



2022

Annual Report

Faculty of Business Studies

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1.0 Faculty of Business Studies Overview



1.1 Faculty Overview

Faculty of Business Studies consists of seven Departments, namely, the Department of Finance and Accountancy, the Department of Business Economics, Department of Human Resource Management, Department of Management and Entrepreneurship, Department of Marketing Management, Department of Project Management, and the Department of English Language Teaching. In the Faculty of Business Studies, initially 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 Bachelor of Business Management (BBM) honours degree programme, namely, Accounting and Finance, Marketing Management,

Business Economics and Human Resource Management and Project Management. Further, the faculty introduced two new honours degree programs in Banking and Insurance and Entrepreneurship. The students will be admitted to those new degree programs from 2021/2022 intake. The present student population of the faculty is about 1000.

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

Vision

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

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”

Values

Excellence

Integrity

Equity and Equality

Transparency and Accountability

Responsiveness

Diffusion

Co-creation

1.2 Highlights 2022

The faculty celebrated the **Silver Jubilee** on
4th, 5 th and 6th of July

Five **Training and Placement Cell** were
established in five departments

The faculty conducted the **4th
Research Conference on
Business Studies (RCBS-
2022)** as a Silver Jubilee
Conference.

**Information
Technology Services
Unit** was established

Introduced **PRANA
Financial Aid** by the
Faculty Alumni

Introduced **Faculty
Level Annual
Awards**

Launched the **five student club
magazines**; HR Wisdom, The Project
Manager, Marketing Sparks,
ECONOBLOGGER, FINROOT

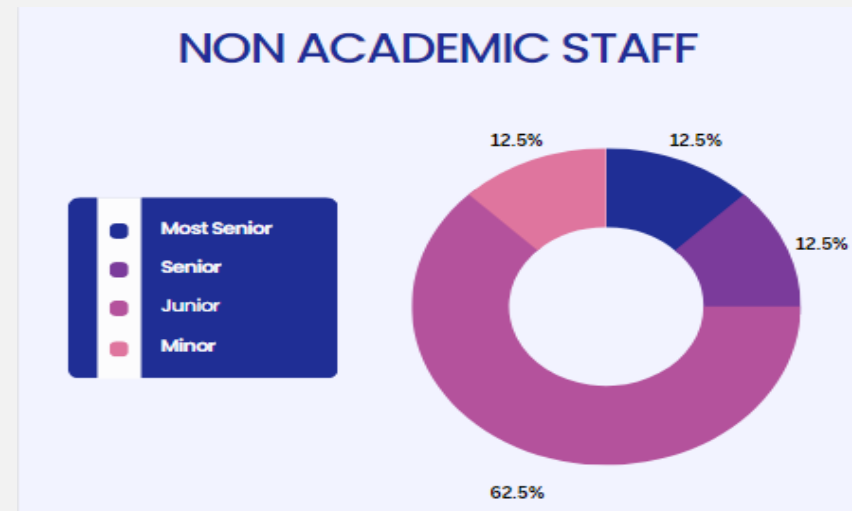
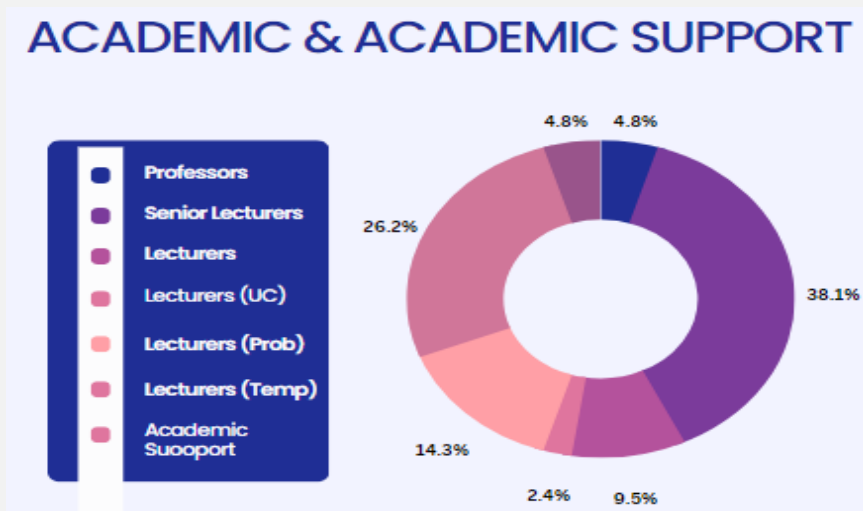
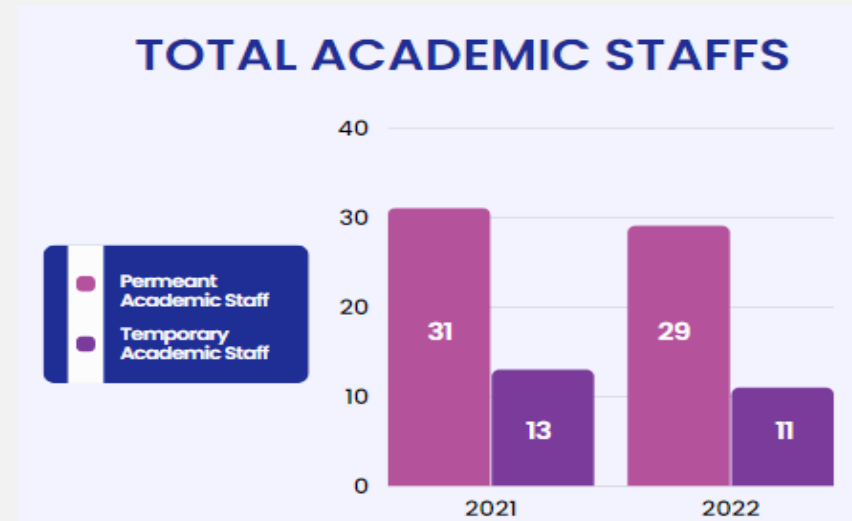
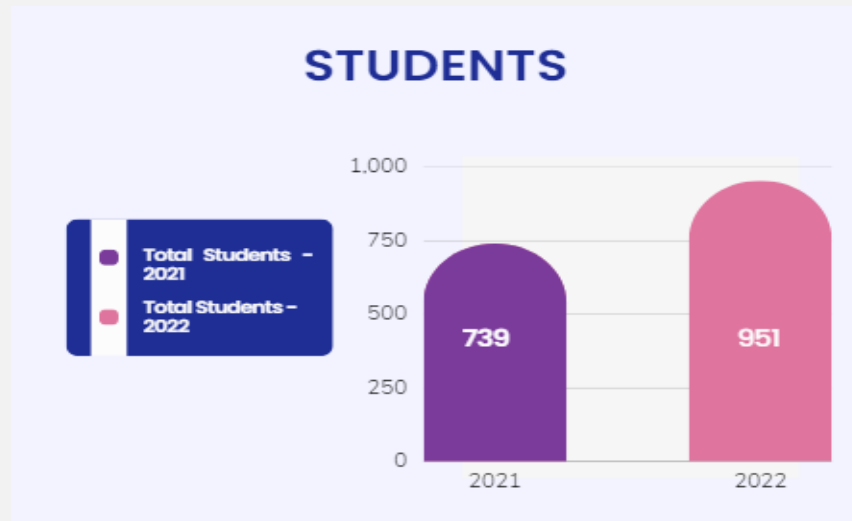
Two new honours degree programs in
**Banking and Insurance and
Entrepreneurship** were introduced

The **Higher Diploma in English**,
an extension program was introduced

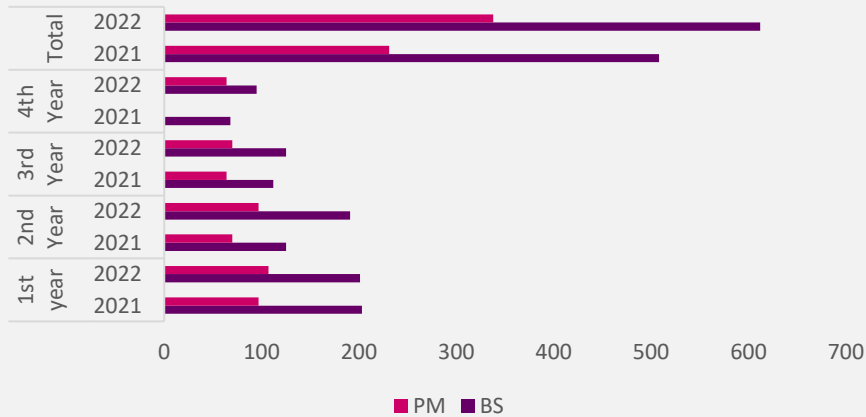
19 MOUs signed with community
and industry organizations

MOUs signed with Responsible Project Management, UK, Project Management Institute,
Colombo Sri Lanka, Institute of Certified Management Accountants of Sri Lanka, Institute of
Bankers, Sri Lanka, hSenid Business Solutions PLC, and Suleco (pvt) Ltd.

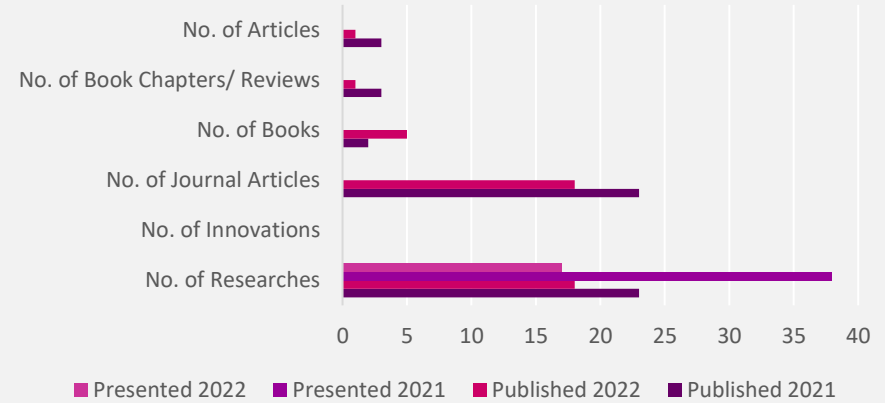
1.3 Faculty at a Glance – 2022



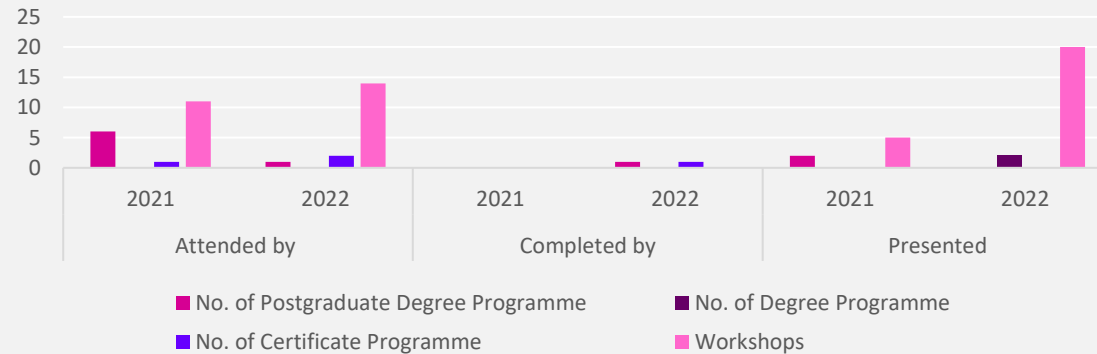
UNDERGRADUATE DEGREES



RESEARCH AND PUBLICATIONS



PROGRAMME, SEMINARS & WORKSHOPS



1.4 SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">• The sufficient land has been allocated to the faculty.• Dedicated, hardworking and competent staff.• Curriculum has been revised time to time to adopt to the changing market needs• Multidisciplinary courses aligned with market requirements.• All degree programs adopted students centered learning and outcomes-based education approaches• Cross cultural and trilingual society.• Involvement of staff and students in CSR activities.• Active participation of students in extracurricular activities• Stakeholders interest on the faculty• Stronger faculty alumni• Stronger collaboration with professional, community and industries• Faculty has established MSMEs Facilitation hub.• Active Student Clubs	<ul style="list-style-type: none">• Lack of infrastructure facilities• Less number of lecturers with PhD and only two professors and Inadequate cadre ration to students• Less motivation for research publications in high indexed journals• No post graduate programs, external and distance programs• The faculty has not fully operational in MIS• Failure to attract international students.• Lack of collaborative projects in the faculty• Lack of professional training for academic, administrative and other non-academic staff• Poor Staff and Student Ratio

