

NEWSLETTER

FACULTY OF BUSINESS STUDIES
UNIVERSITY OF VAVUNIYA, SRI LANKA

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Release of 9th Newsletter of the faculty of business studies.

The bi-annual newsletter 2024, Volume 05, Issue 01 launched at the Faculty of Business Studies board room on 04th September 2024, with 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 Chairperson Mrs. K.P.W.D.R. Weerasinghe.



Alumni Association Seminar on Education Guidance

Alumni Association of the Faculty of Business Studies arranged seminar on 15th July 2024 for both undergraduates and graduates. It guided students to explore the opportunities to study abroad.



Alumni Association Seminar on Career Guidance

Alumni Association of the Faculty of Business Studies arranged this seminar on 25th July 2024 by Alumni members. It detailed on helping participants to navigate their career paths by enhancing awareness of opportunities, developing key skills like resume writing and interview preparation, and building confidence through real-world scenarios.

 A.G.M. Illias Visiting Lecturer in Business Management at BCAS Kalmunai Campus	 G.Y.N. Gunathilaka PhD Student, University of East Anglia, United Kingdom	 Y.M.D.S.G. Yapa Associate Project Manager	 P.J. Lakshmi Renukha Fernando Junior Executive I, Sampath Bank	 R.D. Saman Pathpa Yunsara English teacher and Entrepreneur
When: 25.07.2024 Time: 6.30 pm Zoom https://learn.zoom.us/j/94287449610?pwd=3tW2aBhCEXpZOOLJHZ0iwqt9Ug6Tm.1				

FACULTY EVENTS

Establishment of Centre for Business Research

The Faculty of Business Studies formed a vessel of research called 'Centre for Business Research' on the recommendation of the Senate and the approval of the Council at its 32 meeting held on 27th of July 2024.

The aim of this initiative is to gain, disseminate, and share the research exposure among the faculty academic staff in order to improve their research capacity through availability of internal and external experts and events in



research, especially in business minded research. Mr. G.R.M Gamlath has been appointed as the first coordinator of the Centre for Business Research.

Inauguration Ceremony for the New Academic Year 2022/2023

The inauguration ceremony for the 2022/2023 academic year was organized on 29th July 2024. The dean, Prof.Y.Nanthagopan addressed the students and warmly welcomed them to be a part of this historic institution. The inaugural speech was delivered by the vice chancellor, Prof. A. Atputharajah. All the heads of the departments of the Faculty of Business Studies and staff members also welcomed the newcomers and gave them words of wisdom and blessings.



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Orientation program for the Academic Year 2022/2023

The orientation program for the academic year 2022/2023 was conducted from 31st July to 28th August 2024 to acquaint the new students with the university education system, academic rules and facilities in the university. During the orientation program days, the students were engaged under various sessions such as “LMS, ZOOM & Cyber Security”, “Students’ Code of conduct”, “946 Circular and Students’ Life at University”, “Introducing Student & Welfare Division”, “Introducing the role of senior students’ counselor”, “Introducing the Mentoring System of the Faculty of Business Studies” and the “Role of the Library in University Education.”



Students' Field Visit

Department of Project Management

Third-year, Project Management students visited Mynah Farm Guest House and Training Centre, Jagathees Dairy Factory, and various business locations in Batticaloa on 12th & 13th July 2024. The objectives of this field visit were to explore how success can be achieved through small-scale entrepreneurship, examine the role of women’s empowerment, and enable students to observe and study diverse industries operating in different geographical contexts. The Department of Project Management organized a field study visit for fourth-year students to project-based organizations in Colombo on 25th - 26th September 2024. The visit included Port City Colombo, the Central Environmental Authority, Lotus Tower, and Unidil Packaging. It supported students to identify real-world project management practices in construction, environmental management, and manufacturing.



Department of Human Resource Management

The department of HRM organized a field visit to Omega Line Vavuniya Apparels, a leading garment manufacturing company on 7th September 2024. It provided practical insights to the students on human resource management practices in a large-scale operation.



70 students from final year and third year participated for this visit. This initiative aimed to bridge the gap between classroom learning and real-world HR applications by offering students exposure to key HR processes, employee engagement practices, health and safety measures and operational strategies in the apparel sector.

Department of Marketing Management

The Department of Marketing Management organized a field visit on 12th September 2024 for the course unit ‘Customer Relations in Marketing’. The visit included 26 final year students and two lecturers to Layard’s Wharf at Havelock City Mall, owned by Food Studio Pvt Ltd, one of Sri Lanka's renowned food chains.



