

NEWSLETTER

Faculty of Business Studies
University of Vavuniya, Sri Lanka



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Release of 8th Newsletter of the Faculty of Business Studies

The biannual newsletter 2023, Volume 04, Issue 02 launched at the Faculty of Business Studies board room on 06th March 2024, in the presence of Newsletter committee members and Faculty board members. The copies of the newsletter were received by the Dean, Professors, Heads of the department, and the members of the Faculty board from the Chief editor Mrs.



K.P.W.D.R. Weerasinghe.

Meeting with the officers of the CA Sri Lanka

A meeting was held with senior officials of the Institute of Chartered Accountants of Sri Lanka on 28th May 2024, at the dean office, Faculty of Business Studies. The meeting was specially organized to discuss signing the MoU between the Faculty of Business Studies, University of Vavuniya, and CA Sri Lanka.



Short Course on Certificate in Professional English

The Industry and Community Cell (ICIC) of the Faculty of Business Studies and Department of English Language



commenced the Certificate in Professional English course on 10th February 2024. This course is a three-month and weekend programme.

Workshop on Structure, Criteria and Graduate Profile



The Career Guidance Cell of the Faculty of Business Studies organized a session for undergraduate students on “Structure, Criteria and Graduate Profile of the honours degree program” on 31st January 2024. The dean and heads of departments served as resource persons.



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Workshop Series 06 on Capstone Project

The Department of Project Management at the Faculty of Business Studies, University of Vavuniya organized a workshop titled “Guide to Capstone Project” on 23rd February 2024, at the SH4 lecture hall. The workshop aimed to provide comprehensive guidance to final year Project Management students on the intricacies of the Capstone Project.

The event witnessed the active participation of Final year Project Management students to enhance their understanding of project identification and project plan development.



Prof Y. Nanthagopan, the Dean of the Faculty of Business Studies, graced the occasion as the resource person. He renowned for his extensive experience and expertise in project management, delivered insightful guidance and shared valuable insights with the participants.



Participatory Needs Analysis (PNA)

The Department of Project Management, Faculty of Business Studies arranged the Participatory Needs Analysis (PNA) and collaborated with the Northern Development Council (NDC) through the Presidential Secretary, Sri Lanka on March 23rd 2024. This programme was aimed to identify and prioritize the needs of rural communities for sustainable livelihood development in selected three villages; Muthumariamman Nagar, Puthur, and Paresankulam Villages, Pulliyankulam Division, Vavuniya District, Sri Lanka.



Prof.Y.Nanthagopan, Mrs.S.Mathivathany, Mr.S. Thirunanasampanthar, and Ms.S.Sharangi, were invited as resource persons to facilitate the mapping of community needs with the presence of Dr. M.M Rizvi and Eng. T. Premendrarajah, Director, Northern Development Council. In this event, the collaborative effort between community members, project management students, staff members, and NDC stakeholders has laid the foundation for sustainable development initiatives in the target villages.



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MoU Signing between Ontomatrix Pvt Ltd and Department of Marketing Management



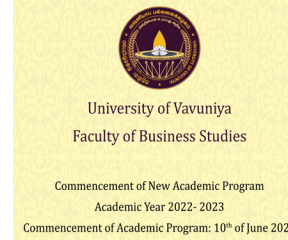
The OntoMatrix Pvt Ltd and Department of Marketing Management, Faculty of Business Studies signed a Memorandum of Understanding, at the University of Vavuniya on 14th June 2024.

The MoU entails various mutual benefits to the University of Vavuniya and OntoMatrix Pvt Ltd. Accordingly, OntoMatrix will offer paid six months internship opportunities for the students including digital marketing training in Social Media Marketing, Search Engine Optimization, Creative Design, Content Marketing and Pay Per Click Marketing, and other Digital Marketing related jobs. In addition, OntoMatrix will allow its staff to conduct guest lectures/visiting lectures for the programs offered by the Department of Marketing Management.

Prof. T. Mangaleswaran, Vice Chancellor, University of Vavuniya, Prof. Y. Nanthagopan, Dean, Faculty of Business Studies, Mr.S.A. Jude Leon, Head Department of Marketing Management, lecturers of the department, and head of other departments have participated from the University of Vavuniya.

