



FMF FACULTY OF MANAGEMENT AND FINANCE - UNIVERSITY OF RUHUNA

Bulletin

6 Essentials for SUCCESSFUL LEADERS



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I have approximately 20 years of experience in academia. I am very involved with the industry and believe in incorporating their insights in faculty syllabus developments and revisions, career development programmes, research projects, the faculty internship programme, etc. The six essential qualities that I emphasize are from my experience with the industry while engaged in academia.

The management education landscape is constantly transformed. By being focused on these six essential qualities from the beginning of your undergraduate studies at the faculty, you will cultivate good practices for your life. Moreover, understanding and being able to improve these six essential qualities continuously will direct you to be a good leader in your profession.

I hope these six qualities will be improved with your education at the university. You will be able to be good leaders to address the needs of organisations and society, as a whole.

1. Develop a 'Big Picture' Perspective - Develop the ability to grasp abstract concepts, ideas, and possibilities. You have to follow a good business administration curriculum. There are endless possibilities. Observe how things are integrated to solve business management problems.

2. Develop an 'Active learning' attitude - Be passionate about learning new things. There are plenty of avenues to learn. You are free to use the Internet as a medium to explore the world's new trends. The attitude of active learning will take you in new directions with higher-order thinking and it will help you accumulate new knowledge. Learn knowledge application and develop the ability to synthesise as well.

3. 'Active Interaction' with industry - Once you graduate, you have to join an industry. We need you to contribute to the development of society. Therefore, you need to get ready to work with the reality. Continuous dialog and interaction with the industry is required to understand and see how the things that you learn in the classrooms are applied.

4. Develop teamwork attitudes and negotiation skills - A good leader needs to manage work with people. It's really hard to manage people if you don't have a teamwork attitude and negotiation skills. Your performance also depends on these two, not only on other resources available.

5. Communication skills - A good leader requires good communication skills. It's not just communicating with others, it also requires the capability to understand people and situations. Good communication skills will enable you to develop trust and respect and improve the overall performance of your work.

6. Adapt 'Professionalism' – You need a focus on 'professionalism'. Being professional will lead to your personal growth. In addition, you will understand your responsibilities and will be concerned about ethics as well. Thus, when professional, you will be able to achieve high performance and impress others.

To conclude the note, I must say that it's not difficult for you to cultivate these six qualities. You have the required culture at the university. What you require is to immerse yourself in the culture at the university and capitalize on the opportunities provided and available.

BIG STORY

ADMINISTRATIVE BUILDING COMPLEX AND OPEN THEATER OPENING

The Faculty of Management and Finance had the pleasure of opening two new facilities recently. The newest additions to the faculty premises are the Open Art Theatre and the four-story administration building. The Open Art Theatre and the administration building have been constructed at the cost of Rs. 198,017, 040.00. The architecture of both facilities is inspired by the works of Deshamanya Geoffrey Manning Bawa, the same inspiration behind the original structural design of the University of Ruhuna.

The Open Art Theatre was officially opened on 18th March 2022 by the Vice-Chancellor, Senior Professor Sujeewa Amarasena upon the cordial invitation of the staff of the Faculty of Management and Finance, headed by the Dean, Professor P. A. P Samantha Kumara.





Construction of the Open Art Theatre commenced on 14th October 2017. The facility comprises 8 tiers with a seating capacity of 880 and spreads over 135 square meters. The theatre will be a venue for the undergraduates to portray their artistic skills alongside participating in their academic curricula.

The Vice-Chancellor, Senior Professor Sujeewa Amarasena also inaugurated the new administration building of the university's Faculty of Management and Finance on the same day. A pirth chanting ceremony was organized to commemorate the opening and to bless the event.

The new administration building comprises 4 stories and is equipped with modern computer centers to provide IT facilities to the management undergraduates. The ground floor includes Computer Centre 01 accommodating 95 computers. The first floor hosts the Office of the Dean and Computer Centre 02 accommodating 95 computers, while the 3rd floor includes a conference room.

These facilities will be a tremendous strength to the professional and personal advancement of the students and staff of the Faculty of Management and Finance.

DEPARTMENT HIGHLIGHTS



DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

“Outbound Training - 2022” was an action and activity-based behavioural training intervention for students’ leadership and personality development, based on the experiential learning methodology of learning through fun and experience. The session was organized by the Department of Human Resource Management in collaboration with the Career Guidance Unit and held on the 16th & 17th of June 2022 from 6.30 a.m to 9.30 p.m on the university premises. The session was open for the final year undergraduates in the Department of Human Resources Management. The programme was streamlined with adventure and challenging team activities where students had to go through obstacles and work together as a team to overcome challenges and learn from their organizational needs, such as leadership, strategic thinking, conflict management, team building, and effective communication.