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Department of Management and Entrepreneurship

The department of Management and Entrepreneurship organized a field visit on 06th and 7th September 2024. In the first day, the students visited the Katunayaka Export Processing Zone (KEPZ). The second day of the visit involved three groups visiting various businesses in the Puttalam district such as Wariz brand (dry fish business), Blue Ripples (floating restaurant), Sathya Enterprises (salt company), Kandiah Beach Family Restaurant, Tech 2 Computer, We 5 Advertising Service, Zam Zam Mixer Company, and V Style Garment and Lakvijaya Power Plant, and they discussed eco-friendly designs used at Dolphin Beach Makara Resorts in Kalpitiya. This field visit provided numerous benefits, including identifying the entrepreneurial environment, raising awareness of real-world business situations, visiting and interviewing various business locations, and recognizing business opportunities in the Puttalam district, along with local specialties.



Undergraduate Research Symposium on Project Management

The Department of Project Management organized the first Undergraduate Research Symposium on Project Management (URSPM) on 02nd August 2024, supported by the USAID and SAFE Foundation with the participation of the PMI Sri Lankan Chapter and other partners. The event featured keynote speeches, technical sessions (70 papers), and panel discussions, fostering academic excellence and student engagement in project management researches.



MOUs (Industry Partnership) with the Puttalam ICT Association and Safe foundation

The Faculty of Business Studies signed two MOUs (Industry Partnership) with the Puttalam ICT Association and SAFE Foundation on 02nd August 2024. The partnership aims to enhance the Bachelor of Business Management Honours in Project Management program and promote project management applications for sustainable development in Sri Lanka. This organizational collaboration is expected to lead to the implementation of internship and placement for undergraduate students.



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Certificate Awarding of the English Short Course Program

The first awarding ceremony for Certificate in Professional English was conducted on 10th August 2024. The Industry and Community Cell of the Faculty and Department of English language commenced three months course on 10th February 2024.



Workshop on Academic Writing

The Department of Project Management organized a workshop on Academic Writing, conducted by Prof. G. Jeyaseelan on 28th August 2024.

The session aimed to enhance students' academic writing skills, covering essential techniques for structuring research papers, proper citation methods, and improving clarity in writing. The interactive workshop provided practical guidance and strategies for effectively presenting ideas in an academic context. The session was well-attended by students and faculty members, and it emphasized the importance of strong writing skills for academic success and research.



Workshop on Reviewing Literature: Based on the Research Problem and Objectives

The Department of Project Management organized a workshop on Reviewing Literature: Based on the Research Problem and Objectives, led by Dr. N. Ravintirakumaran on 29th August 2024. The workshop focused on guiding students through the process of conducting literature reviews, emphasizing how to align them with research problems and objectives.

It provided participants with strategies for identifying relevant sources, analyzing existing research, and synthesizing information to strengthen their own work.



Workshop on Navigating Innovation: Strategies for Creative Entrepreneurs

The workshop was organized on 2nd September 2024 with aim of guiding students to generate novel ideas in the business world as an entrepreneur. The resource person of this workshop was Dr.S. Sithamparanathan, Founder and president at PervasID.



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The 5th Research Conference on Business Studies (RCBS) 2024

The Faculty of Business Studies arranged 5th RCBS on 30th September 2024, under the theme of "Unlocking Business Frontiers: Exploring Innovations and Knowledge Diffusion", attracted participants from various business sectors, academic institutions, and industries.

The opening speeches included a Chief Guest Speech by Prof. Sampath Amarathunge, Chairman of the University Grants Commission, Sri Lanka, and a Keynote Speech by Prof. Arosha S. Adikaram, Professor of HRM, University of Colombo. Special Guest Speech given by Prof. A. Atputharajah, Vice Chancellor, University of Vavuniya.



Professional Bodies, who were key partners and supporters of this event, including the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka), the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Personnel Management (CIPM), the Institute of Certified Management Accountants of Sri Lanka (CMA), Sri Lanka Institute of Marketing (SLIM), Institute of Bankers of Sri Lanka (IBSL), Project Management Institute, Sri Lankan Chapter and Responsible Project Management.

The conference was packed with insightful discussions, including multiple special guest speeches, panel discussions, and technical sessions, focusing on emerging trends in business studies, entrepreneurship, and knowledge sharing. Key speaker, Dr. Karen Thompson from the University of Southampton who shared their perspectives on business innovations and sustainable project management.

These six sessions provided a platform for nearly 70 authors to present a total of 49 papers, showcasing cutting-edge research across multiple disciplines, including finance, human resources, marketing, economics, project management, entrepreneurship, and tourism. The discussions highlighted emerging trends and innovative solutions, offering valuable insights for academia and industry.

