

ANNUAL REPORT 2021



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1.0 History of the Faculty of Business Studies

During the year 2021, the Vavuniya Campus of the University of Jaffna has been upgraded as the newly incorporated government university and named as University of Vavuniya. The historical backdrop of the University of Vavuniya as a seat of learning returns to 1991 as it was framed by raising the status of the NPAUC. The NPAUC was retained into the Vavuniya Campus of the University of Jaffna, and the faculty started its scholastic activities in 1997. The first direct intake to the Campus took place in 1998, and the students from the Commerce and Arts streams were admitted to the Management course for the academic year 1997/1998.

Faculty of Business Studies earlier consisted of three Departments, namely, the Department of Finance and Accountancy, the Department of Economics and Management, and the Department of English Language Teaching. Recently with effect from June 2021, the new five departments, namely, Project Management, Human Resource Management, Marketing Management, Business Economics and Management, and Entrepreneurship, were established by abolishing the existing Department of Economics and Management. In the Faculty of Business Studies, initially, a three-year Bachelor of Business Administration (BBA) degree was offered, and, now, both three and four-year Bachelor of Business Management (BBM) degrees are offered for students.

The faculty offers a Bachelor of Business Management (BBM) honors degree programme in Accounting and Finance, Marketing Management, Business Economics, and Human Resource Management. Further, the Faculty introduced a new degree programme in BBM in Project Management (BBM in PM), which commenced from the academic year 2014/15. The degree programme was upgraded as an honours degree in Project Management from the Academic Year 2017/2018. The Faculty's present student population is 800.

Our programme emphasizes practical and theoretical knowledge in the fields of Accounting, Finance, Economics, Human Resource Management, Marketing, and Project Management. It provides a good foundation for the undergraduates to qualify and compete in professional examinations, inculcate positive attitudes, ingenuity, and self-confidence.

2.0 Vision, Mission, and Values

2.1 Vision



“To be the most nationally renowned faculty in Business Education”

2.2 Mission



“To nurture the students to become dynamic leaders to outperform in challenging business environment through the highest quality of teaching, learning, research and industry and community engagement”

2.3 Values



We ensure seven core values enabling us to attain our Vision and Mission.

Excellence: Aspire to reach the highest standards of our staff and students to exploit their full potential.

Integrity: Maintain a set of professional and ethical standards in all we do.

Equity and Equality: Ensure equity and equality in all aspects and promoting diversity.

Responsiveness: Commit to be innovative and creative and contribute to regional and national development.

Diffusion: Disseminate knowledge through learning, teaching, and research.

Co-creation: Collaborative development of new values together with experts and /or stakeholders.

Transparency and Accountability: Demonstrate transparency and accountability to our stakeholders.

3.0 Staff Publications and Communications

3.1 Publications and Communications

3.1.1 Journals: Department of Finance and Accountancy

1. Elayanathan, P., and Kalainathan, K. (2021). Awareness and Adoption of Cloud Accounting in Small and Medium Enterprises in Sri Lanka: A Comparative Analysis of Before and After Covid-19 Pandemic. *International Journal of Accounting and Business Finance, Volume 7*, pp 31-42.
2. Larojan, C. (2021). Impact of Accounting Ratios on Stock Market Price of Listed companies in Colombo Stock Exchange. *Economics and Business Quarterly Reviews, Volume 4(3)*, pp. 1-10. DOI: 10.31014/aior.1992.04.03.365.
3. Janaki, S.T., and Madhumali, R. P. M. (2021). The Impact of Budgetary Management Process on Organizational Performance: Special Reference to Small and Medium Enterprises in Hambantota District, Sri Lanka. *Wayamba Journal of Management, Volume 12(1)*, pp.200 – 224.
4. Gamlath, G.R.M. (2021). Effects of Working Capital Approaches and Firm's Returns of Sri Lankan Listed Non-Financial Companies. *Journal of Management and Tourism Research, Volume 4(1)*, pp. 58-80.
5. Gamlath, G.R.M. (2021). Impact of Characteristics of Accounting Software on Business Performance of Small and Medium Scale Enterprises (SMEs) in Kurunegala District, Sri Lanka. *Multidisciplinary Journal of Development (Kampala International University, Uganda), Volume 10(2)*, pp.01-19.
6. Gamlath, G.R.M. (2021). Determinants on Profitability of Sri Lankan Insurance Companies. *Sri Lankan Journal of Banking and Finance (SLJBF - Wayamba University of Sri Lanka), Volume 4(1)*, pp. 27-58.
7. Gamlath, G.R.M. (2021). Impact of Accounts Receivable Management on Profitability: A Case Study of Sri Lankan Listed Food Beverages and Tobacco Companies. *SJCC Management Research Review, (St. Joseph College of Commerce – SJCC, Bangalore, India)*, pp. 01-64.
8. Gamlath, G.R.M. (2021). Prof. B. Nisantha; Kuda Viyapara Sandaha Upayakkramika Kalamakaranaya – Sinhala Medium”, Strategic Management for Small Business, Sri Lanka. *Journal of Institute of Human Resource Advancement (JIHRA)*, pp. 01-112.

3.1.2 Communications: Department of Finance and Accountancy

1. Elayanathan, P. and Kalainathan, K. (2021). Awareness and Adoption of Cloud Accounting in SMEs in Sri Lanka: A Comparative Analysis of before and after Covid-19 Pandemic. *6th International Conference on Contemporary Management (ICCM-2021)*, 29-30th April, 2021.
2. Panuja, E., Keerthigha T and Koperunthevy, K (2021). The Impact of Female Directors on Corporate Social Responsibility: A Study of Listed Banks in Sri Lanka. *Vavuniya University International Research Conference (VUIRC) 2021*, 15th October, 2021.
3. Kalainathan, K and Kengatharan, L. (2021). Static Trade-off and Pecking Order Models of Capital Structure: An Empirical Testing in Sri Lankan Listed Companies. *First Annual Emerging Financial Markets and Policy Conference EFMP 2021, The Sri Lanka Finance Association*, 26th June, 2021.

3.1.3 Journals: Department of Business Economics

1. Godwin Phillip, P., Thayaparan. A., and Neruja. N. (2021). Fertility preferences and its determinants among married women in Badulla district. *Journal of Business Economics*, Volume 3(1), pp. 8-18.
2. Thayaparan, A., and Neruja. N. (2021). Factors Influencing Technical Efficiency of Paddy Farms in Mullaitivu District: Non – Parametric Approach. *Wayamba Journal of Management*, Volume 12(1), pp. 348 -374.
3. Jinadasa, P.G.P.H.K., Thayaparan, A., and Gunathilaka, G.Y.N. (2021). Preferences of job attributes and its determinants: A conjoint analysis. *Sri Lankan Journal of Business Economics [SLJBE]*, Volume 10(2), pp. 56-76.
4. Thayaparan, A., Sewwandi, M.D.U., and Gunathilaka., G.Y.N. (2021). Determinants of individual taxpayers' attitudes towards income tax payment in Colombo district. *Journal of Management Matters*, Volume 8(2), pp 17-29.
5. Godwin Phillip, P., and Neruja, N. (2021). +Poverty and Corruption in Sri Lanka: An ARDL Bound Testing Technique and Error Correction Model'. *The Journal of Business Studies* Volume 05(1), pp. 75-84.

3.1.4 Communications: Department of Business Economics

1. Kulasekara, K.M.K.S. and Thayaparan, A. (2021). Consumer preferences towards different rice varieties in Polonnaruwa district. *Gari winter multidisciplinary symposium, global academic research institute Colombo, Sri Lanka*, 29th – 30th January, 2021, pp.127.

2. Kulasekara, K.M.K.S., and Thayaparan, A. (2021). Consumer preferences towards different rice varieties in Polonnaruwa district. *Gari winter multidisciplinary symposium, global academic research institute Colombo, Sri Lanka, 29th – 30th January 2021*, pp.127.
3. Muhandiram, M.M.N. and Thayaparan, A. (2021). Modeling tea smallholders' adoption decisions on tea plant varieties In Sri Lanka: Multinomial probit model analysis. *Gari winter multidisciplinary symposium, global academic research institute Colombo, Sri Lanka, 29th – 30th January, 2021*, pp.128.
4. Thayaparan, A. and Thilakarathna., R.M.K.I.D. (2021). Adoption of Improved Maize Varieties and its Determinants in Mahiyangana. *Fourteenth Annual Research Forum, Sri Lanka Agricultural Economics Association (SAEA), 26th March 2021*, pp.15.
5. Thayaparan, A. and Thilakarathna., R.M.T.D. (2021). Determinants of Sugarcane Production in the Monaragala District. *Fourteenth Annual Research Forum, Sri Lanka Agricultural Economics Association (SAEA), 26th March 2021*, pp.16.

3.1.5 Journals: Department of English Language Teaching

1. Jeyaseelan, S. (2021). The Forms and Functions of Derivational Morphemes used in 'The Island' Newspaper Editorials. *Journal of Business Management, Volume 4(2)*, pp.68-89.
2. Sarmatha, P. (2021). Exploring learner beliefs, attitude and motivation towards learning English in a virtual classroom. *Journal of Business Management, Volume 04(1)*, pp.79-97.

3.1.6 Communications: Department of English Language Teaching

1. Jeyaseelan, S. and Nirogith, A. (2021). Investigating the Challenges faced by the Business Faculty Students in their Writing Performance in the Summative Assessment. *International Conference at Rajarata University conducted by the Faculty of Humanities and Social Sciences, 30th June, 2021*, pp.13.
2. Nirogith, A. and Subajana, J. (2021). The Need Analysis on the Course Manual Requirements of the Science Faculty Students. *Rajarata University Faculty of Humanities and Social Sciences, 30th June, 2021*, p.60.
3. Atchuthan. Y, Subajana, J. and Elangkumaran, P. (2021). How is English Language Taught to Primary Students in Sri Lanka? A Case Study concerning Anuradhapura District. *Vavuniya University International Research Conference, 15th October, 2021*, pp.193-196.
4. Nirogith A Subajana, J & Atchuthan.Y. (2021) How the positive role of learner-learner interaction enhances communication process in ESL environment. *Vavuniya University International Research Conference, 15th October, 2021*. pp.219-221.

5. Anithra, S. (2021). Impact of Assessment Rubrics to Develop Speaking Skill. *International Symposium on English Language Teaching (RUISELT-2021)*, 30th June, 2021.
6. Douglas, S. (2021). Smart composing – A new tool to teach email subject line writing for undergraduates. *International Symposium on English Language Teaching (RUISELT-2021)*, 30th June, 2021.

3.1.7 Journals: Department of Management and Entrepreneurship

1. Pushpanathan, A., and Swarnika, L.K. (2021). Microfinance Services and Performance of Micro Entrepreneurs: A Study of Pilimathalawa Area. *Wayamba Journal of Management, Volume 12* (1), pp.311 – 325.
2. Alexander, R., Thompson, N., McGill, T., and Murray, D. (2021). The Influence of User Culture on Website Usability. *International Journal of Human-Computer Studies, Volume (154)*, 102688.
3. Selvarajan, P, Priyadharshini, S and Bandara, KMGG (2021). An Evaluation of Career Opportunities for Project Management Graduates in Sri Lanka, *Journal of Management Matters, Volume 8*(2), (In Print).
4. Selvarajan, P and Perera, M.L.J (2021). The Impact of Salespersons' Interaction on Customer Satisfaction of Textile Shops: A Study in Kiribathgoda Area, *Wayamba Journal of Management, Volume 12*(1), pp. 265-285.

3.1.8 Communications: Department of Management and Entrepreneurship

1. Thevanes, N. and Pushpanathan, A. (2021). Mediated Mediation Model to Examine the Nexus among Entrepreneurship Skills, Entrepreneurship Attitude, Entrepreneurship Intention and Start-up Preparation of the Undergraduates in the selected Universities in Sri Lanka. *18th International Conference on Business Management (ICBM 2021)*, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, 09th December, 2021.
2. Kapilraj, S. and Pushpanathan, A. (2021) Influence of Advertising on Consumer Buying Behavior of Milk Powder in Jaffna District. *Peradeniya University International Management Research Sessions 2021 (iPUMSE 2021)* 26th November, 2021.
3. Pushpanathan, A. (2021). Nexus between Green Marketing Mix and Customer Purchase Intention with Special Reference to Restaurants in Vavuniya Town Area. *6th International Conference on Contemporary Management (ICCM 2021)*, Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka, 29th & 30th April, 2021. pp 171.

4. Pushpanathan, A. and Mathusan, P. (2021). The Effect of Entrepreneurial Education on Entrepreneurial Competencies: A Study of Students of The Vavuniya Campus. *GARI WINTER MULTIDISCIPLINARY SYMPOSIUM 2021, Global Academic Research Institute, Colombo, Sri Lanka, 29th – 30th January, 2021*, pp 126.
5. Alexander, R., McGill, T., Thompson, N., and Murray, D. (2021). Usability Perceptions of Culturally Adapted Web Pages 2021. *Australasian Conference on Information Systems (ACIS2021), Sydney, 8th – 10th December, 2021*.
6. Selvarajan, P and Sreepriya, S (2021) Demographic Profiling and the Organizational Citizenship Behaviour: A Study among the Graduate Trainees in Batticaloa District of Sri Lanka. *4th National Research Symposium on Management, Faculty of Management Studies, Rajarata University of Sri Lanka, 10th June, 2021*.
7. Weerasinghe, K.P.W.D.R and Selvarajan, P (2021) An Analysis of Consumer Vulnerability during COVID-19 Pandemic Situation in Sri Lanka. *4th National Research Symposium on Management, Faculty of Management Studies, Rajarata University of Sri Lanka, 10th June, 2021*.
8. Selvarajan, P and Sreepriya, S (2021) Organizational Citizenship Behavior of Graduate Trainees in Batticaloa District. *6th International Conference on Contemporary Management, Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka, 29th & 30th April, 2021*.
9. S.Thevaka and M.R.F. Aqeela Ijas. (2021). Developing a Profile to Competitiveness Debate of Undergraduate with Mathematical Logic. *Seventh International Research conference on Humanities and Social Sciences, University of Sri Jayawardenapura, 18th and 19th March, 2021*.

