Management	
		MGT 31233	Business Relationship Management	
		MGT 31243	E-Business Management	
	Semester 2	BBA 32013	Strategic Management	15
		MGT 32213	Business Research Methods	
		MGT 32223	Enterprise Resource Planning	
		MGT 32233	Business Analytics	
		MGT 32243	Procurement and Supply Chain Management	
4000 Level	Semester 1	MGT 41213	Corporate Governance and Leadership	15
		MGT 41223	Productivity and Quality Management	
		MGT 41233	Culture and Ethics	
		MGT 41243	Service Management	
		MGT 41253	Business Performance Management	
	Semester 2	BBA 42019	Dissertation	15
		BBA 42026	Internship	

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## 5.6 Areas of Research Interest

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- Management Information Systems
- Marketing Management
- Education
- Tourism and Hospitality Management
- Knowledge Management
- Project Management
- Supply Chain Management

## 5.7 Staff of the Department of Business Management

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### Head of the Department

Prof. T.S.L.W. Gunawardana  
PhD (Nord, Norway), MSc (Agder, Norway), BBA (Ruh, SL), CBA

### Professors

Prof. P.A.P.S. Kumara  
PhD (Whuhan, China), MBA (Col, SL), BBA (Ruh, SL), MIM (SL)

Prof. T.S.L.W. Gunawardana  
PhD (Nord, Norway), MSc (Agder, Norway), BBA (Ruh, SL), CBA

### Senior Lecturers

Mr. W.M.R. Laksiri  
MSc (Agder, Norway), BBA (Ruh, SL), PDBA (Ruh, SL)

### Lecturers

Mr. D.M.T. Madushanka  
BSc (RJT, SL), Reading for MSc (Kel, SL), Reading for MBA (UOM, SL)

Ms. Madhavi Wijesekara  
BBA (Ruh, SL), Reading for MBA (Ruh, SL)

Ms. W.A.S.S. Weerakkody  
BSc (SJP, SL), Reading for MSc (SJP, SL)



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## 6.1 Introduction

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Established in 2021, the Department of Finance is one of the newest departments within the Faculty of Management and Finance. The department produces highly skilled graduates who can meet the emerging demands of the finance field in both the Sri Lankan and international contexts, where career opportunities are expanding alongside the rapidly growing business sector, particularly in banking and finance. Therefore, the department aims to attract talented and enthusiastic undergraduates who aspire to build careers in finance, taking on roles such as credit analyst, financial officer, financial advisor, investment analyst, financial/investment planner, banking executive, loan officer, and investment banker.

With a limited intake, the department strives to foster an interactive, student-centered learning culture where each student receives individual attention. Guided by a meticulous and highly qualified team of academics and in close collaboration with industry experts, students in the Department of Finance can enhance their knowledge, skills, and professionalism. This enables them to understand and evaluate the factors shaping modern financial systems and the investment industry, as well as to apply these competencies in managing businesses effectively.

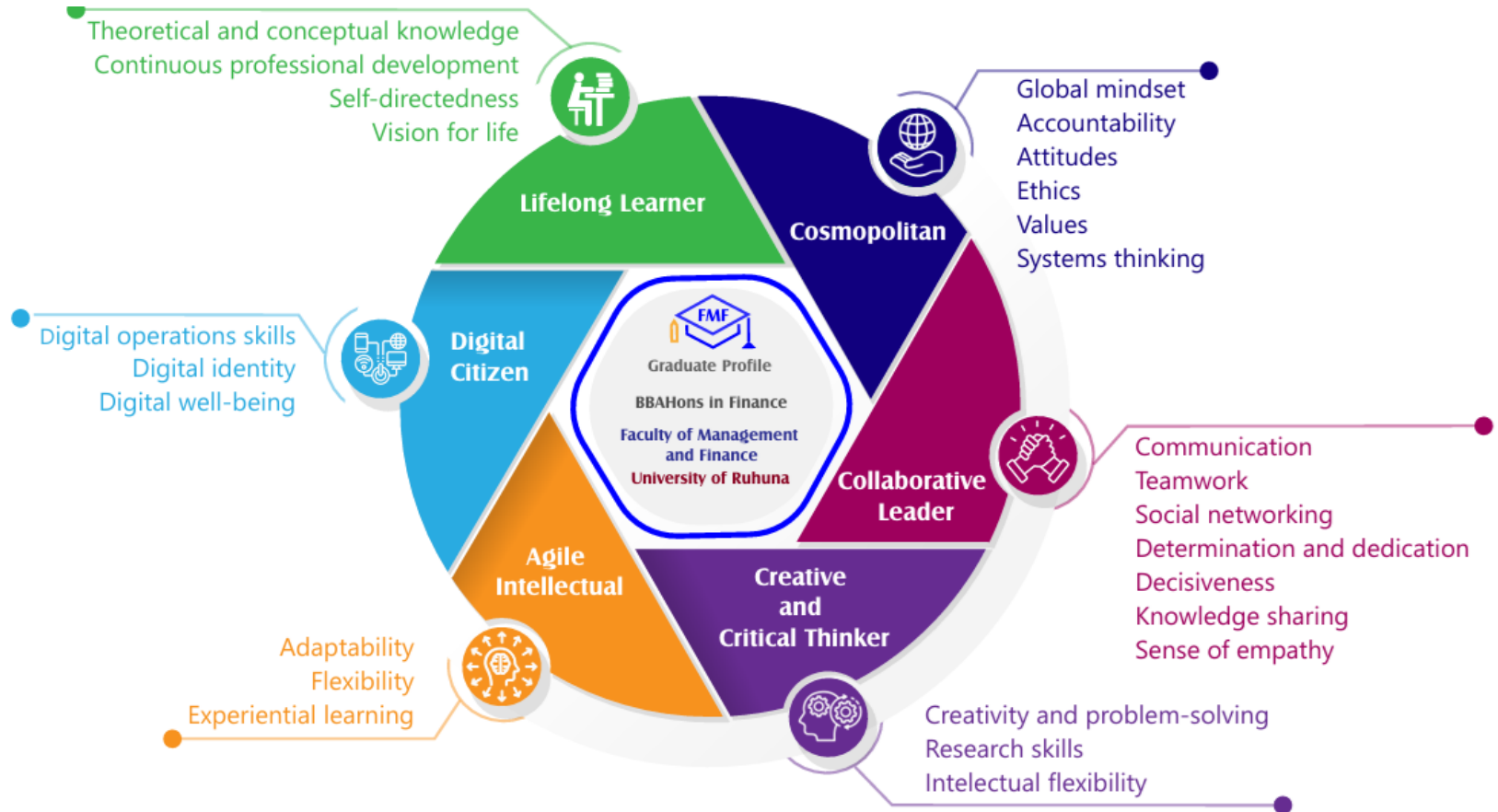
## 6.2 Bachelor of Business Administration (BBA) Honours in Finance

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The Bachelor of Business Administration (Honours) in Finance degree program produces high-calibre graduates who can meet the evolving demands of the finance profession both locally and internationally. As a four-year honours degree program classified at SLQF Level 6, it comprises 120 credits. Through this program, students gain a strong foundation in key financial concepts, theories, and techniques, along with essential skills such as communication, analytical, and problem-solving abilities—crucial for understanding and managing the dynamics of modern finance. Additionally, the compulsory independent research project fosters lifelong learning and the ability to construct well-founded arguments. Simultaneously, the internship component provides industry exposure, allowing students to experience firsthand how the knowledge, skills, and attitudes they have developed are applied in a corporate setting. As a result, finance graduates enjoy excellent career prospects in corporations, banks, and financial institutions or may choose to pursue entrepreneurial ventures.

### 6.3 Graduate Profile: BBA Honours in Finance

Our desired graduates should be able to acquire knowledge, skills, and attitudes addressing six broad domains of capability: lifelong learning, cosmopolitan, digital citizenship, agile intellectuality, creativity and critical thinking, and collaborative leadership.



## 6.4 Programme Learning Outcomes: BBA Honours in Finance Degree Programme

<b>Lifelong Learner</b>	<ol style="list-style-type: none"><li>1. Theoretical and conceptual knowledge – Demonstrate intellectual underpinning in the discipline through analysis.</li><li>2. Continuous professional development – Proactively engage in professional development.</li><li>3. Self-directedness – Possess a strong desire to explore recent developments in finance.</li><li>4. Vision for life – Have a passionate view of life and zealously work towards the achievement of life goals and plans.</li></ol>
<b>Cosmopolitan</b>	<ol style="list-style-type: none"><li>5. Global mindset – Demonstrate a critical perspective and awareness of challenges, opportunities, and global trends in finance.</li><li>6. Accountability – Be accountable for developing and engaging in ethical professional practices.</li><li>7. Attitudes – Demonstrate positive attitudes toward applications of global finance and related practices.</li><li>8. Ethics – Demonstrate a strong ethical personality by manifesting integrity, honesty, and a faithful commitment to professional finance practices.</li><li>9. Values - Acknowledge and honour diverse cultural perspectives.</li><li>10. Systems thinking – Comprehend the structure and dynamics of a system to gain insights into its behavior and interactions.</li></ol>
<b>Collaborative Leader</b>	<ol style="list-style-type: none"><li>11. Communication – Demonstrate effective communication skills.</li><li>12. Teamwork – Explain the value of teamwork and actively foster collaboration among cross-functional teams.</li><li>13. Social networking – Excel at building strong and trustworthy relationships with different stakeholders.</li><li>14. Determination and dedication – Be determined, dedicated, and resilient when confronting challenges.</li><li>15. Decisiveness – Take the initiative to be involved in personal and team responsibilities in making effective decisions in finance.</li><li>16. Knowledge sharing – Demonstrate the willingness to share knowledge and experiences with others, contributing to a learning culture within the organization.</li><li>17. Sense of empathy – Demonstrate the ability to comprehend and share others’ emotions and perspectives.</li></ol>