Mr. A. Arjan, HR Manager of OntoMatrix, Mr. S.S. Edward, CMO of OntoMatrix participated in the event on behalf of the OntoMatrix Pvt Ltd.

Inauguration Ceremony of Academic Programme for Newly Enrolled Students



The inauguration ceremony for newly enrolled students was organized by the Faculty of Business Studies, for the academic year 2022/2023. The inauguration ceremony was held

on 10th June 2024 through the online platform because of the non-academic strike. The faculty welcomed students for the programme for Business Management, Banking and Insurance, Project Management degree programs. In the inauguration ceremony, the Dean, Faculty of Business Studies, Prof. Y. Nanthagopan addressed the students and warmly welcomed them. The welcome address was followed by inaugural address which was delivered by Prof. T. Mangaleswaran. All the lectures commenced on this day via a virtual platform until the executive and non-academic strikes are called off.

Major Revision of Undergraduate Curriculum

The major revisions were made to the undergraduate curricula for the BBM honours degree programme: Accounting and Finance, Marketing Management, Business Economics and Human Resource Management, based on inputs from academia, external experts, industrialists and stakeholders.



The revisions' main objective is to meet the requirements and demands of the current and future job market and meet the Sri Lanka Qualifications Framework guidelines. The revised study programmes have been approved by the university council and sent to the UGC for approval. The faculty plans to implement new curricula starting in the 2024/25 academic year.

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A Workshop on Curriculum Development for New Degree Programme - BBM Honours in Business Information Systems

The faculty has organized a Curriculum Development workshop on 28th June 2024. Dr. A. Rukshan, Chairperson of the Curriculum Development Committee, facilitated the workshop. The curriculum which integrates 60% of its total credits from computing modules in Information Systems and 40% from Business Management. Esteemed experts from the IT industry and academia across Sri Lanka attended the full-day event, offering valuable suggestions to enhance the curriculum further.



The First Batch of BBM Honours in Entrepreneurship

The 1st batch of students are admitted to the BBM Honours in Entrepreneurship degree program from the Academic Year 2022/2023. Totally, fourteen (14) number of students enrolled to this degree programme. It is offered by Department of Management and Entrepreneurship, Faculty of Business Studies, University of Vavuniya.



The First Batch of BBM Honours in Banking and Insurance

The first batch of students are admitted to the BBM Honours in Banking and Insurance degree programme from the Academic Year 2021/2022. Totally, thirty-nine (39) students enrolled to this degree programme. It is offered by Department of Finance and Accountancy, Faculty of Business Studies, University of Vavuniya.



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Soft Skill Trainings for MAG's Staff

Soft Skills Development Programme to MAG Staff



Soft skills development training workshop was conducted for intermediate managers, and operations staff on 25th & 26th March 2024, at Reecha Hotel, Pachchilaippalli, Iyakkachchi for batch II. Prof. Y. Nanthagopan, and Dr. R. Pushpakanthan were participated as resource person of this workshop. Mr.S.Sivanenthira, Coordinator, University of Vavuniya, and MAG, Mr. T.Santheooran, Mr. Vijay, Ms. Saranja contributed to enhance the residential workshop.

Another soft skills development training workshop was conducted on 27th and 28th June 2024, at Reecha Hotel, Pachchilaippalli, Iyakkachchi for batch III and IV under the guidance of Mr. S. A. Jude Leon, Mr. S. Sivanenthira, and Dr. R. Pushpakanthan.



Capacity Building Training for MAG Female Staff

This workshop was conducted for MAG's female demining workforce. The workshop included 18 hours practical lectures and field activities. Day 01, Mr. S.A. Jude Leon, Head Department of Marketing Management and Mr.S.Sivanenthira, Coordinator, Industry Community Interaction Cell (ICIC) conducted the first session on 02nd May 2024 which mainly focused on motivation and self-confidence. Day 02, Mr. S. Harikaran, Head, Department of HRM and Mrs. M.R.F. Aqeela, Lecturer, Department of HRM conducted second session on 29th of June 2024 which mainly focused on emotional intelligence.