Opportunities

- Increasing demand for higher educations in the region
- Lack of certified professional bodies in Vavuniya.
- The region requires various post-conflict developments supports from the regional universities.
- Stakeholders are realized the importance of working with the faculty
- Government policies to expand the high education opportunities
- Peaceful multi ethnic composition exists in the region
- The industries expressed their interest to accommodate our students for the internship
- Increasing interest of industries for collaborating with the universities.
- UGC provides scholarships for international students to undertake degree programs in Sri Lanka
- The industries give priority to CSR activities
- Adoption of new technologies for distance education

Threats

- Poor Economic Condition of the Country
- Growing competition in management degree programs from locally available public and private universities and colleges.
- Lack of industries exist in the region.
- Bureaucratic structure of the Government institutions.
- Limited industry development in the country
- Limited funds allocations to the universities
- Increasing employments opportunities for professional qualifications
- Government policy towards developing STEM
- Increasing Private universities in the country
- Frequent academic interruptions by external parties
- Pandemic due to COVID19 and interruptions of regular physical operations

1.5 Staff Details

Academic Staff Permeant

Prof. T. Mangaleswaran	Professor in HRM/ Department of Human Resource Management
Prof. A. Pushpanathan	Professor in Management-Department of Management and Entrepreneurship
Dr. P. Selvarajan	Senior Lecturer Gr. I / Department of Management and Entrepreneurship
Mrs. J. S. Thevaruban	Senior Lecturer Gr. I / Department of Finance and Accountancy
Dr. G. Jeyaseelan	Senior Lecturer Gr. I / Department of English Language Teaching
Dr. K. Kalainathan	Senior Lecturer Gr. I / Department of Finance and Accountancy
Mr. A. Thayaparan	Senior Lecturer Gr. I / Department of Business Economics
Mrs. P. Godwin Philip	Senior Lecturer Gr. I / Department of Business Economics
Dr. Y. Nanthagopan	Senior Lecturer Gr. I / Department of Project Management
Mrs. S. Jeyaseelan	Senior Lecturer Gr. I / Department of English Language Teaching
Dr. N. Ravinthrakumar	Senior Lecturer Gr. I / Department of Business Economics
Dr. A. Rukshan	Senior Lecturer Gr. II / Department of Management and Entrepreneurship
Mr. T. Pratheepan	Senior Lecturer Gr. II / Department of Finance and Accountancy
Mr. C. Larojan	Senior Lecturer Gr. II / Department of Finance and Accountancy
Mr.S. Thirugnanasampanthar	Senior Lecturer Gr. II / Department of Project Management
Mr. S. A. Jude Leon	Senior Lecturer Gr. II / Department of Marketing Management
Mr. G. R. M. Gamlath	Senior Lecturer Gr. II (Prob) / Department of Finance and Accountancy
Mrs. S. Mathivathany	Senior Lecturer Gr. II (Prob) / Department of Project Management
Mrs. L. Thushyanthy	Lecturer / Department of Marketing Management
Mr. T. Selvamalai	Lecturer / Department of Business Economics
Mr. S. Hariharan	Lecturer / Department of Human Resource Management
Mrs. V. Kajanthy	Lecturer / Department of Marketing Management
Mr. S. Sivanenthira	Lecturer (Unconfirmed) / Department of Marketing Management
Mrs. T. Satheeskumar	Lecturer (Probationary) / Department of Management and Entrepreneurship
Ms. P. Sarmatha	Lecturer (Probationary) / Department of English Language Teaching
Mrs. M. R. F. Aqeela Ijas	Lecturer (Probationary) / Department of Human Resource Management
Ms. J. Prasheenaa	Lecturer (Probationary)/Department of Human Resource Management
Mrs. J. Manthahine	Lecturer (Probationary) / Department of Finance and Accountancy
Mr. N. Pratheepan	Lecturer (Probationary) / Department of Finance and Accountancy

Academic Supportive Staff (Permanent)

Ms. S. Anithra / Instructor in English - Gr. III
Mr. S. Douglas / Instructor in English - Gr. III
Mr. K. Suthesan / Instructor in Computer Technology Gr. II

Temporary Assistant Lecturers

Mr. L. Pratheepkanth / Department of Project Management
Ms. M. M. D. M. W. Ashnika / Department of Project Management
Ms. D. M. Gagani Tharaka / Department of Business Economics
Mr. M. Anton / Department of Business Economics
Ms. W. A. N. Madhumali / Department of Management and Entrepreneurship
Ms. R. Mithushana / Department of Finance and Accountancy
Ms. N. Sinthupa / Department of Marketing Management
Ms. R. Vinothra / Department of Human Resource Management

Academic Supportive Staff (Temporary)

Rev. Sr. S. Sebojini
Mr. A. Nirojith
Ms. Dinua Sandanayake

Executive Staff

Mrs. P. Danoshana / Assistant Registrar

Non- Academic Staff (Permanent)

Mr. B. Sujeevan / Technical Officer
Ms. S. Sinthuja / Management Assistant
Mr. P. Mohanakanth / Management Assistant
Ms. K. Priya / Management Assistant
Ms. R. Vithusha / Management Assistant
Mr. S. Venujan / Laboratory Assistant

Mr. B. Miroshan / Works Aid

Non- Academic Staff (Temporary)

Mr. N. Lingeswaran
Mr. S. Vithushan
Mr. V. Jhon Emmanuel
Mr. S. Sarmilan
Mr. M. Mufra

2.0 Staff Publications and Communications

2.1 Publications and Communications

2.1.1 Journals: Department of Finance and Accountancy

1. Kalainathan, K & Kengatharan, L. (2022). Pecking Order and Static Trade-Off Models of Capital Structure: An Empirical Examination of Sri Lankan Listed Companies. *Journal of Emerging Financial Markets and Policy*,1(1), 13-25.
2. Larojan, C. (2022). The Impact of Bank-internal factors on Profitability of the Banking industry in Sri Lanka. *The Journal of Business Studies*, 6(2), 1-20.
3. Janaki, S. T. (2022). The Impact of Behavioral Factors on Individual Investors' Investment Decision Making in Colombo Stock Exchange: Special Reference to Northern Province – Sri Lanka. *International Journal of Research and Innovation in Social Science (IJRISS)*6 (12), 42-53.

2.1.2 Communications: Department of Finance and Accountancy

1. Panuja, E., Keerthigha T., & Koperunthevy, K. (2022). The Impact of Female Directors on Corporate Social Responsibility: A Study of Listed Banks in Sri Lanka. *Proceedings of the Vavuniya University International Research Conference (VUIRC) 2021*. https://vau.ac.lk/VUIRC-2021/?page_id=1869
2. Pratheepan, N., & Kalainathan, K. (2022). Influence of Financial Literacy on Personal Financial Well-being: Evidence from Individual Investors. *Proceedings of the research Conference on Business Studies, University of Vavuniya*. 4th and 5th July, 2022.

2.1.3 Journals: Department of Business Economics

1. Ravinthirakumaran, K., & Ravinthirakumaran, N. (2022). Examining the relationship between tourism and CO2 emissions: Evidence from APEC region. *An International Journal of Tourism and Hospitality Research*. Published online: 12 Jan 2022.
2. Thayaparan, A. (2022). Determinants of Crop Diversification Decision and Crop Intensity among Vegetable Farmers. *Journal of Business Management*,5 (1), 73 - 89.
3. Thayaparan, A., & Muhandiram, M. M. N. (2022). Discriminant factors in the choices of tea plant cultivars among smallholders in Badulla district: multiple discriminant analysis. *Sri Lankan Journal of Business Economics*, 11 (1), 74-93.

4. Muhandirama, M. M. N., & Thayaparan, A. (2022). Factors associated with choice of tea cultivars in Badulla District of Sri Lanka. *MENTOR, The Journal of Business Studies*, 6(2).
5. Thayaparan, A., Neruja, N., & Paulina, M. G. P. (2022). Sources of total factor productivity and its determinants of paddy farming in Mullaitivu: A Färe-Primont index approach. *Sri Lanka Journal of Social Sciences and Humanities*, 2, 117-126.
6. Thayaparan, A., Bandara, D. M. G. T., & Gunathilaka, G.Y.N. (2022). Determinants of Women's Age at First Childbearing in Polonnaruwa District. *Sri Lanka Journal of Social Sciences and Humanities*, 2, 31-40.

2.1.4 Communications: Department of Business Economics

1. Ransara, M. S. N., & Thayaparan, A. (2022). Adoption of Intercropping Among Smallholder Rubber Farmers: Evidence from Kalutara District. *Proceedings of the 15th Annual Research Forum of Sri Lanka Agricultural Economics Association, Uva Wellassa University of Sri Lanka (UWU)*.
2. Madubashini, K. H. M., & Thayaparan, A. (2022). Determinants of Labour Allocation Between Farm and Off - Farm Works in Hambantota District. *Proceedings of the 15th Annual Research Forum of Sri Lanka Agricultural Economics Association, Uva Wellassa University of Sri Lanka (UWU)*.
3. Deegoda, D. M. C. M. K., & Thayaparan, A. (2022). Labor Outmigration in Tea Plantation Sector: Evidence from Nuwara-Eliya District. *Proceedings of the 15th Annual Research Forum of Sri Lanka Agricultural Economics Association, Uva Wellassa University of Sri Lanka (UWU)*.

2.1.5 Journals: Department of English Language Teaching

1. Gnanaseelan, J. (2022). English Functions and Ideologies in Newspaper Editorials. *Journal of Humanities and Social Sciences Review* 7(1). ISSN 2279-3933 (Print).
2. Sarmatha, P. (2022). The Use of Language in the Covid – 19 Phenomena: A Corpus - Based Study of Lexicons.

2.1.6 Communications: Department of English Language Teaching

1. Gnanaseelan, J., & Jeyaseelan, S. (2022). The Thematic Diversity Reference Model for English Essay Writing and Assessment in Humanities and Social Sciences. *Proceedings of the 13th annual teaching & learning online conference at the University of Waterloo (pp.89)*.

2. Jeyaseelan, S., & Seneratne, C. D. (2022). Syntactic Structural Analysis of Student Writing and Language Education - A Pilot Study
3. Douglas, S. (2022). A Need Analysis on the Language Skills required by the government, non-government and private Organizations from the Project Management Graduates of the University of Vavuniya, Sri Lanka. *Proceedings of the 4th Research Conference on Business Studies – RCBS – 2022, Faculty of Business Studies, University of Vavuniya, Sri Lanka*. 5th of July 2022.
4. Anithra, S. (2021) Impact of Assessment Rubrics to Develop Speaking skill. *International Symposium on English Language Teaching- RUISELT2021*, 30th June 2021 by Rajarata University of Sri Lanka.