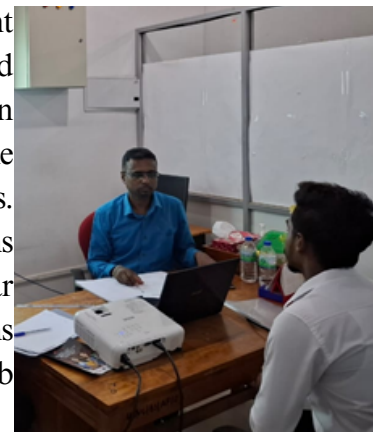
MoU signing event between the Faculty of Business Studies and CA Sri Lanka

MoU signing between the Faculty of Business Studies and CA Sri Lanka was held on 30th September 2024 to strength the collaboration in education and professional development. The event marked a significant step toward enhancing the University's ties with industry leaders, particularly in Accounting and Finance.



Internship Placement Interview

Internship Placement Interviews were conducted with thirty organizations on 01st October 2024 by the Faculty of Business Studies. The organizations interviewed final year students for six months internship and job placement.



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Industry Exhibition

An industry exhibition was inaugurated at the Faculty of Business Studies premises as a part of the RCBS conference on 30th September and 01st October 2024. The exhibition featured 50 local entrepreneurs showcasing their products and services, highlighting innovation and entrepreneurial growth in the region. The event provided a platform for networking, knowledge sharing, and fostering business opportunities between the university community and local entrepreneurs.



Career Guidance Seminars

The Faculty of Business Studies invited six professional bodies, including the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka), the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Personnel Management (CIPM), the Institute of Certified Management Accountants of Sri Lanka (CMA), Sri Lanka Institute of Marketing (SLIM), Institute of Bankers of Sri Lanka (IBSL), and Project Management Institute for a Career Guidance Seminars on 01st October 2024. The seminar targeted both undergraduates and school students, providing career advice and information on professional courses.



Undergraduate Research Symposium on Accounting and Finance

The symposium was held on 13th September 2024 as part of International Accounting Day celebrations. The event provided a platform for students to present their research findings, enhance their understanding of key concepts, and engage in academic discourse.



A Workshop on Project Management Principles

This workshop was held on 12th September 2024. The session featured renowned guest speaker Mr. Siva Sivalogan, President and Founder of exPERTcon. During the workshop, he discussed key project management principles, emerging trends, and potential opportunities in the field.



Visit of Ruhuna University Students

Forty students and staff from University of Ruhuna visited Faculty of Business Studies on 10th December 2024. The aim of this visit is to make the collaboration among the students and share a variety of resources and experiences, fostering collaboration and community. The event was highlighted the topics on Ramayana concept, tourism and destination culture.



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Cultural Night and Annual Awarding Ceremony

Cultural Night and awarding ceremony was held on 31st September 2024, at the faculty premises. The student clubs were awarded to the top three students clubs based on the performance reviewed by the independent evaluation panel. The first place was won by the accounting club, second and third place were won by the PM club and HR club. The students research excellence awards were provided to the students those who got overall best results for their final year dissertation works in 2017/2018 batch: H. Pakkiyarasah, Department of HRM; M. Subapriya, Department of Business Economics; W.B.P.Dilrukshi, Department of Accounting and Finance; J.L.Jensika, Department of Marketing Management; M.A.D. Umanga, Department of Project Management. The night also featured amazing performances, showcasing the diverse talents of students.



Strategic Planning Workshop

The Strategic Planning and Review Workshop was organized by the Faculty of Business Studies on 18th December 2024. The resource persons of this workshop are Prof Y. Nanthagopan/ Chairperson, Committee for Strategic Planning and Monitoring/ Faculty of Business Studies, Prof Suresh Surendran/ Visiting Professor, Faculty of Business Studies, and Mr. S. Harikaran/ Co-Ordinator, Committee for strategic Planning and Monitoring. The chairperson outlined the objectives and anticipated outcomes of the workshop. This was followed by a presentation on the progress of activities from the previous year of the faculty; and draft strategic plan for 2025–2029. Thematic group discussions were conducted among five groups.

The participants included vice-chancellor, professors in the Faculty of Business Studies, heads of departments, academic staff, registrar, bursar, executive staff, technical officers, instructor/DELT, alumni, students' representatives from Fourth-year students, external stakeholders from government, private and non-governmental organizations, and Entrepreneurs.



STUDENT UNION ACTIVITY

FOBS Week

The Student Union, Faculty of Business Studies organized "FOBS-2024", from the 31st August 2024 until the 11th September 2024. The objectives of this event are to promote togetherness, sportsmanship, and healthy competition among students in the faculty. Ultimately, fourth-year students secured the championship with a total of 257 points, while third-year students attained first runner-up with 250 points, and second-year students gained second runner-up with 181 points.