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ICT Training for MAG Staff



Industry Community Interaction Cell (ICIC), Faculty of Business Studies and Mines Advisory Group (MAG) conducted a training on “Information and Communication Technology” to the MAG Staff. The workshop was organized for three days including 18 hours of lectures. The workshop for batch-I was conducted as a training workshop under the guidance of Dr. A. Rukshan, Mr. S. Sivanenthira and Mr. S. Theivamainthan on 29th June, 30th June and 01st July 2024.



Workshop on Personal Finance Management for MAG Staff



Industry Community Interaction Cell (ICIC), Faculty of Business Studies and Mines Advisory Group (MAG) conducted a training for the MAG Staff. The workshop was included the sessions on income, money management, spending and credit, saving and investing. It was organized for two days for batch-I including 12 hours of lectures. The workshop conducted under the guidance of Dr. K.Kalainathan, Mrs. J.S. Thevaruban. Mr. L. Larojan, Mr. N.Pratheepan and Mrs. J. Manthahine on 30th June and 01st July 2024.

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Human Resource Club Activities

Sugar Cane Juice Stall



HR Club of the Faculty of Business Studies, initiated a Sugar Cane Juice Stall on 6th April 2024 in the faculty premises during the Avurudu Festival of the faculty. This event was specially organized in this summer season with the aim of providing more

hydrating juices to provide adequate vitamins and minerals that would boost immunity of the students and staff of the University. The students and staff along with their family members participated and enjoyed this event which was a resounding successful programme that provided a unique enjoyable experience to the participants. And this event strengthened the community engagement of the HR Students and provided them with the experience of running an entrepreneurial endeavor.



Student Events

Webinar on Lets Learn Canva



A webinar titled “Lets Learn Canva” was conducted by the HR club, for the undergraduates of the faculty on 31st March 2024. The main purpose of this workshop was to introduce and familiarize the Canva tool for the students to utilize that tool effectively to design interactive presentations and to enhance their presentation and poster-making skills. Mr. Nusair Ahamed, Senior Software Engineer, Swivel Tech was invited as the resource person to the event. This webinar provided practical exposure and insights to the students to handle the Canva tool to make effective, interactive and creative presentation slides and posters for their academic purposes.

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Webinar on Competency Canvass for a Modern-Day HR Professional

The HR Club has organized a webinar titled "Competency Canvass for a Modern-Day HR Professional" on 28th June 2024. The webinar was conducted via zoom. It was provided a comprehensive exploration into the evolving landscape of human resources. The aim of this webinar is to explore on the competencies required for HR professionals to thrive in the modern workplace



HR CLUB PRESENTS
Webinar on
"Competency Canvass for a Modern Day HR Professional"

Gain knowledge about competencies needed to be a part in modern organizations

07.00 Pm - 08.00 Pm
28th JUNE 2024, FRIDAY



Scan to Join

Mr. Ahmed Hannan
Manager - Human Resource Development
Royal Ceramics Lanka PLC

The keynote speaker, Mr. Ahmed Hannan, Manager- Human Resource Development, Royal Ceramics Lanka PLC emphasized the dynamic nature of HR roles, highlighting the shift from traditional administrative functions to strategic business partners.

He outlined the core competencies necessary for

contemporary HR professionals, including strategic thinking, digital fluency, data-driven decision-making, and emotional intelligence. Mr. Ahmed further stressed the importance of continuous learning and adaptation to keep pace with technological advancements with the changing workforce demographics.

The webinar concluded with a Q&A session where attendees could address their queries to the speakers. This segment facilitated a deeper understanding of the practical applications of the discussed competencies. Feedback from participants indicated a high level of satisfaction with the content and delivery of the webinar.

Workshop on Building a Fortunate Future for Youths

Workshop on "Building a Fortunate Future for Youths" for the Kovilkulam Children home students was organized by the HR club of the Faculty of Business Studies on 5th April 2024 in Kovilkulam Children Home, Vavuniya. The target audience of this workshop was the girls who were over 16 years and completed their O/L and A/L examinations. The major aim of this event was to provide insights to the students regarding their next career and educational path in life and to build confidence in their life.