<b>Creative and Critical Thinker</b>	<ul style="list-style-type: none"> <li>18. Creativity and problem-solving – Integrate diverse and global perspectives in finance to generate new ideas, perspectives, and sustainable solutions to face problems in the dynamic business environment.</li> <li>19. Research skills – Apply advanced and contemporary knowledge and comprehension of the practices in finance to conduct research and make informed and sound decisions.</li> <li>20. Intellectual flexibility – Possess a mind receptive to new ideas or arguments towards the growth and development of individuals and organizations.</li> </ul>
<b>Agile Intellectual</b>	<ul style="list-style-type: none"> <li>21. Adaptability – Adapt quickly and effectively to changing circumstances, priorities, and requirements.</li> <li>22. Flexibility – Demonstrate flexibility and openness to adjusting plans, approaches, and strategies.</li> <li>23. Experiential learning – Demonstrate the ability to learn from experiences to continuously improve knowledge and skills.</li> </ul>
<b>Digital Citizen</b>	<ul style="list-style-type: none"> <li>24. Digital operations skills - Use digital technological applications to explore and interpret information and embrace new concepts and managerial practices.</li> <li>25. Digital identity – Develop and project a positive digital identity and manage digital reputation.</li> <li>26. Digital well-being – Deal with digital media and resources to build and sustain effective organizational performance.</li> </ul>

## 6.5 Curriculum of the BBA Honours in Finance

Level	Semester	Course Unit Code	Course Unit Title	Credits
1000 Level	Semester 1	BBA 11013	Principles of Management	15
		BBA 11023	Business Mathematics and Statistics	
		BBA 11033	Microeconomics	
		BBA 11043	Information and Communications Technology	
		BBA 11053	Business English	
	Semester 2	BBA 12013	Entrepreneurship	15
		BBA 12023	Financial Accounting	
		BBA 12033	Human Resource Management	
		BBA 12043	Principles of Finance	
		BBA 12053	Marketing Management	
2000 Level	Semester 1	BBA 21013	Management Accounting	15
		BBA 21023	Macroeconomics	
		BBA 21033	Organizational Behavior	
		BBA 21043	Operations Research	
		BBA 21053	Business Law	
	Semester 2	BBA 22013	Advanced Business English	15 (+3)
		BBA 22023	Management Information Systems	
		FIN 22413	Corporate Finance	
		FIN 22423	Econometrics	
		FIN 22433	Microfinance	
		BBA 22033	Business Information Systems Development (Optional, NGPA)	

## 6.5 Curriculum of the BBA Honours in Finance

Level	Semester	Course Unit Code	Course Unit Title	Credits
3000 Level	Semester 1	BBA 31013	Operations Management	15
		FIN 31413	Financial Markets and Institutions	
		FIN 31423	Investment and Portfolio Management	
		FIN 31433	Computer Applications in Accounting and Financial Analysis	
		FIN 31443	Personal Finance and Financial Planning	
	Semester 2	BBA 32013	Strategic Management	15
		FIN 32413	Principles of Banking	
		FIN 32423	Corporate Governance	
		FIN 32433	Strategic Finance	
		FIN 32443	Taxation and Tax planning	
4000 Level	Semester 1	FIN 41413	Behavioural Finance	15
		FIN 41423	International Finance	
		FIN 41433	Research Methodology	
		FIN 41443	Financial Risk Management	
		FIN 41453	Risk and Insurance	
	Semester 2	BBA 42019	Dissertation	15
		BBA 42026	Internship	

## 6.6 Areas of Research Interest

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- Corporate Finance
- Investments
- Financial Markets, Institutions and Banking
- International Finance
- Behavioural Finance
- Corporate Governance
- Risk Management and Insurance
- Public Finance
- Financial and Monetary Economics
- Economic and Financial Policy

## 6.7 Staff of the Department of Finance

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### Head of the Department

Dr. M.S. Nanayakkara

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

### Professors

Prof. Manjula K. Wanniarachchige

PhD (APU, Japan), MBA (APU, Japan), BBA (Ruh, SL)

### Senior Lecturers

Dr. M.S. Nanayakkara

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

Mrs. G.A.N. Darshi

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

### Lecturers

Mr. K.R.K. Harshana

BBA (Ruh, SL), CIMA Cert. BA, Reading for MSc (SJP, SL)

Mrs. W.Y.M.M.N. Ekanayake

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

Mr. D.C.P. Ranaweera

MSc (HSE, Russia), B.Com (EUSL, SL), Reading for MSTAT (Kel, SL)

Mr. R.M.L.M. Abeyrathna

BBM (Kel, SL), Reading for MSc (Kel, SL)

### Non-Academic Staff

Mr. H. Madhuranga Mamuhewa

Work Aid



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## 7.1 Introduction

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Management education plays a significant role in creating managerial professionals equipped with a wide range of managerial skills and competencies that drive organizations toward 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 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 Resource Development.

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

## 7.2 Bachelor of Business Administration (BBA) Honours in Human Resource Management

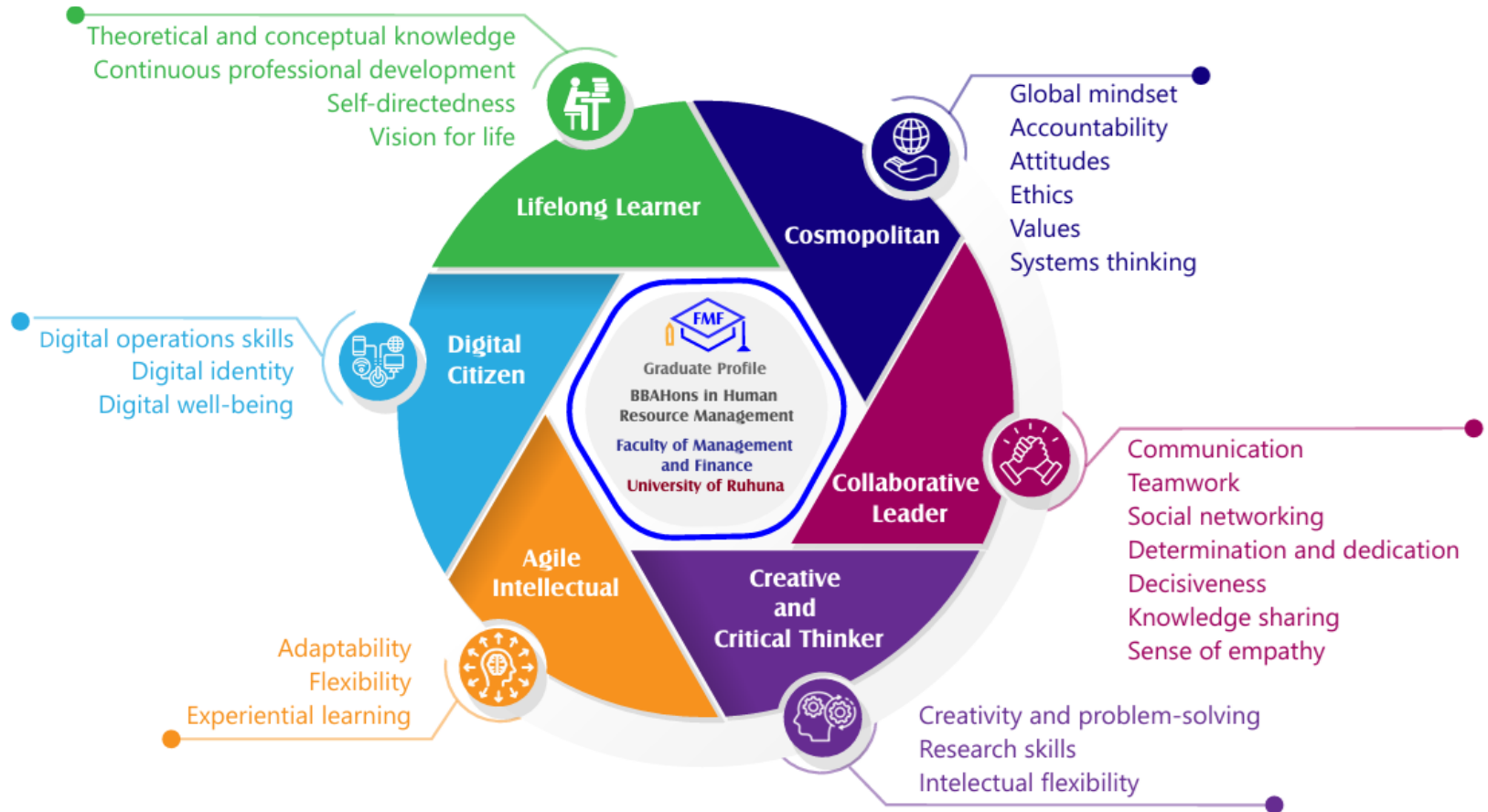
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Bachelor of Business Administration Honours in HRM Degree is designed to create highly employable HRM graduates who are equipped with comprehensive knowledge, skills, and competencies to meet the requirements of contemporary business organizations. 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 enrolment 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 team-building potential through those activities.

### 7.3 Graduate Profile: BBA Honours in Human Resource Management

Our desired graduates should be able to acquire knowledge, skills, and attitudes addressing six broad domains of capability: lifelong learning, cosmopolitan, digital citizenship, agile intellectuality, creativity and critical thinking, and collaborative leadership.