The retired senior lecturer Dr R. M. Ratnayaka's felicitation ceremony was held on 24th January 2022 from 11.00 a.m to 1.00 p.m at the lecture theatre MFLT 02, Faculty of Management and Finance, University of Ruhuna. The Vice-Chancellor and the Deputy Vice-Chancellor of the University of Ruhuna, the Dean, the Heads of the Departments, and the lecturers of the Faculty of Management and Finance graced the occasion. Dr R. M. Ratnayaka's felicitation volume was launched at this ceremony. The farewell ceremony was organized by the Department of Human Resource Management, Faculty of Management and Finance, University of Ruhuna. On behalf of the entire university community, we are grateful to Dr R. M. Ratnayaka for his service to the university for over three decades.

DEPARTMENT OF MARKETING

Amidst diverse challenges caused by the COVID-19 pandemic, ADCON 2021 reiterated its strong presence in the inter-university events calendar in collaboration with Maliban Manufacturers and Kotmale Dairy Products. ADCON 2021 edition was a successful endeavour that received the participation of more than 300 students representing all state universities in Sri Lanka, who were taken through a series of learning experiences. Out of the seventeen teams that took part in ADCON 2021, ten teams advanced to the final round to assess their ability to execute their big ideas.

Based on the evaluations performed by a panel which comprised industry experts, the University of Moratuwa was awarded the champion and the Wayamba University of Sri Lanka was awarded the first runner-up at the grand finale held on the 12th of January 2022 at the auditorium of the Faculty of Fisheries and Marine Sciences and Technology, University of Ruhuna.

DEPARTMENT OF ACCOUNTANCY

A workshop on "Changes in Accounting and Role of Accountant" was organized by the Department of Accountancy for undergraduates who specialised in Accountancy on the 21st of May 2022 via Zoom. The session was conducted by Mr Heshana Kuruppu the Vice President of the Institute of Chartered Accountants of Sri Lanka, Group Chief Financial Officer at David Pieris Group.

STAFF ACHIEVEMENTS

BEST PAPER AWARD - 1ST INTERNATIONAL CONFERENCE ON MANAGEMENT AND ENTREPRENEURSHIP 2022

The paper presented by Mr Isuru Chandradasa and Dr B.L.Galhena, titled “Develop undergraduates towards prosocial behaviour by using emotional intelligence to promote resilience of society” at the 1st International Conference on Management and Entrepreneurship 2022 was awarded the best paper in the Interdisciplinary track.

BEST PRESENTER - 19TH ACADEMIC SESSION AND 18TH VICE CHANCELLOR AWARD CEREMONY 2022 - UNIVERSITY OF RUHUNA

Dr B.L. Galhena was awarded the Best Presenter (Oral) of the Technical Session, Together Towards Excellence in Management, for the paper titled “Antecedents of employee engagement among machine operators in apparel industry” at the 19th Academic sessions and 18th Vice chancellor award ceremony 2022- of University of Ruhuna.

PROMOTIONS

Prof T.L.S.W. Gunawardena was promoted to Professor in Business Management, Faculty of Management and Finance, University of Ruhuna.

Prof (Mrs) Indrani Vithanawasam was promoted to Professor in Accounting, Faculty of Management and Finance, University of Ruhuna.

APPOINTMENT AS A DIRECTOR- CGU

Prof T. S. L. W. Gunawardana who was performing his duties as a Senior Lecturer and the former Dean of the Faculty of Management and Finance from 2016 – 2020, after successful completion of his period as the Dean Prof T.S.L.W. Gunawardana, Senior lecturer, Department of Business Management, Faculty of Management and Finance, University of Ruhuna, was appointed as the Director of Career Guidance Unit, University of Ruhuna, in 2021 for a period of three years.

STUDENTS' ACHIEVEMENTS



“The Imminent Marketer” is an Inter-University Marketing Challenge organized by the Marketing Management Association of the Department of Marketing Management of the University of Sri Jayawardene-pura. The “TEAM HAWKEYES” from the Department of Marketing in the Faculty of Management and Finance represented the University of Ruhuna. The team consisted of 10 members from the 2000 Level. It is with tremendous pleasure that we congratulate “TEAM HAWKEYES” for clinching the title of champions of the IMMINENT MARKETER 2021.



H. H. Avishka Udara, a second-year undergraduate in the Faculty of Management and Finance, who is a member of the Sinhala debating team of the University of Ruhuna has been able to bring several championships in debating competitions to the University of Ruhuna. The team has secured the championship in WeStand 2021/22 organised by Leo Club of the University of Sri Jayawardhanapura in March 2022.