ECON Club Activities

Ice Cream Selling



The Econ Club organized an Ice Cream Sale as its first and foremost activity. It was held on the 15th of February 2024, in front of Soosairathnam Block.

The main purpose of this activity is to raise funds with the contribution of all the members.



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Project Management Club

Activities

Workshop Series 10 on How Project Quality Assurance Impacts on Operational Excellence: Strategies and Challenges

The Project Management Club presented a workshop series 10 on “How Project Quality Assurance Impacts on Operational Excellence: Strategies and Challenges” on 7th February 2024. 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. All the first-year, second-year and third-year Project Management students actively participated in the workshop.



Cluster Programme-Series 3

Project Management Club arranged Two Cluster Programmes on 20th March 2024 for the students and faculty members.



Marketing Club Activities

Dengue Preventing Campaign



Marketing club organized Dengue Preventing Campaign within the faculty premises, with the active participation and contribution of marketing club members and lecturers on the 14th February 2024. The purpose of that campaign is creating a suitable environment by cleaning the university area to eradicate dengue which is spreading these days.



A webinar on Mastering the Art of Sales Management: Strategies for Success

The Marketing club arranged the webinar on “Mastering the Art of Sales Management: Strategies for Success” on 17th June 2024. The main objective of this webinar is to understand the essentials of sales management in a current marketing context.

A poster for an online webinar. The text on the poster reads: "Marketing Club Faculty of Business Studies University of Vavuniya Online Webinar series II Mastering the Art of Sales Management : Strategies for Success 'Unlock the secrets to driving sales excellence and achieving outstanding results in your career! Join us for an insightful session packed with proven strategies and expert tips.' Date July 17th, 2024 Time 03.00 PM Join with Us Via Zoom Meeting ID: 742 208 3459 Guest Speaker Mr. Kumudu De Silva Head of Sales, Resident, Confolandres (Pvt) Ltd Former Senior Area Sales Manager, Unilever Sri Lanka 12966-2020". There is a circular portrait of the guest speaker, Mr. Kumudu De Silva.

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A Webinar on Discovering Your Potential: Unlocking the Motivational Power within You

Marketing club arranged a webinar on Discovering Your Potential: Unlocking the Motivational Power within You on 17th April 2024. Ms. J Nirojan, Senior Lecturer, Department of Human Resource Management, University of Jaffna, was the resource person for this webinar.



Accounting Club Activities Vehicle wash

Vehicle wash activity was conducted by Accounting and Finance Club on 14th February 2024, at the entrance of the University of Vavuniya. The objective of the vehicle wash activity was "Fundraising". It included body washing and vacuum cleaning of the vehicles. This activity was conducted successfully with the support of all faculty and nonacademic staff and students.



Free juice stall

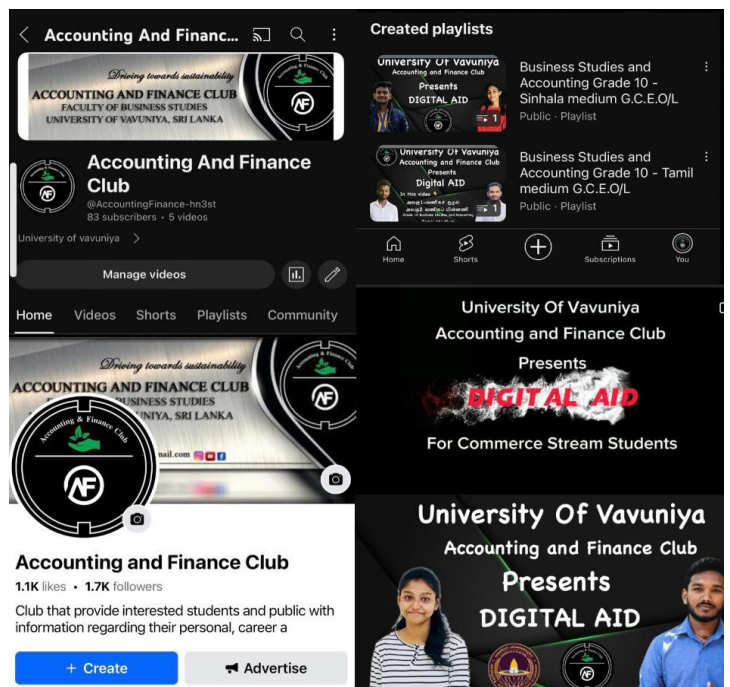


A free juice stall was opened by Accounting and Finance Club on 21st February 2024, at the University premises for the refreshments of students and staff at the Thai Pongal festival. This charitable activity was to contribute to

our students and staff to quench their thirst.