## 7.4 Programme Learning Outcomes: BBA Honours in Human Resource Management Degree Programme

<b>Lifelong Learner</b>	<ol style="list-style-type: none"><li>1. Theoretical and conceptual knowledge – Demonstrate intellectual underpinning in the discipline through analysis.</li><li>2. Continuous professional development – Proactively engage in professional development.</li><li>3. Self-directedness – Possess a strong desire to explore recent developments in Human Resource Management.</li><li>4. Vision for life – Have a passionate view of life and zealously work towards the achievement of life goals and plans.</li></ol>
<b>Cosmopolitan</b>	<ol style="list-style-type: none"><li>5. Global mindset – Demonstrate a critical perspective and awareness of challenges, opportunities, and global trends in Human Resource Management.</li><li>6. Accountability – Be accountable for developing and engaging in ethical professional practices.</li><li>7. Attitudes – Demonstrate positive attitudes toward applications of Global Human Resource Management practices.</li><li>8. Ethics – Demonstrate a strong ethical personality by manifesting integrity, honesty, and a faithful commitment to professional Human Resource Management practices.</li><li>9. Values - Acknowledge and honour diverse cultural perspectives.</li><li>10. Systems thinking – Comprehend the structure and dynamics of a system to gain insights into its behaviour and interactions.</li></ol>
<b>Collaborative Leader</b>	<ol style="list-style-type: none"><li>11. Communication – Demonstrate effective communication skills.</li><li>12. Teamwork – Understand the value of teamwork and actively foster collaboration among cross-functional teams.</li><li>13. Social networking – Excel at building strong and trustworthy relationships with different stakeholders.</li><li>14. Determination and dedication – Be determined, dedicated, and resilient when confronting challenges.</li><li>15. Decisiveness – Take the initiative to be involved in personal and team responsibilities in making effective decisions in Human Resource Management.</li><li>16. Knowledge sharing – Demonstrate the willingness to share knowledge and experiences with others, contributing to a learning culture within the organisation.</li><li>17. Sense of empathy – Demonstrate the ability to comprehend and share others’ emotions and perspectives.</li></ol>

<b>Creative and Critical Thinker</b>	<ul style="list-style-type: none"> <li>18. Creativity and problem-solving – Integrate diverse and global perspectives in Human Resource Management to generate new ideas, perspectives, and sustainable solutions to face problems in the dynamic business environment.</li> <li>19. Research skills – Apply advanced and contemporary knowledge and comprehension of the practices in Human Resource Management to conduct research and make informed and sound decisions.</li> <li>20. Intellectual flexibility – Possess a mind receptive to new ideas or arguments towards the growth and development of individuals and organisations.</li> </ul>
<b>Agile Intellectual</b>	<ul style="list-style-type: none"> <li>21. Adaptability – Adapt quickly and effectively to changing circumstances, priorities, and requirements.</li> <li>22. Flexibility – Be flexible and open to adjusting plans, approaches, and strategies.</li> <li>23. Experiential learning – Demonstrate the ability to learn from experiences to continuously improve knowledge and skills.</li> </ul>
<b>Digital Citizen</b>	<ul style="list-style-type: none"> <li>24. Digital operations skills - Use digital technological applications to explore and interpret information and embrace new concepts and managerial practices.</li> <li>25. Digital identity – Develop and project a positive digital identity and manage digital reputation.</li> <li>26. Digital well-being – Deal with digital media and resources to build and sustain effective organisational performance.</li> </ul>

## 7.5 Curriculum of the BBA Honours in Human Resource Management

Level	Semester	Course Unit Code	Course Unit Title	Credits
1000 Level	Semester 1	BBA 11013	Principles of Management	15
		BBA 11023	Business Mathematics and Statistics	
		BBA 11033	Microeconomics	
		BBA 11043	Information and Communications Technology	
		BBA 11053	Business English	
	Semester 2	BBA 12013	Entrepreneurship	15
		BBA 12023	Financial Accounting	
		BBA 12033	Human Resource Management	
		BBA 12043	Principles of Finance	
		BBA 12053	Marketing Management	
2000 Level	Semester 1	BBA 21013	Management Accounting	15
		BBA 21023	Macroeconomics	
		BBA 21033	Organizational Behavior	
		BBA 21043	Operations Research	
		BBA 21053	Business Law	
	Semester 2	BBA 22013	Advanced Business English	15 (+3)
		BBA 22023	Management Information Systems	
		HRM 22513	Career Management	
		HRM 22523	Human Resource Development	
		HRM 22533	Performance and Reward Management	
		BBA 22033	Business Information Systems Development (Optional, NGPA)	

## 7.5 Curriculum of the BBA Honours in Human Resource Management

Level	Semester	Course Unit Code	Course Unit Title	Credits
3000 Level	Semester 1	BBA 31013	Operations Management	15
		HRM 31513	Occupational Health and Safety Management	
		HRM 31523	Industrial Relations and Labour Law	
		HRM 31533	Digital Human Resource Management	
		HRM 31543	Quality Management	
	Semester 2	BBA 32013	Strategic Management	15
		HRM 32513	Human Resource Audit	
		HRM 32523	International Human Resource Management	
		HRM 32533	Workplace Counselling	
		HRM 32543	Research Methodology	
4000 Level	Semester 1	HRM 41513	Personal Value Creation	15
		HRM 41523	Data Analysis for Research	
		HRM 41533	Sustainable Human Resource Management	
		HRM 41543	Human Resource Analytics	
		HRM 41553	Strategic Human Resource Management	
	Semester 2	BBA 42019	Dissertation	15
		BBA 42026	Internship	

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## 7.6 Areas of Research Interest

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- Career Development
- Work-related attitudes
- Performance Management
- Training and Development
- Technology adoption in HRM
- Coaching and Counselling
- Employee Diversity Management
- Industrial Relation Issues and Labour Law
- HR practices in the International Context
- Employee Selection
- Stress Management
- Rewards Management
- Work-life balance
- Outsourcing
- Sustainable HRM
- Digital HRM and AI-based HR Practices
- Talent Management

## 7.7 Staff of the Department of Human Resource Management

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### Head of the Department

Dr. J. Ramawickrama  
PhD (SJP, SL), MSc (Agder, Norway), MBA  
(Ruh, SL), BCom (Ruh, SL)

### Senior Lecturers

Mr. P.E.D.D. Silva  
MCom (Kel, SL), BCom (Kel, SL)

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

Dr. J. Ramawickrama  
PhD (SJP, SL), MSc (Agder, Norway), MBA  
(Ruh, SL), BCom (Ruh, SL)

Dr. B.L. Galhena  
PhD (Agder, Norway), MSc (Agder, Nor-  
way), BBA (Ruh, SL)

Dr. G.K.H. Ganewatta  
PhD (QUT, Australia), MBA (Ruh, SL), BSc  
(Ruh, SL)

Dr. K.G. Priyashantha  
PhD (Kel, SL), 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, SL)

Mrs. I.L.L. Sagalee  
MSc (SJP, SL), BBA (Ruh, SL), Reading for  
PhD (Col, SL)

Mrs. V. Vithanage  
MSc (SJP, SL), BBA (Ruh, SL), Attorney-  
at-Law

Dr. M.T.T. de Silva  
PhD (Newcastle, Australia), MSc (SJP, SL),  
BBA (Ruh, SL)

### Lecturers

Mrs. M.N. Maduwanthi  
MSc (SJP, SL), BBA (Ruh, SL), PQHRM  
(CIPM, SL)



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## 8.1 Introduction

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The Department of Management and Entrepreneurship dedicates to educating students with the necessary knowledge and skills to become effective managers and entrepreneurs, equipping them with the ability to analyze business situations, make informed decisions, and successfully launch and run their own ventures, by providing comprehensive training in core management principles alongside practical entrepreneurial development opportunities.

In today's rapidly evolving global economy, it is essential for undergraduates to develop the ability to understand and adapt to dynamic market demands. To address this, the department offers a range of newly designed courses with updated curricula that align with industry needs and the expectations of key stakeholders. Additionally, the department organizes workshops, business dialogues, exposure visits, and innovative programs that foster soft skills and knowledge sharing among students. These initiatives assure their employability in an increasingly competitive, dynamic, and globalized business environment. Students are also encouraged to gain real-world experience through internship projects with reputed organizations, for further strengthening their innovative and competitive capabilities to match with the industry expectations.

Beyond academic excellence, the department is committed to the holistic development of students by providing a positive and interactive learning environment. The academic staff continuously strives to enhance their teaching and research capabilities, as well as outreach work through collaborations with local and international organizations for, ensuring the students receive a world-class education.