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ECON CLUB

Webinar on Mastering Effective Research Techniques

The Economics Club organized an online webinar titled 'Mastering Effective Research Techniques' on 7th August 2024. The session was conducted by Professor M.A. Yasantha Madurapperuma, Head of the Department of Business Economics at the Faculty of Management & Finance, University of Colombo.

The purpose of this webinar was to provide participants with essential knowledge on how to conduct thorough and effective research.



Beautification of University Premises

The Economics Club undertook a beautification project on 01st September 2024, transforming the backyard premises of Soosairathnam and Balakrishnan Blocks throughout the day. The purpose of this beautification project was to create a visually pleasing environment that fosters a positive atmosphere for learning, creativity, and personal growth.



Edu Aid-Session 2 Seminar

The Economics Club organized the Edu Aid-Session 2nd seminar for Advanced Level (A/L) students ofth Poovarasakulam Tamil Maha Vidyalaya on 05 September 2025. Fifteen students participated in the seminar, which focused on enhancing key skills such as time management (including strategies for allocating time to individual questions)



STUDENTS EVENTS

ACCOUNTING AND FINANCE CLUB

Corn Stall at the Spirit Cricket Match

A corn stall was set up on 04th August 2024, during the Spirit Cricket Match, at the university playground. This activity was organized with the purpose of fundraising and offering students the enjoyable experience of delicious corn.



Guidance Program for Undergraduate Research and Internship

The Accounting and Finance Club organized a guidance program on 07th August 2024 for final-year students from all disciplines, focusing on their undergraduate research and internship experiences. The aim of this workshop was to provide students with a clear understanding of how to effectively undertake an undergraduate research project and internship. Mr. G.R.M. Gamlath, Senior Lecturer in the Department of Finance and Accountancy was served as the resource person of this program.



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Shramadana Campaign

The Accounting and Finance Club conducted a shramadana campaign in VAROD on 28th August 2024, to promote community service, foster a sense of social responsibility, and build community cohesion.



5S Implementation

The Accounting and Finance Club implemented 5S system in the vehicle parking of the Faculty of Business Studies on 31st August 2024.



Beautification of the faculty premises

Beautification of the faculty premises was done by Accounting and Finance Club on 10th September 2024. The objective of this event is to beautify the faculty premises and provide students use that area for relaxing and taking photos.



Walk for green future

Walk for green future was organized by the Accounting and Finance Club on 13th of September 2024 ahead of International Accounting Day. The motive of this event is to raise public awareness about environment protection and sustainability and to develop community engagement to work towards a common goal.



Quiz competition

Quiz competition organized by Accounting and Finance club on 13th of September 2024 ahead of International Accounting Day. The best performers were awarded on International Accounting Day.



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Support seminar for G.C.E Advance Level students

Accounting and Finance club conducted support seminar for G.C.E.A/L Students on 4th of October 2024 at B/Welimada Muslim Maha Vidyalaya. The objective of this seminar is to provide educational support for their final examination. In addition, seminars on Advanced Level Accounting were conducted for the students at Vavuniya Puthukulam National School and Vavuniya Tharanikkulam Ganesh Vidyalayam on 30th August 2024.



HR Club

Seminar on Challenges and Opportunities for Management Graduates

The seminar on “Challenges and Opportunities for Management Graduates” was held on 21st August 2024, with the objective of providing insights into the opportunities and challenges that undergraduates may encounter in pursuing their future ambitions and to equip graduates with the knowledge and skills needed to navigate the complexities of their careers. The seminar was conducted by Ms. B. Shanmugarajah and facilitated by Mr. Jerad Milvin from the Royal Academy of Professional Studies.



Providing Dry Rations to the Cleaning Staff

The HR Club organized a project to provide dry rations to the university's cleaning staff on 22nd August 2024. The primary objective was to extend tangible support and express gratitude for their invaluable contributions to the university community. The HR Club procured dry rations consisting of rice, lentils, wheat flour, sugar, milk powder, and other essential food items.

Club members volunteered their time and effort to package these supplies into individual parcels to facilitate smooth distribution. The project successfully benefited 27 members of the cleaning staff.



HR Club T-Shirt Distribution

The HR Club organized a T-shirt distribution event to promote club identity, enhance member engagement, and foster a sense of belonging among its members on 04th September 2024.

The T-shirts, featuring the HR Club logo along with the department and university names, were available in various sizes to accommodate all participants.



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Training of Trainers (ToT) Program for University Students on Drug Prevention

The HR Club conducted a Training of Trainers (ToT) Program on Drug Prevention, aimed at HR Specialization students on 12th and 13th September 2024.