3.1.9 Journals: Department of Marketing Management

1. Shanmuganathan, K., and Shanmugathas, S. (2021). Factors Determining Social Media Marketing Adoption of Micro, Small and Medium Enterprises (MSMEs) in the Northern Province, Sri Lanka. *Wayamba Journal of Management (WJM), Volume 12 (1)*, pp. 125-151.

3.1.10 Communications: Department of Marketing Management

1. Vannarajah. T. L and Jude Leon S. A (2021). Impact of Entrepreneurial Motivation on Self-employment Intention among youth with special reference to Advanced Technological Institutes (ATIs) in Jaffna and Trincomalee. *7th RUICHSS-2021, University of Ruhuna*.

2. Shanmuganathan, K (2021). Factors influencing undergraduate students' adoption of e-learning during Covid-19: Evidence from Sri Lankan State Universities. *Management Doctoral Colloquium Shodh Samagam*, 10th December, 2021.
3. Thusyanthy, L. (2021). Do you trust that brand selfie? A new scale to measure brand selfie credibility. *Virtual Annual Conference, Academy of Marketing Science, Unites States*, 1st – 4th July, 2021.

3.1.11 Communications: Department of Human Resource Management

1. O.K.B. Jayanath, S. Harikaran, Dr. Y.Nanthagopan. (2021) A Qualitative Exploration of The Motivation Drivers of University Academics in Sri Lanka. *IPUMSE – 2021, University of Peradeniya*, 26th November 2021.
2. Prasheena, J., & Harikaran, S. (2021). Exploring the Impact of Emotional Intelligence (EI) on Work life Balance (WLB) of Banking Employees. *Annual Research Session of Faculty of Commerce and Management (ARSFCM 2021), Eastern University, Sri Lanka*, 24th November, 2021.
3. S.Thevaka and M.R.F. Aqeela Ijas. (2021). Developing a Profile to Competitiveness Debate of Undergraduate with Mathematical Logic. *Seventh International Research conference on Humanities and Social Sciences, University of Sri Jayewardenepura*, 18th and 19th, March 2021.

3.1.12 Journals: Department of Project Management

1. Nanthagopan, Y and Williams, N.L. (2021). Project Managing in Post-Conflict Environments: An Exploration of the Resource Profiles of Sri Lankan Non-Governmental Organizations involved in Development Projects. *International Journal of Managing Projects in Business, Volume 12 (7)*, pp 1555-1582.
2. Vivek, R and Nanthagopan, Y. (2021). Review and Comparison of Multi-Method and Mixed Method Application in Research Studies. *European Journal of Management Issues, Volume 29(4)*, pp 200-208.
3. Vivek, R., and Nanthagopan, Y. (2021). Gamification Linkage in Human Resource Management, *Journal of Business Management, Volume 04 (01)*, pp 213-237.

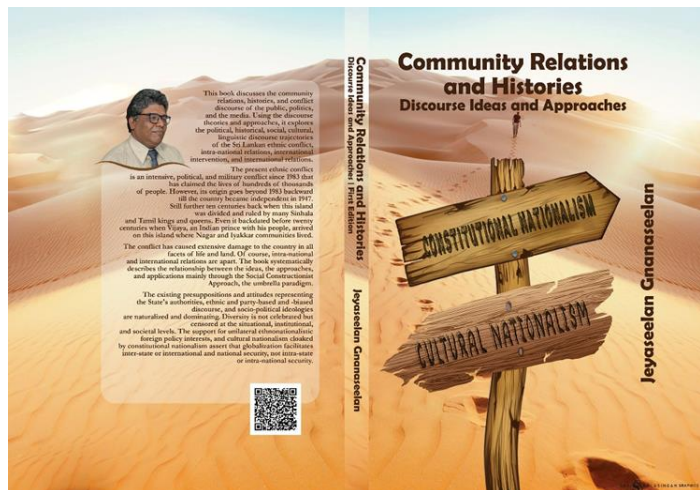
3.1.13 Communications: Department of Project Management

1. Vivek, R., and Nanthagopan, Y. (2021). Barriers for the Strategic Planning Process in Public Universities in Sri Lanka: A Qualitative Inquiry. *Fifth CIPM International Research Symposium, Chartered Institute of Personnel Management, Sri Lanka*, July, 2021.

2. Vivek, R., and Nanthagopan, Y. (2021). Extended Literature Review on Strategic Implementation Connecting to Public Sector Universities in Sri Lanka: An Initial Thematic Model. *NSBM 2020 International Conference on Business Innovation (ICOBI), Colombo, Sri Lanka*, November 2021.
3. Jayanath, O.K.B., Harikaran, S. and Nanthagopan, Y. (2021). A Qualitative Exploration of the Motivation Drivers of University Academics in Sri Lanka. *Peradeniya University International Management Research Sessions (iPUMSE) - 2021*, November 2021.
4. Mathushan, P., Kengatharan, N. and Nanthagopan, Y. (2021). Known and Unknown; Social Entrepreneurship: Citation and Thematic Analysis. *Vavuniya University International Research Conference (VUIRC-2021)*, October 2021.
5. Nanthagopan, Y., and Kengatharan, N. (2021). Does Intellectual Capital Make Ambidextrous Organisations?. *7th International Conference on Social Sciences and Humanities, ISPEC Institute, Turkey*, September 2021.
6. Mathushan, P., Nanthagopan, Y., and Kengatharan, N. (2021). Do Human Resource Development Practices Augment Organisational Performance? Moderating Role of Employee Competencies. *7th International Conference on Social Sciences and Humanities, ISPEC Institute, Turkey*, September 2021.
7. Vivek, R., and Nanthagopan, Y. (2021). Barriers for the Strategic Planning Process in Public Universities in Sri Lanka: A Qualitative Inquiry. *5th CIPM International Research Symposium, Chartered Institute of Personnel Management, Sri Lanka*. July, 2021.
8. S.Mathivathany, S.Priyadharshini (October, 2021), “The influence of COVID 19 on Project Implementation: A perspective from Sri Lankan construction Industries”. *International Research Conference 2021, University of Vavuniya*, 15th October 2021.
9. S.Mathivathany, S.Priyadharshini, G.Bandara (October, 2021), “Risks on the project investment in Sri Lanka”. *International Research Conference 2021, University of Vavuniya*, 15th October 2021.
10. M. Mathusha, and S. Thirugnanasampanthar, “Project Communication Management Practices in Public Sector Project-based Organisations”. *VUIRC – 2021, University of Vavuniya, University of Vavuniya*, 15th October 2021.
11. T. Liboji, and S. Thirugnanasampanthar, “Human Resource Management Practices in Project-based Organizations.”. *VUIRC – 2021, University of Vavuniya*, 15th October 2021.

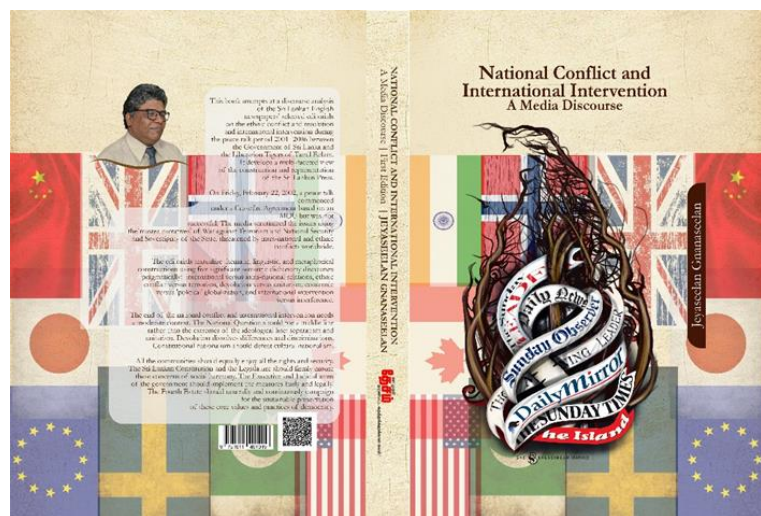
3.2 Chapter in Edited Books, Book Review, and Publications

1. Dr. Jeyaseelan Gnanaseelan authored his third book titled *Community Relations and Histories: Discourse Ideas and Approaches*. The Book Launch was held in Mannar on 17.04.2021, at Cultural Hall, Urban Council, Mannar Town, Mannar. The Chief Guest was



Reverend Dr. Fidelis Lionel Emmanuel Fernando Bishop of Mannar. The Ceremonial Address was given by Prof. Sivakolunthu Srisatkunarajah, Vice-chancellor, University of Jaffna. The Guests of Honour were Dr. Thampos Mangaleswaran, Rector, Vavuniya Campus and Mrs. A. Stanley De Mel, District Secretary, Mannar. The book was reviewed by Mr. R. T. Vigna Raja, Retired High Court Judge, Jaffna and Jaffna University Council Member.

2. Dr. Jeyaseelan Gnanaseelan launched his second book titled *National Conflict and International Intervention: A Media Discourse* on 07.01.2021 from 1.30 pm to 4 pm at the Pambaimadhu premises of Vavuniya Campus. The chief guest was Prof. Samuel



Ratnajeewan Herbert Hoole, Michigan State University, USA, former vice-chancellor, UOJ, a former member of the UGC and Election Commission. The ceremonial address was given by Prof. Sivakolunthu Srisatkunarajah, vice-chancellor, University of Jaffna. The guest of honour was Dr. Thampos Mangaleswaran, Rector, Vavuniya Campus.

The book review was done by Dr. Mahim Mendis, Senior Lecturer in Mass Communication, Dept. of Social Studies, The OUSL. Prof. R. Azhagarasan, University of Madras addressed the audience. Prof. Chelva Canaganayagam gave a message in the past. Also, the Vavuniya District Secretary was also present.

3. Gnanaseelan, J. (July 2021). Assessing the Performance of a Short Course in English for the Teacher trainees in the Post-war Mullaitivu District in Sri Lanka, Chapter in the Book edited by Kennedy Jeevaratnam, published by the Eastern University of Sri Lanka.
4. Prasheena, J. and Thavakumar, D (2021). The Effect of Dynamic Capabilities on Small and Medium Enterprises Performance: The Moderating Role of Organizational Inertia, Chapter in the Book edited by Dr. Bharathy Kennedy, Dr. NadarajahRajeshwaran and Dr. B. Vimala published by the Emyreal Publishing House, India.
5. Prasheena, J. and Thavakumar, D (2021). The Study on Emotional Engagement, Team Orientation, and Commitment Among Machine Operators of Apparel Industry in Kandy District, Chapter in the Book edited by Dr. Bharathy Kennedy, Dr. NadarajahRajeshwaran and Dr. B. Vimala published by the Emyreal Publishing House, India.

4.0 Student Events

4.1 Thai Pongal

Farmers around the world celebrate the Thai Pongal festival. It is dedicated to the god sun for thanksgiving to help farmers in agriculture. Faculty of Business Studies students celebrated the Pongal function in front of the Balakrishnan block on 14.01.2021. Preparation of the traditional Pongal is one of the essential aspects of this celebration: a bowl of sweet rice with milk. The students made the Pongal rice, traditionally worshiped the sun, and shared their spirituality, love, wishes, and happiness.



4.2 Organ Donation Camp

The "Organ Donation Camp" organized by the Students' Union of the Faculty of Business Studies was held on 22.03.2021 in the Campus premises at 12.30 pm. The "Sri Lanka Eye Donation Society" sponsored this program. This event aims to create awareness among the young generation



on organ donation and educate them about eye and tissue donors. This event was organized under the theme "Life after Death." More than 200 participants comprised of students and staff of the Vavuniya Campus gave their consent to donate organs, tissues, and eyes upon their passing.

4.3 Cultural Program – 2021

The cultural programme of 2021 of the Faculty of Business Studies was held on 15.04 2021 at 1.00 p.m. at Lecture Hall 01.

The purposes of this programme were to identify and develop the skills of first-year batch students and strengthen the cooperation and relationship among the four batches in the Faculty of Business Studies. The students filled the stage with a variety of programmes, especially a handful of individual performances. The cultural programmes had brought out a long list of talented students with such incredible talents and skills. Both the students and the staff enjoyed the



program very well. The programme was well organized and carried out by the 2017/2018 batch students of the Faculty of Business Studies.

4.4 Iftar Celebration

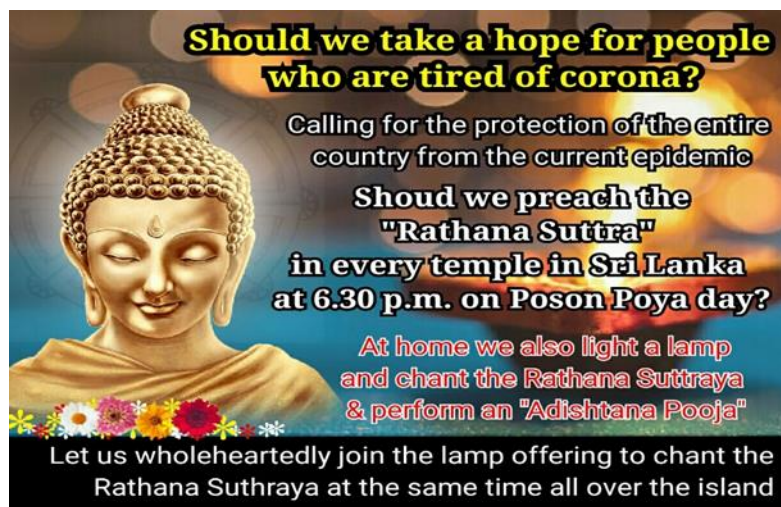
The Iftar, one of the important cultural events of Muslims worldwide, was celebrated by the Muslim students of the Faculty of Business Studies on 15.04.2021 in the Balakrishnan Block of the Faculty of Business Studies. The students from the 1st, second, and 3rd years took part in it. Ms. M. R. F. Aqeela Ijas, Lecturer in Human Resource Management, participated as a special guest and made the event a resounding success. The Faculty of Business Studies students celebrate the Iftar every year to create religious harmony among the diversified religious societies in the



Vavuniya Campus. Muslims worldwide fast during Ramadan because Sawm (fasting) is one of the Five Pillars of Islam. Furthermore, since they fast for over 14/15 hours a day, only two meals are consumed. The pre-dawn meal is called Sahar, and the one consumed at dusk is called Iftar. All adult Muslims except those who are ill, the elderly, and pregnant/breastfeeding/menstruating women fast during the month of Ramada

4.5 Lankabiwandana

The Faculty of Business Studies Students' Union celebrated the Adishtana Pooja on 24th June 2021. This Adishtana Pooja started at 6.30 pm on Poson Poya day in selected temples scattered in Sri Lanka to chant the glorious Rathana Sutta on the Poson Poya. The event was live telecasted on Facebook.