## 8.2 Bachelor of Business Administration (BBA) Honours in Entrepreneurship Degree

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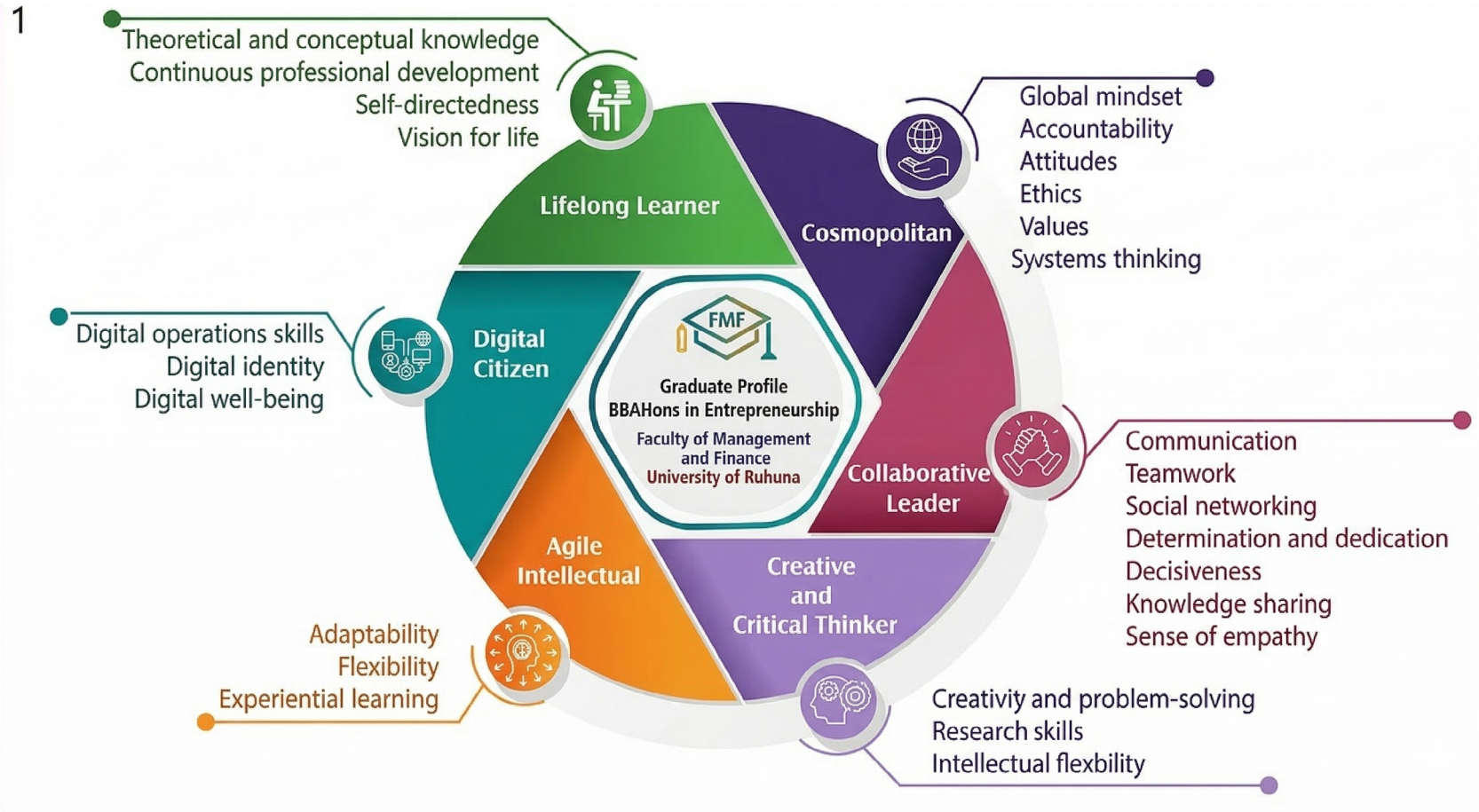
The Bachelor of Business Administration (BBA) Honours in Entrepreneurship degree is designed to develop students with strong entrepreneurial attributes, enabling them to make significant contributions to the Sri Lankan economy By incubating one's own business or serve as intrapreneurs in existing organizations. All students enrolled in the Faculty of Management and Finance follow a common curriculum during the first three semesters. This foundation level programme provides a comprehensive understanding of key concepts across all functional areas of business management, allowing students to make well-informed decisions when selecting their specialization area for the final five semesters of the degree programme.

At the end of the third semester, students who meet the eligibility criteria which were predetermined by the faculty can enroll in the BBA Honours in Entrepreneurship degree programme. Beyond this turning point, students gain specialized knowledge, skills, and competencies in entrepreneurship and related areas, equipping them with the expertise required to navigate and excel in the dynamic business landscape.

*Note: The Department has proposed enhancing the existing degree program by integrating technology, renaming it Bachelor of Business Administration (Honors) in Business Technology and Entrepreneurship, which is currently under review by the University Grants Commission.*

### 8.3 Graduate Profile: BBA Honours in Entrepreneurship

Our desired graduates should be able to acquire knowledge, skills, and attitudes addressing six broad domains of capability: lifelong learning, cosmopolitan, digital citizenship, agile intellectuality, creativity and critical thinking, and collaborative leadership.



## 8.4 Programme Learning Outcomes: BBA Honours in Entrepreneurship Degree Programme

<b>Lifelong Learner</b>	<ol style="list-style-type: none"><li>1. Theoretical and conceptual knowledge – Demonstrate intellectual underpinning in the discipline through analysis.</li><li>2. Continuous professional development – Proactively engage in professional development.</li><li>3. Self-directedness – Possess a strong desire to explore recent developments in business technology and entrepreneurship.</li><li>4. Vision for life – Have a passionate view of life and zealously work towards the achievement of life goals and plans.</li></ol>
<b>Cosmopolitan</b>	<ol style="list-style-type: none"><li>5. Global mindset – Demonstrate a critical perspective and awareness of challenges, opportunities, and global trends in business technology and entrepreneurship.</li><li>6. Accountability – Be accountable for developing and engaging in ethical professional practices.</li><li>7. Attitudes – Demonstrate positive attitudes toward applications of global business technology and entrepreneurship practices.</li><li>8. Ethics – Demonstrate a strong ethical personality by manifesting integrity, honesty, and a faithful commitment to professional management practices.</li><li>9. Values - Acknowledge and honor diverse cultural perspectives.</li><li>10. Systems thinking – Comprehend the structure and dynamics of a system to gain insights into its behavior and interactions.</li></ol>
<b>Collaborative Leader</b>	<ol style="list-style-type: none"><li>11. Communication – Demonstrate effective communication skills.</li><li>12. Teamwork – Understand the value of teamwork and actively foster collaboration among cross-functional teams.</li><li>13. Social networking – Excel at building strong and trustworthy relationships with different stakeholders.</li><li>14. Determination and dedication – Be determined, dedicated, and resilient when confronting challenges.</li><li>15. Decisiveness – Take the initiative to be involved in personal and team responsibilities in making effective decisions in business technology and entrepreneurship.</li><li>16. Knowledge sharing – Demonstrate the willingness to share knowledge and experiences with others, contributing to the learning culture within the organization.</li><li>17. Sense of empathy – Demonstrate the ability to comprehend and share others’ emotions and perspectives.</li></ol>

<b>Creative and Critical Thinker</b>	<ul style="list-style-type: none"> <li>18. Creativity and problem-solving – Integrate diverse and global perspectives in business technology and entrepreneurship to generate new ideas, perspectives, and sustainable solutions to face problems in the dynamic business environment.</li> <li>19. Research skills – Apply advanced and contemporary knowledge and comprehension of the practices in business technology and entrepreneurship to conduct research and make informed and sound decisions.</li> <li>20. Intellectual flexibility – Possess a mind receptive to new ideas or arguments towards the growth and development of individuals and organizations.</li> </ul>
<b>Agile Intellectual</b>	<ul style="list-style-type: none"> <li>21. Adaptability – Adapt quickly and effectively to changing circumstances, priorities, and requirements.</li> <li>22. Flexibility – Be flexible and open to adjusting plans, approaches, and strategies.</li> <li>23. Experiential learning – Demonstrate the ability to learn from experiences to continuously improve knowledge and skills.</li> </ul>
<b>Digital Citizen</b>	<ul style="list-style-type: none"> <li>24. Digital operations skills - Use Digital Technological applications to explore and interpret information and embrace new concepts and managerial practices.</li> <li>25. Digital identity – Develop and project a positive digital identity and manage digital reputations.</li> <li>26. Digital well-being – Deal with digital media and resources to build and sustain effective organizational performance.</li> </ul>

## 8.5 Curriculum of the BBA Honours in Entrepreneurship

Level	Semester	Course Unit Code	Course Unit Title	Credits
1000 Level	Semester 1	BBA 11013	Principles of Management	15
		BBA 11023	Business Mathematics and Statistics	
		BBA 11033	Microeconomics	
		BBA 11043	Information and Communications Technology	
		BBA 11053	Business English	
	Semester 2	BBA 12013	Entrepreneurship	15
		BBA 12023	Financial Accounting	
		BBA 12033	Human Resource Management	
		BBA 12043	Principles of Finance	
		BBA 12053	Marketing Management	
2000 Level	Semester 1	BBA 21013	Management Accounting	15
		BBA 21023	Macroeconomics	
		BBA 21033	Organizational Behavior	
		BBA 21043	Operations Research	
		BBA 21053	Business Law	
	Semester 2	BBA 22013	Advanced Business English	15 (+3)
		BBA 22023	Management Information Systems	
		BTE 22313	Business Planning and Venture Creation	
		BTE 22323	Creativity	
		BTE 22333	Digital Business and Electronic Commerce	
		BBA 22033	Business Information Systems Development (Optional, NGPA)	

## 8.5 Curriculum of the BBA Honours in Entrepreneurship

Level	Semester	Course Unit Code	Course Unit Title	Credits
3000 Level	Semester 1	BBA 31013	Operations Management	15
		BTE 31313	Innovation and Technopreneurship	
		BTE 31323	Digital Finance	
		BTE 31333	Digital Marketing	
		BTE 31343	Web Design and Development	
	Semester 2	BBA 32013	Strategic Management	15
		BTE 32313	Supply Chain and Logistics Management	
		BTE 32323	Project Management	
		BTE 32333	Research Methodology	
		BTE 32343	Computer Application in Accounting	
4000 Level	Semester 1	BTE 41313	Tourism Entrepreneurship	15
		BTE 41323	Social and Green Entrepreneurship	
		BTE 41333	Data Analysis for Research	
		BTE 41343	Taxation and Tax Planning	
		BTE 41353	Entrepreneurship Lab	
		BTE 41363	Business Analytics	
	Semester 2	BBA 42019	Dissertation	15
BBA 42026		Internship		

## 8.6 Areas of Research Interest

- Entrepreneurial Behavior and Psychology
- Digital and Technological Entrepreneurship
- Entrepreneurial Finance and Funding
- Social, Green and Sustainable Entrepreneurship
- Entrepreneurial Ecosystems and Policy
- Women and Minority Entrepreneurship
- Family Business Succession Planning
- Entrepreneurial Education
- Corporate Entrepreneurship and Intrapreneurship
- Creativity, Innovation, and Business Model Transformation
- International and Cross-Border Entrepreneurship
- Regional Development and Entrepreneurial Ecosystems
- Family Business and the Growth of MSMEs
- Entrepreneurial Strategy and Growth Management
- Tourism and Hospitality Entrepreneurship
- Organizational Agility and Strategic Adaptation
- Strategic Management and Competitive Advantage

## 8.7 Staff of the Department of Entrepreneurship

### Head of the Department

Dr. E.K. Jayampathi

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

### Professors

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

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

### Senior Lecturers

Mrs. K.A.S. Sriyani

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

Mr. M.W.S.S. Silva

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

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

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

BCom (Ruh, SL)

Mrs. L.R. Rupasinghe

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

Mrs. P.D.S.D. Rodrigo

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

Dr. M.G.M. Dilrukshi

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

Dr. D.M.R. Deepika

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

Dr. E.K. Jayampathi

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

Mr. M.C.K.H. Mallika

MBA (MOR, SL), BCom (Kel, SL), CBA (ICASL), SLAAS

Mrs. P.S.D. Punchihewa

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

### Non-Academic Staff

Mr. H.P.J.K. Kumara

Management Assistant



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## 9.1 Introduction

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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 endeavours 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.