The debating team including Avishka was also able to acquire the title of Championship in Clash of Minds 2022 organised by J'pura Voice, the official media unit of the University of Sri Jayawardhanapura which took place in May 2022.

ALUMNI WINS

MR JANATH PRASANKA



Mr Janath Prasanka graduated from the University of Ruhuna in 2003. When he was an undergraduate, he participated in chess as an extracurricular activity. Along with his Bachelor's degree, he has also acquired the qualifications of MAAT, AIB, MFE, and Diploma in Computer Software Engineering. Just after graduation, he was employed at Ernest & Young as an Audit Supervisor for 3 years. He then switched to the banking sector as a Management Trainee at Bank of Ceylon in 2006, where he currently works. He is currently performing in the scope of Chief Manager at BOC. He said that he is ambitious to get more achievements in his career by gathering knowledge and exposure. His advice for current undergraduates is to "get more academic exposure with relevant subjects, practice it in your working environment to reap the maximum out of your theoretical knowledge and drive others under your direction as successful leaders".

MS PINIPA EDIRISINGHE



Ms Pinipa Edirisinghe graduated with a Bachelor of Business Administration degree specializing in Human Resources Management from the University of Ruhuna in 2021. She obtained second-class upper-division honours. She also actively participated in athletics when she was an undergraduate.

Ms. Pinipa Edirisinghe took her oath as an attorney-at-law of the Supreme Court of the Democratic Socialist Republic of Sri Lanka in 2021. She was constituted as a Notary public, Commissioner for Oaths, and a Company Secretary. Her message for the students is to "explore different aspects while you are young and energetic rather than being involved only in studies. If you can balance both studies and extra-curricular activities, you will shine brighter among others".

SIX MONTHS AT GLANCE

CONVOCAATION



The 28th General Convocation was held at the Rabindranath Tagore Memorial Auditorium of the University of Ruhuna, Wellamadama, Matara on 25th March 2022. There was a total of 301 graduates who obtained the Degree of Bachelor of Business Administration from the Faculty of Management and Finance. There were 18 graduates with first-classes (Hons), 84 graduates with second-class upper division (Hons), 71 graduates with second-class lower division (Hons), and 128 ordinary passes. Apart from the undergraduate programmes, the faculty offers postgraduate courses

including Doctor of Philosophy (PhD), Master's in Philosophy (MPhil), Master of Business Administration (MBA), Master of Business Management (MBM), and Postgraduate Diploma courses such as Diploma in Marketing and Diploma in Human Resource Management.

ASK AN EXPAT

'Ask an Expat' is an expatriate experience-sharing session organised by the Department of Human Resource Management which was held on 10th January 2022 from 10.00 a.m to 11.00 a.m via Zoom. The aim of this session was to enhance the awareness of 3000-level undergraduates regarding the expatriation topics related to the subject, HRM 32413-International Human Resource Management.

A VIRTUAL SESSION ON CORPORATE ENTREPRENEURSHIP

A virtual session on "Corporate Entrepreneurship" was organised by the Department of Management & Entrepreneurship, as a part of the course module on Entrepreneurship. The session was successfully held on 25th January 2022 from 8.00 a.m to 10.00 a.m. The session was open to all first-year undergraduates attached to the Faculty of Management and Finance. Mr Prasanna Liyanage, the Chief Executive Officer of Reflexions Holdings (Pvt) Ltd. conducted the session as the resource person.

"SHARING THE EXPERIENCE OF A FRUITFUL VENTURE"

An experience-sharing session was organised by the Department of Management & Entrepreneurship on 26th January 2022 for all the undergraduates who specialise in Management and Entrepreneurship. Mr M.A.Chathushka, the Founder of Aqua Nature Arts, who is also a proud alumnus of the department, served as the resource person.

PERSONALITY DEVELOPMENT WORKSHOP

A personality development workshop was organised by the Department of Human Resource Management under the theme "Renewing Identity". It was held on 02nd February 2022 at the lecture theatre MFLT 02 from 01.00 p.m onwards. The second-year undergraduates who specialise in Human Resource Management participated in the session in order to shape their personalities and enhance their passion to perform well in the industrial world. The resource person of the session was the well-experienced Corporate Trainer Mr Athula Kithsiri.

NEW BATCH 2022

The new batch of the Faculty of Management and Finance was enrolled and the inauguration was conducted on 22nd April 2022 at the Rabindranath Tagore Memorial Auditorium of the University of Ruhuna in the presence of the Vice-Chancellor. A total of 641 students were enrolled in the faculty from the 2020 A/L batch.