With the noble intention of protecting Sri Lanka from the Corona plague in the country, the Buddhists joined in this ritual by lighting a coconut oil lamp in their homes and chanting the "Rathana Sutta". Also, many people joined us in celebrating this auspicious event and contributed to the program's success. We pray to God to give all the strength to our faculty, medical staff, the security forces, and the entire nation strength during the era of new normalcy.



4.6 Awareness Talk on Covid -19 Vaccination

The Students' Union, Faculty of Business Studies, University of Vavuniya conducted an "Awareness Talk on Covid -19 Vaccination" via zoom for undergraduate students of the Universities and community people on 11th July 2021 via zoom platform. The main objective of this program was to allay the fears of the students and local people about the corona vaccine and make them aware of the importance of getting the corona vaccine. The program was commenced by Mr. I.D.C. Ishara, the president of the Faculty Union.

Awareness Talk
about
COVID - 19 Vaccination

11th of July 2021 | Sunday | 1.30 P.M

Meeting ID : 663 6247 2699
 Passcode : Z8ctxF1!

The Speaker

Prof. Giorgi Pkhakadze
 Head,
 School of Pubic Health,
 David Tvildiani Medical University, Georgia.
 &
 Expert,
 European Commission, Education Audiovisual
 and Culture Executive Agency, Belgium.

Students' Union, Faculty of Business Studies
 Vavuniya Campus of the University of Jaffna.

Prof. Giorgi Pkhakadze, School of Public Health, David Tvildiani Medical University (DTMU), Georgia, and Consultant, who has been invited as a Guest speaker for this virtual session. Further, Professor Madha Suresh, Director, Centre for Natural Hazards and Disaster Studies (CNHDS) the University of Madras was participated and delivered their experiences in India.

Dr.Y.Nanthagopan, Dean, Faculty of Business Studies, shared the current Sri Lankan COVID situations, played a role as Coordinator for this virtual forum, and provided encouragement and continuous support for the stakeholders. Further, a question session was also held, and feedbacks were received from the participants during the webinar time. It was made a higher value to the webinar series, and participants also got a clear idea about the importance of getting the corona vaccine. Awareness talk was successfully completed with more than 300 participants.

4.7 Human Resource Club

4.7.1 Workshop on “Improving Presentation Skills”

A workshop on “Improving Presentation Skills” was conducted by the HR Club, Faculty of Business Studies, on 24.02 2021 at the Balakrishnan Block from 2.00 to 3.30 pm. Ms. M. R. F. Aqeela Ijas, Lecturer (Probationary) in HRM, was the resource person, and Human Resource Management specialization students from the 2nd and 3rd year of the Faculty of Business Studies participated. This workshop's primary objective is to enhance the ability of the students to do the presentation effectively. The resource person demonstrated how to prepare an effective presentation and

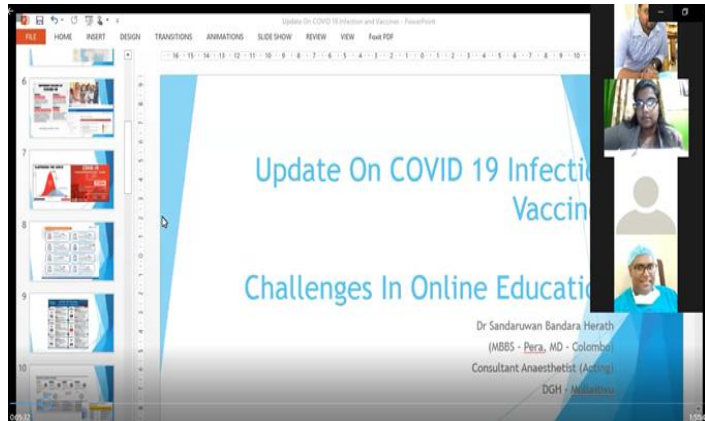


which kinds of follow-ups should be carried out to make a presentation more appealing. The students were provided with knowledge on do's and don'ts while preparing a presentation. Finally, the students acknowledged that the workshop met and fulfilled their needs.

4.7.2 Webinar on “strengthening the online learning environment during the covid 19 pandemic”

The HR Club of the Department of Human Resource Management conducted an online workshop on "Strengthening the online learning environment during the covid 19 pandemic" for the Faculty of Business Studies undergraduates on 18th of May 2021 from 6.30 pm to 8.30 pm. Around 71 students from the Faculty of Business Studies actively participated in this event. DR. Sanduruwan Bandara Herath, the Consultant Anaesthetic and intensivist at district general hospital Mullaitivu and DR. Dhanoja Wijesinghe, the Consultant Psychiatrist at district general hospital, Mullaitivu, were the Resource persons for this event.

DR. Sanduruwan Bandara Herath preceded the first session of this workshop, and in this session, a clear understanding of the online learning environment was given by him. At the end of this session, the students have gained knowledge on creating a conducive online learning



environment to help them in their learning progress. The next session was on Stress Management, and DR. Dhanoja Wijesinghe conducted this. From this session, the students gained a comprehensive understanding of stress, and the students were given guidance to manage their stress effectively. The participants were actively taking part in the discussions and raising their doubts, and the resource persons enthusiastically clarified the participants' doubts. Overall, the session was both informative and exciting, and it could be observed that most of the participants of this workshop find it useful not only for their learning but also for managing their personal life as well.

4.7.3 “Time to Think Let us prevent the Air Pollution”

The HR Club conducted a sustainable community development programme “Time to Think, let us prevent the Air Pollution”, on the 14th of July 2021, which insists on the importance of preventing air pollution and safeguarding the future generation. Around 60 students from the faculty, actively participated in this event. This In-door Tree planting campaign aims to address the multitude of issues associated with air pollution and restore the oxygen level at a considerable rate.



Through this tree planting campaign, the HR club was able to attain the outcomes such as a learning opportunity to get youngsters involved in the environment and conservation of our natural resources.

The members of HR Club planted the in-door plants including English ivy, Pot mom, Gerbera daisy, Holy basil, Aloe vera, Bamboo pal, Snake plant which are suggested by NASA as high Oxygen generators in their home gardens to raise awareness and consciousness about the environment among the masses.

4.8 Marketing Club

4.8.1 Feeding the Wandering Animals and Birds during the Covid-19 Pandemic Situation

The Marketing Club of the Faculty of Business Studies has initiated and organized the project on “Feeding the wandering animals and birds during this Covid-19 Pandemic situation” with the help of Marketing Management Honours Degree students. Many animals and birds are wandering to get their prey and are still struggling and dying day by day. To serve those animals and birds, the Marketing Club has organized this colossal project initially with our students. The students fed the animals and birds near their homes and streets for one week from 1st June to 7th June 2021. Furthermore, now the marketing club is promoting the same among the rest by sharing the attractive banner via social media networks.



4.8.2 A Webinar on “Pave your own way in the digital world.”

The Marketing Club of the Faculty of Business Studies has initiated and organized the project on “Feeding the wandering animals and birds during this Covid-19 Pandemic situation” with the help of Marketing Management Honours Degree students. Many animals and birds are wandering to get their prey and are still struggling and dying day by day. To serve those animals and birds, the Marketing Club has organized this colossal project initially with our students. The students fed the animals and birds near their homes and streets for one week from 1st June to 7th June 2021. Furthermore, now the marketing club is promoting the same among the rest by sharing the attractive banner via social media networks.



4.9 Project Management Club

4.9.1 Tree planting awareness

To celebrate world day to combat desertification and drought, the tree plantation program was conducted on 17th June 2021 by the Project Management Club of the Department of Project Management, Vavuniya Campus of the University of Jaffna. Through this planting ceremony, 2021 trees were expected to be planted all over the country. Dr.Y. Nanthagopan, Dean, Faculty of Business Studies, officially started this program in his home garden. Followed by Mr.Thirugnanasampanthar, Head Department of Project Management, and Mrs.S.Mathivathany, Senior Advisor/ Treasurer, planted trees in their gardens. Then, the other members of the Project Management Club and well-wishers started the plantation program.

Incredibly, all the Project Management students and their families actively joined in the tree plantation event and completed it successfully. As decided by the organizing committee, the plantation program was implemented by planting one tree in their home gardens by all the project management students. As the Project Management Club expected, there was the active involvement of project management students and their relations. Through this plantation program, the project management club gained great motivation to implement more valuable programs and gave great awareness to people regarding climate change and environmental problems like desertification and drought.



4.9.2 A webinar on "Land the Perfect Internship"

The Project Management Club of the Department of Project Management in Vavuniya Campus of the University of Jaffna conducted a webinar called "Land Perfect Internship" for Project Management students on 27th June 2021 at 9.30 am via zoom platform. Dr.Y.Nanthagopan, Dean, Faculty of Business Studies, Mr.M.F.Marikkar, Secretary-General, RAHAMA/FORUT, and Mr.Thirugnanasampanthar, Head, Department of Project Management, was invited as Guest speaker and delivered speeches on the titles of "Impact of Internship on Students' Outcomes," "Strategic Partnership for the Internship," and "Employers' Expectations from Intern Students," respectively. Mrs.S.Mathivathany, the Senior Advisor/ Treasurer of the PM

Club, played the role of coordinator and moderator for this webinar. Further, experiences were shared by the following existing PM intern students with the following topics.

Mr.L.Pratheepkanth - "How to Select Internship Organizations"

Ms.Ashinika M.M.D.M.W. - "Prepared to be Hired (Qualifications and Skills)"

Mr.N.M.Hafis - "Practices and Performance Review"

Ms.S.F.Shafna - "Challenges and Overcoming Strategies"

The first webinar was successfully completed with more than 200 students' participation. This valuable webinar provided a considerable approach to the students through stimulating speeches and sharing experiences. Especially this webinar was helpful to the students to understand the internship program, expectations from employees' perspective and its strategic partnership. It was the most exciting and valuable webinar on the virtual platform during the pandemic situation.

The Project Management Club of Faculty of Business Studies invites to a Webinar series 01 on **LAND THE PERFECT INTERNSHIP**

PANEL OF SPEAKERS	EXPERIENCE SHARING FROM PM INTERN STUDENTS
<p>IMPACT OF INTERNSHIPS ON STUDENTS' OUTCOMES DR. V.MANTHAPAN DEAN FACULTY OF BUSINESS STUDIES VAVUNIYA CAMPUS, UNIVERSITY OF JAFFNA</p>	<p>HOW TO SELECT THE INTERNSHIP ORGANIZATION MR.PRATHEEPKANTH L. NORTH AND EAST ECONOMIC DEVELOPMENT CENTRE NO: 29/1A, TEMPLE ROAD, KURUMANKADU, VAVUNIYA</p>
<p>STRATEGIC PARTNERSHIP FOR INTERNSHIP MR. M. F. HARBREAD SECRETARY GENERAL RAHAMA / FORUT</p>	<p>PREPARED TO BE HIRED (QUALIFICATIONS AND SKILLS) MS.ASHNIKA M.M.D.M.W. WORLD VISION LANKA KAWADATTESAPPA</p>
<p>EXPECTATIONS FROM THE INTERN STUDENTS ENR. JIJAYARAJAN REGIONAL MANAGER NATIONAL WATER SUPPLY AND DRAINAGE BOARD VAVUNIYA & MANNAR</p>	<p>PRACTICES AND PERFORMANCE REVIEW MR.HAFIS N.M. SERVING HUMANITY FOUNDATION ABDUL MAJEED ROAD, KINNIYA - 04, TRINCOMALEE</p>
<p>COORDINATOR & MODERATOR MRS.S.MATHIVATHAN SENIOR ADVISOR / TREASURER PROJECT MANAGEMENT CLUB DEPARTMENT OF PROJECT MANAGEMENT FACULTY OF BUSINESS STUDIES VAVUNIYA CAMPUS, UNIVERSITY OF JAFFNA</p>	<p>CHALLENGES AND OVERCOMING STRATEGIES MS.SHAFFNA S.F. DIVISIONAL SECRETARIAT, KINNIYA TRINCOMALEE</p>

27TH JUNE 9.30 AM Meeting ID : 683 4685 4503 Passcode : pke?A9!9

Organized by:
Project Management Club
Department of Project Management
Faculty of Business Studies
Vavuniya Campus of University of Jaffna

4.9.3 “Mother and Nature Photography” Competition

The Project Management Club of the University of Vavuniya, organized an open photography competition to celebrate World Youth Day on 12th of August 2021. The primary purpose of this competition was to encourage the students on photography and improve their creativity. The audience selected the winners by the voting systems in this competition.

As the PM Club exco members planned, the winning prizes for the winners were rewarded by a reload like Rs.1000/=, Rs.500/= and Rs.300/= for 1st place, 2nd place and 3rd place, respectively.

The announcement was given to the people through a poster via social media and a faculty website about the competition. The 315 photos all over the country were received, which were sent by competitors by 10th of August 2021. Once collected photos, the voting round was started until midnight of 11th of August 2021. Then, the 1st, 2nd and 3rd places were announced on 12th of August 2021 according to the votes to their photos.