## 9.2 Bachelor of Business Administration (BBA) Honours in Marketing

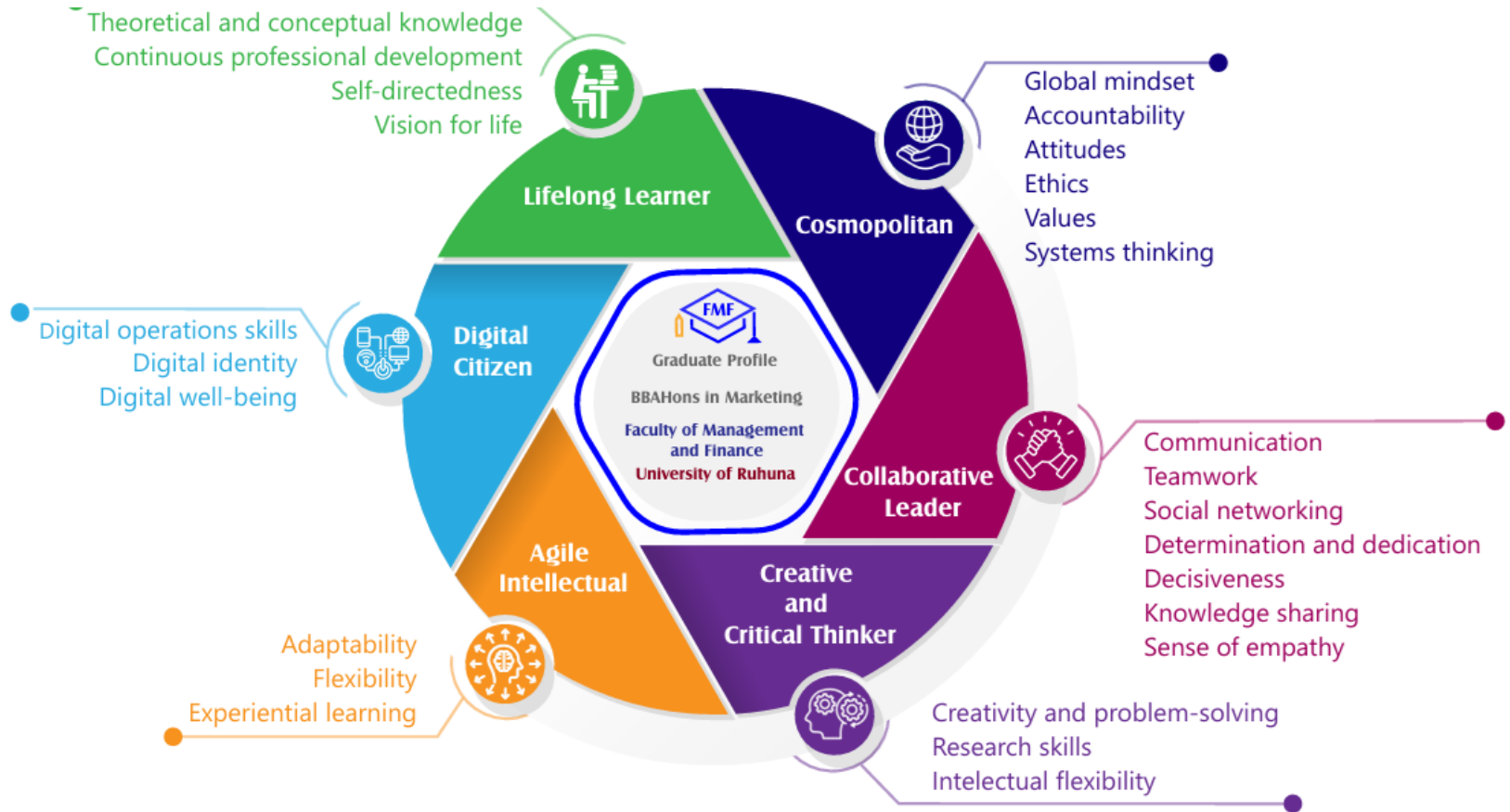
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The survival of a business depends on its ability to acquire, convert, engage, and retain customers effectively. As such, the marketing function of a business is centered upon delivering value to customers throughout the customer life cycle. Thus, 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 give them an opportunity to make a better-informed choice of the specialisation 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 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 enrol 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. Overall, 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.

### 9.3 Graduate Profile: BBA Honours in Marketing

Our desired graduates should be able to acquire knowledge, skills, and attitudes addressing six broad domains of capability: lifelong learning, cosmopolitan, digital citizenship, agile intellectuality, creativity and critical thinking, and collaborative leadership.



## 9.4 Programme Learning Outcomes: BBA Honours in Marketing Degree Programme

<b>Lifelong Learner</b>	<ol style="list-style-type: none"><li>1. Theoretical and conceptual knowledge- Demonstrate intellectual underpinning in the discipline through analysis.</li><li>2. Continuous professional development- Proactively engage in professional development.</li><li>3. Self-directedness- Possess a strong desire to explore recent developments in Marketing.</li><li>4. Vision for life- Have a passionate view of life and zealously work towards the achievement of life goals and plans.</li></ol>
<b>Cosmopolitan</b>	<ol style="list-style-type: none"><li>5. Global mindset - Demonstrate a critical perspective and awareness of challenges, opportunities, and global trends in Marketing.</li><li>6. Accountability- Be accountable for developing and engaging in ethical professional practices.</li><li>7. Attitudes- Demonstrate positive attitudes toward applications of global marketing practices.</li><li>8. Ethics- Demonstrate a strong ethical personality by manifesting integrity, honesty, and a faithful commitment to professional marketing management practices.</li><li>9. Values- Acknowledge and honour diverse cultural perspectives.</li><li>10. Systems thinking- Comprehend the structure and dynamics of a system to gain insights into its behaviour and interactions.</li></ol>
<b>Collaborative Leader</b>	<ol style="list-style-type: none"><li>11. Communication- Demonstrate effective communication skills.</li><li>12. Teamwork- Understand the value of teamwork and actively foster collaboration among cross-functional teams.</li><li>13. Social networking- Excel at building strong and trustworthy relationships with different stakeholders.</li><li>14. Determination and dedication- Be determined, dedicated, and resilient when confronting challenges.</li><li>15. Decisiveness- Take the initiative to be involved in personal and team responsibilities in making effective decisions in marketing.</li><li>16. Knowledge sharing- Demonstrate the willingness to share knowledge and experiences with others, contributing to a learning culture within the organization.</li><li>17. Sense of empathy- Demonstrate the ability to comprehend and share others' emotions and perspectives.</li></ol>

<b>Creative and Critical Thinker</b>	<ul style="list-style-type: none"> <li>18. Creativity and problem-solving- Integrate diverse and global perspectives in marketing to generate new ideas, perspectives, and sustainable solutions to face problems in the dynamic business environment.</li> <li>19. Research skills- Apply advanced and contemporary knowledge and comprehension of the practices in marketing to conduct research and make informed and sound decisions.</li> <li>20. Intellectual flexibility- Possess a mind receptive to new ideas or arguments towards the growth and development of individuals and organizations.</li> </ul>
<b>Agile Intellectual</b>	<ul style="list-style-type: none"> <li>21. Adaptability - Adapt quickly and effectively to changing circumstances, priorities, and requirements.</li> <li>22. Flexibility- Be flexible and open to adjusting plans, approaches, and strategies.</li> <li>23. Experiential learning- Demonstrate the ability to learn from experiences to continuously improve knowledge and skills.</li> </ul>
<b>Digital Citizen</b>	<ul style="list-style-type: none"> <li>24. Digital operations skills- Use digital technological applications to explore and interpret information and embrace new concepts and managerial practices.</li> <li>25. Digital identity- Develop and project a positive digital identity and manage digital reputation.</li> <li>26. Digital well-being - Deal with digital media and resources to build and sustain effective organizational performance.</li> </ul>

## 9.5 Curriculum of the BBA Honours in Marketing

Level	Semester	Course Unit Code	Course Unit Title	Credits
1000 Level	Semester 1	BBA 11013	Principles of Management	15
		BBA 11023	Business Mathematics and Statistics	
		BBA 11033	Microeconomics	
		BBA 11043	Information and Communications Technology	
		BBA 11053	Business English	
	Semester 2	BBA 12013	Entrepreneurship	15
		BBA 12023	Financial Accounting	
		BBA 12033	Human Resource Management	
		BBA 12043	Principles of Finance	
		BBA 12053	Marketing Management	
2000 Level	Semester 1	BBA 21013	Management Accounting	15
		BBA 21023	Macroeconomics	
		BBA 21033	Organizational Behavior	
		BBA 21043	Operations Research	
		BBA 21053	Business Law	
	Semester 2	BBA 22013	Advanced Business English	15 (+3)
		BBA 22023	Management Information Systems	
		MKT 22613	Sales and Retail Management	
		MKT 22623	Services Marketing	
		MKT 22633	Social Psychology	
		BBA 22033	Business Information Systems Development (Optional, NGPA)	