2.1.7 Journals: Department of Management and Entrepreneurship

1. Selvarajan, P and Thayani. S (2022) The Challenges faced by Women Entrepreneurs in Jaffna District of Sri Lanka, *Mentor-, Journal of Business Studies*, 6 (2), 64-76.
2. Noufa, S. S., Alexander. R, and Shanmuganathan, K. (2022). The Impact of Social Media Marketing Activities on Consumers Purchase Intention towards Handloom Clothes in Eastern Province, Sri Lanka. *Wayamba Journal of Management* 13 (2).

2.1.8 Communications: Department of Management and Entrepreneurship

1. Fernando, P. J. L. R., & Selvarajan, P. (2022), Factors Affecting Purchasing Behavior Towards Textiles in the Negombo Area, Sri Lanka. *Proceedings of 1st International Conference on Management and Entrepreneurship, Faculty of Management Studies, The Open University of Sri Lanka*. March 31-April 1.
2. Satheeskumar, T., & Selvarajan, P. (2022). Student Performulator: A Track System forPerformance Measurement of Undergraduates. *Proceedings of 1st International Conference on Management and Entrepreneurship, Faculty of Management Studies, The Open University of Sri Lanka*. March 31-April 1.
3. Mathushan, P., & Pushpanathan, A. (2022). Human Resource Management Practices and Corporate Entrepreneurship: An Empirical Study in Sri Lankan SMEs. *Annual Research Conference of Sri Lanka Forum of Entrepreneurship, Department of Entrepreneurship, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, (pp. 81 – 87)*.

4. Thevanes, N., Pokeenthiran, K., & Pushpanathan, A. (2022). Nexus Between Personal Factors and Entrepreneurial Skills: A Study of Undergraduates. *International Open University Research Sessions (iOURS 2022), Open University of Sri Lanka, (pp.101).*

2.1.9 Journals: Department of Marketing Management

1. Noufa, S., Rukshan, A., and Kajanthi,S. (2022). The Impact of Social Media Marketing Activities on Consumers Purchase Intention towards Handloom Clothes in Eastern Province, Sri Lanka. *Wayamba Journal of Management (WJM)*, 13 (2). (In press).
2. Kajenthiran, K., Achchuthan, S., Umanakenan, R., & Sivanenthira, S. (2022). Consumer attributions for corporate social responsibility: causes and consequences. *Society and Business Review.*

2.1.10 Communications: Department of Marketing Management

1. Sachinila, W. A. I., & Jude Leon, S. A. (2022). Country of Origin and Consumer Purchase Intention towards Cosmetics in Sri Lanka, with special reference to Negombo Town Area People. *Proceedings of the 1st International Conference on Management and Entrepreneurship (ICOME 2022), The Open University of Sri Lanka. ISSN: 2827-7570.*

2.1.11 Communications: Department of Human Resource Management

1. Harikaran, S., & Vinothra, J. (2022). Impact of Covid-19 on Human Resource Management Practices: A qualitative study on Private School teachers in Sri Lanka. *Proceedings of the 6th CIPM international Research Symposium 2022.*
2. Ahamed, A., Aqeela, M. R. F & Nanthagopan, Y. (2022). Entrepreneurial Intention among Management undergraduates in State Universities, Sri Lanka. *Proceedings of the 6th CIPM International Research Symposium 2022 on 25th and 26th May, 2022.*

2.1.12 Journals: Department of Project Management

1. Nanthagopan, Y. (2022). How do Project Management (PM) Resources Contribute to Project Success? An Empirical Study of Sri Lankan Non-Governmental Organizations. *Vavuniya Journal of Business Management*, 5 (1),1-29.

2. Mathushan1, P., Kengatharan, N., and Nanthagopan, Y. (2022). Impact of Employer Branding on Employee Engagement: Mediating Role of Talent Management Practices. *Journal of Human Resource Management perspectives*, 7 (1), 1-13

2.1.13 Communications: Department of Project Management

1. L. Pratheepkanth, S. Mathivathany, (July, 2022), “Risk Identification Tools and Techniques in Sri Lankan Construction Projects”, paper presented at Research Conference on Business Studies (RCBS-2022) and full paper published on Book of Proceeding, Faculty of Business Studies, University of Vavuniya held on 04th & 05th July, 2022.
2. Nanthagopan, Y (2022). “Project Management (PM) Resources and Project Success: An Empirical Study of Sri Lankan Non-Governmental Organizations”. 4th Research Conference on Business Studies (RCBS 2022), Faculty of Business Studies, University of Vavuniya, Sri Lanka. 4th Research Conference on Business Studies (RCBS 2022), Faculty of Business Studies, University of Vavuniya, Sri Lanka. 4th -5th July 2022.
3. Priyadharshini, S., and Nanthagopan, Y. (2022). The Role of Non-Governmental Organisations (NGOs) in Creating Self-Resilience Community: A Case Study in Sri Lanka. 4th Research Conference on Business Studies (RCBS 2022), Faculty of Business Studies, University of Vavuniya, Sri Lanka. 4th Research Conference on Business Studies (RCBS 2022), Faculty of Business Studies, University of Vavuniya, Sri Lanka. 4th -5th July 2022.
4. Ashinika, M.M.D.M.W., and Nanthagopan, Y. (2022). Exploring Project Management Critical Success Factors: Special Reference to Dry Zone Urban Water Supply Projects in Sri Lanka. 4th Research Conference on Business Studies (RCBS 2022), Faculty of Business Studies, University of Vavuniya, Sri Lanka. 4th Research Conference on Business Studies (RCBS 2022), Faculty of Business Studies, University of Vavuniya, Sri Lanka. 4th -5th July 2022.
5. Ansaf, A.M.H., Aqeela, M.R.F and Nanthagopan, Y (2022). Entrepreneurial Intention among Management Undergraduates in State Universities, Sri Lanka. A Paper presented in the 6th CIPM International Research Symposium, Chartered Institute of Personnel Management, Sri Lanka. 25th and 26th of May 2022.

6. Mathushan, P., Kengatharan, N. and Nanthagopan, Y. (2022). Impact of Employer Branding on Employee Engagement: Mediating Role of Talent Management Practices. A Paper presented in the 6th CIPM International Research Symposium, Chartered Institute of Personnel Management, Sri Lanka. 25th and 26th of May 2022.

2.2 Books, Chapter in Edited Books, Book Review, and Publications

1. Gnanaseelan, J. (2022). A Review of the book, An English Language Primer Focused on Sri Lanka: Raising Alarm Bells on Sri Lankan English, Chapter in the book edited by Prof. S. Ratnajeewan H. Hoole. Published by Baldaeus Theological College, Konesapuri, Trincomalee.
2. க. கோப்பெருந்தேவி (2022), கணக்கீடு, குமரன் புத்தக இல்லம், கொழும்பு, சென்னை. ISBN: 978-624-6164-25-6.
3. Jude Leon, S. A. (2022). *Entrepreneurial Marketing in improving Competitive Advantage*. In Prof. A. Pushpanathan (Eds.), *Entrepreneurial Marketing* (pp. 23-36). Published by Evergreen Printers.

4. Porkkalangalil Vanni Vivasayihal

The book, Porkkalangalil Vanni Vivasayihal (Vanni Farmers in War times) authored by Dr G. Jeyaseelan, Department of English Language Teaching, was launched on 11th January 2022 at the Soosairatnam Hall, FBS, the University of Vavuniya. The book reviewer was Dr. R. Puspakanthan, the social development consultant, Vavuniya. The book is about the war experience in Vanni. This book narrates a sad but survival story of the farmers in the Vanni region of Sri Lanka particularly about two typical villages of the Vavuniya district, during the intensive conflict period from 1990 to 2004.

5. Project Management Fundamentals



Dr. Y. Nanthagopan authored his first edition titled Fundamentals of Project Management. It was published by the Cultural Center, the University of Ruhuna and the book was recommended for project management learners by the

Chartered Institute of Personnel Management (CIPM).

The Book Launch was held at the Soosairatnam Block, Faculty of Business Studies, the University of Vavuniya on the 28th of February 2022.

6. Sun Never Sets

Mrs. S. Jeyaseelan authored her second poetry book titled Sun Never Sets. It was published by the Cultural Center, the University of Ruhuna. The Book Launch was held at the Soosairatnam Block, Faculty of Business Studies, the University of Vavuniya on the 16th of June 2022. The Book review was done



by Mr. Y. Achuthan, the Head, Department of English, Advanced Technological Institute, Vavuniya. Academics and the other staff from the University of Vavuniya attended the event.

7. Poetry for children



Mr. S. Douglas authored his first poetry book titled Poetry for Children. It was published by the Cultural Center, the University of Ruhuna. The Book Launch was held at the Soosairatnam Block, Faculty of Business Studies, the University of Vavuniya on the 16th of June 2022. The Book review was done by Dr. G. Jeyaseelan, the Head, Department of English Language Teaching.

3.0 Student Events

3.1 Navaratri Celebrations

The Navaratri, a religious festival was organized by the Hindu Union, Faculty of Business Studies from 26th of September to 5th of October at the faculty. All the staff and students from the faculty participated in the celebration and cultural programmes.



3.2 FOBS' Week



FOBS week inter-faculty sports meet was organized by the Students' Union of the Faculty on 22nd October 2022 for a period of one week. The colours night was celebrated on 5th of November 2022 in LH 1 and at the university playground.

3.3 Diwali Celebration 2022

The Diwali celebration was organized by the Students' Union Faculty of Business Studies on the 22nd of October at the university playground. All the students from the faculty participated in the celebration and cultural



programmes. It created social and cultural cohesion among the students at the Faculty.

3.4 Sumadura Dhamma Ceremony 2022

The Sumadura dhamma ceremony was organised by the student's Union, Faculty of Business Studies on 14th November 2022 in LH 1 Hall, Faculty of Business Studies.



3.5 Marketing Club

3.5.1 Supporting the School Students

The Marketing Club of the Faculty of Business Studies organized a project on “Supporting the School Students” with the help of Thirunelvely circle Lions Club who sponsored Rs. 25,200. The Club members have identified 42 students from different districts and given stationary items for the value of Rs. 600 per head. This project was executed on 15th and 16th of January, 2022.



3.5.2 Supporting Differently Abled People



Marketing Club of the Faculty of Business Studies visited VAROD on March 1, 2022 with twenty students and five staff members from the Department of Marketing Management and organized a program to support disabled persons cared for by VAROD in

Vavuniya. It has been running since 2009 under the management of the Claretian community. At present around 80 disabled people are being cared for by them. A Siramadhana campaign was carried out by the students by clearing the shrublands around the VAROD premises

3.5.3 Kite Festival



The Marketing Club organized a kite festival- 2022 on 26th June at the playground of the University of Vavuniya. There

were 25 kites were flown. The Vice Chancellor of our University, Dr. T. Mangaleswaran and the Dean of Faculty of Business Studies Dr. Y Nanthagopan participated as the Chief Guest and Guest of Honor. The Sponsors, Bursar, Assistant Registrar, Academics, Non-academics and students also participated. Cash prizes were given to first three places. In addition, five consolation prizes were given.