The program focused on equipping students with the knowledge and skills to effectively deliver drug prevention education to younger audiences in schools. This initiative is a part of a broader effort to combat drug abuse by empowering students to serve as ambassadors of drug prevention in their communities. In addition to theoretical knowledge, participants engaged in practical exercises, including scenario-based learning, which helped develop their communication and presentation skills.



Webinar on Literature Review Writing

The HR Club organized a webinar on Literature Review Writing for final-year students on 19th September 2024. The session was led by Dr. Bindu Nandakumar Menon, Associate Professor, Chhatrapati Shahu Institute of Business Education and Research. The purpose of the webinar was to guide students through the essential steps of writing a literature review, a critical component of their final-year theses and projects.

The webinar also provided a step-by-step guide on how to search for relevant academic sources, critically evaluate them, and synthesize findings into a cohesive narrative.

An interactive Q&A session followed, where students asked questions about challenges they face in their literature reviews, such as handling large volumes of information and reconciling conflicting research findings. Dr. Bindu offered tailored advice to help students overcome these obstacles.



MARKETING CLUB

Webinar II - 2024

The Marketing Club conducted a webinar on Mastering the Art of Sales Management: Strategies for Success on 17th July 2024. This session focused on practical strategies used by top professionals to close deals and build trust. The topics on negotiation tactics, harnessing technology tools, crafting effective sales strategies, and mastering sales management were discussed in the workshop to set oneself up for a successful career.



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Welcoming the New Batch 2021/2022

Marketing Club organized a welcome event for the newly admitted students to the Department of Marketing Management on 06th August 2024. The program commenced with a welcome address delivered by the President of the Marketing Club, followed by a guest speech from the Mr. S.A.Jude Leon, Head of the Department. The event included several engaging activities, fostering a sense of camaraderie among the new students and helping them feel more connected to their peers and the department.



The highlight of the evening was the DJ music, which set the perfect tone for the festivities, encouraging everyone to dance and embrace the spirit of Holi. In addition to the music, the event included various entertainment activities and games, further enhancing the excitement. Mini food stalls offered a variety of snacks and refreshments, making the evening enjoyable. The affordable ticket price-hundred rupees made the event accessible to a wide range of students, with a total of 403 tickets sold.



Holi Bash - 2024

The Marketing Club organized a vibrant and colourful event, Holi Bash 2024 to celebrate the joyous festival of Holi on 21st August 2024. The celebration featured a blend of music, fun activities, and delicious food, creating a lively atmosphere for all attendees.



Book Donation 2024

The Marketing Club of the Department of Marketing Management organized and conducted a Book Donation 2024 on 26th September 2024. Students united together to collect and donate more than 50 educational books to Gamini Vidyalaya, Vavuniya. this effort supported educational resources for the school.



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Fundraising Through a Lottery Raffle Draw

The Marketing Club generated funds through a lottery raffle by selling tickets to both university members and the general public. This event was held on 27th September 2024. The raffle draw was attended by Prof. Y. Nanthagopan, Dean of the Faculty of Business Studies, the Assistant Bursar of the University of Vavuniya, Heads of Departments, faculty staff, and students.



Events on University Big Batch Day

The Marketing Club organised and executed fourth major events during the Big Batch Days, held from 14th to 15th December 2024, on the university ground such as Face Painting, Food Stall – One Shot Drink and Spicy Corn, “FOBS Mirror” Photography Unit.



These events received a grand reception from participants across the Faculty of Business Studies, Faculty of Applied Sciences, and Faculty of Technological Studies.



PM CLUB

Webinar Series 09

The PM Club organized a webinar series titled "Project Management 101: From Basic to Building Your Career in the IT Industry," on 03rd July 2024. The session aimed to introduce participants to the fundamentals of project management while emphasizing its significance in the IT sector.

PROJECT MANAGEMENT 101: FROM BASIC TO BUILDING YOUR CAREER IN IT INDUSTRY

YASUMI WIKRAMASINGHE
BSc (Hons) in Information Technology
Top performance Reporting Voice on LinkedIn

WHO IS SHE?