## 9.5 Curriculum of the BBA Honours in Marketing

Level	Semester	Course Unit	Course Unit Title	Credits
3000 Level	Semester 1	BBA 31013	Operations Management	15
		MKT 31613	Consumer Behaviour	
		MKT 31623	Brand Management	
		MKT 31633	Integrated Marketing Communications	
		MKT 31643	Tourism Management	
	Semester 2	BBA 32013	Strategic Management	15
		MKT 32613	Research Methodology	
		MKT 32623	Event Marketing	
		MKT 32633	Digital Marketing	
		MKT 32643	International Marketing	
4000 Level	Semester 1	MKT 41613	Social Media Marketing	15
		MKT 41623	Marketing Engineering	
		MKT 41633	Marketing Ethics	
		MKT 41643	Marketing Research Analysis	
		MKT 41653	Strategic Marketing	
	Semester 2	BBA 42019	Dissertation	15
		BBA 42026	Internship	

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## 9.6 Areas of Research Interest

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

## 9.7 Staff of the Department of Marketing

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### Head of the Department

Mrs. P.K.C. Dinesha  
MSc (Agder, Norway), MSc (SJP, SL),  
BBA (Ruh, SL), Reading for Ph.D (SJP, SL)

### Professors

Prof. A.B. Sirisena  
PhD (Agder, Norway), MSc (Agder, Norway),  
MBA (Col, SL), BSc (SJP, SL), PG-Dip (CIM, UK), MFTOT Certified Trainer (ADB)

Prof. A.C. Karunaratne  
PhD (Ruh, SL), MSc (Agder, Norway),  
BCom (Ruh, SL), AMSLIM

### Senior Lecturers

Dr. G.P.K. Nishadi  
PhD (SJP, SL)  
MSc (Agder, Norway), BBA (Ruh, SL)

Mrs. P.K.C. Dinesha  
MSc (Agder, Norway), MSc (SJP, SL),  
BBA (Ruh, SL), Reading for Ph.D (SJP, SL)

Mr. M.N.M. Nismi  
MSc (Agder, Norway), MSc (SJP, SL),  
BBA (Ruh, SL), AMSLIM

Dr. W.T.M. de Silva  
Ph.D (University of Otago, New Zealand),  
MBA (Col, SL), BBA (Ruh, SL), AMSLIM

### Lecturers

Mr. K.M.U.D. Wijesinghe  
MBA (Col, SL), BBA (Ruh,SL)  
Reading for Ph.D (Queensland, Australia)

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

Mrs. Y.M. Liyanapathirana  
MSc (SJP, SL), BBA (Ruh, SL)

### Non- Academic Staff

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



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## 10.1 Introduction

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The Faculty of Management and Finance is committed to developing essential soft skills, such as English language proficiency and ICT, which are crucial for a successful career in the field of management. To address this need, the faculty has implemented various programmes and facilities aimed at enhancing these skills among students.

### English Language

All degree programmes include two Business English-focused modules designed to improve students' existing English language skills while equipping them with the communication styles required in business and professional contexts. Additionally, the faculty offers the English Language Intensive Course (ELIC) to help students strengthen their basic English skills for academic success.

To further support continuous language improvement, the faculty plans to introduce the English Language Improvement Program (ELIP). This initiative will gradually enhance students' English proficiency, ensuring they meet the language standards expected in a professional environment.

### Information Communication Technology

The Computer Unit is a key supporting division of the Faculty of Management and Finance at the University of Ruhuna. It currently operates two computer labs equipped with 125 and 50 fully networked computer stations, along with other necessary infrastructure. The unit serves approximately 2,500 undergraduates, 100 postgraduates, and 70 staff members.

The Computer Unit is responsible for coordinating ICT course units and other ICT-related teaching and learning activities. Additionally, it manages and maintains the faculty website, email services, computer network, Learning Management System (LMS), and Student Information System (SIS). The unit also provides technical support to both staff and students, ensuring smooth integration of ICT into academic and administrative operations.

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## 10.2 Staff: English Language and ICT Teaching

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### English Language

Ms. O. Wijyaratne

MA (Kel, SL), BA (Kel, SL)

Reading for MPhil (Ruh, SL)

Mr. R.L. Samantha

MPhil (Ruh. SL), BSc (Ruh, SL)

### Information Communication Technology

Mrs. B.B.D.S. Abeykoon

MBAnalytics (UCSC, SL), BIIT (UWU, SL),

### Programme cum System Analyst

Mr. T.G. Bhatiya

MSc (Moratuwa, SL), BSc (Ruh. SL)



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## 11.1 Gold Medals

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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:

<b>Gold Medal</b>	<b>Eligibility Requirements</b>
<b>Harischandra Gold Medal</b>	The graduate who obtained the highest Grade Point Average among the graduates of the Degree of Bachelor of Business Administration Honours in Accounting, Business Management, Entrepreneurship, Finance, Human Resource Management, and Marketing, and graduated with a first class or a second class upper division.
<b>Securities and Exchange Commission(SEC) Gold Medal</b>	The graduate who obtained highest marks for the Course Unit BBA 12043 (Introductory Finance) among the graduates of the Degree of Bachelor of Business Administration Honours in Accounting, Business Management, Entrepreneurship, Finance, Human Resource Management, and Marketing with at least 70 marks for the aforementioned course unit and graduated in the year with a first class or a second class upper division.
<b>Lucky Lanka Gold Medal</b>	The graduate who obtained the highest Grade Point Average in the Degree of Bachelor of Business Administration Honours in Entrepreneurship and graduated in the year with a first class or a second class upper division.
<b>Deshamanya Dr. Nihal Jinasena Memorial Gold Medal</b>	The graduate who obtained the highest Grade Point Average in the Degree of Bachelor of Business Administration Honours in Human Resource Management and graduated with a first class or a second class upper division.
<b>Thrift and Credit Cooperative Society of the University of Ruhuna (SANASA) Gold Medal</b>	The graduate who obtained the highest Grade Point Average for all Course Units with BBA prefix (excluding the BBA 42019: Dissertation and BBA 42026: Internship) among the graduates of the Degree of Bachelor of Business Administration Honours in Accounting, Business Management, Entrepreneurship, Finance, Human Resource Management and Marketing and graduated with a first class or a second class upper division.
<b>The Colombo Stock Exchange Gold Medal</b>	The graduate who obtained the highest Grade Point Average among the graduates of the Degree of Bachelor of Business Administration Honours in Accounting and the Degree of Bachelor of Business Administration Honours in Finance and graduated with a first class or a second class upper division.

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**Gold Medal****Eligibility Requirements**

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**Dr. Ronnie De Mel and  
Mallika De Mel  
Memorial Gold Medal**

The graduate who obtained the highest Grade Point Average among the graduates of the Degree of Bachelor of Business Administration Honours and graduated with a first class.

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**Bank of Ceylon Gold  
Medal**

The graduate who completes the highest Grade Point Average among the graduates of the Degree of Bachelor of Business Administration Honours at the first attempt with a first class.

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**CMA Gold Medal and  
Cash Award**

The graduate who has obtained the highest average marks for BBA 21013 Cost and Management Accounting and ACC 32133 Strategic Management Accounting, and a first class or a second class upper division in the Business Administration Honours in Accounting degree.

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**AICPA & CIMA Gold  
Medal and Cash Award**

The graduate who scores the highest average marks for BBA 12023 - Financial Accounting, BBA 21013 - Cost and Management Accounting, ACC 32123 - Financial Reporting, ACC 32133 - Strategic Management Accounting and ACC 41103 - Corporate Reporting, and a first class or a second class upper division Business Administration Honours in the Accounting degree.

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**CA Sri Lanka Gold Medal**

Bachelor of Business Administration Honours in Accounting degree; The graduate who has obtained the highest Grade Point Average for course units with prefix ACC and a first class or a second class upper division. Bachelor of Business Administration Honours in Finance degree; The graduate who has obtained the highest Grade Point Average for course units with prefix FIN and a first class or a second class upper division.

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**CIPM Gold Medal**

CIPM Gold Medal is to be awarded to a graduate with a first class or a second class upper division who obtained the highest marks in the course unit of BBA 12033- Human Resource Management in the Bachelor of Business Administration Honours in Human Resource Management degree programme in her/his first attempt with the proper batch.

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**The Mint HRM Gold  
Medal**

For a graduate with a first class or a second class upper division who obtained the highest aggregate marks for all subjects (all the subjects of Five semesters including second year second semester onwards) in the specialized area of Human Resource Management in her/his first attempt with the proper batch.

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**G. Rathnayaka Memorial  
Gold Medal**

The student with a First -Class or Second-class upper division in the BBAHons (Human Resource Management) in the relevant year having the highest marks for BBA 11013- Principles of Management course unit.

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## 11.2 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.

### **Vice-Chancellor's Award and Vice-Chancellor's List for Overall Performance**

A Gold Medal and a Certificate of Achievement shall be awarded to the student with the best overall performances from each faculty at the General Convocation.

Next two students who are in the top of the list under the approved marking scheme from each faculty shall be included in the Vice-Chancellor's List and announced at the relevant Faculty Board. A Certificate of Achievement shall be awarded to each student at an award ceremony held at the relevant faculty.

### **Dean's Award and Dean's List for Overall Performance**

Dean's award (a Certificate of Achievement and a cash prize of Rs. 25,000.00) shall be awarded to the students with the best overall performances in each batch from each faculty at an award ceremony held at the relevant faculty.

Next four students in each batch who are in the top of the list under the approved marking scheme shall be included in the Dean's List and announced at the relevant Faculty Board. A Certificate of Achievement shall be awarded to each student at an award ceremony held at the relevant 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.



## 12.1 Introduction

The Library of the University of Ruhuna being a central research library in the southern region of Sri Lanka caters to the vast variety of communities in the country. The Ruhuna University Library has five branch libraries in addition to the Main Library, which serve 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.

The Main Library is located in the Wellamadama University premises which serves the communities of five faculties; Faculty of Humanities and Social Sciences, Faculty of Fisheries and Marine Science & Technology, Faculty of Science, Faculty of Management and Finance, and Faculty of Graduate Studies. In addition to that, services are provided for outside communities too.