Digital Aid 3rd Programme

Digital Aid 3rd programme was organized by the Accounting and Finance Club on 13th March 2024, and made a fresh step in the YouTube platform. A YouTube channel was created for the Accounting and Finance Club to enhance the Digital Aid programme. It was launched in both Sinhala and Tamil medium. This program was to improve the knowledge of the Ordinary-Level (O/L) and Advanced-Level (A/L) students in the commerce stream.



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Launching of Club T-shirt

Accounting and Finance club launched their club T-shirts on 9th April 2024. The objective of the T-shirt launch was to raise funds for conducting future club activities.



Supportive Seminar for G.C.E Ordinary Level Students

Supportive seminar for Ordinary-Level commerce subjects was conducted by the Accounting and Finance club on 21st March 2024, at Vavuniya Puthukulam School and Vavuniya Tharanikkulam Ganesh Vidyalayam. The objective of this event is to provide educational support for the students in Commerce subject to face their final examination successfully.



Educational Guidance for G.C.E Ordinary Level Students

Educational Guidance for Ordinary-Level (O/L) for Commerce stream was conducted by the Accounting and Finance Club of the Faculty of Business Studies, on 18th April 2024, at Kanapathy Hindu Ladies Maha Vidyalayam Colombo. The objective of this event is to provide educational support to the students in Commerce subject to face their final examination successfully.



Solid Waste Management Programme

The Solid Waste Management Programme was conducted by Accounting and Finance Club on 9th April 2024. This programme was initiated in collaboration with the Vavuniya South Pradeshya Sabha by receiving the donation of 12 dustbins to the club. The aim of this event is to maintain a proper solid waste management system in the university premises.



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Community Events

Workshops

Prof.A.Pushpanthan served as a resource person for the seminar on “Functional Accounting” at the Department of Commerce with Computer Applications Dr.SNS Rajalashmi College of Arts and Science, Coimbatore, Tamil Nadu, India, on 03rd March 2024.

Prof.Y.Nanthagopan served as a resource person for a seminar on “How to conduct the Capstone Project” for the skill development programme for the Project Management students on 17th March 2024.



The flyer is for a 'Course Facilitator Session 1' on 'FUNCTIONAL ACCOUNTING' for 'I Bcom CA'. It is a 'Venue : Google Meet' session on '21.03.2024, 11:00AM-12:00PM. ONLINE'. Logos for 'Entrepreneurship Development Institute of India', 'Sri Lanka Institute of Information Technology', and '3P' are at the top. The Department of Commerce with Computer Applications is mentioned. A circular photo of Dr. Ambalamb Pushpanathan is on the right, along with his contact information: '09847902784' and 'Pushpa4302@yahoo.com'. A QR code is labeled 'Scan For profile'.



Prof.Y.Nanthagopan, Ms.S.Mathivathany and Mr.S.Thirugnanasampanthar attended as resource persons for the workshop on “Participatory Need Analysis”, in Muthumariamman Nagar, Puthur, and Paresankulam Villages, Pulliyankulam Division, Vavuniya district, organized by Northern Development Council (NDC) through the Presidential Secretary, Sri Lanka in collaboration with the Department of Project Management, Faculty of Business Studies, University of Vavuniya, on 23rd March 2024.

Dr.Poongothai Selvarajan served as a resource person for a workshop on “Students’ Counselling and Mentoring”, arranged by the Staff Development Centre, University of Vavuniya (SDC) on 24th April 2024.

Mr. S. Hariharan served as a resource person at Vavuniya for a workshop on “Leadership for positive change”, at SEEDS on 28th April 2024.

