

Newsletter

Faculty of Business Studies

Vavuniya Campus of the University of Jaffna

Volume : 02 | Issue : 01 | June 2021



2021

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Faculty Events

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. 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



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The Gazette of the Democratic Socialist Republic of Sri Lanka
EXTRAORDINARY
අංක 2220/20 2021 මාර්තු මස 22 දා දී පළ කළ - 2021.03.22
No. 2220-20 - MONDAY, MARCH 22, 2021
(Published by Authority)
PART I : SECTION (I) — GENERAL
Government Notifications
L.D.B.21/78(XVXA)
THE UNIVERSITIES ACT, No. 16 OF 1978
Order under Section 27(1) read with Section 22
BY virtue of the powers vested in me by Section 27(1) read with Section 22 of the Universities Act, No. 16 of 1978, I, Professor G. L. Prasanna, Minister of Education, on the recommendation of the University Grants Commission, do by this Order amend the Schedule to the Order made under Section 22 of the aforesaid Act, in relation to the establishment of the Vavuniya Campus of the University of Jaffna, Sri Lanka, published in Gazette Extraordinary No. 908-6 of March 26, 1997 (as last amended by Order published in Gazette Extraordinary No. 2360-43 of January 30, 2020) by the repeal of the item "Faculty of Business Studies" appearing in Column I of such Schedule and its corresponding entries appearing in Column II thereto, and the substitution thereof of the following :-

Column I	Column II
"Faculty of Business Studies"	1. Department of Finance and Accountancy 2. Department of English Language Teaching 3. Department of Project Management 4. Department of Human Resource Management 5. Department of Marketing Management 6. Department of Business Economics 7. Department of Management & Entrepreneurship"

Colombo,
18th March, 2021.
04-197
Prof. G. L. Prasanna,
Minister of Education.

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. The event started with the Dean's address, Faculty of Business Studies, Dr. Y. Nanthagopan, followed by the Heads, Finance and Accountancy, Economics and Management, and English Language Teaching departments. 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.



**Marketing Club
MC**

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.



**Economics 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.



**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.



**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.

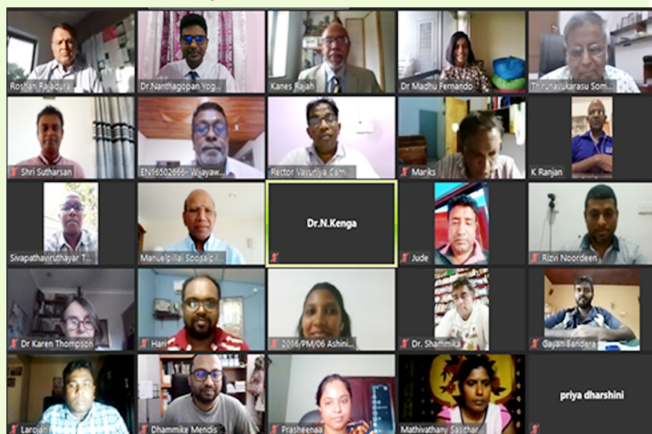


**Project Management
Club - PMC**

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.

Stakeholder Meeting : Establishing a Centre for Project Management and Research

The Faculty of Business Studies (FBS) and the Department of Project Management convened the virtual stakeholder meeting on 02.06.2021, from 3:00 pm to 6:00 pm, with the intention of 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 Vavuniya Campus of the University of Jaffna 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. In his welcome address, the Chair acknowledged his special welcome to academics; Professors Dhayalan Velauthapillai, Manuel Soosaipillai, Ranjith Wijewardena, and Kanesh Rajah, and senior Academics Dr. Mangaleswarean (Campus Rector), Dr. Nigel Williams, Dr. Karen Thoampson, Dr. Riswi Nordeen, Dr. Kengatharan, Dr. Shammika Liyanage, and Mr. Per Hegli. He also expressed his warm welcome to senior officials from industries and professional organizations Mr. Dushyantha, Mr. Ranjan, Dr. Madhu Fernando, Mr. Kamalathas, Mr. Someswaran, Mr. Senthooran, 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.

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. The meeting was adjourned at 6:45 pm.