- Associate Business Analyst Lead
- Chairperson, Q&A for Ladies
- Resilience, Skills & Fortitude
- Former IEEE Young Country Lead
- Leadership Team (BA, IEEE, CMC, For Humanity)
- Awarded Gender Researcher
- University of Moratuwa, Sri Lanka (BSc Degree)
- International Technology
- Digital Network by Career Coaching in TV
- Media Program Presenting & Electronic Media

On 03rd Of July 2024
From 02:00PM - 05:00PM
Via Virtually/Physically

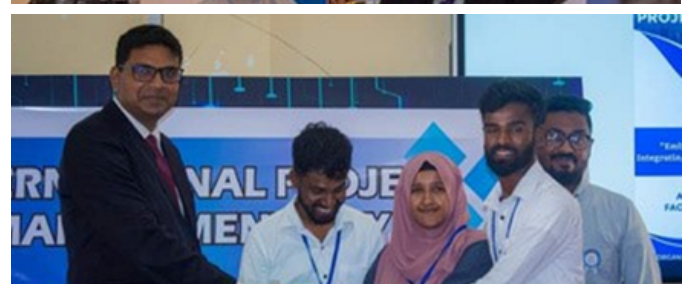
WORKSHOP OVERVIEW
Explore diverse career paths in IT Project Management :
Lead tech projects, drive innovation, collaborate across teams.

PROJECT MANAGEMENT CLUB
FACULTY OF BUSINESS STUDIES
UNIVERSITY OF VAVUNIYA

The resource person Ms. Y. Wickramasinghe shared insights on essential skills, best practices, and strategies for advancing careers in the industry, providing valuable guidance for both newcomers and those looking to enhance their project management capabilities.

Debate Competition

The PM Club arranged this competition on 01st August 2024. The focus was on topics related to the 10 Project Management Knowledge Areas. The event concluded with the 3rd year students securing first place in the activities. This initiative aimed to enhance the understanding and application of project management principles among students.



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The International Project Management Day 2024

The International Project Management Day 2024, was organized by the Department of Project Management and the Project Management Club on 01st August 2024 with the theme "Embrace, Empower, and Evolve." The event featured keynote speeches, panel discussions, student exhibits, and debates, inspiring participants and enhancing perspectives on project management.



Project Prototype Exhibition

Project Prototype Exhibition was organized by the PM Club on 01st August 2024 ahead of International Project Management Day. Ten models were showcased by 2nd and 3rd-year Project Management students, featuring innovative development projects.



The top three projects have been announced: Group 3 secured 1st place with their Point Pedro Fisher Harbor Development project, Group 2 earned 2nd place for their Hambantota Port project, and Group 1 achieved 3rd place with their Maththale Airport Development project.

QGIS Workshop

The QGIS Workshop was organized by the PM Club on 24th August 2024. The workshop was facilitated by Mr. S. Sivaruban, a Geospatial Specialist. His expertise and engaging presentation provided valuable insights into GIS applications and practical usage.

The event was highlighted with an introduction to GIS, followed by detailed discussions on the practical implementation of QGIS, a popular open-source GIS software. The attendees were actively involved in the session, which included hands-on exercises and real-world examples.



Community Work

The Shramadana Campaign organized at the VAROD Disability Centre on 31st August 2024 by PM club. The event, focused on environmental cleanliness and community support. Volunteers came together to promote a cleaner and more inclusive environment, contributing to a positive change for the centre's residents and the surrounding area.



Creative Work -Music Concert

A music concert was organized by the PM Club on 04th September 2024. The event featured participation from the Dean and other Heads of Departments, creating a vibrant atmosphere of collaboration and celebration.