Mr. S. A. Jude Leon served as a resource person for the workshop on “Professional Skills Development” for school leavers, on 20th April, 2024 at IDM Nations Campus, Vavuniya.

Mr. S. A. Jude Leon served as a resource person for the workshop on “Soft Skills Development” for MAG drivers, on 27th and 28th April, 2024 at Reecha Hotel, Iyakkachchi.

Mr. S. A. Jude Leon served as a resource person for the workshop on “Motivation and Self Confidence” for MAG staff held on 02nd May 2024 at the Faculty of Business Studies, University of Vavuniya.

Dr. Ravinthirakumaran Navaratnam served as a resource person for the workshop on “Economics for everyone, Improving Economic Literacy and Accessibility”, organized by Department of Animal Production and Health, Vavuniya on 05th June 2024 and on 12th June 2024.



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Prof. A. Pushpanathan, Prof. Y. Nanthagopan, Dr. K.Kalainathan and Dr. A.Rukshan served as one of the chairs in the Technical Sessions at the International Conference on Contemporary Management (ICCM) - 2024 held on 12th June 2024 organized by Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka.

Mrs. J.S.Thevaruban served as a resource person in the seminar on “University Admission and Guidance” for the G.C.E (A/L) students, 2023 batch, organized by the Career Guidance Unit, University of Vavuniya on 12th June 2024.

Dr. Ravinthirakumaran Navaratnam served as a resource person for the workshop on “Capacity Development Programme for the G.C.E (A/L) Economic teachers”, organized by the Ministry of Education on 20th June 2024.

Mr. S. A. Jude Leon served as a resource person for the workshop on “Soft Skills Development” for MAG drivers held on 27th and 28th June 2024 at Reecha Hotel, Iyakkachchi.

Mr.S.Harikaran and Mrs.MRF.Aqeela were the resource persons for the “Women Capacity Building Training” for MAG staff under the topic of “Emotional Intelligence” on 29th June 2024.



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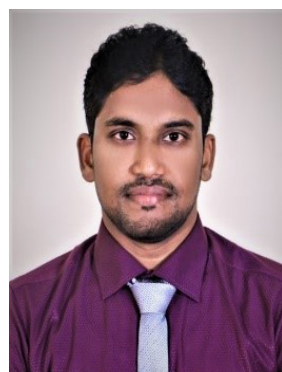
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Staff News

Staff Promotion



Dr. Jeyaseelan Gnanaseelan has been promoted to Professor in English at the Department of English Language Teaching, Faculty of Business Studies with effect from 11th November 2022. Prof. G. Jeyaseelan is the first professor in English in the University of Vavuniya, Sri Lanka. He has been serving at the DELT, Faculty and the University for the last 30 years in all capacities. He represented the University at the national level in all UGC initiatives in ELT



Mr. Arulappan Sebarajah has been promoted to Instructor in English (Gr II) in Department of English Language Teaching, Faculty of Business Studies with effect from 24th February 2024.



Prof. W.R.P.K. Fernando has been appointed on an assignment basis as Professor in the Department of Human Resource Management, for one year from 01st February 2024 to 31st January 2025 during his sabbatical leave from the University of Kelaniya of Sri Lanka.

Newsletter Committee



Ms. J. Manthahine | Mrs. KPW Dilhani | Prof. Y. Nanthagopan | Mr. A. Sebarajah | Mr. S. Douglas
(Member) (Editor-in-Chief) (Dean|FBS) (Member) (Member)

FUTURE EVENTS

- Signing MoU with Institute of Chartered Accountants of Sri Lanka
- Signing MoU with LOLC Life Assurance Limited
- Research Conference on Business Studies (RCBS) - 2024
- Career Guidance Seminars by Professional Institutions
- Undergraduate Research Conferences
- International Project Management Day
- Awarding Ceremony - Certificate in Professional English
- Undergraduates Internship Placements
- Commencement of Diploma in Personal Financial Management



CONTACT

Faculty of Business Studies
University of Vavuniya,
Pampaimadu Vavuniya.
+94 24 222 8231
<https://fbs.vau.ac.lk>