3.5.4 Mini Market Stall



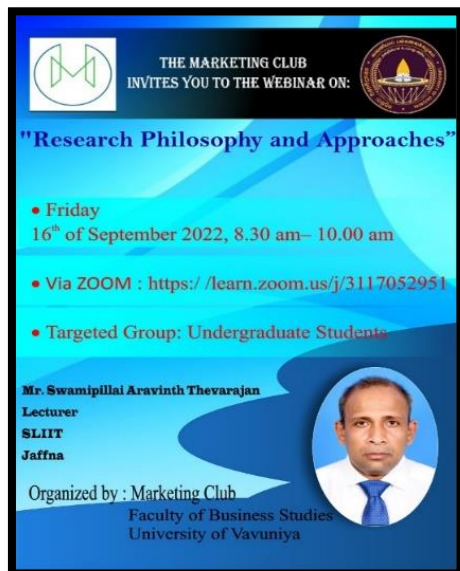
Mini market stall was set up by the Marketing Club students on 4th of July by targeting the people who came for the Silver Jubilee Celebration and RCBS Conference - 2022. Cloths, Fresh Juice and sweet biscuits were sold. Both students and the Club got benefitted because of this fund generated activity.

3.5.5 Launch of Silver Jubilee Video

A video of the Faculty of Business Studies was made for the purpose of publishing on the on 4th of July, 2022 by the Marketing Club.



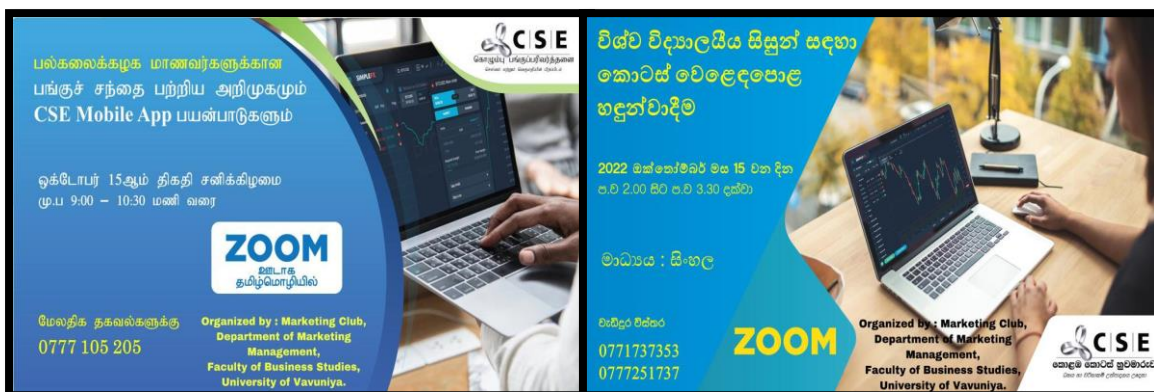
3.5.6 A Webinar on “Research Philosophy and Approaches”



The Marketing Club organized a webinar on “Research Philosophy and Approaches” on 16th of September, 2022. Mr. Swamipillai Aravinth Thevarajan, Lecturer at SLIIT, Jaffna and a trainer under SIYB was the resource person. Almost 40 students have partaken in this webinar. It was a useful webinar especially for the students who are currently engage with research work for their partial requirement of completing their degree.

3.5.7 A Webinar on “Awareness on Stock Market for University Students”

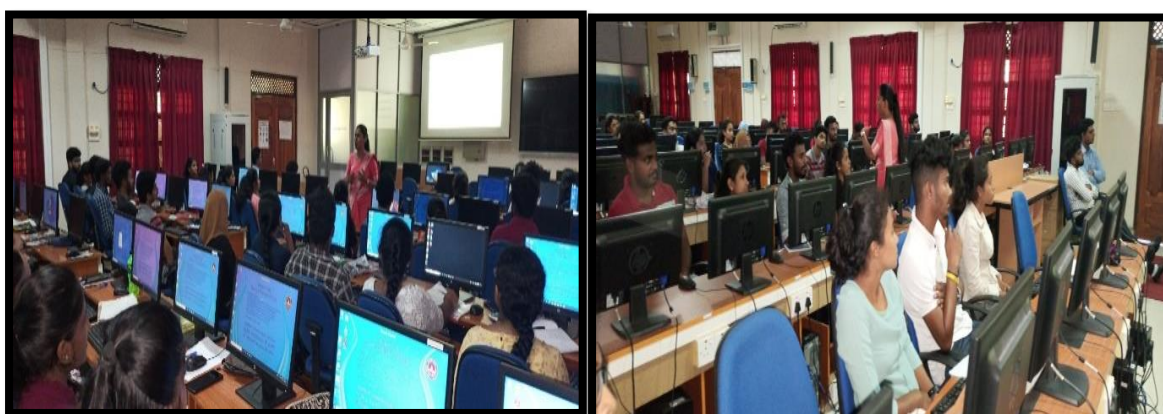
The Marketing Club organized a webinar on “Awareness session on stock market for university students” in Tamil and Sinhala medium on 15th of October, 2022. S. Sabanathan, Manager, Colombo Stock Exchange (CSE), Jaffna Branch and Lasantha C. Kumara, Executive officer, CSE Rathnapura Branch were the resource persons.



The banner is split into two main sections. The left section is blue and white, featuring the CSE logo and text in Tamil: 'பல்கலைக்கழக மாணவர்களுக்கான பங்குச் சந்தை பற்றிய அறிமுகமும் CSE Mobile App பயன்பாடுகளும்' (Introduction to the stock market and CSE Mobile App usage for university students). It mentions a 15-minute session on October 15th from 9:00 to 10:30 AM. A Zoom logo is present with the text 'மேலதிக தகவல்களுக்கு 0777 105 205' (For more information, call 0777 105 205). The right section is blue and white, featuring the CSE logo and text in Sinhala: 'විශ්ව විද්‍යාලීය සිසුන් සඳහා කොටස් වෙළෙඳපොළ හඳුන්වාදීම' (Introduction of the stock market for university students). It mentions a 15-minute session on October 15th from 2:00 PM to 3:30 PM. A Zoom logo is present with the text 'වැඩිදුර විස්තර 0771737353 0777251737' (For more information, call 0771737353 / 0777251737). Both sections mention the organizing body: 'Organized by: Marketing Club, Department of Marketing Management, Faculty of Business Studies, University of Vavuniya.' and the CSE logo.

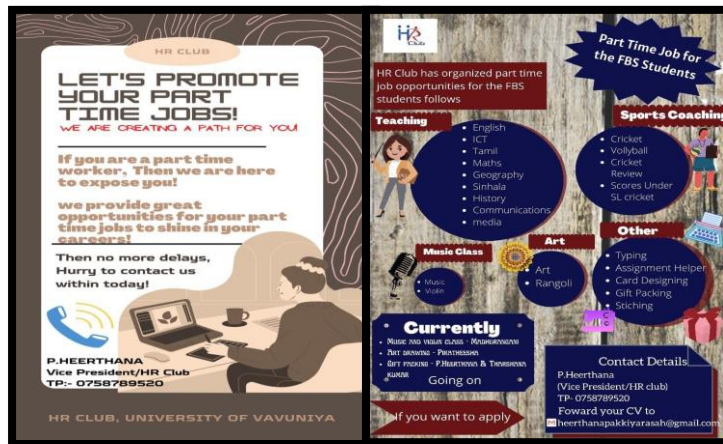
3.5.8 A Workshop on “Automatically generate references & citations through Mendeley Reference Manager Software”

The Marketing Club organized a workshop for final year students of Business Studies (FBS) on "Automatically Generate References & Citations through Mendeley Referencing Software" at Teaching Lab of FBS on 26th October 2022. The workshop was facilitated by Mrs. V. Kajanthy, Lecturer, Department of Marketing Management, FBS.



3.6 Human Resource Club

3.6.1 HR Club Part Time Job Opportunities



HR Club is creating a path for the Faculty of Business Studies Students to engage in the part time job opportunities. We started this in collecting CV from the students from the first week of April 2022 and still continues. Presently some

students are involving in computer typing, packing, handcrafts, conducting classes.

3.6.2 Bus Halt Painting and Drawing

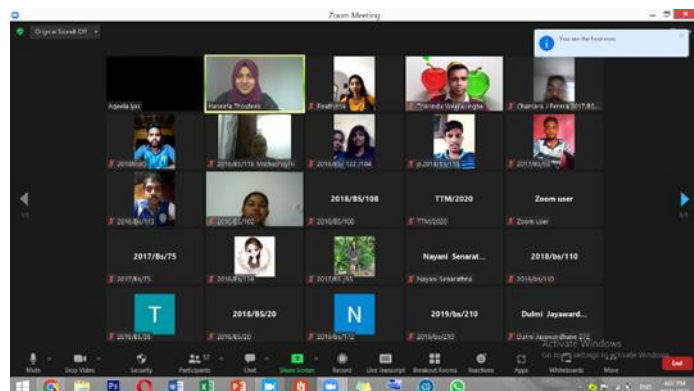


The project was conducted on 18th of June 2022. The project was successfully completed with the full cooperation of all the students, members and staff of the HR Club of the Department of Human Resource Management with the

aim of creating a partnership with students, faculty and staff and providing a mean for community engagement.

3.6.3 A webinar on CV Preparation and Interview Etiquette

A webinar on CV preparation and Interview Etiquette was held on 09th of November 2022 via zoom which was organized by the HR Club, Faculty of Business Studies. Tharindu Weerasinghe, Senior Lecturer, Department of HRM, Faculty of Commerce and



Management Studies, University of Kelaniya served as the resource person. The webinar supported the students to learn how to prepare the CV and to face job interviews.

3.7 Econ Club

3.7.1 Tree Plantation Event

Tree plantation event Econ on 22nd April 2022. This event was done for earth day. All the students from Economic Department have planted crops in their homes and post the photos on Econ Club's Facebook page. The objective of the project is to promote planting among students and society.



3.7.2 CBSL webinar on Public Debt Management



The Econ club organized a webinar on “Public debt management” on 25th August 2022 (Thursday) through the Microsoft Teams platform. The webinar was given by Ms. Fernando LS, Regional office- Kilinochchi, Central Bank of Sri Lanka. Mrs. Paulina Godwin Philip, Senior lecturer and Head, Department of Business Economics chaired the session and delivered welcome address. Ms. Fernando L. S. has delivered a lecture on the topic “Public Debt Management”. She explained about the importance of public debt management etc. She specifically focused on Government securities

market, and Government debt. At the end of the webinar Ms. R. Thulashika, Kilinochchi Regional officer delivered the vote of thanks.

3.7.3 *EDU-AID seminar for Advance level commerce stream students*

The Econ club organized an Edu -Aid seminar in Economics on the 13th of October 2022 (Thursday) at Vavuniya Tamil Mathiya Maha Vidhyalayam smart classroom. The discussion in this seminar was given by Mr. Madhushankar, 4th year Student at, Faculty of



Business Studies, the University of Vavuniya. Miss. Subapriya Mohanaraja president of the Econ club, chaired the session and Mr. A. Thayaparan Senior lecturer, Department of Business Economics delivered the welcome address. Mr. T. Sathiyaseelan, Advance Level Economic teacher in V.T.M.M.V. introduced the resource person and Econ club of the University of Vavuniya. Mr. Madhushankar has discussed an economic model paper with students. He discussed 50 MCQ questions with the students. Hard copies of the model papers were given by the club to the students.

Also, they gave very good feedback. The teacher and school student representative thanked the Econ club for arranging the seminar. At the end of the seminar Mr T. Sathiyaseelan, an Advance Level Economic teacher in V.T.M.M.V delivered the vote of thanks. He thanked the resource person, club members, participants and other officials for their active support in making the program to be successful.