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COMMUNITY EVENTS

- **Prof. Y. Nanthagopan and Mrs. S. Mathivathany** were resource persons for “Capacity Building Training for MAG's female staff,” organized by ICIC, University of Vavuniya on 27th July 2024.
- **Dr. A. Rukshan and Mr. S. Sivanenthira** led the ICT Training for MAG staff, organized by ICIC, University of Vavuniya on 27th to 29th July 2024.
- **Dr. K. Kalainathan, Mrs. J. S. Thevaruban, Mr. C. Larojan, Mrs. V. Kajanthy, and Mrs. J. Manthahine** trained MAG's staff on “Personal Finance Management” Batch II, at the University of Vavuniya on 28th and 29th July 2024.
- **Ms. V. Kajanthy** conducted Training on Personal Financial Management for MAG Staff on the topic “Retirement Planning” on 28th July 2024.
- **Mrs.K.P.W.D.R. Weerasinghe** served as Country Coordinator for Sri Lanka to the 10 International Conference on Tourism and Hospitality (ICOHT 2024) which take place from the 25th - 26th July 2024, Colombo, Sri Lanka.
- **Dr. K. Kalainathan and Mrs. J. Manthahine** served as resource persons for the workshop on “Personal Financial Management” held on 01st July 2024 for MAG staff.
- **Prof. Y. Nanthagopan** moderated the panel at the 1st Undergraduate Research Symposium on “Project Management” on 2nd August 2024.
- **Prof. Y. Nanthagopan and Mrs. S. Mathivathany** chaired the technical session on “Project Risk Management” on 2nd August 2024.
- **Dr. N. Ravinthirakumaran** conducted the workshop “Reviewing Literature: Based on the Research Problem and Objective,” organized by the Department of Project Management on 29th August 2024.
- **Mrs. S. Mathivathany** chaired a panel on “The Role of Business Incubators and Entrepreneurs for Regional and National Development” during World Entrepreneurs' Day on 25th August 2024.
- **Mr. S.A. Jude Leon** was a guest speaker at the SLIM Open Day, discussing “Marketing Drives Success” on 10th August 2024.
- **Mr. S. A. Jude Leon and Mr. S. Sivanenthira** conducted Soft Skills Training for MAG staff – Batch V, held at Reecha on 30th -31st August 2024.
- **Prof. Y. Nanthagopan** served as a resource person for the Stakeholders Consultation workshop under the theme of “Assessment and Mapping of Market-Driven Employability Skills Training Opportunities to Assist MAG Demining Workforce in Transitioning to Alternative Occupations” held on 7th September 2024.
- **Mrs. Janaki Samuel Thevaruban, Mr. L. Larojan, and Mrs. A. Prasheena** served as resource persons for the Personal Finance Management workshop for Mines Advisory Group (MAG) Staff – Batch IV at the Faculty of Business Studies, University of Vavuniya on 28th and 29th September 2024.
- **Mr. S. Sivanenthira** served as a resource person for the ICT Training for Mines Advisory Group (MAG) – Batch IV at the Faculty of Business Studies, University of Vavuniya on 29th and 30th September 2024.
- **Prof. T. Mangaleswaran** served as a session chair for the Human Resource Management and Best Practices track at 3rd International Conference on Management and Entrepreneurship, Faculty of Management Studies, Open University of Sri Lanka on 03rd October 2024



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- **Mr. S. Hariharan** served as a resource person for a staff empowerment programme organized by VAROD on 6th September 2024. His insightful contributions and expertise played a vital role in enhancing the knowledge and professional skills of the participants.



- **Dr. K. Kalainathan** served on the Programme Review Team for the BCom General Degree at University of Jayewardenepura on 3rd and 4th October 2024.
- **Dr. A. Rukshan and Mr. S. Sivanenthira** served as resource persons for the ICT Training for Mines Advisory Group (MAG) – Batch V at the Faculty of Business Studies, University of Vavuniya on 28th and 29th October 2024.



- **Mr. S. A. Jude Leon and Mr. S. Sivanenthira** served as resource persons for the workshop on "Marketing Mix" for the Advanced Level students organized by Zonal Education Office, Vavuniya at V/Rambaikulam Girls' Maha Vidyalayam on 8th October, 2024.



- **Prof. T. Mangaleswaran** served as keynote speaker on Artificial Intelligence and Human Resource Management at the International Conference on "Global Challenges and Vitality Solutions" (Life, People, Product & Systems) on 22nd and 23rd November 2024 on Chhatarpati Shahu Institute of Business Education and Research (CSIBER) – CSIBER at Kolhapur, Maharashtra, India.
- **Prof. T. Mangaleswaran** served as panel chair on the Human Resource Management at the 3 International Research Symposium on Management (IRSM 2024), Faculty of Management Studies, Rajarata University of Sri Lanka on 21st November 2024.
- **Mrs. S. Mathivathany** served as a panel speaker on the panel discussion of the Unlocking New Horizons via GIVE – Where Ideas Find Opportunities, at Launch of Digital Entrepreneurial Ecosystem Gate for Innovation Venture and Entrepreneurship (GIVE) Organized by The Gate Institute, in collaboration with the Technopark, Eastern University, Sri Lanka on 25th November 2024, at Eastern University, Batticaloa.
- **Ms. V. Kajanthy** served as panel member on the "Marketing and Supply Chain Management" track of the 3 International Research Symposium on Management 2024, organized by the Faculty of Management Studies, Rajarata University of Sri Lanka, on 28th November 2024.

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- **Mr. S. Sivanenthira** served as a resource person for the session titled “The Power of Connection: Building a Network for the Future” conducted for G.C.E. (A/L) students at the Zonal Education Office, Thenmarachchi, Chavakachcheri, on 11th November 2024. His session provided valuable insights into the importance of networking, effective communication, and relationship-building for academic and career success.
- **Prof. Y. Nanthagopan** served as a panel speaker on Leveraging experience from existing initiatives for future of M&E education, at the academic symposium on M& E Education, organized by the Centre for Evaluation, University of Sri Jayawardena in collaboration with the Asia Pacific Evaluation Association (APEA), at the Hotel Ramada, Colombo, Sri Lank on 2nd to 4th December, 2024.