Curriculum Revision Workshop of BBM (Hons) in Business Economics

Department of Business Economics organized a workshop to revise the existing curriculum of BBM (Hons) in Business Economics, via zoom on 30th June 2021. Ms.P.Godwin Phillip, Head, Department of Business Economics welcomed all the stakeholders, experts and the staff members of the department for this workshop, and Dr.Y.Nanthagopan, Dean, Faculty of Business Studies, addressed the event and described the importance of the curriculum revision. For this workshop, Prof. A.S.P.Abhayarathne (Senior Professor, Department of Economics and Statistics, University of Peradeniya), Prof. J. Weerahewa (Senior Professor, Department of Agricultural Economics and Business Management, University of Peradeniya), Prof.S.Santhirasegaram (Head, Department of Economics, University of Peradeniya), Prof.K.Amirthalingam (Department of Economics, University of Colombo), Dr.T.Vinayagathan (Senior Lecturer, Department of Economics and Statistics, University of Peradeniya), Dr.T.Bhavan (Senior Lecturer, Department of Economics, Eastern University, Sri Lanka), Dr.A.M.M.Mustafa (Senior Lecturer, Department of Management, South Eastern University of Sri Lanka), Dr.D.A. Thakshila (Senior Lecturer, Department of Banking and Finance, Wayamba University of Sri Lanka), Mr.B.Sivatheepan (Senior Assistant Director, Bank Supervision Department, Central Bank of Sri Lanka), Ms.G.Y.N Gunathilaka (Alumni) and Ms. Sivatharshika Balasuntharam (Alumni) were invited and they all provided valuable comments and suggestions to improve the existing curriculum.



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.



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 to 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 highest aggregate points in extracurricular activities.

Short Course

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

VAVUNIYA CAMPUS OF THE UNIVERSITY OF JAFFNA

Short Course in Human Resource Management (online via Zoom) - 2021
For further information, please visit the website: www.vavuniya.ac.lk/cgic or email: icicvc@vavuniya.ac.lk

Deadline for Application: 31/01/2021
Date of Commencement: 14/02/2021
Learning Hours: - 40 Hours - 11:30am - 02:00pm (Sat & Sunday)
Duration: 10 Weeks (40 Hours)


Aim
The aim of this short course programme is to provide the students with basics of Human Resource Management and prepare them to be more competent workforce in the organization.

Who can apply?
This short course is mainly designed for GCE (Ordinary Level), GCE (Advanced Level) school leavers and the employees who are already engaged in the field of Human Resource Management.

Award of Certificate
A Certificate will be issued by the Vauniya Campus of the University of Jaffna.

Medium of instruction
This programme is conducted only in Tamil medium.

Fees
Course Fee: Rs. 10,000/-
Application Fee: Rs. 100/-
You are requested to make the deposit for the short course on or before 07th of August 2021 in the following bank account:
Name of the Bank: People's Bank
Branch: Vauniya
Account Name: People's Bank, Vauniya Campus
Account No: 840 0146087



Topics to be covered

- # Introduction to HRM
- # Job Design and Job Analysis
- # Employee Recruitment and Selection
- # Placement and induction
- # Employee performance Management
- # Pay Management
- # Management of Employee Movements
- # Management of Employee Discipline
- # Training & Development
- # Career Management
- # Health and Safety Management
- # Grievance Handling
- # Labor - Management Relations
- # Contemporary issues in HRM

Contact:
The Co-ordinator
ICICVC
Faculty of Business Studies
Vauniya Campus
Pambanthurai
Vauniya
T.P. 077526061 / 034228216
E-Mail: icicvc@vavuniya.ac.lk

Application Procedure
Application form can be downloaded at:
http://www.vavuniya.ac.lk/cgic/page_40-998

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.

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 and 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.

Career Guidance Seminar

The Department of Human Resource Management of the Vavuniya Campus of the University of Jaffna 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

NOW IN VAVUNIYA CAMPUS

ACHRM
Advanced Certificate in Human Resource Management

Learn the art and science of HRM in your journey to be a Chartered HR Professional

DURATION: 3 to 6 Months

MEDIUM: English

ELIGIBILITY CRITERIA: A- & A- passed students & undergraduates

COMMENCING ON: 15th May 2021
For more details, please contact: icicvc@vavuniya.ac.lk

CAREER GUIDANCE SEMINAR
 23rd May 2021 (from 10:00 am to 12:30 pm)
(Online session)

SPECIAL DISCOUNT

ONLINE PARTICIPATION

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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.