3.7.4 Clothe drive – donation

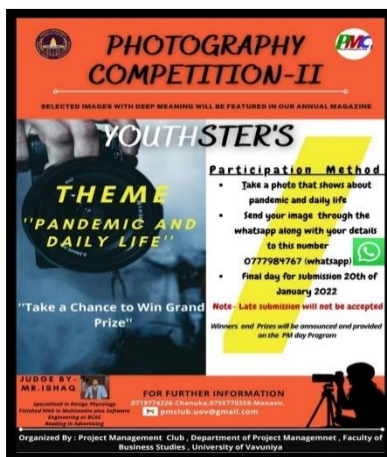


Econ club collected cloths and shoes for “Cloth Drive” donation program from 1st of September to 15th October 2022. Cloth Drive team had received more than 150 cloths and few pair of shoes/sandals from academic staff and students. 35 packages had made by Econ club and distributed to 20 families in Poovarsankulam, Veerapuram, Arbathnagar, Settikulam,

pambaimadu and Salambaikulam area.

3.8 Project Management Club

3.8.1 Photography Competition - Season 02, 2021



The Project Management Club proudly commenced the second season of the photography competition of the year 2022 on January 12th 2022. The theme was “**Pandemic and Daily Life**” since many of our lives are changed due to pandemic, so we wanted to know the changes as creativities from talented photographers. The total number of participants were 35, among them three winners were selected and rewarded them. To protect the uniqueness of the event we invited Mr. Ishaq as the judge

of the competition. The competition was a great achievement since most participants participated from outside of the university for this season.

3.8.2 *The Life of Giving*

The Project Management Club of the Faculty conducted a community engagement project on 28th January 2022. Through this project, learning materials for primary grades of AI/ Aysha Vidyalayam were provided. More than LKR.5000 worth of students learning materials were provided and the poor students were selected as beneficiaries of this project as



named Life of Giving. The Ex-Co members of Project Management Club, the principal Mr.M.Faizel and other staff members and students of the school were joined this event. The ultimate purpose of the event was to serve the poor students who are actually suffering with the lack of facilities to study even their primary education.

3.8.3 *Project Management Day Celebration*

The Project Management Club organized a Celebration of Project Management Day for the year 2021 for the very first time at the faculty on 31st January 2022. Dr. T. Mangalesvaran, the Vice Chancellor, University of Vavuniya, Dr. Y. Nanthagopan, Dean of the Faculty of Business Studies, Mr. S. Thirugnanasampanthar, Head, Department of Project Management, Heads of other departments, all the staff members of the Faculty of Business Studies, administrative staff members, students' representatives from other clubs of the faculty were respectfully invited to enlighten the celebration. Dr. Madhu Fernando, The Consultant, Trainer and Chairperson of the Global Institute of Project Management was cordially invited as the guest speaker for the event. The PM Club had a number of activities on the day and launched the special initiatives, including:



- Newsletter Launching
- Pages of Reminiscence Launching

- PM Club video clip Launching
- T-Shirt Launching of the PM Club

At the end part of the program all the competition’s winners and active members were awarded by Dr. Y. Nanthagopan, Dean, Faculty of Business Studies of University of Vavuniya. More than 150 students were participated for the celebration program. It was a new concept and a new experience for every Project Management student to use it as a ladder to improve their knowledge, skills, abilities rather than to frame only for academic activities.

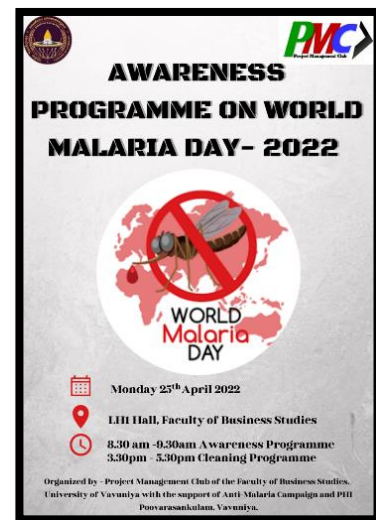


3.8.4 Awareness Program on World Malaria Day

The Project Management Club organized a physical awareness program on World Malaria Day- 2022 on 25th Monday April 2022 from 8.30 am to 9.30 am at LH1 hall, Faculty of Business Studies with the support of Anti-Malaria Campaign and PHI, Poovarasankulam, Vavuniya.

On behalf of the faculty Dr. Y. Nanthagopan was invited as the chief guest and Dr. P. Sathiyalingam, University Medical Officer was invited as the special guest for the program. Awareness Talk on Malaria was given by Dr.

S. Prashanth the Regional Medical Officer, Anti Malaria Campaign, Vavuniya. Following that, EG Ershan Roy, PHI, Poovarasankulam, Vavuniya has presented on the title of “Solid Waste Management and Malaria control”.



3.8.5 *Shiramadana Campaign*

Since there are number of needs of implementing community engagement activities, the Project Management Club of the Faculty of Business Studies of University of Vavuniya has organized an essential Shiramadana Campaign on 25th April 2022 at the hostel premises of Vavuniya University.

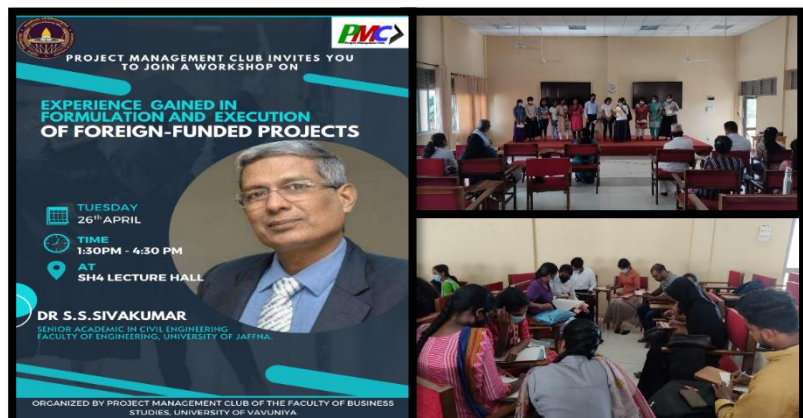


The selected area for the campaign is both boys and girls

hostel premises. The purpose of organizing this project with the contribution of undergraduate students, to let them aware of the neediness of keeping the environment cleanly and to let them feel about responsibility that they have to do as a human. With a concept of “HUMAN CAN PROTECT HUMAN” the implemented the project successfully. Also, instead of keep students with usual work and learn frame, make an awareness on their mind about the environment was the main purpose of conducting this program.

3.8.6 *Experience Gained in Formulation and Execution of Foreign Funded Project*

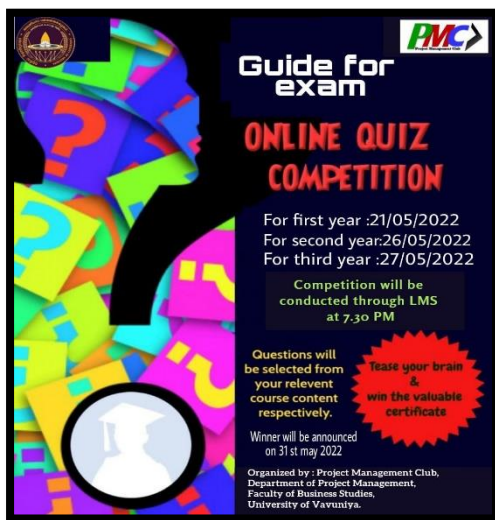
The Project Management Club conducted a workshop, series 01 “Experience Gained in Formulation and Execution of Foreign Funded Project” for the very first time on 26th April 2022 from 1.30pm to 4.30 pm at SH4 lecture hall.



Dr. (Eng.) S.S. Sivakumar, Senior Lecturer, Department of Civil Engineering, Faculty of Engineering, University of Jaffna was invited as the Resource Person for the event.

Project Management students were actively participated to the workshop. Rather than engaging with theoretical knowledge of project execution, being corporate with the subjects in practical way through such workshops influence students to think and see over the limited frame. Also, inspired participants to further explore it on their own in any project fields. It was a great way to teach hands-on skills as it gives learners an opportunity to try out new methods in project environment. Students requested to conduct further workshop in future to get practical experiences. Over 180 student's participation, the workshop series 01 was successfully completed.

3.8.7 Online Quiz Competition



QUIZ COMPETITION was arranged by the Project Management Club for all first-, second-, and third-year students majoring in the project management stream. The competition was held using university LMS. Following were the three days when the competition was held: 1st year students – 21/05/2022, 2nd year students - 26/05/2022 and 3rd year students - 27/05/2022 with more than 180 participants. The main purpose of conducting such a competition is to

guide the students for their examination and refresh their learning subjects to go for a better result and it would helpful to students for a better engagement with their studies.

3.8.8 Photography Competition - Season 01, 2022



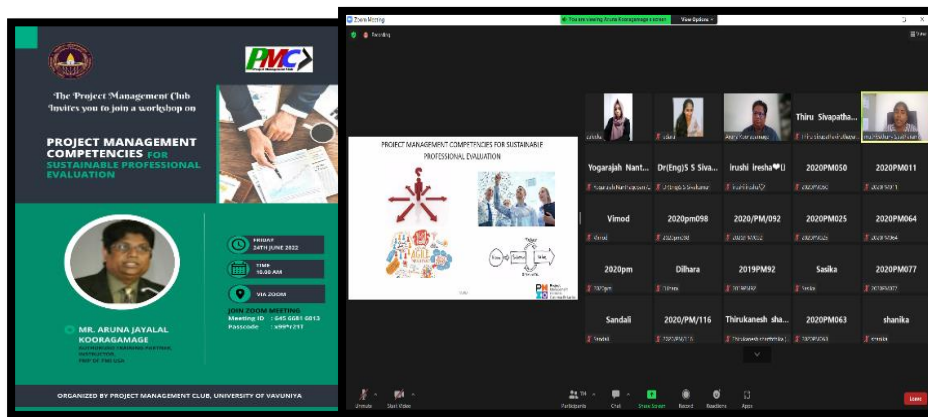
The season 01 of the photography competition series of the year 2022 was organized under the theme of “Current Economic Crisis in Sri Lanka” on 6th of June 2022 by the Project Management Club of the FBS. The lines for the petrol and changing pattern into the bicycle without petrol for the transportation were considered as main context in this competition. Three winners for 1st, 2nd and 3rd places were selected among more than 50 Participants.

The specialty of the competition is, more than 80% of photos were received from outside participants. Also, as were done previous season each photograph was judged and evaluated by Mr. Ishaq. To continue the formality and uniqueness we believe engaging with field experts add more value for these programs.

3.8.9 Project Management Competencies for Sustainable Professional evaluation

The Project Management Club essentially pointed out to organize a workshop through online base. Therefore, it organized its workshop series 02 “Project Management Competencies for Sustainable Professional Evaluation” via zoom platform on 24th June 2022 from 10.00 am to 12.30 pm.

Mr. Aruna Jayalal Kooragamage, Authorized Training Partner, Instructor, PMP of PMI USA was joint as the guest speaker. During the session the guest speaker effectively concentrated with students’ thoughts and therefore the student’s engagement also was high. All the freshers, first year, second year and third year Project Management students were actively participated to the workshop. While conducting the questionnaire session, student’s engagement was greatly highlighted. Over 150 of Project Management student’s participation the workshop series 02 was successfully completed.



3.8.10 Cleaning Campaign Herbal & Nature Park

The project management club conducted a cleaning campaign in the area of Herbal park on 19th October 2022. The major goal of this program is to protect nature and to keep the environment clean.