## 12.2 Library - Operating Hours

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

Period	Days Operation	Hours of Operation
Regular	Monday to Friday Saturdays and Sundays	8.00 a.m. to 4.00 p.m. Closed
Study Leave and Examination	Monday to Friday Saturdays and Sundays	8.00 a.m. to 8.00 p.m. 8.30 a.m. to 5.00 p.m.
Vacation	Monday to Friday Saturdays and Sundays	8.00 a.m. to 4.00 p.m. Closed
Public holidays and Poya days	Closed	Closed

Note: Opening hours of library may be revised.



## 12.3 The 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.

### **Librarian**

Mr. N. Hettiatiarachchi  
BSc (Hons) (Ruhuna) MSSc. (Lib. & Inf. Science) (Kel, SL)

### **Deputy Librarian (Reader Services, Main Library)**

Mr. U.A. Lal Pannila  
BA (Honours) (Peradeniya), MSSc. (Lib. & Inf. Science) (Kel, SL)

### **Senior Assistant Librarian (Periodicals Services/Main Library)**

Mrs. S.L. Gammanpila  
BSc Agri (Honours) (Ruh, SL), MLS (Col, SL)

### **Senior Assistant Librarian (Acquisition Division, Main Library)**

Dr. T. Kurupparachchi  
PhD (Australia & Colombo), BSc (Honours) (Ruh, SL), MLS (Col, SL)

### **Senior Assistant Librarian (Faculty of Engineering)**

Dr. J.J. Garusing Arachchi  
PhD (Col, SL), BA (Honours) (Kel, SL), MLS (Col, SL)

### **Senior Assistant Librarian**

**(Faculty of Medicine)**  
Mr. K.T.S. Pushpakumara  
BSc (Honours) (Ruh, SL), MLS (Col, SL)

### **Senior Assistant Librarian (Faculty of Technology)**

Mr. J.A. Ajith  
BA (Honours) (USJ, SL), MA (USJ, SL), MIT (UCSC, Col, SL), MSSc. (Lib. & Inf. Science) (Kel, SL)

### **Senior Assistant Librarian (Cataloguing and Classification Division, Main Library)**

Mrs. R.A.P.S. Senevirathna  
BA- Lib Sci. (Honours) (Kelaniya), Dip. in Journalism (Col, SL), MSSc. (Lib. & Inf. Science) (Kel, SL)

### **Senior Assistant Librarian**

Mr. P.G. Nishantha  
BSc (Honours) (USJ, SL), MLS (Col, SL), Reading for PhD (Australia)

### **Senior Assistant Librarian**

Ms. P.K. Jayasekara  
BSc Agri (Honours) (Ruh, SL), MLS, Reading

for PhD (New Zealand)

### **Assistant Librarian (Faculty of Agriculture)**

Mrs. K.A.I.M. Amarasekara  
BSc Agri (Honours) (Ruh, SL), MBS (Col, SL), Reading for MLS (Col, SL)

### **Assistant Librarian (Faculty of Allied Health Science)**

Mrs. H.E.P. Mayuri  
BSc (Kel, SL), MIT (Kel, SL), Reading for MLS (Col, SL)

### **Administrative Staff Members**

### **Deputy Registrar (Library Services, Main Library)**

Mr. C.P.K. Edirisinghe  
BA (Honours) (USJ, SL), PDBA (Ruh, SL)

## 12.4 Library Collections

### Lending Section

The lending section is located in the second floor of the Library. The lending section issues books for a period of two weeks to undergraduates. If needed which can be extended for another two weeks through the “ISURu” database.

### Reference Section

This section is located in the first floor of the Library. Reference section includes reference materials and permanent reference materials. Reference materials are issued to students for overnight use. Reference materials could be borrowed between 3.00 p.m. to 4.00 p.m. and should be returned before 10.00 a.m. of the due date. Permanent reference materials (such as encyclopedias, dictionaries, glossaries, and other valuable books) are intended strictly for reference within the library. Reading facilities are provided in this section.

### Periodical Section

Periodical section is located in the first floor of the Library. The periodical section consists with different kinds of printed and online resources, such as; back volumes of printed journals, newsletters, printed periodicals currently subscribed by University of Ruhuna Library, online databases subscribed through Consortium of Academic Libraries of Sri Lanka (CONSAL) and past examination papers.

Printed periodicals currently subscribed by University of Ruhuna Library

1. Scientific American
2. National Geographic Magazine
3. Time magazine
4. Lanka Monthly Digest

5. Journal of the National Science Foundation of Sri Lanka

6. මෙවලුපිරයා

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

1. Emerald
2. Taylor & Francis
3. Oxford University Press

Printed materials available in periodical section are meant to be used within the Library. This collection is opened from 9.00 a.m. to 4.00 p.m. on weekdays.

### The Sri Lanka Collection (Ceylon room)

This collection is arranged in a separate room in the second floor. The library materials, which are useful to obtain various information about Sri Lanka, are arranged in this collection, such as;

1. Government publications (Annual reports, Statistical reports)
2. Rohana collection
3. Copies of Master’s and Doctoral thesis of academic staff and students of the University of Ruhuna
4. Professor Just in Labrooy collection
5. Professor Alawaththagoda Premadasa collection
6. Newspaper collection

Readers may not be allowed to remove library resources from this collection. This collection is opened from 9.00 a.m. to 4.00 p.m. on weekdays

## Legal Deposit Collection

Legal Deposit Collection is located in the newly established library building on the first floor and the second floor. The Legal Deposit Collection is the latest collection in the Main Library, University of Ruhuna. The University of Ruhuna has become fortunate to join the group of institutes in Sri Lanka that have been maintaining legal deposit collections since 2013. This collection consisted of all the publications published within Sri Lanka since 1990. Currently, this valuable collection consists of about 200,000 items including books, newspapers, journals, magazines, handbooks, annual reports, pamphlets, government publications such as gazettes, hansards, acts and school textbooks, proceedings, posters, etc. written in various languages. These items are stored under preservative conditions and are only available for reference within the collection. This collection is opened from 9.00 a.m. to 4.00 p.m. on weekdays.

## Colour Plate Collection

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

## 12.5 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 are 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

### 12.5.1 Library Catalogue

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

### 12.5.2 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.

### **Skill Development Programmes**

The library of the University of Ruhuna is currently conducting Information Literacy course modules in Faculty of Fisheries and Marine Science & Technology, Faculty of Science, Faculty of Agriculture, Faculty of Engineering, and Faculty of Medicine. The main purpose of these modules is to develop students' information literacy and library skills. The academic staff of the library facilitates students throughout the course module with comprehensive theoretical and practical work.

In addition to this course unit, the library conducts continuous student orientation, training, and support with information management through workshops and seminars.

### **Inter-Library Loans (ILL)**

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

### **Library Resource Centre**

Library Resource Centre provides the following facilities;

- Computer Lab
- Library Auditorium - can be used for 80 users with modern electronic facilities.
- Library Self-Learning Area - The Library Self-Learning Area 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. An agency photocopy service was installed in the Library.

### **Outreach Programmes**

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

### **Document Supply Service**

You can obtain fee-based scholarly materials from the British Library. For more information, please click on the "Digital Document Supply Service" link: [https://www.lib.ruh.ac.lk/?page\\_id=1203](https://www.lib.ruh.ac.lk/?page_id=1203)

### **Laptop Lending Service**

The laptop lending service is available at the Main library for those who do not have computer facilities to carry out their studies.

### **Digital Document Delivery Service**

Library users can request a certain number of textbook pages from the library and these selected pages will be scanned from the original book and email to the users back. You can search for the needed textbook from the OPAC (<https://opac.lib.ruh.ac.lk/>) and click on the "request article" link. After logging into your library account, you can request the page range you want to be digitized.

## **12.6 Library Membership**

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.

### **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

produced when borrowing books. Books may be borrowed before 4.00 p.m. Details about the number of books that can be borrowed are given in the following table.

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

Note - Level I students are only allowed to borrow one “Student-centered learning” material.

L- Lending

R- Reference

EM - Electronic Media

SCL - Student Center Learning Materials (Course Unit Books)

### Returning Library Resources

Borrowed books must be returned by 9.00 a.m. on the due date. Borrowers remain responsible for books, which are issued to them. If an issued book is lost or damaged, the matter should be reported to the library immediately. The borrower has to replace it with a new copy of the same edition or subsequent edition within the due date. If the book is not available in the market, the borrower will be charged for the replacement cost of the book and a processing fee of 25% from the value of the book.

All library resources borrowed must be returned and all outstanding fines must be paid when a student leaves the university. Users who fail to fulfill their obligations may have their degree certificate withheld until they return the borrowed resources and pay the fine.

### Fines and Payments

A fine of Rs.1.00 per day will be imposed in respect of 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 in respect of 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.



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### 13.1 Cultural Center

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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 gain access to materials in various cultural and aesthetic disciplines. The Inter-Faculty Competitions in Dancing, Drama, Literature, and Music are a few of the highlights of 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 in the country. Students can obtain more details by contacting the faculty representative of the Cultural Center.

### 13.2 Aesthetic Association of the Faculty of Management and Finance

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This association was established to improve aesthetic sensibility among members by providing opportunities to appreciate the beauty in our day-to-day lives. Academics, non-academics, and students of the faculty automatically become members of the association. Currently, we established student pools by covering music, dancing, literature, video editing, cinema, drama, and photography. Students can obtain more details by contacting the following faculty representatives of the Cultural Center.