Curriculum Revision Stakeholders Workshop (Department of Finance and Accountancy)

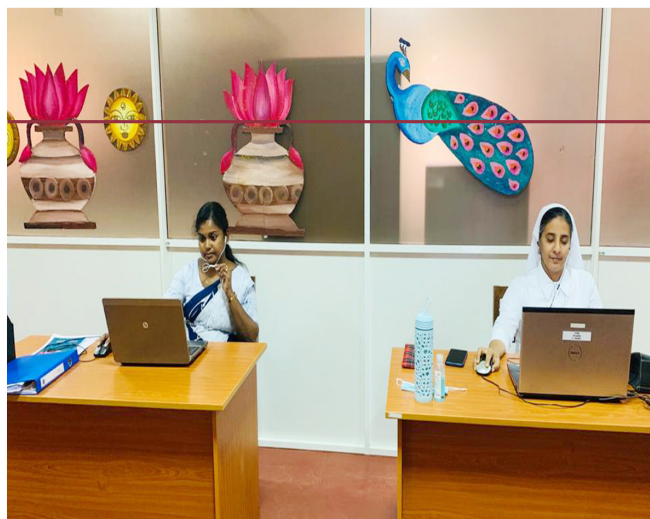


The Department of Finance and Accountancy, Faculty of Business Studies, Vavuniya Campus of University of Jaffna arranged a Curriculum Revision Stakeholders workshop on 30th May 2021 from 2.00 to 4.00 pm through zoom platform. The Chairperson Dr. (Mrs.) K. Kalainathan, the Head of Department of Finance and Accountancy, welcomed all those who were present at the meeting and described the purpose of the curriculum revision. The staff members of Department of Finance and Accountancy, Mrs. J. S. Thevaruban, Mr. C. Larojan, Mr. J. Aloy Nireesh, Mr. GRM. Gamlath, Ms. E. Panuja, and Ms. S. Kasthury and external experts were participated in the workshop. Senior Prof. (Mrs.) DSNP Senarathne, (Senior Professor in Accounting, University of Sri Jayawardenapura), Senior Prof. RPC. Ranjani, (Senior Professor in Finance, University of Kelaniya), Senior Prof. (Mr.) T.Velnampy (Senior Professor in Accounting, University of Jaffna), Prof. (Mr.) B. Nimalathasan, (Professor in Accounting, University of Jaffna), Dr. (Mrs.) R. Yogendrarajah (Professor in Financial Management, University of Jaffna), Dr. (Mrs.) L. Kengatharan (Senior Lecturer Gr. I in Financial Management, University of Jaffna) and Mrs. R. Vijayalan, Assistant Director at Central Bank of Sri Lanka were

participated as resource persons and provided useful suggestions to revise the existing curriculum.

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 2019/2020, 31.05.2021 onwards. Further, the faculty has commenced the virtual mode of online reporting system as well.



Student Events

Cultural Program - 2021

The cultural programme of 2021 of the Faculty of Business Studies was held on 15.04.2021 at 1.00 pm. 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.



Christmas Celebration

Christmas is an annual festival commemorating the birth of Jesus Christ, observed primarily on December 25th as a religious and cultural celebration among billions of people worldwide. Faculty of Business Studies students celebrated the Christmas function in the hostel premises at midnight on 24.12.2020, and all students joyfully participated in this festival. The hostel premises were decorated attractively, and the students sang melodious carols to welcome the birth of Jesus Christ. The limitless delight of praising the celebration was noticeable on the faces of all the students.



Thai Pongal

Farmers around the world celebrate the Thai Pongal festival. It is dedicated to the god sun for thanksgiving to help farmers in their 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 well made the Pongal rice and traditionally worshiped the sun and shared their spirituality, love, wishes, and happiness among them.



Organ Donation Camp

Farmers around the world celebrate the Thai Pongal festival. It is dedicated to the god sun for thanksgiving to help farmers in their 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 well made the Pongal rice and traditionally worshiped the sun and shared their spirituality, love, wishes, and happiness among them.