3.8.11 International Project Management Day Celebration

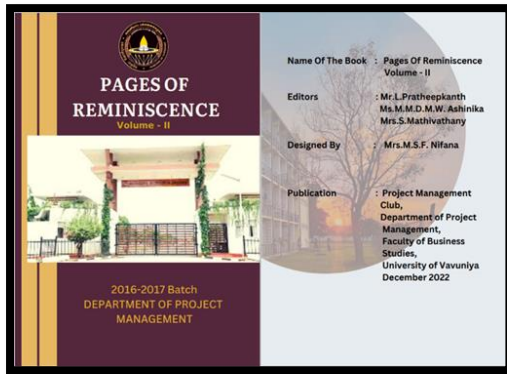


The Project Management Club successfully conducted the International Project Management Day on 20th December 2022 at SH4 of the Faculty of Business Studies. The theme is "*Harnessing the National/ International Day to promote project management actions to address the impact of*

climate change, economic crisis, environmental issues, and energy crisis". Mr.L.Selvin, Retired Senior SLAS Officer, Mr.S.Gunapalan, Additional Government Agent, Mullaitivu District, Mr.S.Senthurajah, Executive Director, SOND, Nallur, Jaffna and Mr.Dhammike, Executive Director, Project Management Institute Sri Lanka Chapter, were invited as special guests to this celebration and made the function more valuable.

To enlighten the function there was another special event organized which was the "Exhibition". The 3rd year and 2nd year Project Management students especially actively participated in this exhibition. The exhibition was on "Exhibiting Sri Lanka's ongoing/successful/unsuccessful projects structure". Out of 15 project structures finally, three winners were selected by judges and the winning groups were rewarded in awarding ceremony function.





During the function, the 2nd volume of Newsletter and Pages of Reminiscence were launched by Editor and Co-Editor of Project Management Club. The copies were issued to the Dean, Dr. Y. Nanthagopan, invited panelists, the respected invited guests and beloved sources who are always behind the success of the Project Management students. Specially all the guests who participated

in the event were rewarded with a memento. The Dean of the Faculty of Business Studies, the Head, Department of Project Management and Senior Treasurer, Advisor of Project Management Club were also rewarded for their greatest support to the club activities.

3.9 Accounting Club

3.9.1 Accounting Day Quiz Competition

A quiz competition which was organized by the Accounting and Finance Club to celebrate Accounting Day – 2022 for the very first time, was held on the 26th of October, 2022 in the BH-4 hall of the Faculty of Business Studies. 93



students were attempted in the Quiz Competition. The first three winners were awarded the certificate on Accounting Day.

4.0 New Projects / Programs

4.1 Establishment of Herbal Park



The Herbal park for the Faculty of Business Studies has been opened as one of the events on the 25th Silver Jubilee Celebration on 4th of July 2022. It is expected that the park will help conserve various medicinally and culturally important alpine species, and facilitate a study on the propagation of these species, as well as their ecology.

4.2 Need Assessment Field visit of Youth Leadership Programme

Two field visits were organized on 14th of September, 2022 at the GS Office (Mu/61) Oddusuddan and at 20th of September, 2022 at the OFERR Ceylon Office, Vavuniya. The purpose of these field visits is to study the need for the YLD program and learn about the interests and opinions of youth who have already followed the YLD program and youth who are interested in following the YLD program.



4.3 Establishment of Training and Placement Cell

The faculty has established the training and placement cell 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 coordinators have been appointed for each department to carry out the activities. 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.

5.0 Memorandum of Understanding (MOUs)

The Faculty of Business Studies signed a number of MOUs with renowned organizations to facilitate academic collaboration, knowledge sharing, and capacity building to develop competencies in relevant fields. The details are as follows:

5.1 MOU signing with Project Management Institute, Colombo, Sri Lanka



The Project Management Institute Colombo Chapter and the Department of Project Management of the Faculty of Business Studies at the University of Vavuniya signed a Memorandum of Understanding. The MOU was signed on the 02nd March 2022 at the Faculty of Business

Studies, University of Vavuniya. Mr. Dushyantha Dassanayake President PMICSC, Mr. Shanthilal Fernando Vice President-Finance, Mr. Aruna Kooragamage Past President and Advisor and Mr. Ganesh Wijenayake - Past President and Advisor represented on behalf of PMICSC.

5.2 MOU signing with CIPM and hSenid Business Solution PLC



The Chartered Institute of Personnel Management (CIPM) Sri Lanka and the Department of Human Resource Management of the Faculty of Business Studies at the University of Vavuniya signed a Memorandum of

Understanding. The MOU was signed on the 28th February 2022. On the same day, another MOU was signed between the Department of Human Resource Management, Faculty of

Business Studies, University of Vavuniya, and hSenid Business Solution PLC on the commitment to share the goal of enhancing effective teaching and learning for undergraduates of the University. Mr. Jayantha Abeyrathna - Treasurer and Council Member, Saman Jayawikrama - Council Member CIPM and G.Weerathunga- Chief Officer /Director Professional and Academic CIPM signed the MOU on behalf of CIPM and Mr. Sampath Jayasundara Chief Executive Officer/Director- and Mr. Mahinda Pathirana - Head of Enterprise Delivery & Support, signed the MOU on behalf of hSenid Business Solutions PLC.

5.3 MOU Signing with SLIM



MOU has been signed between the Department of Marketing Management, Faculty of Business Studies, University of Vavuniya, and Sri Lanka Institute of Marketing (SLIM) on the 22nd of March 2022. Mr.Sanath Senanayake, CEO/Executive Director, Dr. Kapila Fonseka, Head of education and Ms. Hasani, Assistant Manager/Education represented

the SLIM.

5.4 MOU signing with IBSL



MOU has been signed between the Department of Business Economics, Faculty of Business Studies, University of Vavuniya, and Institute of Bankers of Sri Lanka (IBSL) on the 29th of March 2022. Mr. C. P. A. Karunatilake, Director general of IBSL, Mr. C. B. Pathberiya, Director Information Technology

Operations, Mr. M. Bathiya Wickramasinghe, Deputy Director Administration and HR represented the IBSL in this MOU signing event.

5.5 MOU signing with CMA



MOU has been signed between the Department of Finance and Accountancy, Faculty of Business Studies, University of Vavuniya, and Institute of Certified Management Accountants of Sri Lanka (CMA) on the 22nd of March 2022. Mr. Prof. Lakshman R Watawala, President of CMA Sri Lanka, Mr. Kosala Dissanayake, Consultant, Ms. Sumudu Pagoda, Senior Director Administration & Operations, and Ms. Jinanthi Chandrarathna, Director- Education, Training & Research and representatives of CMA signed the MOU on behalf of CMA Sri Lanka.

5.6 MOU signing with Responsible Project Management, UK

The MOU signing event with Responsible Project Management (UK) was held in hybrid mode on the 27th of June 2022, during the week of the Commemoration of the Silver Jubilee of the Faculty of Business Studies. Directors from the Responsible Project Management, UK participated in the MOU signing event.

5.7 MOU signing with Eighteen community and industry organizations

The MOU signing event with 18 community and industry organizations and Responsible Project Management (UK) was held in hybrid mode on the 27th of June 2022, during the week of the Commemoration of the Silver Jubilee of the Faculty of Business Studies. Dr T. Mangaleswaran, the University Vice-Chancellor, Dr Y.Nanthagopan, the Dean of the Business Studies Faculty, Heads of Departments, Coordinators of the Training and Placements cells of the faculty, academic staff, Directors and senior officials of the community and industry organizations, senior officials from the government and international organizations and Directors from the Responsible Project Management, UK participated in the MOU signing event.

These MOUs promote the pursuance of common interests, in promoting and developing the principles, techniques and practices of Business and Project Management to optimize the utilization of Human Resources at the National and International Level shared by the

faculty and community and industry organizations agree to enter into this Memorandum of Understanding to develop mechanisms for collaboration.

This community and industry collaboration is expected to lead to the implementation of internship training and placements for Undergraduates and Graduates. Further, this collaboration promotes jointly organize field/exposure visits, capstone projects, educational programs, seminars, workshops, conferences, research activities, publications and joint community projects of mutual interest. Signing MOUs with Eighteen organizations is a remarkable and golden opportunity gained by the Faculty of Business Studies in its Silver Jubilee. A stakeholder discussion was taken place followed by the MOUs signing event.

5.8 MOU Signing with SULECO (PVT) LTD

The MOU signing event with SULECO (Pvt) Ltd. was held on the 20th May 2022, at the Board Room of the IT Centre, University of Vavuniya. The University Vice-Chancellor Dr T.Mangaleswaran, The Dean of the Business Studies Faculty, Dr Y.Nanthagopan, Mr.Chamintha, Director and staff representative from SULECO (Pvt) Ltd., Registrar, Bursar, Heads of Departments, Academic staff members, Assistant Registrar, Directors and senior officials of the University participated in the MOU signing event.



This collaboration is expected to the provision of access to CORS network server and training of lecturers and students to use the application for training purposes of undergraduates to make the full use of the GPS of mutual interest as it is the only company in Sri Lanka having a CORS Network which covering substantial area of Sri Lanka which can broadcast real time GNSS connections. Further, The University granted a space to establish a CORS Pillar at the top of the Project Management building of the Faculty of Business Studies and the SULECO established the CORS Network and provided (GPS) login access to the server free of charge and agreed to provide training for the university

staff and undergraduates of the faculty to enhance the knowledge and skill development using the CORS Network.

5.9 MOU signing with NGOs

The Department of Project Management signed MOUs with the following community Organizations on 10th November 2022 at the Faculty of Business Studies.

1. Vanni Rehabilitation Organization for the Differently Abled (VAROD)
2. Federation of Institutions for Rural Management (FIRM)
3. Association of Mobilizing Community Resources (AMCOR)
4. Action Unity Lanka (AU Lanka)



5.10 MOU Agreement between ICIC and UNDP

The Industry and Community Interaction Cell of the Faculty, and the United Nations Development Programme (UNDP) signed an agreement to conduct a Youth Leadership Programme (YLD) in Northern and Eastern provinces on 19th December 2022. The aim of this event is to capacitate the future



generation to become socially conscious and democratically engage themselves in the regional development.

6.0 Details of Awards Received

1. Dr. Y. Nanthagopan has received the Research Excellence Award at the Silver Jubilee Celebrations of the Faculty held on the 5th and 6th of July, 2022.



2. Following students were awarded for their research work at the Silver Jubilee Celebrations of the Faculty held on the 5th and 6th of July, 2022.
 - a. Ms. W. G. Chamodi Wekoladeniya (2015/BS/104)
 - b. Ms. M. S. N. Ransara (2015/BS/01)
 - c. Ms. S.S.Noufa (2015/BS/49)
 - d. Ms. M. M. D. M. W. Ashinika (2016/PM/06)
3. Ansaf Ahamed, M.R.F Aqeela and Dr.Y. Nanthagopan received the best research paper award for the paper titled “Entrepreneurial Intention among Management undergraduates in State Universities, Sri Lanka at the 6th CIPM International Research Symposium 2022 at Chartered Institute of Personnel Management on 25th and 26th May 2022.