4.9.4 How to be an online entrepreneur

The Project Management Club conducted a webinar called “How to be an Online Entrepreneur” for undergraduate students of the Universities on 12th September 2021 via zoom platform. Mr.Madushka Dissanayake, Entrepreneur, Director/Shareholder at Proximo and AUKOD, Mr.Chamin Dias, Moderator of Online Entrepreneurs Club, Sri Lanka, and Mr.Lasantha Wickramasinghe, Online Entrepreneur, Shareholder at Outsmart Hub HQ, Founder of Builtapps, were invited as Guest speakers for this virtual session.

Topics such as “Introduction to online entrepreneurship,” “How to start your online business journey,” “Why you should become as an online entrepreneur,” and “From “HUSTLING” to “ENTREPRENEURSHIP” and “Costly mistakes to avoid in your entrepreneurship journey” were presented by the speakers respectively. Ms.M.F.Zaleeka, an active member of the club, played a role as Telecaster of this webinar series 02. Mrs.S.Mathivathany, the Senior Advisor/ Treasurer of the PM Club, played the role of the coordinator and moderator for this webinar. The primary purpose of this webinar was to know the various platforms for online money earnings while studying. Further, a question session also was held, and feedbacks were received from the participants during the webinar time. It was made a higher value to the webinar series, and participants also got a clear idea about online entrepreneurship.

This webinar was successfully completed with more than 300 participants. This valuable webinar provided a considerable approach to the students to gain their skills to be an entrepreneur and part-time jobs. Especially this webinar was helpful to the students to understand what exactly mean by online entrepreneurship, how to develop as an entrepreneur step by step. It was the most interesting via virtual platform during the pandemic situation.

BE YOUR OWN BOSS..

Project Management Club of the Faculty of Business Studies Invites you to a Webinar Series -02

How to be an ONLINE ENTREPRENEUR

The Proven Way to Build an Online Business You Can Be Proud Of

Mr. Lesantha Wickramasinghe
Entrepreneur
Managing Director
Outsmart Hub
Founder at Builtopps
Shareholder-Outsmary
Hub HQ

Mr. Chamin Dias
B.Sc (1st Class Honours) in
Computer Science - University of
Colombo
AAT Passed Finalist
Moderator of OEC-SE
OEHumanity; Online Entrepreneurs
for Humanity Project
6+ Years Industry Experience in
Software Engineering/Marketing

12 SEP
10.30 .AM-12.30. PM
VIA ZOOM
Meeting ID :883 6604 7754
Passcode :822878

Organized by : Project management Club, Department Of Project Management ,Faculty Of Business Studies, University Of Vavuniya

4.9.5 Disaster risk reduction of development projects in Sri Lanka”

The Project Management Club conducted a webinar titled “Disaster Risk Reduction of Development Projects in Sri Lanka” for project management students on the 13th of October 2021 via the zoom platform. The primary purpose of this webinar was to celebrate the International Day for Disaster Risk Reduction and give awareness to the students regarding disaster risk reductions.

The Project Management Club of the Faculty of Business Studies invites you to a Webinar Series -03

“Disaster Risk Reduction of Development Projects in Sri Lanka”

13th October 2021, Wednesday |3.00 p.m

Mr. K.Sugunathas (Bsc in Biology, Msc in Environmental Science)
Assistant Director
Disaster Management Centre (DMC)
Trincomalee

Join Zoom Meeting
Meeting ID: 620 8315 3008
Passcode: DRRday13@1

#DRRday
#BuildToLast

Organized by:
The Project Management Club,
Department of Project Management,
Faculty of Business Studies,
University of Vavuniya.

13 OCTOBER
INTERNATIONAL DAY
For Disaster Risk Reduction

Project Management Club 071 977 4226

Mr.K.Sugunathas, Assistant Director, Disaster Management Centre, Trincomalee, was invited as a Guest speaker of this virtual session. Significantly, he discussed the Disaster situation in Sri Lanka, how risks are occurring, what kind of risks are being occurred, how can be managed disaster risk, what kind of techniques and tools can be used, what are the challenges faced by the development field, and how the project managers delt those. Ms.M.F.Zaleeka, an Active Member of the club, played a role as Telecaster of this webinar series 03.

Project management students are the group who primarily benefited from this session. The third webinar was successfully completed with more than 100 participants. This valuable webinar provided a considerable approach to the students to gain their knowledge in Disaster Management and Risk Reduction. Especially this webinar was helpful to the students to understand how exactly the disaster risk reduction programs practically applied.

4.9.6 A webinar on ‘National Safety Day 2021, Sri Lanka’

The Project Management Club jointly with the Harmony Centre of University of Vavuniya and Friendly ASIA conducted a webinar on “National Safety Day 2021” for undergraduate students and public servants on 26th December 2021 via zoom platform.

Professor Dilanthi Amarathunga, Professor of Disaster Risk Reduction and Management, Head, Global Disaster Resilience Centre and Ms. Anoja Seneviratne, Director, Mitigation, Research and Development Division, DMC were invited as the guest speakers. The titles called “Risk-Informed Decision Making on Development Agenda in Pandemic Crisis” and “Mainstreaming DRR in development projects in Sri Lanka” were presented by the guest speakers respectively.

Further, a question-and-answer session was also held. It was made a higher value to the webinar series and specially students were mostly benefited through this session. There were more than 150 participations. This valuable webinar provided a huge approach to the students gain their knowledge in Disaster Management and Risk Reduction. Especially this webinar was helpful to the students to understand that how exactly the disaster risk reduction programs practically applied and got to know that even in the pandemics how to make suitable development decisions.

4.10 Accounting and Finance Club

4.10.1 Digital Aid for Commerce Stream Students

The "Accounting and Finance Club" of the Department of Finance and Accountancy has initiated an online platform via the "Digital Aid for Commerce Stream Students" project. This project aims to assist Advanced Level commerce stream students who cannot participate in online classes by paying fees during these challenging times. We, the Accounting and Finance Club, introduce this project free of charge, and you can benefit from this initiative by joining our social media platforms which can be found at the following URLs;

- **Official Facebook Page**

<https://www.facebook.com/Accounting-and-Finance-Club-109653414685560/>

Page Name: Accounting and Finance Club

- **Public Facebook Group**

<https://www.facebook.com/groups/827316611241951/?ref=share>

Group Name: Digital Aid for Commerce Stream Students - AFC_FOBS_VAVUNIYA CAMPUS

- **Instagram**

https://www.instagram.com/invites/contact/?i=580hmoxz7qk4&utm_content=maua669

4.10.2 A workshop titled "Facing an Interview and Curriculum Vitae Preparation"

The "Accounting and Finance Club" conducted a webinar on 30th June 2021 at 2.00 pm via Zoom. This webinar was brought to order by the Club President, Mr. M. S. A. Nushar. Around one hundred and fifty students participated in this webinar. Mr. Saman Jayasinghe and Mr. Anton Mathan Raj from the Vavuniya Apparels of Omega Line Ltd were the resource persons.

Mr. Saman Jayasinghe explained the career goals and paths covering attitude and build a career with knowledge and skills since these are of paramount importance for undergraduates to take forward their life after graduation. After that, Mr. Anton Mathan Raj presented "Facing an interview and curriculum vitae preparation," covering formatting and spacing guidelines, what to include in a CV, how to face the interview, and common interview questions. Afterward, the participants were requested to raise their queries. Finally, Mr. M. S. A. Nushar delivered the vote of thanks and placed his gratitude to Mrs. J. S. Thevaruban / Senior Lecturer, Department of Finance and Accountancy, and Mr. Prabuddha Srimal from the Omega Line Ltd for their generous support to organize the webinar with resounding success.



4.10.3 Webinar on “Career Guidelines and Placement in Accounting and Finance and the Role of CMA in Career Advancement”



The "Accounting and Finance Club" conducted a Zoom Webinar collaborating with the Certified Management Accountants (CMA) on 11th August 2021. At the outset, Dr. (Ms.) K. Kalainathan, Head of the Department of Finance and Accountancy and the club's patron, welcomed the gathering and briefed about the resource person Prof. Lakshman R. Watawala. The resource person

gave a speech on the evolution of accounting during the past and modern eras and the role of professional bodies in shaping career. After that, Mr. Dhanuka Sirinama / Councillor of CMA, explained the role being played by CMA in redefining the career paths of the undergraduates. After that, Ms. Kawshalya Hapuarachchi / Education Manager of CMA, explained the exemptions offered by the CMA for the university students, followed by sharing the CMA contact details and ways of registering as a CMA student. Finally, Mr. M. S. A. Nushar / President of the Accounting and Finance Club delivered the vote of thanks. More than one hundred and fifty students participated in this webinar.

4.10.4 A seminar on “Contemporary issues in Finance”

The Department of Finance and Accountancy organized a seminar on “Contemporary issues in Finance” on 27th December 2021. The main objective of this seminar was to provide knowledge on current issue in finance in Sri Lanka.



The fourth-year students who follow Accounting and Finance honours and the staff participated in this seminar. Dr. Mrs.K.Kalainathan, Head/ Department of Finance and Accounting coordinated the programme. Mrs.V. Rajani, Central Bank of Sri Lanka served as the resource person in this seminar.

4.11 Economics Club

4.11.1 Student Webinar Series

The Econ Club of the Department of Business Economics organized a webinar on Career Development on 20.06.2021 at 9.00 am. Dr. Anil Jayantha Fernanddo (Senior Lecturer, Department of Accounting, University of Sri Jayewardhenapura) was invited as a Resource Person for the webinar. Approximately 80 students participated in this forum.



ECON CLUB
Department of Business Economics
Seminar series
No 01

Webinar on Career Development

The Date
20th June of 2021

Time
9.00 a.m

The zoom ID
Meeting ID: 655 5174 8134
Passcode: f03^Vy3Q

Dr. Anil Jayantha Fernanddo
Senior Lecturer
(Department of Accounting, Faculty of Management Studies & Commerce, University of Sri Jayewardhenapura)
B.Com. (Special) (Kelaniya); PGD in Accounting and Finance, (USJP), MBA (Int. Bus) (AIT-BKK); MBA (Fin)(ESCP-EAP-Paris), PhD; FCA (Fellow Chartered Accountant), FCMA Sri Lanka, CPA-Australia

organized by
Econ club, Department of Business Economics, Faculty of Business Studies
VAVUNIYA CAMPUS OF THE UNIVERSITY OF JAFFNA

The aim of this webinar is to develop students' professional development after graduation and how to face the challenges. At the end, Dr.Y.Nanthagopan, Dean, Faculty of Business Studies and Mrs.P.Godwin Phillip, Head, Department of Business Economics addressed the event, and they both thanked the Resource Person for his valuable support.

5.0 New Projects / Programs

5.1 Establishment of Five New Departments

The Departments of Economics and Management had proposed to establish five new departments by abolishing the existing ones to the UGC, letter dated on 12.12.2018, after the approval of the Council at its 430th meeting held on 26.08.2018. Thus, as per the gazette notification of 2220/20 dated on 22.03.2021, the following five new departments have been established in the Faculty of Business Studies of the Vavuniya Campus of the University of Jaffna by abolishing the Department of Economics and Management.

- Department of Marketing Management
- Department of Business Economics
- Department of Human Resource Management
- Department of Management and Entrepreneurship
- Department of Project Management

5.2 Official Formation of Student Clubs

Official formation and the election of office bearers for the students' clubs, another milestone event of the Faculty of Business Studies, was held on 19.02.2021 (Friday) at 3.15 pm in the faculty lecture hall physically and virtually.

Student Club coordinators headed the office-bearers' election for Accounting and Finance, Human Resource Management, Business Economics, Marketing Management, and Project Management student clubs. These student clubs aim to enhance student extracurricular activities and create an ecological and beautiful environment for the Faculty of Business Studies. Further, it will encourage the students to create co-op, job bank and energy-saving projects. Students would be provided with awards every year, based on the independent evaluation panel's performance review, to appreciate and encourage the clubs' performances and activities.

5.2.1 *The Marketing Club - Mkt*



Vision: To inspire the pursuit of excellence through mingling ideas

Mission: Uplifting interpersonal, technical, conceptual and social developments skills to enhance students' competencies in marketing careers

5.2.2 *The Human Resource Club - HRM*



Vision: To transform students' caliber.

Mission: Reinforce the student's competencies and employability skills through discovering and applying creative and innovative ideas, methods and techniques.

5.2.3 *Econ Club- Econ*



Vision: Empowering student's potentialities through significant active participation.

Mission: Strives to discovering and disseminating creative ideas, methods and techniques to enhance students' competencies.

5.2.4 *The Accounting and Finance Club - acc*



Vision: Improve the organizational legitimacy via increasing the participation of the Accounting and Finance students in community outreach activities.

Mission: Prepare the students and society in a way to confront the challenges of today and tomorrow.

5.2.5 *Project Management Club - PMC*



Vision: Employable good citizens for Social and Economic Development

Mission: PM students learn effectively and prepare themselves with the guidance of Faculty of Business Studies to mold themselves as both competent graduates and good citizens for contributing to the country's and world's sustainable development.

5.3 **Late Mr. W. J. Soosairatnam Endowment Fund and Gold-Plated Medal**

An endowment fund (Amount LKR 600,00.00) was established in memory of late Mr. W. J. Soosairatnam to award the best student in the Bachelor of Business Management (Honours) in Accounting and Finance Degree in each General Convocation. The medal shall be called “Mr. W. J. Soosairatnam Gold-Plated Medal”. It shall be awarded to the candidate who obtains the highest GPA with second class upper division / above in the Bachelor of Business Management (Honours) in Accounting and Finance Degree and earns the highest aggregate points in extracurricular activities.

5.4 **Commencement of New Short Course**

The Industry Community Interaction Cell of Vavuniya Campus (ICICVC) commenced the Virtual Short Course in Human Resource Management via Zoom on 13.02.2021. The duration of the course is 10 weeks (40 hours). The classes were conducted during the weekends. The target group of the short course was GCE Advanced Level school leavers and employees who are engaged in the field of Human Resource Management. Fifteen students have been enrolled in this short course.

The objectives of this course are to provide fundamental knowledge in the field of Human Resource Management and to produce capable personnel in Human Resource Management for the present job market. Students were evaluated on the basis of project report submission. The ceremony for the awarding of certificates will be held soon.