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, 2nd, and 3rd year 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 fasting during Ramadan because Sawm (fasting) is one of the Five Pillars of Islam. And 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 Ramadan.



Tree planting awareness by PM Club

To celebrate the world day to combat decertification 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 in 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.

Especially, 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 an 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 decertification and drought.



Digital Aid for Commerce Stream Students by Accounting and Finance Club

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

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

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

A workshop titled "Facing an Interview and Curriculum Vitae Preparation by Accounting and Finance Club

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

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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.



BEST IMPRESSION

- ◆ By Smart resume format you can give the best Impression to company .
- ◆ First Impression is last impression for job.
- ◆ You must proof your capability.

A webinar on "Land the Perfect Internship" by PM club

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 were invited as Guest speakers 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, Senior Advisor/ Treasurer of the PM Club, played a role as

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.Shafn - "Challenges and Overcoming Strategies"

The 1st webinar was successfully completed with more than 200 students' participation. This valuable webinar provided a huge approach to the students through their 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 interesting and useful 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

- IMPACT OF INTERNSHIPS ON STUDENTS' OUTCOMES**
DR. Y.NANTHAGOPAN
DEAN,
FACULTY OF BUSINESS STUDIES
VAVUNIYA CAMPUS, UNIVERSITY OF JAFFNA
- STRATEGIC PARTNERSHIP FOR INTERNSHIP**
MR. M. F. MARIKKAR
SECRETARY GENERAL
RAHAMA / FORUT
- EXPECTATIONS FROM THE INTERN STUDENTS**
ENQ. J.VIJAYABALAN
REGIONAL MANAGER
NATIONAL WATER SUPPLY AND DRAINAGE BOARD
VAVUNIYA & MANAR

COORDINATOR & MODERATOR

- MRS.S.MATHIVATHANY
SENIOR ADVISOR/ TREASURER,
PROJECT MANAGEMENT CLUB
DEPARTMENT OF PROJECT MANAGEMENT
FACULTY OF BUSINESS STUDIES
VAVUNIYA CAMPUS, UNIVERSITY OF JAFFNA

EXPERIENCE SHARING FROM PM INTERN STUDENTS

- HOW TO SELECT THE INTERNSHIP ORGANIZATION**
MR.PRATHEEPKANTH L.
NORTH AND EAST ECONOMIC DEVELOPMENT CENTRE
NO: 29/1A, TEMPLE ROAD, KURUMANKADU, VAVUNIYA
- PREPARED TO BE HIRED (QUALIFICATIONS AND SKILLS)**
MS.ASHINIKA M.M.D.M.W.
WORLD VISION LANKA
NARAGATTETAMA
- PRACTICES AND PERFORMANCE REVIEW**
: MR.HAFIS H.M.
SERVING HUMANITY FOUNDATION
ABOUL MAJEED ROAD, KINNIYA - 04, TRINCOMALEE
- CHALLENGES AND OVERCOMING STRATEGIES**
MS.SHAFFIA S.F.
DIVISIONAL SECRETARIAT, KINNIYA
TRINCOMALEE

27TH JUNE
9.30 AM

Meeting ID : 683 4685 4503
Passcode : pkE?A9I9

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

Community Enrichment Activities

Workshops and Seminars

Dr. Y. Nanthagopan conducted a webinar on Program Review Process for the academic and administrative of the University of Jaffna, organized by SDC on 16.01.2021.



Mrs. J.S. Thevaruban conducted a workshop on “Performance Auditing” for Mullaitivu District Co-Operative Development Officers, organized by the Commission of Northern Provincial Co-operative Training Institute, Kilinochchi on 24.02.2021 and 25.02.2021.

Dr. G. Jeyaseelan conducted a workshop on ***The Role of Academic language development in postgraduate opportunities***, for Academic Staff, organized by the Staff Development Center, Vavuniya Campus on 13.05.2021.

Dr. G. Jeyaseelan served as a Resource Person for the workshop on 'Practical Training in Using the English Expressions in Letter Communication' a one-day workshop, to be conducted under the Local Economic and Social Strengthening Project - Phase II for Management Staff of the Divisional Secretariat at Nedunkerny Division, Vavuniya North. It was organized by ADRA (Adventist Development and Relief Agency, Sri Lanka) on 17.03.2021.