7.0 Programs, Workshops, and Seminars

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

7.1.1 Release of bi-annual newsletter 2021 volume:02 issue:02



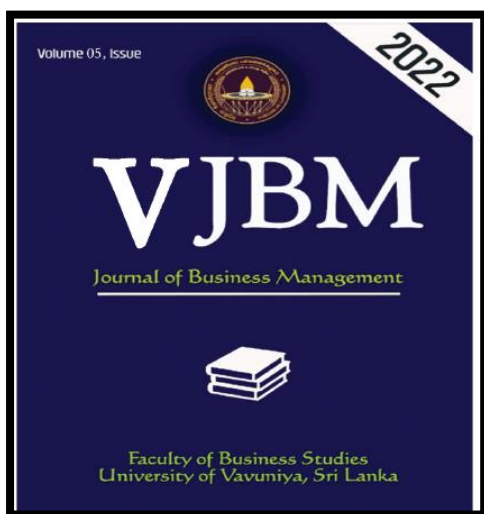
The bi-annual newsletter 2021 volume:02 issue:02 was launched at the Faculty of Business Studies board room on 26.01.2022 at 11.00 am with the presence of Newsletter committee members and Faculty Board members. The copies of newsletter were received by the Dean, Heads, and the members of the Faculty Board from the Chairperson Ms. P. Sarmatha.

7.1.2 Release of the 5th Newsletter of the Faculty of Business Studies

The bi-annual newsletter 2022 volume:03 issue:01 was launched at the Faculty of Business Studies board room on 5-10-2022 with the presence of Newsletter committee members and Faculty Board members.



7.1.3 Release of Vavuniya Journal of Business Management Volume 05-Issue 1(2022)



Vavuniya Journal of Business Management (VJBM) Volume 05-Issue- 1 (2022), a bi-annual academic journal was published by the Faculty of Business Studies, University of Vavuniya, Sri Lanka. The journal seeks to publish papers in business management-related disciplines including Accounting, Business Economics, Finance, Entrepreneurship, Human Resource Management, Knowledge Management, Marketing Management, Project Management, Tourism and Hospitality Management, International Business, Information Systems, Cross-Cultural Communication, and English Language Teaching in Business Studies.

7.2 Virtual Inauguration Ceremony and the Orientation Program



The Virtual Inauguration Ceremony for the academic year 2020/2021 was held on the 20th of June, 2022 and the orientation program was conducted from the 21st of June to 1st of July, 2022 to

freshers to be familiar with the University's educational system, academic culture and facilities available with the University. During the orientation program days, the students were engaged in various sessions which were done by the internal staff of the University and the outside resource persons. Beyond all the restrictions due to the COVID-19 pandemic and the economic crisis facing the country, the students enthusiastically participated and gained knowledge from the virtual programs organized by the faculty and shared their thoughts and ideas. The students were delighted to receive guidance on how to live their four-year life of higher education at the University of Vavuniya.

7.3 Silver Jubilee Celebrations

The Faculty of Business Studies, University of Vavuniya, Sri Lanka celebrated its Silver Jubilee Celebrations of 25 years of excellence from 1997 to 2022 on the 4th, 5th and 6th of July, 2022 through hybrid mode both physically and virtually. Prof S.P.P Amaratunge, Chairman, University Grants Commission served as Chief Guest, Dr. T. Mangaleswaran, Vice Chancellor, University of Vavuniya served as the Special Guest and Ms. R. Vijayalan, Senior Assistant Director, Central Bank of Sri Lanka (Faculty Alumnus) and Ms. K. Asokumar, Managing Director, Kobithan Garments (PVT) Ltd, (Faculty Alumnus) were invited as the Guest of Honours. The following activities were taken part in this event,

1. The Silver Jubilee Commemorative Book (Souvenir) was launched by Mrs. P. Sarmatha, the Chief Editor. The first copy was handed over to Prof. T. Mangaleswaran, the Vice-Chancellor. The special copies were issued to the Deans of the Faculties.



The book consists of the faculty's history, great achievements, success, and significant milestones in the twenty-five years of establishment of the faculty since 1997.

2. PRANA Financial Aid was also launched by Mr. V.Kumaratheepan, Faculty Alumni to partially support the students to carry out their educational activities.

3. Magazines of the Project Management Club, Marketing Club, Economics Club, Human Resources Club, and Accounting and Finance club were launched. It was a great achievement on the part of the faculty because the students of the faculty launched student club magazines.



4. The awards were given and the members were honored under different categories

a. **Special Awards:** Dr. T. Managleswaran / Vice Chancellor University of Vavuniya, Prof. A. Pushpanathan/Associate Professor/Faculty of Business Studies

b. **Former Deans:** Mr. R. Nanthakumaran (Retired Associate Professor), Dr. P. Selvarajan, Dr. T. Mangaleswaran, Prof. A. Pushpanathan

c. **25 years of service:** Dr.P.Selvarajan, Prof.A.Pushpanathan, Mrs.J.S.Thevaruban, Dr.G.Jeyaseelan

d. **Retired Staff:** Mr.R.Nanthakumaran (Retired Associate Professor), Mr.M.I.Abdul Samad, Mr.R.Sangaralingam, Mr.R.A.Raveendran

e. **Best Entrepreneur-Vanni Region:** Mrs. K.Saji Rani

f. **The Student Club Awards:** First Prize – Project Management Club, Second Prize – Marketing Club, Third Prize – HR Club

5. A Career Guidance Webinar was organized by the Faculty on Wednesday, 6th of July, 2022, from 9.00 am to 12.00 noon for the commemoration of the faculty's 25th anniversary. Nearly 300 participants from the faculty undergraduate students, advanced level commerce stream students



and school teachers attended the webinar. Five professional bodies such as the Chartered Institute of Personnel Management (CIPM), the Sri Lanka Institute of Marketing (SLIM), the Institute of Certified Management Accountants (CMA), the Institute of Bankers of Sri Lanka (IBSL), and Project Management Institute (PMI) conducted the webinar on explaining the respective professional courses available with them and the job opportunities available for the respective discipline in national and international job markets.

6. The students and faculty staff jointly organized cultural programs as well. Various dance programs, music programs, and children's programs were organized and students and staff showed their colours in different traditions.



7.4 Research Conference on Business Studies (RCBS 2022)



The Faculty of Business Studies conducted its 4th Research Conference on Business Studies (RCBS) on the 5th and 6th of July, 2022 through hybrid mode both physically and virtually. Five technical sessions were held in parallel on five tracks, namely

Accounting and Finance, Entrepreneurship, Human Resource Management, Marketing, Tourism, Economics, Business Communication, Project Management, and Information Systems. In total, 43 papers were presented at the conference, and awards were provided to the best presenters in each track. A panel discussion was held on the theme of “Business Readiness for the Pandemic; A time for a paradigm shift”. The RCBS-2022 conference proceedings were launched by Prof. A. Pushpanathan, Chief Editor of the Editorial Committee. Dr. Nigel Williams,



University of Portsmouth, UK, Prof. Malcolm Cooper, Ritsumeikan Asia Pacific University, Japan and Prof. Ravi Shankar, Indian Institute of Technology, India has participated as Key note speakers and provided their valuable speeches on different themes.

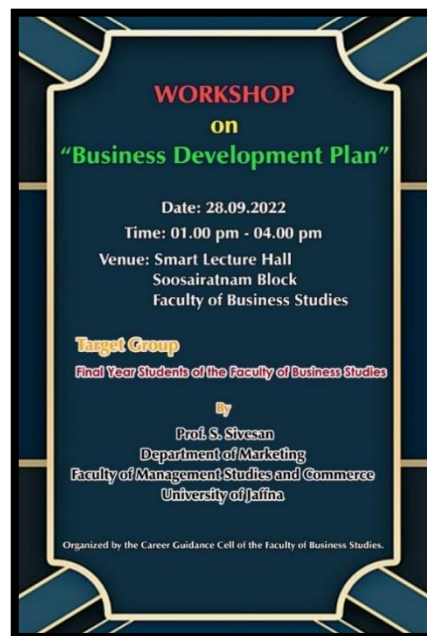
7.5 Higher Diploma in English Extension Programme in English (HNDE)

The Department of English Language Teaching has initiated conducting a Higher Diploma in English, a two-year Extension Program in English. The curriculum development committee prepared a new curriculum for 60 credits according to the SLQF standards for Level Four for the higher diploma in English. Higher Diploma in English will facilitate fulfilling these new demands in the job market and the needs of the country at large as there is a massive shortage of teachers and trained personnel with the English language and Literary Skills along with Communication Skills, Soft Skills, Personality and Leadership

Skills, and Combined Language, Management and IT Skills. The DELT would create English expertise in the above-mentioned skills and knowledge and diverse professionals, including English teachers equipped with inter-and multi-disciplinary knowledge and skills in demand for employment creation and recruitment in Sri Lanka.

7.6 A Workshop on “Business Development Plan” by Career Guidance Cell

The Career Guidance Cell of the Faculty organized a workshop on “Business Development Plan” for the final year students of the Faculty of Business Studies. Prof. S. Sivesan, Professor in Marketing, Department of Marketing, Faculty of Management Studies and Commerce, University of Jaffna, served as the resource person in this workshop. The workshop was held on 28th of September, 2022 (Wednesday) from 1.00pm to 4.00pm at Smart Lecture Hall, Soosairatnam Block, Faculty of Business Studies.



7.7 Strategic Planning and Review Workshop



Strategic Planning and Review Workshop of the Faculty of Business Studies was held on 09th of November 2022, (Wednesday) from 8.30 a.m. to 2.00 p.m. at BH4 of the FBS. Dr Y.Nanthagopan was the Chairperson and Mr S.Thirugnanasampanthar was the Co-Ordinator. The Committee for Strategic Planning and Monitoring identified core areas for Development by Reviewing Strategic Alignment, Goals, Objectives, Strategies, Key Performance Indicators, and Action Plans.

7.8 Inaugural Event of Micro Small Medium Enterprises (MSMEs)

Facilitation Hub

Inaugural Event for Micro Small Medium Enterprises (MSMEs) of the Faculty of Business Studies was held on 20 of December 2020, at SH4, FBS. The importance of suddan.. this event was to form the advisory and management



committees of the MSMEs hub and arrange the meetings between intern students and internship-providing organizations to provide the placements to the students for the period of six months.

The Dean briefed the objectives and functions of the MSMEs Facilitation Hub. Further, he explained how it contributes to the MSM enterprises in the region. After that, the officials of the organizations made their suggestions and agreed to support the MSMEs activities. Mr S.Thirugnanasampanthar explained the Internship and Capstone Project Protocols. Soon after the meeting finished, the Internship Placement Interviews were held. The organizational staff interviewed the final-year students for internships, and they were recruited for internships for the period of six months from the 2nd of January 2023. There were 30 officials from the partner organizations participated in this meeting.

8.0 Faculty Board Meetings in Details

Nine Faculty Board meetings and one Special faculty board meeting were conducted during the year. The breakdown structure of the meetings is as tabulated below;

Faculty Board Meeting	Date
196 th Faculty Board	26.01.2022
Special Faculty Board	14.02.2022
197 th Faculty Board	09.03.2022
198 th Faculty Board	06.04.2022
199 th Faculty Board	04.05.2022
200 th Faculty Board	08.06.2022
201 st Faculty Board	03.08.2022
202 nd Faculty Board	07.09.2022
203 rd Faculty Board	05.10.2022
204 th Faculty Board	02.11.2022

9.0 Outreach Activities

1. Prof. A. Pushpanathan

- a. Served as the Chairperson of the Research Session II of the Annual Research Conference of SLFE - 2022, organized by the Department of Entrepreneurship, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura held on 25th March 2022.
- b. Served as the Chairperson for the Technical Session of the 7th International Conference on Contemporary Management (ICCM 2022) held on 14th July 2022 at the Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka.
- c. Served as a resource person for the *Capacity Building programme for G.C.E. (A/L) Commerce students 2022* through Zoom on 10th October 2022 organized by the Ministry of Education.
- d. Served as the Chair of the Panel for Reviewing the Study Programme of Bachelor of Commerce Special (External) Degree Programme, Centre for Distance and Continuing Education, University of Kelaniya, 14th December 2022.