5.5 Establishment of Institute of Project Management Studies

The faculty had planned to establish the Institute of Project Management Studies (IPMS) to advance project management education and research to produce required human resources at the different levels to perform well in the projects operated in Sri Lanka. This Institute will also contribute to solving the problems emanated in the context of projects. The Institute provides a focal point for education and research in project management, addressing current and emerging project management issues nationally and internationally in Sri Lanka. The Proposal and Ordinance to establish the Institute of Project Management Studies (IPMS) was already approved by the Council at its first meeting held on 25th September 2021. The Institute of Project Management Studies (IPMS) would be established after the declaration by Gazette notification.

5.6 The Formation of Alumni Association of the Faculty of Business Studies (AAFBS)

The Alumni Association of the Faculty of Business Studies (AAFBS) was formed on 14.02.2021 to lay the foundation and strengthen the link between alumni and the Faculty of Business Studies. At the outset, Dr. Y. Nanthagopan, Dean / Faculty of Business Studies, and the Ex-Officio of the AAFBS welcomed the gathering. Dr. Y. Nanthagopan thanked the gathering and reiterated the Alumni's role in shaping the faculty activities. Afterward, Dr. T. Mangaleswaran, Rector and the Patron of the AAFBS, briefed that the Alumni activities can work towards the betterment of the Faculty, Campus, and eventually the nation. Further, Dr. T. Mangaleswaran thanked both Chair for the Establishment of Faculty Alumni, Mr. J. Aloy Niresh and Dean / FBS, Dr. Y. Nanthagopan, for coordinating and taking initiatives to form the AAFBS officially. Afterward, the members present have been requested to briefly introduce themselves, followed by the office-bearers' election. Then the members were unanimously elected to the Ex-Co, and the composition of the Ex-Co. Mr. J. Aloy Niresh / Chair for the Establishment of Faculty Alumni thanked all the Alumni members for taking part in the significant event and all the participants for their generous efforts towards making things happen and requested the new committee to work on expanding and enriching the network further.

5.7 Information Technology Services Unit

The faculty has established an IT Services Unit to effectively look after the day-to-day activities of the IT laboratories. In addition to that, the unit will provide IT services and training to staff and students.

The IT Services Unit will be one of the key services units of the faculty providing facilities to the students, staff, units and cells of the Faculty of Business Studies. Mr. K. Suthesan was appointed as the coordinator of this unit.

5.8 Establishment of Job Bank

The Human Resource Club has proposed a project for the developing a Job Bank for the Faculty of Business Studies. The Job Bank is initiated with the primary purpose of developing a potential platform for the students to find out their dreams jobs and to give an industry exposure to the undergraduate students and fresh graduates of Faculty of Business Studies. This supports the students personal and professional career developments.

For employers looking to recruit the most qualified candidates, it offers modern technology and superior services to simplify their recruitment process. For undergraduates and Graduates thinking about new job, new career, or new direction, it helps them to explore the possibilities and find the opportunities that are right for them. This project has been approved by the faculty board and the Senate and will be commencing during the early period of 2022.

6.0 Memorandum of Understanding (MOUs)

6.1 Meeting with Project Management Institute - Sri Lankan Chapter

The Department of Project Management (DPM) convened its 3rd meeting with the Sri Lankan Chapter of Project Management Institute (PMISLC) on the 20th of August 2021 to discuss the draft Memorandum of Understanding prepared and submitted by the DPM to the PMISLC in the week. Dr. Y. Nanthagopan, Ms. S. Mathivathany and Mr. S. Thirugnanasampanhthar represented the DPM, meanwhile, Mr. Dushyantha (President of the PMISLC), Mr. Dhammike Mendis (Executive Vice-President of PMISLC), Mr. Aruna Kooragamage (Founder, Former President, & Certified Trainer) Mr. Shanthilal Fernando (Vice-President Finance), and Mr. Saman Kandanearachchi (VicePresident Outreach) took part in the virtual meeting for PMISLC. Dr. Y. Nanthagopan presided the meeting and welcomed the participants. Following the self-introductions, Dr. Y. Nanthagopan described the purpose of such MoUs between the Faculty of Business Studies and Educational organizations that offer professional courses and

the contents and clauses of the proposed draft MOU. In response, the PMISLC members generally informed their willingness and interest in the collaboration through an MoU and addressed what the PMISLC could deliver.

Mr. Aruna Kooragamage briefed the inception of PMISLC since 2005 and elaborated that the PMI offer certificate and professional courses such as Certified Associate of Project Management (CIPM) and Project management Professional (PMP) and as a not-for-profit organization, the PMI is promoting PM standards, providing accreditations and funding for researches. Mr. Dhammike Mendis described the processes to sign an MoU and the PMISLC would review the draft MoU presented by the FBS and would send it to the FBS for its comments. He added that the reviewed MoU would be sent to the PMI's regional office in India for its comments. All of the PMISLC participants are enthusiastic in arriving a consensus for the MOU and working together for the betterment of the students and the country.

6.2 Meeting with the Institute of Certified Management Accountants (CMA)

A hybrid meeting was conducted by the Department of Finance and Accountancy in collaboration with the CMA officials with regards to signing the MOU on 20th August 2021. Dr. Y. Nanthagopan / Dean of the Faculty of Business Studies chaired the meeting with the presence of Dr. (Mrs.) K. Kalainathan / Head of the Department of Finance and Accountancy (DFA), Staff of the DFA, and the officials from the Institute of Certified Management Accountants - Ms. Jinandi Chandraratne / Director, Education and Ms. Kaushalya Hapuarachchi / Senior Manager, Education, Training & Research. At the outset, Dean / FBS welcomed the gathering and briefed the essence of having a strategic partnership with professional bodies paving the way to have a win-win situation for both. The Dean read the draft MOU among the participants to get their viewpoints incorporated. It was explicitly talked about providing a gold-plated medal for the students excelling in BBM Honours in Accounting and Finance degree programme, conducting active marketing programs by the CMA officials in and around the university, providing exemptions for the students, using university premises for conducting the CMA's study programmes, and the use of the library by the CMA students in addition to the matters laid down in the draft agreement. Both the parties, CMA and DFA, came to a consensus on the clauses laid down in the draft MOU and decided to take it forward with the approval of their respective governing bodies.

6.3 Meeting with the Institute of Bankers of Sri Lanka (IBSL)

A meeting was organized by the Department of Business Economics with the officials of IBSL to discuss signing MOU on 20th August 2021 via Zoom. Dr. Y. Nanthagopan/ Dean of the Faculty of Business Studies chaired the meeting with the presence of Mrs.P. Godwin Phillip/ Head, Department of Business Economics, Dr. K. Kalainathan/ Head, Department of Finance and Accountancy, Mr.A.Thayaparan/ Senior Lecturer, DBE, Mr.T.Selvamalai/ Lecturer, DBE and the officials from the IBSL: Mr.C.P.A.Karunatilake/ Director General, IBSL, Mr. Manjula Wickramasinghe/ Deputy Director, Administration and HR of IBSL) and Secretary to Director General of IBSL. The Dean welcomed the gathering and briefed the essence of having an MOU with professional bodies. The highlight of the meeting is that the higher officials of the IBSL agreed to provide gold plated medal for the best student in BBM (Hons) in Business Economics. In addition, they voluntarily agreed to sponsor the student club activities of the Department of Business Economics. Further, it was decided to sign the MOU with the approval of the governing bodies of both parties in the mid of November 2021 to ensure the effective function from the new year 2022.

7.0 Details of Awards Received



Mr T.Selvamalai, Lecturer in Business Economics, Department of Business Economics started his PhD degree in October 2021, in Economics at the School of Economics, University of East Anglia (UEA), the United Kingdom. This university was ranked 8th for economics by Guardian University Guide-2021. Further, he has obtained the UEA Postgraduate Studentship offered by the School of Economics for his doctoral studies. The studentship (valued at approximately LKR one crore per year) covers international tuition

fees, a maintenance grant and a research training support grant.



The paper authored by Thevanes, N. & Pushpanathan, A. (2021) titled Mediated Mediation Model to Examine the Nexus among Entrepreneurship Skills, Entrepreneurship Attitude, Entrepreneurship Intention and Start-up Preparation of the Undergraduates in the selected Universities in Sri Lanka was received the best research paper award at the 18th International Conference on Business Management (ICBM 2018), Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, on 09.12.2021.

The following awards were given at the 35th General Convocation of University of Jaffna held on 24.02.2021 and 25.02.2021.

- Sri Lanka Institute of Marketing (SLIM) Gold Medal in Bachelor of Business Management in Marketing Management (Honours) Degree. The above prize was given to Ms. Bandara Ralalage Piyumi Tharuka Madhushani for having the best performance in Marketing Management subjects in the Bachelor of Business Management (Honours) in Marketing Management Degree Programme.
- Dr. Nagalingam Balakrishnan Gold Medal in Bachelor of Business Management in Business Economics (Honours) Degree. The above prize was given to Ms. Sivatharshika Balasuntharam for having the best performance in Business Economics subjects in the Bachelor of Business Management (Honours) in Business Economics Degree Programme.

The following awards were awarded to the students for BBM Honours Degree Examination for the Academic Year 2018/2019.

- Sri Lanka Institute of Marketing (SLIM) Gold Medal in Bachelor of Business Management (Honour) in Marketing Management was awarded to Ms. Dharmakeerthige Kanchana Madubhashini for the best performance in Honours in Marketing Management in BBM Honours Degree Examination for the Academic Year 2018/2019.
- Dr. Nagalingam Balakrishnan Gold Medal in Bachelor of Business Management (Honours) in Business Economics was awarded to Mr. Dewala Mulle Pathirana Isuru Lakmal Jayathilaka for the best performance in Honours in Business Economics in BBM Honours Degree Examination for the Academic Year 2018/2019.
- Mr. W. J. Soosairatnam Gold Medal in Bachelor of Business Management (Honours) in Accounting and Finance was awarded to Miss. Dissenayake Mudiyansele Iresha Erandi Dissanayake for the best performance in Honours in Accounting and Finance in BBM Honours Degree Examination for the Academic Year 2018/2019.

8.0 Programs, Workshops, and Seminars

8.1 Workshop on “Gateway to the Industry”

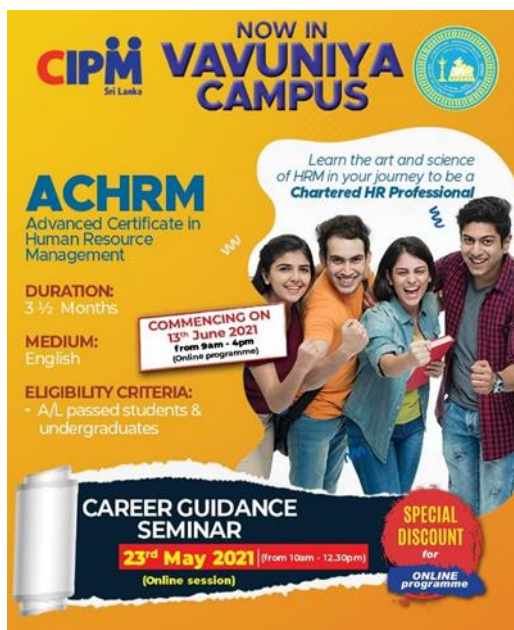
The Career Guidance Cell of the Faculty of Business Studies organized a webinar on “Gateway to the Industry”. The resource person for this session is Mr. K. Nishaaharan, who is the Chief Manager and Zone Chief of Union Bank of Colombo PLC. This webinar was held on 28.03.2021 (Sunday) at 4.00 pm via Zoom.

Thirty-Six faculty students from third and fourth year participated in this webinar. The resource person shared his massive 23 years of experience in the banking industry and stated valuable points about the changing trend of the industries and then requested the students to raise their questions to clarify their doubts. This program was really fruitful for the participants.

8.2 Career Guidance Seminar

The Department of Human Resource Management and the Chartered Institute of Personnel Management Sri Lanka (CIPM Sri Lanka) conducted an online seminar for young talents on the 23.05 2021 from 10.00 am to 12.30 pm. This event was held according to the Memorandum of Understanding signed between CIPM Sri Lanka and the Vavuniya Campus of the University of Jaffna.

The Students of the Vavuniya Campus of the University of Jaffna and other external participants actively participated. The main objective of this seminar is to enlighten the knowledge of the youths to choose their career path wisely.



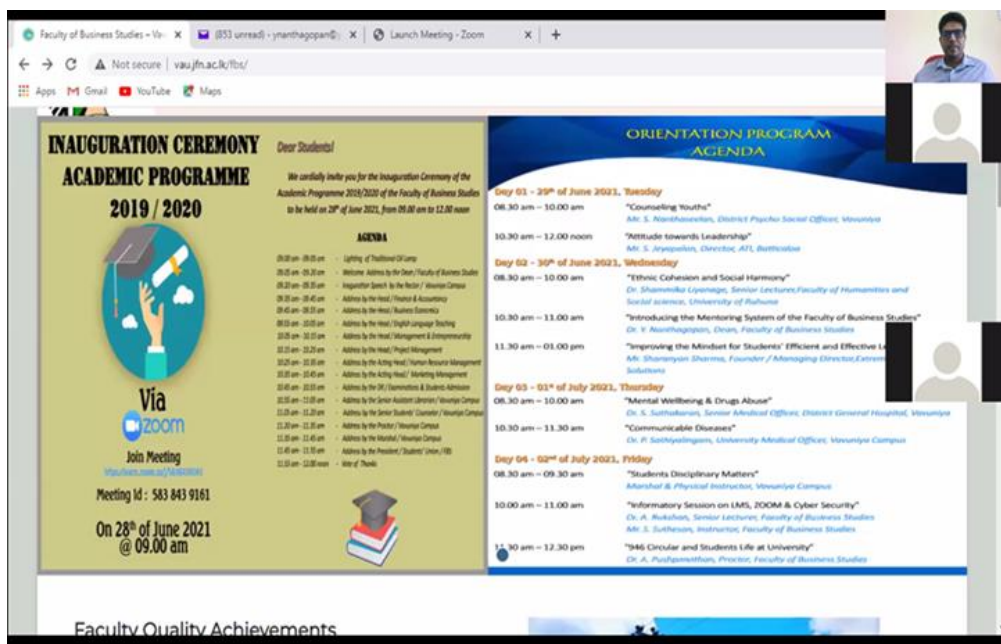
The Dean of the Faculty of Business Studies, Dr. Y. Nanthagopan, has commenced the programme with his welcoming address. Then the professional courses available at CIPM Sri Lanka were discussed by Mr. Anushka Earskin, the Head of Business School CIPM. Mr. Gihan Swaris, the Head of Human Resources & Sustainable Business - Verger Naturals, was the resource person for this event. He has discussed the participants' career opportunities and given some guidelines to develop the career path for youth. The participants were actively taking part in the discussions and raising their doubts, and the

officials were enthusiastically clarifying the doubts of the participants. The whole session was informative and interesting, signaling that more participants of the seminar were willing to pursue the online CIPM Courses, which will be conducted at the Vavuniya Campus of the University of Jaffna shortly.