#### **Faculty Representatives of Cultural Center University of Ruhuna**

Mrs. B.D.T.M.Kamalasena

Lecturer

University of Ruhuna

Mobile - 071 0845598

Email - tharindi@mgt.ruh.ac.lk

Ms. W.Y.M.M.N.Ekanayake

Lecturer

University of Ruhuna

Mobile - 071 0487516

Email - madushika@mgt.ruh.ac.lk

#### **Chairperson of the Aesthetic Association**

Dr. D.M.R. Deepika

Senior Lecturer

University of Ruhuna

Mobile - 071 8443281

Email- dissanayake@mgt.ruh.ac.lk

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### 13.3 Learning Management System (LMS)

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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 upload content such as documents, video/ audio files, and internet links in the form of supportive learning materials. In addition, proper communication via forums, and 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 (<http://lms.mgt.ruh.ac.lk>) facilitates the assessment procedure and helps to monitor the progress of students.

### 13.4 Management Information System (MIS)

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Management Information System (MIS) (<https://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 undergraduates, 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.

#### 13.4.1 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.

#### 13.4.2 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 to be eligible for the examination of the respective course unit.

#### 13.4.3 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 depend on the percentage of attendance (80%), will be displayed in the system.

#### 13.4.4 Results

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



### **14.1 Physical Education Unit**

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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. The Physical Education Unit also includes the University Sports Council operated by university students.

### **14.2 Sports Facilities**

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In order to facilitate and encourage sports within the University, many facilities have been made available. The University has a well-equipped Gymnasium. The University Playground was commissioned in 1998 and outdoor sports facilities are provided there. Further, the university has a newly developed outdoor sports complex for Basketball, Volleyball, and Tennis.

### **14.3 University Gymnasium**

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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, and Carom are available from 8.00 a.m. to 8.00 p.m. on every weekday for students. Additionally, the gymnasium is available for sports activities from 8.00 a.m. to 4.00 p.m. on weekends. 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.

### **14.4 University Playground**

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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, Rugby, Football, and Elle at this venue.

### **14.5 Sports & Games Offered**

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- 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 & Women)
- Tennis (Men & Women)
- Soft Ball Cricket (Women)
- Kabadi (Men & Women)
- Power Lifting (Men & Women)
- Scrabble
- Rowing
- Beach Volleyball (Men)

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

There are annual sports events such as Freshers' meet, 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 Colours Award Ceremony is held, and those who excel in different sports activities at recognized tournaments will be awarded colours. Further, SLUSA colours are awarded to students who win the 1<sup>st</sup> place in individual events and to the best performers in all university team games. The top performers are one selected by a selection committee.

#### **Faculty Representatives of the Sports Advisory Board**

- Ms. D.M.N.L.K. Ariyasena
- Mr. K.R.K. Harshana

#### **Representative Instructor from Physical Education Unit:**

- Mr. W.P.N.T. Lakmal



## 15.1 Student Counselling service

The counselling service of the Faculty is intended to promote students' well-being 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 counsellors, 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

Prof. U.C.P. Perera

### Deputy Senior Student Counsellor of the Faculty

Mrs. P.K.C. Dinesha 077 7906029

### Student Counsellors of the Faculty

Mrs. L.R. Rupasinghe 071 4176940

Mrs. Vidyaneer Vithanage 077 7180504

Dr. G.K.C. Jeewantha 076 2241738

Mrs. I.L.L. Sagalee 077 6124835

Mr. M.N.M. Nismi 077 2209206

Ms. Onandi Wijayaratne 071 9190979

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

Mrs. P.S.D. Punchediwe 071 1697283

Mrs. M.N. Maduwanthi 071 9540610

Ms. Dinukee De Silva 076 7685202

Ms. D.L.M.N.K. Ariyasena 071 0984630

Mrs. B.D.T.M. Kamalaseena 071 0845598

Mrs. Y.M. Liyanapathirana 071 5628290

Mr. K.R.K. Harshana 075 2629688

Mrs. W.Y.M.M.N. Ekanayake 071 0487516

Ms. W.W.I.M. Wijesekara 077 4900536

Mr. D.M.T. Madushanka 071 2061603

Ms. W.A.S.S. Weerakkody 077 7625492

Mrs. D.I.D. Weerakkody 070 2658989

Mr. D.C.P. Ranaweera 070 7992565

Mr. R.M.L.M. Abeyrathna 071 4104310

## 15.2 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. The 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. Mentors will help the students to shape their ideas about career development opportunities and 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.

## 15.3 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, Eliyakanda, Pamburana, and inside the main

university premises.

### **15.3.1 Hostel Sub-Wardens**

#### **Maddewatta Boys' Hostel**

Mr. G.M.C. Samarawickrama  
0715549398 / 0760575698

#### **Wellamadama I Girls' Hostel**

Ms. M.H.C. Priyadarshaniee  
Ext: 2122, 0776721961

#### **Wellamadama II Girls' Hostel**

Ms. Nirmala Wijerathna  
Ext: 2149, 0714994092

#### **Wellamadama III Girls' Hostel**

Ms. Chamila Jayalal  
Ext: 2123, 0719364151

#### **Eliyakanda New Girls's Hostel**

Ms. A.P. Hemanthi  
0714469525

#### **Eliyakanda Old Girls' Hostel**

Mrs. P. Kumarasinghe  
0702519055 / 0705170647

#### **Eliyakanda New Boys' Hostel**

#### **Eliyakanda Old Boys' Hostel**

Mr. Srinath Dissanayake  
0718153801

#### **Pamburana II Girls' Hostel**

Ms. Nirmala Wijerathna  
0714994092

#### **Walawwatta Monks' Hostel**

Mr. A.D. Kularathna  
0718336898/0710396105

### **15.4 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 University Gymnasium. 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 treatment. During the academic year, the medical center is open for treatment for students and staff from 8:00 a.m. to 4:00 p.m. 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.

### **15.5 Scholarships**

#### **Bursaries and Mahapola Policy**

According to circular No. 03, 2019 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. 500,000/=



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## 16.1 Introduction

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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 lives and personal lives. 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.

## 16.2 Programmes Conducted by the Career Guidance Unit

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Career Guidance Unit is catering to the demands 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 ongoing Programmes.

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To reach new updates of the Career Guidance Unit, please log on to: Facebook page: <https://www.facebook.com/profile.php?id=100070057851086>

**Director**

Dr. K.K.N.B. Adikaram  
Department of Multidisciplinary Studies  
Faculty of Technology  
Mobile: 070 2552299

**Academic Career Advisor**

Mrs. B.D.T.M. Kamalaseena  
Lecturer, Department of Marketing  
Faculty of Management and Finance  
Mobile: 071 0845598

**Career Counsellors**

Mrs. Sujeeva Vidanagamage  
Mobile: 071 4475666

Mrs. Pubudu Mallawarachchi  
Mobile: 071 8359365

Mr. W.P. Nilanka Srinath  
Mobile: 071 4395787

Ms. Vindya Welihena  
Mobile: 071 6900463

Mr. Nilantha Kalansooriya  
Mobile: 071 3220924



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### **17.1 The Student Union of the Faculty of Management and Finance**

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The Faculty of Management and Finance has established its student union registered as the “Student Union of the Faculty of Management and Finance”. The 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.

### **17.2 Circle of Accounting (CoA)**

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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 Accountancy. 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 well-being 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.

### **17.3 Circle of Business Management**

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Established in 2023, the Circle of Business Management has rapidly emerged as a leading entity within the Faculty of Management and Finance at the University of Ruhuna. Recognized by its dynamic brand name, “Biznes,” this circle has captivated the interest of undergraduates, becoming a hub for aspiring business leaders. At the core of the circle’s mission is a steadfast commitment to leveraging innovation and digital transformation. Biznes Circle is dedicated to the continuous growth and development of the Department and Students. By actively engaging in impactful projects that align with Sustainable Development Goals (SDGs), the circle aims to cultivate an environment where students can thrive both personally and professionally.

One of the unique strengths of the Biznes Circle lies in its ability to forge strong networks with corporate leaders. These connections provide invaluable insights into industry trends and challenges, equipping students with the knowledge and skills needed to navigate the complex business landscape. The initiatives spearheaded by the Biznes Circle are not just programmes; they are pathways to empowerment. By influencing and shaping the professional journeys of undergraduates at the University of Ruhuna, Biznes is setting the stage for a new generation of innovative

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business leaders ready to tackle the challenges of tomorrow. As Biznes continues to expand its reach and impact, it remains committed to fostering an environment where creativity, collaboration, and forward-thinking thrive. Join us on this exciting journey toward excellence in business management.

#### **17.4 Entrepreneurship Study Circle**

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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 mind set while providing relevant knowledge and skills and developing positive attitudes.

As a result, it contributes to develop social and human capital in creating and 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.

#### **17.5 Circle of Human Resource Development (CHRD)**

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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-curricular programs. With the collaboration of 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 programs to enhance the soft skills of the students. Further, in order to explore the best HRM practices undertaken by Sri Lankan organizations, the Circle organizes field visits. The Circle raises funds for these programs through various fundraising activities. Thus, it is evident that the HRD Circle contributes enormously to sharpening the knowledge, skill, and attitudes of the undergraduates. We welcome vibrant and dynamic students to join the HRD Circle and enhance their extra-curricular attributes by actively participating in these initiatives.

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## **17.6 Circle of Marketing (CoM)**

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Circle of Marketing is an initiative taken by the Department of Marketing, University of Ruhuna, with the intention of instilling and enhancing the 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 & BITES, and the events 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.

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## **17.7 Society of Finance Students (SoFiSt)**

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The Society of Finance Students (SoFiSt) is a dynamic hub within our university community, dedicated to developing future financial leaders. We inspire positive change by developing a new generation of financial professionals who are dedicated to ethical and innovative practices. Through a variety of activities and initiatives, we hope to shape our students' skills, attitudes, and knowledge while emphasising the values of education and social responsibility. Our goals range from connecting finance bodies, professionals, and undergraduates to implementing community service projects that leverage financial knowledge for societal benefit. Join us in shaping the future of finance and making a positive contribution to society. Welcome to the SoFiSt, where passion meets purpose and future financial leaders are nurture.





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