2. Dr. Y. Nanthagopan

- a. Served as keynote speaker at the Inauguration of the MBA programme (Year II) - Intake XIX, conducted by the Faculty of Management Studies, Rajarata University of Sri Lanka on 20th of March 2022.
- b. Served as a chairperson of a technical session at the 06th CIPM International conference conducted by the Chartered Institute of Personnel Management on 26th of May 2022.
- c. Served as a chairperson for the track on Human Resource Management at the 7th ICCM 2022 organized by the Faculty of Management Studies and Commerce, University of Jaffna on 14th July 2022.
- d. Served as the resource person for the workshop on “*Business and Project Management Challenges for Cooperative Development Officers*”, organized by Northern Province Cooperative on 23rd October 2022.

3. Dr. K. Kalainathan

- a. Served as a resource person for Students and Teachers Knowledge Bank Conference Programme (Guru Sisu Nana Pavuru Conference Programme) on “*Capital Budgeting*”, conducted by Ministry of Education, on 31st October, 2022.

4. Dr. A. Rukshan

- a. Served as a resource person for a "Workshop on 2D/3D Virtual Navigation and Tourism Promotion through Gamification" organized by Skills for Inclusive Growth and held on 11th and 19th May 2022.
- b. Worked as a resource person at the workshop on "*Brainstorming workshop on 2D/3D Virtual Navigation and Tourism Promotion through Gamification*" conducted by Tourism Authorities, Local Government Authorities, Industry and Community Organization on 18th and 19th May 2022.

5. Dr. N. Ravinthirakumaran

- a. Served as the Guest Speaker on the topic "*Gender Equality today for a Sustainable*" for Women's Day, organized by Human Rights Commission, Vavuniya, at Cooperative Hall on 11th March 2022
- b. Served as a resource person for Tamil medium undergraduate students of Faculty of Arts, University of Colombo.
- c. Served as a resource person for a webinar on the topic "*Contemporary Economic Crisis in Sri Lanka: Will Sri Lanka be joining the list of Failed Countries? Is there any way to prevent it?*", organized by the Department of Economics, Eastern University of Sri Lanka (EUSL) on 01st June 2022.
- d. Served as a resource person for a seminar for A/L economics students on 12th October 2022 organized by the Ministry of Education.
- e. Served as a resource person for a workshop on "*How to become as an effective academic*" organized by the SDC of UOV 19th October 2022.
- f. Served as a resource person for a seminar for A/L economics teachers on 2nd November 2022 organized by the Ministry of Education.

6. Mrs. J. S. Thevaruban

- a. Served as the resource person for the '*Seminar on University Admission*' was held on 13 th September 2022, organized by Career Guidance Unit, University of Vavuniya.
- b. Appointed as Program Reviewer of Bachelor of Business Administration (General) External Degree Program of Rajarata University of Sri Lanka on 22nd September 2022 by University Grants Commission of Sri Lanka.

- c. Served as the resource person for the seminar on *Accounting for Not Profit-Making Organization and Management Accounting to the G.C.E (Advanced Level)* Commerce Stream students (English and Tamil Medium) of the Vavuniya Rambaikulam Girls' Maha Vidyalayam on the 7th of October, 2022.
- d. Served as a resource person Awareness programme on *Application of the Current Taxes for the Traders in Vavuniya District jointly* organized by University Business Linkage, University of Vavuniya and the Traders' Association, Vavuniya on Park Road, University of Vavuniya Premises on 12th October 2022 as one day workshop.
- e. Served as the resource person for the Capacity Building Program for G.C.E (Advanced Level) Commerce Stream Teachers (Tamil Medium) and delivered the Introduction to Management Accounting via Zoom and YouTube Live. It was organized by the Commerce and Business Studies Division, Ministry of Education on the 21st of October, 2022.
- f. Served as the resource person for the Orientation Programme 2022 conducted for first year students of academic year Faculty of Technological Studies and Faculty of Applied Science.

7. Dr. J. Gnanaseelan

- a. The Soft skill Development program organized by the Faculty of Engineering of the University of Jaffna for the second students (170) of the Faculty at the Kilinochchi premises from January 31st to February 15th 2022.
- b. Resource Person for an awareness seminar for G.C.E A/L 2021st batch Arts stream students of Vavuniya Districts, who are eligible for university admission regarding filling out University admission form, online registration and University courses and employment prospects.
- c. Resource Person for '*Academic Writing*' for the final year students of the Department of Project Management, Faculty of Business Studies, University of Vavuniya. It was conducted for four hours (two hours each for two days on the first and second day of September 2022)
- d. Resource Person for '*Email communication and Letter Writing Skills in English*', a Two-day workshop, Local Economic and Social Strengthening Project – Phase II for Management The staff of the Divisional Secretariat at Manthai West Division, Mannar. Organized by ADRA (Adventist Development and Relief Agency, Sri Lanka) (November 17th and 18th, 2022).

- e. Resource Person for ‘*Teaching English Literature at the O/L and A/L Education*’ a one-day workshop for the English teachers of, Madhu Zonal Education Area (November 19th, 2022).

8. Mrs. S. Mathivathany

- a. Attended as a Chief Guest for Women Day and delivered a talk on “*Women Participation and Community Development*” organized by the Divisional Secretariat, Vavuniya North on 08th March 2022.
- b. Served as a speaker for a Technical Session, titled “*Forest fire risk and climate change in Sri Lanka*” for an International Conference on World Environment Day “*Only One Earth – Save our Mother Earth*” organized by the Centre for Environmental Sciences, the University of Madras in collaboration with Tamilnadu State Council for Science and Technology, Chennai on 4th & 5th June 2022 via Zoom.
- c. Written the Proposal on “*Establishing Nature and Herbal Park*”, found financial sources from IMHO, USA and implemented at faculty premises as Senior Advisor/ Treasurer of the PM Club on 4th July 2022.
- d. Conducted a workshop on “*Setting goals for future career*” for the Nellukkulam Kalaimahal Maha Vidyalayam school, Vavuniya organized by Zonal Education, Vavuniya North Division on 11th November 2022.
- e. Attended as a Guest speaker for the International Day of Person with Disabilities, titled “*Development Strategies and community-based projects for Person with Disabilities*” organized by the Vanni Rehabilitation Organization for the Differently abled (VAROD) on 3rd December, 2022.

9. Mr. C. Larojan

- a. Served as the resource person for the seminar on Accounting Standards (SLFRS 15 and 16) to the G.C.E (Advanced Level) Commerce Stream students (English and Tamil Medium) of the Vavuniya Rambaikulam Girls’ Maha Vidyalayam on the 7th of October, 2022.
- b. Served as the resource person for the Capacity Building Program for G.C.E (Advanced Level) Commerce Stream Teachers (Tamil Medium) and delivered the Sri Lanka Accounting Standards (LKAS 8 and 10) via Zoom and YouTube Live. It was organized by the Commerce and Business Studies Division, Ministry of Education on the 13 th of October, 2022.

10. Mr. S. A. Jude Leon

- a. Conducted a training on “*Market Analysis*” and “*Marketing Plan*” for community volunteers organized by Amaithy Thendral, Mullaitivu on 6th of April and 22nd June, 2022.
- b. Gave an orientation talk on “*Marketing*” to Applied Science Students on 21st of September, 2022.
- c. Served as a resource person for the discussion on “*Tourism Potential in Vavuniya and Mannar*” at World Tourism Day Celebration in Anuradhapura on 30th of September, 2022.

11. Mr. S. Harikaran

- a. Served as a resource person in a workshop on “*University Admission Procedures - 2021/2022*”, organized by Career Guidance Unit, University of Vavuniya, on 13th September 2022.
- b. Served as a resource person in a workshop on “*Career Guidance Counselling Skills for Teachers*”, organized by Career Guidance Unit, University of Vavuniya, on 14th September 2022.

12. Ms. S. Kajanthy

- a. Served as a resource person for the workshop on " *Automatically Generating References & Citations through Mendeley Referencing Software*" for the final year students of FBS, organized by the Marketing Club of FBS at the Teaching Lab on 26th October 2022 from 1.30 pm to 3.00 pm.

13. Mrs. M.R.F. Aqeela Ijas

- a. Served as a resource person for a session on “*Digital Environment and Human Capital*” organized by the National Institute of Labour Studies on 22nd of August 2022.

14. Mrs. P. Sharmatha

- a. Conducted a workshop on “*Promoting English Language Skills and Applications*” on 23rd January 2022 which was organized by the Career Guidance Cell of the Faculty of Business Studies.
- b. Ms. P. Sarmatha served as a resource person for the Zonal Level English Drama competition, organized by the Department of Zonal Education, on 30th September 2022.

15. Mr. S. Douglas

- a. Served as a resource person for the workshop on “*Writing Skills for Office Communication*” on 28th of September 2022 for the Permanent Non-Academic

staff of the University of Vavuniya. The workshop was conducted by the Staff Development Center, University of Vavuniya

16. Ms. S. Anithra

- a. “*Writing Skills for Office Communication*”, a workshop conducted for the for the Permanent Non-Academic staff of the University of Vavuniya. It was organized by the Staff Development Center, University of Vavuniya on 28th of September 2022

10.0 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;

10.1 Bachelor of Business Management Honours in Banking and Insurance

The Department of Finance and Accountancy obtained the approval for the commencement of the new degree programme, Bachelor of Business Management Honours in Banking and Insurance. To be eligible for admission to the course of study in BBM honours in Banking and Insurance, a candidate should have followed Accounting and Economics and the remaining subjects from any of the accepted subjects within the commerce stream.

10.2 Bachelor of Business Management in Entrepreneurship

The Department of Management and Entrepreneurship obtained the approval for the commencement of the new degree programme, Bachelor of Business Management Honours in Entrepreneurship. The students will be admitted by the University Grants Commission as the usual intake for the Faculty of Business Studies under the “Management TV” (TV: Trincomalee and Vavuniya)

10.3 Introducing the Master of Business Administration Program

The faculty has appointed the curriculum development committee and progressing to develop the MBA curriculum.

10.4 Introducing the Master Program in Project Management

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

10.5 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. 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.

Higher Diploma in English will facilitate fulfilling these new demands in the job market and the needs of the country at large as there is a massive shortage of teachers and trained personnel with the English language and Literary Skills along with Communication Skills, Soft Skills, Personality and Leadership Skills, and Combined Language, Management and IT Skills. The DELT would create English expertise in the above-mentioned skills and knowledge and diverse professionals, including English teachers equipped with inter-and multi-disciplinary knowledge and skills in demand for employment creation and recruitment in Sri Lanka.

10.6 Signing of MOU with Ayodhya Research Institute, India

Initiatives are being taking place to sign a MOU with the Ayodhya Research Institute, India. This initiative will help the faculty to improve their academics and students on research writings and will open many avenues for research collaborations and publications.

10.7 Commencement of Youth Leadership Program

The collaborations between the Faculty of Business Studies and UNDP has been established. As a result of this, the Youth Leadership Programmes are being planned to be held by January 2023. This Leadership Programme will be started in many universities including University of Vavuniya, University of Jaffna, Eastern University, Trinco Campus. Through this programme it is being expected to empower the youths.

10.8 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.

10.9 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.

11.0 Failures

The Faculty failed to build the National Planning-approved faculty building complex due to the country's economic crisis.

The Faculty failed to provide adequate student facilities for learning and teaching due to the poor allocation of treasury fund.