8.3 Inauguration and Orientation Program for the Academic Year 2019/2020

The Virtual Inauguration Ceremony and Orientation Program were organized by the Faculty of Business Studies, Vavuniya Campus of the University of Jaffna for the 2019/2020 academic year. The inauguration ceremony was held on the 28th of June and continued up to the 2nd of July to accustom the freshers to our educational system, academic rules, and campus facilities. Preceding over the program, the Dean of Faculty of Business Studies, Dr.Y.Nanthagopan, addressed the students and warmly welcomed them to be a part of this historic institution. The Rector of Vavuniya Campus, Dr. T. Mangaleswaran and the staff members of the campus and the faculty also welcomed the newcomers and gave their words of blessings to them.

On the following days, the students arranged various sessions on "counseling youths," "Attitude towards Leadership," "Ethnic Cohesion and Social Harmony," "Introducing the Mentoring System of the Faculty of Business Studies," "Improving the Mindset for Students' Efficient and Effective Learning," "Students' Disciplinary Matters," "Introducing Physical



Education Unit," " Role of the Library in University Education," "Introducing Career Guidance Unit," " Introducing Students and Welfare Division," "Sessions on LMS, ZOOM, and Cyber Security," "946 Circular and Students' Life at University" and "Introducing the Departments of the Faculty of Business Studies" by resource persons related to the topics.

Apart from all the restrictions due to the COVID-19 pandemic situation, the students participated enthusiastically, gained knowledge from the virtual events, and shared their thoughts and ideas. The students were delighted to receive guidance on living their four-year higher education life at the Vavuniya campus.

8.4 Release of the Newsletters and Journals of the Faculty of Business Studies

8.4.1 Release of the 2nd Newsletter of the Faculty of Business Studies

The bi-annual newsletter 2020 volume:01 issue:02 was launched at the Faculty of Business Studies board room on 30.12.2020 by 1.30 pm with the presence of Newsletter committee members and Faculty Board members. The newsletter's copies were received by the Dean, Heads, and the Faculty Board's external members from the Chairperson Ms. P. Sarmatha. The newsletter carries Faculty events, Student events, Community Enrichment Activities and Staff News in a nutshell with an eye-catching view.



8.4.2 The release of the Journal of Business Management (JBM)- Volume 3 Issue 2

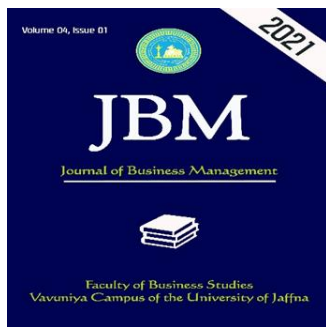
The Journal of Business Management (JBM) Volume 3 Issue 2 was published in January 2021 by the Faculty of Business Studies, Vavuniya Campus of the University of Jaffna in online. The JBM is a bi-annual journal and publishes original full papers of high quality in all the disciplines of Business Management. Each full paper is reviewed through a double-blind process. All papers published in this journal are accessible in online.

8.4.3 Release of the 3rd Newsletter of the Faculty of Business Studies

The bi-annual newsletter 2021 volume:02 issue:01 was launched at the Faculty of Business Studies board room on 28.07.2021 by 11.00 am with the presence of Newsletter committee members and Faculty Board members. The copies of the newsletter were received by the Vice- Chancellor, Dean, Heads, and the external members of the Faculty Board from Ms. P. Sarmatha, Chairperson, Newsletter Committee.



8.4.4 Publication of Journal of Business Management - Volume 4, Issue I

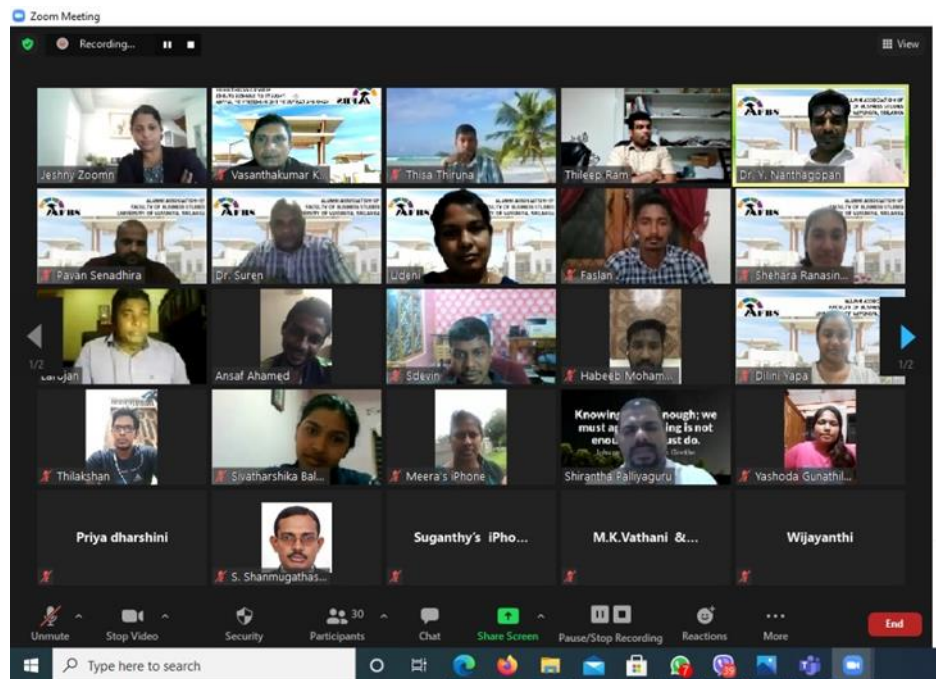


The Faculty of Business Studies published Volume 4, Issue I of its Journal of Business Management (JBM) in September, 2021. This issue consisted of 09 original full papers in the disciplines of Business Management. All papers published in this journal are accessible in online. JBM is published twice a year.

8.5 A special workshop on “Understanding Authentic Goals in Life” by the Alumni Association

The Alumni Association of Faculty of Business Studies, University of Vavuniya (AAFBS) conducted the Special General Meeting (SGM) on 18th July 2021 to create awareness among the passed-out students and to enrol them into the Alumni network.

A special workshop was also conducted on the same theme “Understanding Authentic Goals in Life” by Mr. Shirantha Palliyaguru, Deputy General Manager, United Motors Lanka Ltd, Sri Lanka.



The SGM was started with the President’s address, followed by the speech by the Ex-officio and Dean of the Faculty of Business Studies, and ended up with a promotion talk. Around 35 participants, including the Alumni from Canada and Norway, partook in the workshop.

8.6 Seminar on How to get your Business Registered?

The Industry Community Interaction Cell, Faculty of Business Studies, organized a free seminar on ‘How to get your Business Registered?’ on 03rd of October, 2021 from 9 am – 10.30 am. via virtual platform. The Vice Chancellor-UOV, Bursar-UOV and Ms. S. Subashini/ Accountant, Divisional Secretariat, Vavuniya, were served as resource persons. The seminar addressed the importance of why the businesses need to be registered? The process of business registration and the practical issues related to the business registration by the resource persons.

How to get your Business Registered ?
உங்கள் வியாபாரத்தினை எவ்வாறு பதிவு செய்வது ?

ICIC பிரிவு, வியாபாரத்தினை பதிவு செய்வது, வவுனியா பல்கலைக்கழகம் நடாத்தும் தமிழ் மொழி மூலமான இலகுவான கருத்தரங்கம்

Resource Persons
Dr. T. Mangalwaran
Vice Chancellor
University of Vavuniya,
Sri Lanka

Mr. L. Ram Ramanan
Bursar
University of Vavuniya,
Sri Lanka

Ms. S. Subashini
Accountant
Divisional Secretariat,
Vavuniya

திகதி :- 03/10/2021 (Sunday)
நேரம் :- 09 am 12 noon
தொடர்பு :- Coordinator ICIC, வவுனியா பல்கலைக்கழகம்
T.P 0775528653

முன்பதிவுக்கு :- https://docs.google.com/forms/d/e/1FAIpQLSo6L6mKihW-Gsu8WbmDKiPrUVcFVcKzjM9luMuHD1izyoIBg/viewform?usp=sf_link
இந்த GoogleForm ஐ 02/10/2021 இற்கு முன்னர் அனுப்புவோம்.
விண்ணப்பதாரர்களுக்கு Zoom link 02/10/2021 இற்கு முன்னர் அனுப்பப்படும்.

The business community from the Vavuniya district and potential business people benefitted from this seminar. The seminar was entirely conducted in Tamil medium. Mr. C. Larojan/ Coordinator, Industry Community Interaction Cell, organized this seminar.

8.7 A Webinar on “What Lead to Success and Develop Your Creativity”

The Career Guidance Cell of the Faculty of Business Studies organized a webinar on “What Leads to Success and Develop Your Creativity” on 08th and 09th of October, 2021. Mr. A. Liston Rajanikanth and Mrs. K. Sivappriya from the Department of Manpower and Employment have conducted this webinar in Tamil medium. They gave valuable ideas to our students to pave their way towards success. Both made the session enjoyable by explaining the areas with real-life examples in the Sri Lankan context. Almost 60 students participated in this webinar.

Awareness Programme
ON
"What Leads to Success"
and
"Develop Your Creativity"
by
Department of Manpower and Employment
(Career Week)

Date : 08th of October, 2021 (Friday)
Date : 09th of October, 2021 (Saturday)
Time : 07:00 PM to 08:00 PM

Resource Persons

A. Liston Rajanikanth
Career Guidance Cell, Faculty of Business Studies,
University of Vavuniya

K. Sivappriya
Career Guidance Cell, Faculty of Business Studies,
University of Vavuniya

Medium Tamil

Join Zoom Meeting
Meeting ID: 4341721480
Passcode: 123

Organized by : Career Guidance Cell
Faculty of Business Studies
University of Vavuniya

8.8 Webinar on How to approach the HRM Questions in G.C.E.A/L Examination.

The Department of Human Resource Management conducted an online workshop on A/L past paper discussion for commerce stream students as a



community outreach activity on the 13th of October 2021. This workshop majorly aims to facilitate the A/L Commerce stream students to prepare themselves for answering the HR-related questions in the Business Studies subject. Around 60 participants, including students and teachers, actively participated in the session. The Dean, Faculty of Business Studies, commenced the program, and the Vice-Chancellor, University of Vavuniya, addressed the students and guided them on approaching the questions and discussed the answering techniques to be followed in the A/L examinations to manage the time successfully and to answer the questions effectively. The resource persons discussed the 15 years of HR-related past paper questions with the students and clarified them.

The participants actively participated throughout the workshop, and the resource persons enthusiastically clarified the participants' doubts. Overall, the session was both informative and exciting, and it could be observed that most of the participants of this workshop find it useful not only for their learning but also for managing their A/L examinations effectively.

8.9 Faculty Name Board Opening Ceremony

The Name Board of the Faculty of Business Studies was opened ceremonially by Dr. Y. Nanthagopan, Dean of the Faculty of Business Studies, on 15th of October 2021. The name board is



donated by the students' union (Batch 2015/2016) through collected funds from the Faculty of Business Studies students and staff. This is the role modelling activity of the students contributing to the faculty development. The heads of departments, staff, and faculty students had participated in this event.

8.10 A Webinar on “Career Development”

A webinar on “Career Development” was organized by the Career Guidance Cell of the Faculty of Business Studies on 09th of October, 2021. Mr. R. Migunuwala from the Department of Manpower and Employment participated as the resource person in this webinar, and it was conducted in Sinhala medium. He pointed out essential tips to develop his/her career and explained them with real-world examples. Since he is the Career Guidance Officer, he shared his own experiences encountered. Almost 40 students participated in this session.



8.11 Saraswathi Pooja

Saraswathy Pooja, the last day of the navarathri festival, was celebrated in the faculty on 15.10.2021. The staff and the students of the faculty participated in this programme. This navarathri festival has been celebrated to worship Goddess



Durga (Goddess of courageousness), Luxmi (Goddess of Wealth and Prosperity) and Saraswathy (Goddess of Wisdom) over the past by the staff and students enthusiastically. The last day of the navarathri festival is known as Saraswathy Pooja or ‘Vithyarampam’ (inauguration of education). Goddess Saraswati Devi has the power of the Knowledge who radiates wisdom and the beauty of nature. Therefore, it has been celebrated devotedly in the educational institutions.

8.12 Media Briefing of the Research Conference on Business Studies (RCBS)- 2022

The media brief for the 4th Research Conference on Business Studies - 2022 (RCBS) was held on 21st of December, 2021 at the Faculty of Business Studies at 11.00 am with the presence of Dr. T. Mangaleswaran, Vice Chancellor of the University of Vavuniya, Dr. Y. Nanthagopan, Dean of the Faculty of Business Studies, Mr. S. A. Jude Leon, Convener of the conference, Heads of the Departments, Senior academics, committee members of the conference and the Assistant Registrar of the Faculty of Business Studies. Dan and Sakthi Televisions were invited as the media partners to cover the brief of this conference.