- **Dr. K. Kalainathan** served as chairperson International Symposium on Gender Equity and Equality (IRSGEE – 2024) on “Intersectional and Integrated Perspectives on Gender Mainstreaming” arranged by CGEE, University of Jaffna, held on 11th December, 2024.



- **Mrs. S. Mathivathany** served as a panel speaker in Session 3: Teaching M&E: standards, competencies, and effective approaches at the academic symposium on M& E Education, organized by the Centre for Evaluation, University of Sri Jayawardena in collaboration with the Asia Pacific Evaluation Association (APEA), at the Hotel Ramada, Colombo, Sri Lank on 02nd to 04th December, 2024.
- **Mr. S. A. Jude Leon** served as a resource person for the workshop on “Employee Empowerment” for VAROD staff at VAROD, Vavuniya on 11th December, 2024.
- **Mr. S. A. Jude Leon** served as a resource person for the workshop on “Leadership and Motivation” for the students of St. Mary’s Tamil Maha Vidyalayam/Puttalam at VAROD, Vavuniya on 17th December, 2024.

- **Mr. S. A. Jude Leon and Mrs. J. Manthahine** served as a resource person for the workshop on “Leadership and Motivation” organized by Vanni Rehabilitation Organization for the Differently abled (VAROD) in Vavuniya on 11th December 2024



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STAFF NEWS

Dr. Poongothai Selvarajan has been promoted to Professor in Management at the Department of Management and Entrepreneurship, Faculty of Business Studies with effect from 10th October 2017.



Mr. G.R.M Gamlath has been promoted to Senior Lecturer (Gr I) in Accounting and Finance at the Department of Finance and Accountancy, Faculty of Business Studies with effect from 06th August 2024.



Dr. (Ms.) Koperunthevy Kalainathan has been appointed as the Head of the Department of Finance and Accountancy, Faculty of Business Studies with effect from 02nd December 2024.



Ms. Sarmatha Piriyaatharshan has been promoted to Senior Lecturer (Gr II) in English at the Department of English Language Teaching, Faculty of Business Studies with effect from 02nd November 2024.



Mr. Chandrasegaran Larojan has been promoted to Senior Lecturer (Gr I) in Accounting at the Department of Finance and Accountancy, Faculty of Business Studies with effect from 03 December 2023. He has been appointed as the Head of the Department of Business Economics, with effect from 02nd December 2024.



STAFF RESIGNATION

Dr.N.Ravinthirakumaran, Senior Lecturer (Gr-I) in Business Economics attached to the Department of Business Economics resigned his post with effect from 07th October 2024.



Newsletter Team



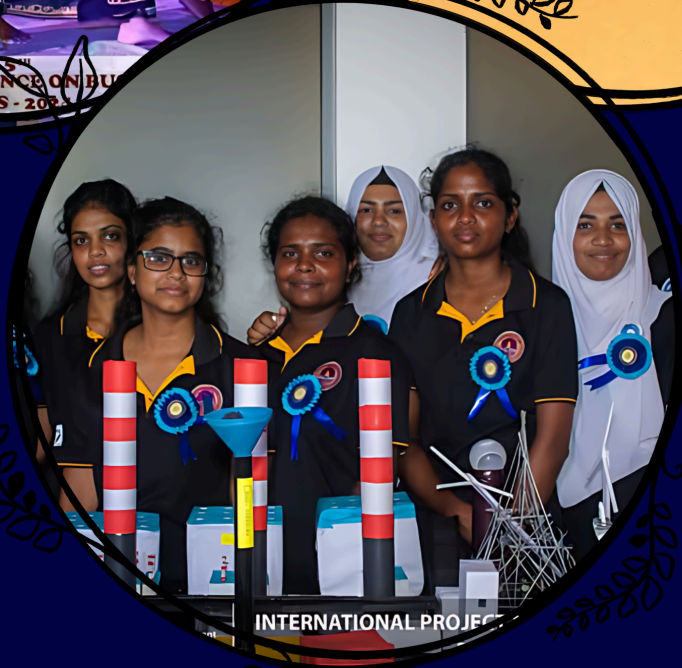
Mr. MHM. Humaidh | Ms. J. Manthahine | Mrs. KPW. Dilhani | Prof. Y. Nanthagopan | Mr. A. Sebarajah | Mr. S.Douglas
Member Member Editor-in-chief Dean/FBS Member Member

FUTURE EVENTS

- Students Research Conferences
- Establish two student clubs
- Commencement the Certificate Program in Professional English - III Batch
- Career Guidance Seminar
- Signing MoU with AIA, CFA, Abbey Accounting and Northern Chamber of Institute



RESEARCH CONFERENCE ON BUSINESS
RCBS - 2023



INTERNATIONAL PROJECT

CONTACT

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