Dr. G. Jeyaseelan served as a resource person for the workshop on English Sentence Patterns in Professional Writing for Engineers, IESL, Mannar, as a community outreach programme. It was organized by the Institution of Engineers of Sri Lanka (IESL), Mannar District Centre at Ashash Hotel in the Mannar District on 27.03.2021.

Mr. S. Harikaran conducted a workshop on “Career Guidance for Youth in Muththayankaddu GN Division, Mullaitivu District” organized by Berendina Employment agency on 23.02.2021.

Mr. S. Harikaran served as a resource person in a seminar on “University Admission - 2020/2021”, organized by Vavuniya Campus of the University of Jaffna on 4th June,2021.

Chair for Technical Sessions



Dr.T. Mangaleswaran, Dr. A. Pushpanthan, Dr.Y. Nanthagopan, Dr. K. Kalainathan and Dr.A.Rukshan served as Chairpersons at the International Conference on Contemporary Management (ICCM 2021), organized by the Faculty of Management and Studies and Commerce University of Jaffna held on 30.04.2021.

Dr. A. Pushpanthan served as session chair in the International Research Symposium on Entrepreneurship (IRSE) 2021 organized by the Department of Entrepreneurship of the Faculty of Management Studies and Commerce, University of Sri Jaywardenepura, Sri Lanka on 31.03.2021.



Dr. A. Pushpanthan served as session chair of Marketing and Supply Chain Management Track of the 4th National Research Symposium on Management 2021 organized by Faculty of Management Studies, Rajarata University of Sri Lanka on 10.06.2021.

Staff Appointments & Promotions

Students' Awards

Appointments



Ms. Jeyaranjan Prasheenaa has been appointed as a Lecturer (Probationary) in Human Resource Management in the Department of Economics and Management, Faculty of Business Studies, Vavuniya Campus of the University of Jaffna with effect from 05.03.2021.



Ms. Paulina Mary Godwin Phillip has been appointed as the Head of the Department of Business Economics, Faculty of Business Studies, Vavuniya Campus of the University of Jaffna with effect from 10.06.2021.



Dr. Thampoe Mangaleswaran has been appointed as the Acting Head of the Department of Human Resource Management, Faculty of Business Studies, Vavuniya Campus of the University of Jaffna with effect from 10.06.2021.



Dr. Alexander Rukshan has been appointed as the Head of the Department of Management and Entrepreneurship, Faculty of Business Studies, Vavuniya Campus of the University of Jaffna with effect from 10.06.2021.



Dr. Y. Nanthagopalan has been appointed as the Acting Head of the Department of Marketing Management, Faculty of Business Studies, Vavuniya Campus of the University of Jaffna with effect from 10.06.2021.



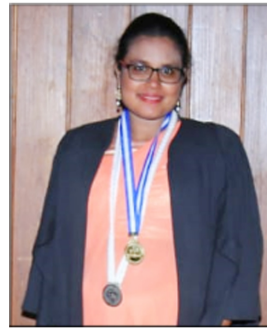
Mr. S. Thirugnanasampanthar has been appointed as the Head of the Department of Project Management, Faculty of Business Studies, Vavuniya Campus of the University of Jaffna with effect from 10.06.2021.

Promotions



Ms. Subajana Jeyaseelan, attached to the Department of English Language Teaching (DELT), Faculty of Business Studies, Vavuniya Campus of the University of Jaffna, was promoted as a Senior Lecturer Gr I, with effect from 05.06.2020.

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



Srilanka 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 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.

Alumni Founding President Speak



Mr. D. I. Pavan Senadhira
Founder President of the AAFBS
BBM Honours in Marketing Management
MBA (UOC) (UG)
General Manager
P.N. Fernando & Company (Pvt) Ltd.

It is with great pleasure that I issue this message as the founder President of the Alumni Association of the Faculty of Business Studies (AAFBS), Vavuniya Campus of the University of Jaffna. I am incredibly proud to state that I am a product of the Vavuniya Campus, which shaped and molded me for who I am today.