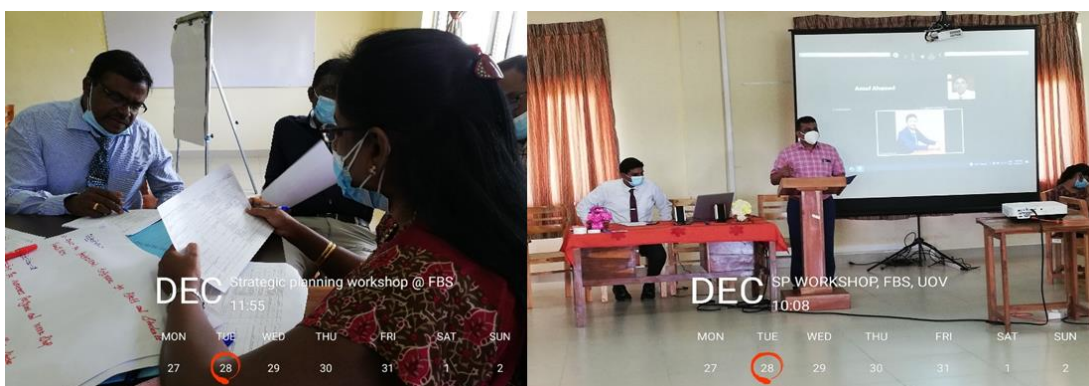


The Vice-chancellor commenced the event with the brief about the conference, including the theme, important dates, tracks, keynote speakers and exclusive partners of the conference. He continued with

the purpose and expectations of conducting this conference and the social impact of this conference outcome. It was followed by the Dean of the Faculty of Business studies and he spoke about the contribution of the conference to the research community and society. He added further that the best papers will be given a chance to be published in the Journal of Business Management (JBM) which is published bi-annually by the Faculty of Business Studies.

8.13 Strategic Planning Meeting

The Faculty of Business Studies conducted its strategic planning workshop on the 28th of December 2021 with a view to revise its strategic goals and strategies and to map out the next five-year strategic plan (2022 – 2026) towards its vision and mission. The strategic planning workshop, chaired and facilitated by Dr. Y. Nanthagopan, Dean, Faculty of Business Studies, was a significant event in the last week of the year 2021 with the participation of the faculty academics, representatives from alumni and business communities, industry experts, Deputy Registrars, Registrar and Bursar of the University of Vavuniya. Mr. Saman Jayasinghe, Operations Manager of Vavuniya Apparels of Omagaline and Mr. Ansaf Ahamed, Service Assurance Executive of M/S John Keels Holdings shared their employer and student’s perspectives of present and future qualities of employment. All participants worked as thematic groups to accomplish the tasks required by the workshop and presented their findings and justifications.



8.14 Balakrishnan Memorial Event

In commemoration of late Dr. N. Balakrishnan, a memorial lecture on “Recent Trends in Sri Lankan Economy: Constraints and Challenges” by Prof. Wasantha Athukorala, University of Peradeniya was organized



by the Department of Business Economics, Faculty of Business Studies on 29th December 2021. Around 40 participants were present at the programme physically and via zoom including the Vice Chancellor/University of Vavuniya, Dean/ Faculty of Business Studies, Dean/ Faculty of Applied Science and the heads of the departments of the Faculty of Business Studies.

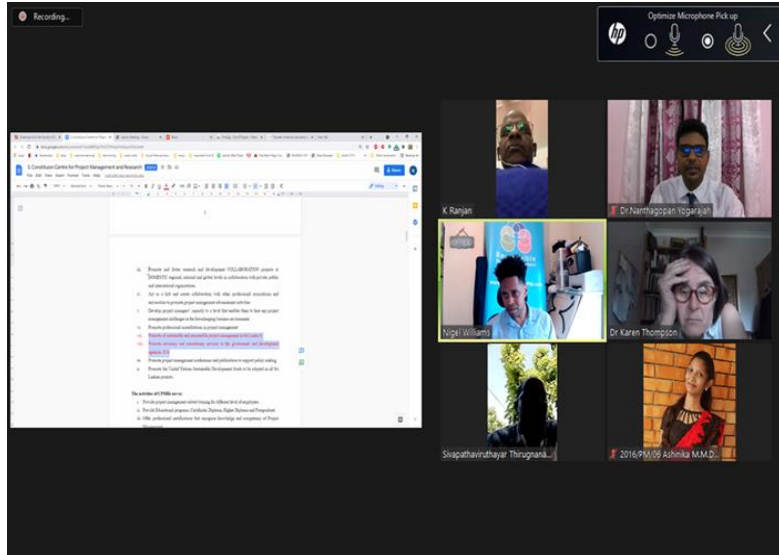
The event began with lighting the oil lamp by the respected invitees. The Vice Chancellor garlanded the photo of late Dr. N. Balakrishnan to honour him. Then, the memorial oration was launched by the Vice Chancellor. The day of memorial lecture successfully ended with the vote of thanks.

8.15 Stakeholder Meetings

8.15.1 Establishing a Centre for Project Management and Research- Department of Project Management, Faculty of Business Studies

The Faculty of Business Studies (FBS) and the Department of Project Management convened the virtual stakeholder meeting on 02.06.2021, from 3:00 p.m. to 6:00 p.m. The intention of this programmes is collecting the opinions and recommendations of the stakeholder groups in the proposal for the establishment of the Centre for Project Management and Research (CPMRe) at the University of Vavuniya and collaborate with national and international institutions to promote Project Management education in Sri Lanka for all levels of employees. The draft constitution and proposals were prepared and it was expected that the meeting would review the proposals to get more ideas incorporated into the constitution and pave the way to establish the prodigious Center in the country.

Thirty stakeholders virtually arrived and registered for the meeting around 3 o'clock and Dr. Y. Nanthagopan, Dean and Chairman of the Committee, welcomed all the distinguished international and national participants from the universities, institutions and industries. The academics who participated in this



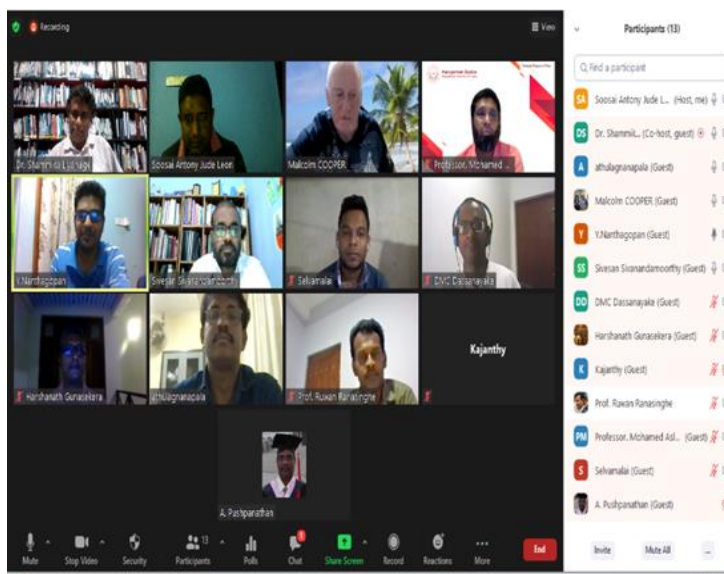
workshop are ; Professors Dhayalan Velauthapillai, Manuel Soosaipillai, Ranjith Wijeyawardena, and Kanesh Rajah, and senior Academics Dr. Mangalesworean (Campus Rector), Dr. Nigel Williams, Dr. Karen Thoampson, Dr. Riswi Nordeen, Dr. Kengatharan, Dr. Shammika Liyanage, and Mr. Per Hegli.

In addition, the following officials from industries and professional organizations have also participated. Mr. Dushyantha, Mr. Ranjan, Dr. Madhu Fernando, Mr. Kamalathas, Mr. Someswaran, Mr. Senthoran, Dr. Rosahn Rajadurai, Mr. Marikar, Mr. Sutharsan, Mr. Eivind Reke, Mr. Nimal Devagiri, and to the faculty staff members, alumni, and all the stakeholders.

Followed by the introduction to the meeting, all participants were facilitated to form and start their group discussions in separate chat rooms as follows: Group 1 discussion about strategic insights and activities, was led by Dr. Nigel L. Williams from Portsmouth University in the UK.; Group 2 discussion about structure and management was led by Dr. J.D.S. Madhu Fernando, the CEO of Innova Strategies; Group 3 discussion about management committee members and their duties, was led by Prof. Ranjith Wijewardana from Rajarata University in Sri Lanka; Group 4 discussion was about priorities, potential collaborations, additional aspects to incorporate in the constitution of the center, and potential funding opportunities, was led by Dr. W.G. Roshan Rajadurai who was the Managing Director, Hayles. The group discussions were finished as planned, thereafter, each group started to present their suggestions and recommendations. At the end of the group presentations, stakeholders were asked to give remarks on the CPMRe. Finally, the vote of thanks was delivered by the Chair, Dr.Y. Nanthagopan and he wished to work together as a team in CPMRe.

8.15.2 Stakeholder Meeting for the Curriculum Development of Tourism and Hospitality Management

The Stakeholder meeting for the Tourism and Hospitality Curriculum Development was held on 16th June 2021, at 5.30 pm via Zoom. At the outset, the Chairperson, Mr. Jude Leon, welcomed all stakeholders and explained this honours degree program's importance and course structure. Accordingly, the Dean of the Faculty of Business Studies, Dr. Y. Nanthagopan, shared his valuable thoughts with the stakeholders, and then all the participants introduced themselves.



Next, Emeritus Professor Malcolm Cooper / Ritsumeikan Asia Pacific University has explained the tourism and hospitality industry trend in the international context. Then Dr. D.L.A.H Shammika / University of Ruhuna presented a short, tentative curriculum developed at the beginning. After that presentation, the Chairperson asked for the ideas and suggestions of the experts on this developed curriculum. Various suggestions have been received from the experts named Prof. (Dr.) WKAC Gnanapala / Sabaragamuwa University of Sri Lanka, Prof. MSM Aslam / Sabaragamuwa University of Sri Lanka, Dr. DMC Dassanayake / Rajarata University of Sri Lanka, Dr. JPRC Ranasinghe / Uva Wellassa University, Dr. S. Sivesan / University of Jaffna, Mr. JHL Gunasekera / Anuradhapura Tourism and Hoteliers Association (ATAHA), Dr. A. Pushpanathan / Vavuniya Campus, Ms. S. Kajanthy / Vavuniya Campus, and Mr. T. Selvamalai / Vavuniya Campus. Finally, the Chairperson thanked all stakeholders for their active participation in the discussions.

8.15.3 Stakeholder Meeting for the Curriculum Development of Tourism and Hospitality Management

The meeting of the Curriculum Development Committee for BBM Honors in Tourism and Hospitality Management was held on 21st of July, 2021 via Zoom. Mr. S. A. Jude Leon, the chairperson of the Curriculum Development Committee welcomed all the members presented and briefly explained the Honors Degree programme structure and the subjects in the list.

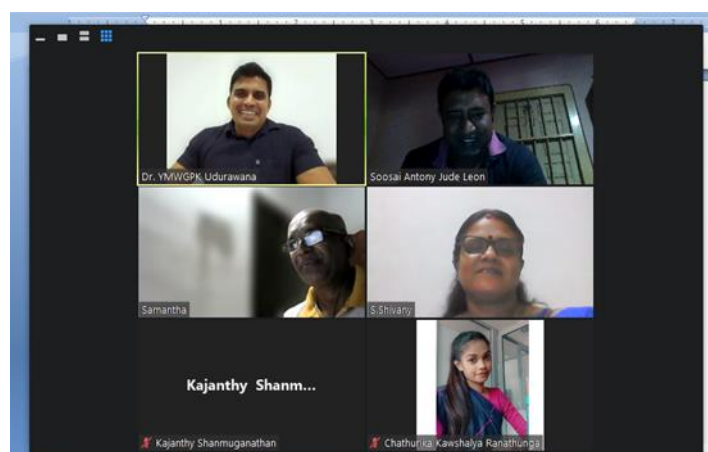
Then he invited the Dean of the Faculty of Business Studies Dr. Y. Nanthagopan to deliver his initial talk. The Dean suggested that the curriculum should include hotel management subjects to provide more practical knowledge to our students. Other members also agreed with his idea and decided to include these subjects under hospitality part. The chairperson produced the list of subjects and opened the forum for the discussion to finalize the specialization subjects to the Semesters. After an in-depth discussion made, Dr. DMC Dassanayake suggested the committee to prepare a proper graduate profile to link these selected subjects with the programme outcomes and other members also complied with his idea. Finally, the Chairperson agreed and thanked all the members for their active participation in the discussions.

8.15.4 Stakeholder Meeting for Commencement of the Master of Project Management Curriculum

The Department of Project Management (DPM) virtually organized its preliminary meeting with the committee for the Master of Project Management Curriculum held on 09.09.2021 to discuss basic structure of the Master of Project Management Curriculum. Dr. Y. Nanthagopan chaired the meeting and welcomed the participants. Following the self-introduction, the chairperson described the purpose of the discussion and gave brief introduction about the department, faculty and newly elevated university. He discussed about the Master of Project Management (MPM), one year duration with 30 credits and 10 course units in two semesters. Students who successfully complete their first year can be eligible for second year called the Master of Science in Project Management (M.Sc in Project Management), two year duration with 30 credits for course work and 30 credits for research.

8.15.5 Stakeholder Meeting for Revising the Curriculum for BBM Honours in Marketing Management

The Department of Marketing Management of the Faculty of Business Studies organized a stakeholder meeting for revising the curriculum for BBM Honours in Marketing Management on 19th of September 2021 via Zoom.



Prof. Dr. P.A.P. Samantha Kumara (University of Ruhuna), Dr. Y.M.W.G.P.K. Udurawana (Rajarata University of Sri Lanka) and Dr. S. Shanmugathas (University of Jaffna) participated as experts, and Mr. S. A. Jude Leon, Ms. S. Kajanthy and Miss. H.G.C.K. Ranathunga participated as internal members. Experts suggested a few new subjects and also requested to merge some of the existing subjects. After having an interactive discussion, the specialization subjects were finalized for each semester. This meeting was very fruitful to construct a meaningful revised curriculum for BBM Honours in Marketing Management.