On 01.11.2010, I commenced my university career as a student of the 2009/2010 batch & I was lucky enough to become the first-year batch representative out of 121 batch mates all over the country. Later, in the second year, I was appointed as the Vice President of the Catholic Union of Vavuniya Campus. In the Second Semester of the third year, I was appointed as the President of the Students' Union, Vavuniya Campus of the University of Jaffna. In September 2014, I ended my academic period and left the Campus for the internship training program.

After completing all the necessary requirements, I graduated with a Bachelor of Business Management (Marketing Special) on 20.1.2016 from the University of Jaffna at the 31st General Convocation. Under the internship program, I joined in a company called 'P.N. Fernando & Company (Pvt) Ltd.' as a Marketing Executive & later on I was promoted as the Operations Manager and I currently work as the General Manager for the same company. At present, I'm reading for my MBA at the University of Colombo.

The academic knowledge that I gained during my time at the University and the opportunities received to develop my soft skills enabled me throughout my life to achieve my targets. SO, I AM BLESSED TO BE A PART OF MOTHER VAVUNIYA CAMPUS and I'm proud to be the founder President of the Alumni Association of the Faculty of Business Studies, Vavuniya Campus.



Alumni Founding General Secretary Speak



Mr. V. Kumaradeepan
Founder Secretary / Alumni Association
of the Faculty of Business Studies
(AAFBS)
BBM (Hons), PGDipM (SL), MSLIM, MCIM
(UK), MIMSL, MBA (RUSL)
Faculty of Management Studies and
Commerce
University of Jaffna.

We were the first batch, in which the students were absorbed from all over the country, in the Faculty of Business Studies of the Vavuniya Campus of the University of Jaffna. I had an opportunity to serve as the batch representative for the first year as I am fluent in all three languages, especially in Sinhala and Tamil. In the final year, I was chosen as the Secretary to the Business Studies Student Union in 2006/2007. Then as I have obtained second upper class and had the opportunity to serve as a Temporary Assistant lecturer in the Department of Economics and Management for one year from 2008 February to 2009 January. Similarly, I have some opportunities to serve as a visiting lecturer from 2009 January to 2009 July. Now I am serving as a Senior Lecturer attached to the Department of Marketing, Faculty of Management Studies and Commerce of the University of Jaffna. The Vavuniya Campus has contributed enormously to develop my career, and I am proud to be a member of Alumina of the Vavuniya Campus

Release of Newsletter, Journals and Books

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



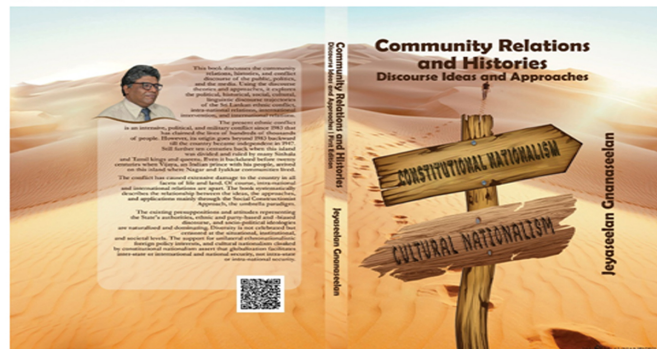
The bi-annual newsletter 2020 volume: 01 issue: 02 was launched at the Faculty of Business Studies board room on 30.12.2020 by 1.30 pm with the presence of Newsletter committee members and Faculty Board members. The newsletter's copies were received by the Dean, Heads, and the Faculty Board's external 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.

The release of the Journal of Business Management (JBM)



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.

Books



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. Thampoe 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.



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 Thampoe 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.

Newsletter Committee



From left to right: Mr.S.Venujan, Mr.K.Suthesan, Mr.T.Selvamalai, Mr.C.Larojan, Dr.Y.Nanthagopan, Ms.P.Sarmatha (Chairperson), Ms.P.Danoshana, Ms.S.Anithra.

Future Events

- ➔ *Faculty Name Board Opening - Students' Union Project*
- ➔ *Balakrishnan Memorial Speech*
- ➔ *Commencing Short Course on Entrepreneurship*
- ➔ *Signing MOU with Project Management Institute*

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