8.16 Continuity of the Academic Programmes of the Faculty during the third wave of Covid- 19

The Third Wave of the COVID-19 pandemic began in the country in the beginning of May, 2021 and once again challenged the universities' academic programmes. However, the Faculty has managed excellently without postponing any academic activities. The faculty has continued physical lectures as scheduled until the lockdown imposed all over the country and later, has continued online lectures for all students in the faculty. The faculty has also conducted examinations without interruption. This is another outstanding achievement of the faculty that completed the 2018/2019 academic year as scheduled with staff and students' enormous commitments and efforts. The faculty has also started the next academic year 2019/201920, 31.05.2021 onwards. Further, the faculty has commenced the virtual mode of online reporting system as well.

9.0 Faculty Board Meetings in Details

Eight Faculty Board meetings were conducted during the year. The breakdown structure of the meetings is as tabulated below;

Faculty Board Meeting	Date
186th Faculty Board	10.02.2021
187th Faculty Board	10.03.2021
190th Faculty Board	21.04.2021
191st Faculty Board	28.07.2021
192nd Faculty Board	01.09.2021
193rd Faculty Board	06.10.2021
194th Faculty Board	03.11.2021
195th Faculty Board	08.12.2021

10.0 Outreach Activities

1. Dr. Y. Nanthagopan

- a) Served as a Chair of Technical Session: Track- Agricultural Economics, Entrepreneurship and Agribusiness Management, 7th International Conference on Dry Zone Agriculture (ICDA 2021), Organized by the Faculty of Agriculture, University of Jaffna on 3-4th of December 2021.
- b) Served as a Chair of Technical Session: 6th International Conference on Contemporary Management, organized by the Faculty of Management Studies and Commerce (ICCM) 2021
- c) Served as a Chair of Technical Session: Track- Talent Management and Employee Health and Well-being, 5th CIPM International Research Symposium on HRM 2021, Organized by the Chartered Institute of Personnel Management, Sri Lanka on 2nd of July 2021.
- d) Conducted Strategic Planning Review Workshop for the staff and stakeholders of the Faculty of Business Studies, at Balakrishnan Block of the FBS, University of Vavuniya, on 29th of December 2021.
- e) Conducted Project Management workshop for the staff and volunteers of the NEEM organization, on 6th of November 2021, at Hotel Oviya, Vavuniya.
- f) Conducted Curriculum Development workshop for the Diploma Course for the Co-operative Management for the stakeholders of the Provincial Co-operative institute, on 30th of Sep 2021.
- g) Conducted Curriculum Development workshop for the Certificate and Advanced Certificate Course for the Co-operative Management for the stakeholders of the Provincial Co-operative institute, on 17th of Sep 2021.
- h) Conducted Stakeholder Discussion Meeting via online for establishing Institute of Project Management Studies, on 2nd of June 2021.
- i) Conducted Webinar on Programme Review Process for the academic and administrative staff of the University of Jaffna, on 16th of January 2021.

2. Prof. A. Pushpanathan

- a) Served as a Chair Person for Technical Session of the 4th National Research Symposium on Management 2021 (NRSM - 2021) held on 10th June 2021 at the Faculty of Management Studies, Rajarata University of Sri Lanka.

- b) Served as a Chair Person for Technical Session of the 6th International Conference on Contemporary Management (ICCM 2021) held on 29th & 30th April 2021 at the Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka.
 - c) Served as a Chair Person for Technical Session of the 4th International Research Symposium on Entrepreneurship -2021 (IRSE 2021) held on 31st March 2021 at the Department of Entrepreneurship, Faculty of Management Studies and Commerce, University Sri Jayewardenepura, Sri Lanka.
3. Dr. Poongothai Selvarajan
- a) Served as the Resource Person for the “Employee Orientation Training” for newly recruited Academic, Administrative and Non-Academic Staff of the University of Vavuniya on 15th December 2021.
4. Dr. A. Rukshan
- a) Served as a resource person to deliver a workshop on the title "Using the 5S Tool to Organize the School Workplace" on 31st October 2021 from 4pm to 6.30pm, via Zoom. This event was organized by the Kn/ Thiruvaiyaru Maha Vidyalayam Kilinochchi, Sri Lanka. A total of 78 School Teachers participated and obtained the benefits.
 - b) Conducted a workshop on the title "Training for Students for Online Examination", on 5th October 2021 from 10am to 11.30am. A total of 300 Faculty of Business Studies students from second and the third years participated, via online. This workshop was organized by the Faculty of Business Studies, University of Vavuniya, Sri Lanka.
 - c) Conducted a workshop on the title "Conducting Online Examinations", on 29th of September from 10.30am to 1.30am. A total of 34 staff from the Faculty of Business Studies and administrators participated, via online. This workshop was organized by the Faculty of Business Studies, University of Vavuniya, Sri Lanka.
5. Mrs. J. S. Thevaruban
- a) Served as a resource person to conduct a workshop on "Performance Auditing" by the Director, Northern Province Co-operative Training Institute for Killinochi and Mullaitivu Districts Co-operative Development Officers at Killinochi on 24th and 25th February 2021.
 - b) Served as a resource person to conduct a workshop on "How to Audit Manufacturing Accounts and Operational Processes of Manufacturing Performance of the Co-operatives with the Application of Sri Lanka Auditing Standards" by the Director, Northern Province Co-operative Training Institute for Vavuniya and Mannar Districts Co-operative Development Officers at Vavuniya on 15th and 16th December 2021.

6. D. J. Gnanaseelan
 - a) Chair of a technical session of the Vavuniya University International Research Conference (VUIRC 2021) October 15, 2021. Human through Research Excellence
 - b) Served as a resource person for ‘Practical Training in Using the English Expressions in Letter Communication’ a one-day workshop, Local Economic and Social Strengthening Project – Phase II for Management Staff of the Divisional Secretariat at Nedunkerny Division, Vavuniya North. Organized by ADRA (Adventist Development and Relief Agency, Sri Lanka). It was held on March 16, 2021.
 - c) Served as a resource person for English sentence Patterns in Professional Writing for Engineers’, a workshop organized by the Engineers of the Mannar District, organized by the Institution of Engineers, (IESL) Sri Lanka. (March 27, 2021).
7. Mrs. Subajana Jeyaseelan
 - a) Conducted a workshop on 'Sentence Patterns in Professional Writing' to the non-academic staff of Vavuniya Campus organized by the Staff Development Center, Vavuniya Campus on 24th of November 2021.
 - b) Served as the Activity-4 Co-Ordinator/AHEAD, organized a two-day online workshop on Practicing reading skills using the ELL software 'ACTIVE READING' for the students of the University of Vavuniya.
 - c) Organized an online workshop on the strategies to be followed to write an effective essay' for the students of the University of Vavuniya.
8. Mr. S. Thirugnanasampanthar
 - a) Participated as a resource person in a Webinar on “University Admission - 2020/2021”, organized by Vavuniya Campus of the University of Jaffna, on 4th June,2021.
9. Mrs. S. Mathivathany
 - a) Conducted a workshop on “Project Management” for the selected schools’ children of Sri Lanka organized by MAS CAPITAL (PVT) LTD under the MAS Eco Go Beyond Project- 2021 on 24th August 2021.
 - b) Conducted a workshop on “Waste Management” for the selected schools’ children of Sri Lanka organized by MAS CAPITAL (PVT) LTD under the MAS Eco Go Beyond Project- 2021 on 25th August 2021.
10. Mr. S. Harikaran
 - a) Served as a resource person in a Webinar on “University Admission - 2020/2021”, organized by Vavuniya Campus of the University of Jaffna, on 4th June,2021.

- b) Served as a resource person in a Webinar on “How to approach the Human Resource Related Questions in A/L Examination”, organized by Department of HRM, Faculty of Business Studies, University of Vavuniya, on 13th October 2021.
11. Mr. G R M Gamlath
- a) Served as a Panel member, Human Resource Management Track - 4th National Research Symposium on Management (NRSM 2021) on 10th June 2021 (virtual mode), Faculty of Management Studies, Rajarata University of Sri Lanka.
12. Mr. S. Douglas
- a) Conducted two workshops on “Designing online Listening Test” and “Designing online Oral Test” for DELT staff on 27th and 28th July 2021 respectively.
13. Mrs. P. Sharmatha
- a) Conducted a workshop for the First-Year students in the Faculty of Business Studies on ‘How to make an effective presentation’ on 28th October, 2021.
14. Mrs. M.R.F. Aqeela Ijas
- a) Served as a resource person for a workshop on 'How to do an effective presentation' for HR specialization students on 24th of February 2021.
- b) Served as a resource person in a Webinar on “How to approach the Human Resource Related Questions in A/L Examination”, organized by Department of HRM, Faculty of Business Studies, University of Vavuniya, on 13th October 2021.
15. Mrs. T. Satheeskumar
- a) Participated as a resource person in a “Workshop on Curriculum Development Diploma in Co-operative Management”- 30th of September 2021- organized by Northern Provincial Co-operative Training Institute.
16. Ms. Jeyaranjan Prasheena
- a) Act as a resource person to deliver a workshop on the title " How to approach the Human Resource Related Questions in A/L Examination " on 13th October, via Zoom. This event was organized by Department of HRM, Faculty of Business Studies, University of Vavuniya.
- b) Act as a resource person to deliver a workshop on the title "Online University Application and Course Selection for GCE A/L 2020 Commerce Students." on 30th May 2021 via Zoom. This event was organized by Association of Batti Tamil Commerce University Students.

11.0 Future Plans

The Faculty of Business Studies is intended to achieve the following as specified in the Strategic Plan 2022– 202. The progress is as summarized below;

11.1 Signing of MOUs with professional institutions

The faculty officials have already taken initiatives to sign MOUs with Professional bodies. The faculty has entered into MOUs with SLIM and CIPM already and progressing towards signing MOUs with Project Management Institute, Sri Lankan Chapter, Institute of Bankers Sri Lanka and Institute of Certified Management Accountants.

11.2 Signing MOUs with internship organizations are in progress

The students find difficulties searching for an organization that best fits their field of study to follow the internship. The faculty is aware of it and will soon find a viable solution by getting into agreements / increasing collaborations with industries to overcome this issue. In addition, the MOUs with organizations will support student field visits, industrial training and student placements.

11.3 Establishment of Training and Placement Units to all Departments of the Faculty

The faculty is in the progress of establishing the training and placement units for all the departments to provide industry-related training and placement support to faculty students and locate job opportunities for undergraduates and graduates who pass out from the faculty by keeping in touch with reputed firms and industrial establishments. The TPC strives to make students of the faculty employable and find meaningful opportunities in their respective disciplines. Particular emphasis is being placed on improving students' social skills and hard skills.

11.4 Introducing the Master of Business Administration Program

The faculty has appointed the curriculum development committee and began preliminary meetings to develop the MBA curriculum.

11.5 Introducing the Master Program in Project Management

The faculty has appointed the curriculum development committee and began preliminary meetings to develop the MPM curriculum.

11.6 Commencing the Higher National Diploma in English Language Program

The two-year Higher Diploma in English Extension English program was developed by the English Language Teaching Department and approved by the Council at its 4th Meeting held

on December 31, 2021. This proposed curriculum was prepared for 60 credits according to the SLQF Standards for Level Four. This program will benefit the region to train professionals in the English language and literature. The programme will be commenced shortly.

11.7 Developing journal publications policy

The faculty is interested in developing a "Publications Policy" since most of the staff are unaware of finding a credible Journal to publish their papers. Predatory publications are detrimental to academic success, and therefore the faculty has identified a need to develop a comprehensive mechanism to keep the staff away from publishing their articles in Vanity Press.

11.8 Introducing department wise conferences and journals

The faculty has decided to introduce department-level conferences and journals to promote research culture among faculty staff and expand the research network with external institutions.

11.9 Publishing annual magazines by student clubs

The faculty is in progress launching the magazines of each student club to improve the creative and writing skills of the undergraduate students.

11.10 Increasing publications in Science Indexed Journals

The faculty plans to take concrete steps to uplift the quality of research work of the staff and students through workshops, especially on "Academic Writing," paving the way to get their papers published in well-reputed Indexed Journals. The faculty also introduced the Research Excellence Award for the staff and students.

11.11 Others

- Establishing SMART lecture halls are in progress.
- The establishment of a job bank is in progress.
- Establishing Nature and Herbal Park is in progress.
- Establishing a Student Co-op society is in progress
- Obtaining national and international accreditations.
- Research Collaborations with foreign universities.
- Conducting Career Fairs.
- Developing a "Faculty Charter".
- The Faculty of Business Studies is intended to achieve the following as specified in the Strategic Plan 2022– 202. The progress is as summarized below;

12.0 Failures

12.1 Unable to expand infrastructure and academic facilities.

The faculty is facing issues because of a lack of funds to further expand its infrastructure and academic facilities. The Cabinet approved the construction of a building complex for the Faculty of Business Studies to implement the project phase-wise for three years from 2021. The government suspended the implementation of all new building projects with immediate effect due to the COVID outbreak. It would become difficult for the faculty to accommodate students in the hostel if the government increases the students' intake in the next Academic Year.

12.2 Lack of self-generated income activities.

The faculty is primarily depending on government funding to carry out and sustain its activities. Further, the self-generated income comes from the Industry Community Interaction Cell of the Vavuniya Campus (ICICVC) since no other Master Degree Programmes or extension courses are currently available. It is a timely need to introduce extension courses and expedite the Master's degree programs' curriculum development process.

The faculty is aware of it and has started the preliminary work for introducing MBA and Master of Project Management postgraduate degree programs soon. The Curriculum Development Committee was formed, and the budget also approved by the Council, signaling the faculty's commitment towards finding alternative sources of income rather than fully depending on government sources of financing.

12.3 Lack of interaction between the staff and students.

The country's prevailing situation is a hindering factor that has resulted in having less interaction between the staff and students. It limits the faculty to carry out certain activities such as the conducting the lectures and presentations physically.