AESTHETIC ASSOCIATION

The fresher's orientation programme of Aesthetic Association which was organised by the Faculty of Management and Finance for the 2020/2021 batch was held on the 25th of May 2022 at the MFLT hall 1 with entertainment activities. Moreover, an induction session for the newly recruited aesthetic members for the year 2022 was held on the 08th of June at the MFLT hall 1 with the participation of the chairman and coordinators of the Aesthetic Association to give insight into the plans of the Aesthetic Association to the members. Recently, the photography team was able to organise the "Introduction to Photography" session on the 24th of June as the first virtual session for the students to provide basic knowledge about photography. Commercial, product, and fashion photographer Mr Iranga Jayasinghe was the resource person who shared his knowledge and experience with students.

VALUE OF PROFESSIONAL INTEGRITY

"Value of Professional Integrity" is an experience-sharing session organised by the Department of Human Resource Management on the 30th of May 2022 from 6.00 p.m to 7.30 p.m via Zoom. The session was open to the undergraduates of the Department of Human Resources Management.

STRESS MANAGEMENT AMONG YOUTH

A workshop on "stress management among youth" was held on the 01st of June 2022 and it was organised by the Department of Accountancy. The target audience was the undergraduates of the Faculty of Management and Finance and the resource person was Dr Harshani Rajapaksha, an Honorary Consultant Psychiatrist and Senior Lecturer, Faculty of Medicine, University of Ruhuna.

THE DISSERTATION JOURNEY- PHASE 3

"The Dissertation Journey- phase 3" which was organised by the Circle of Human Resource Development was held on the 1st June 2022 from 1.00 p.m to 2.30 p.m via Zoom. The Session was conducted by Ms Sandali Silva, Temporary Assistant Lecturer, Department of Human Resource Management, Faculty of Management and Finance, University of Ruhuna.

A NEW PAGE FOR SMART CLASSROOMS

A workshop on smart classrooms was held on 07th June 2022 for both academic and non-academic staff of the Faculty of Management and Finance, University of Ruhuna.

SARASABHIWANDANA

Aiming to give a psychologically refreshing experience to undergraduates as they move away from online education to on-premises learning, and to identify students' talents and bring them forward, the Circle of Human Resource Development organised the "Sarasabhiwandana" Poson devotional songs program. To mark Poson Poya 2022, "Sarasabhiwandana" was held on the 21st of June 2022 from 3.00 p.m to 5.00 p.m at the Lecture Theatre 4 of the Faculty of Management Finance. Every batch of the Faculty of Management and Finance was represented in this programme, and they performed and shared cultural and spiritual experiences with all by remembering the merits of the Lord Buddha religiously.

INTRA-BATCH SPORTS MEET

The intra-batch sports meet was held on the 29th and 30th of June, 2022 at the university gym and ground which was organised by the sports club of the Faculty of Management and Finance, University of Ruhuna. It included the contests of all the athletic events and group events over two days. It was held with the understanding that sports help the brain growth of undergraduates and make them work better and enhance their strategic thinking, analytical thinking, leadership skills, goal-setting, and risk-taking.

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වමෝද් කළණ හඞාන් - MF/2019/5593

A dream came true

My teardrops
Ended the pain
Unbelievable
Everything changed
Mom became a grandmother
Dad became a grandfather
Sisters became aunties
I became mother queen
You became father king
Our dream became our baby
Everything changed
But the taste of
The kisses and hugs
You gave me
Never CHANGED

Uma Gunasekara- MF/2021/6689

Destiny

Bloomed up
As rose buds.
Kept going on
Being butterflies.
All were perfect
Adorable
In the literal sense of the word

At a moment
Everything changed
Floated away
Deep ... dark ... unknown...
Scared to be

Eventually
Will end up
Where need to be,
With who meant to be with,
Doing what should be done.

Premasiri E.P.I.P – MF/2021/7069

STAFF - PIECE DE RESISTANCE

■ TERRITORY: POWER: LANGUAGE & POLITICS

"Arrival" is a science fiction movie initially released on the 1st of September, 2016, directed by Denis Villeneuve which is adapted from the book "Story of Your Life" by American writer Ted Chiang. 'Arrival' depicts post-colonial ideologies which connote the nuances in politics of language and culture in relation to power, empire, and conquest of territory. The movie represents the way colonizers tried to portray themselves as benevolent imperialists who arrive on Earth to gift the colonizer's so-called precious language and culture to the natives, and that the submissives are privileged to be ruled by the colonizer. Hence, being fluent in the colonizer's language is seen as a tool that natives should have in order to be more privileged, and linguistic translation is considered a job of the natives.

The central incident of the movie is the misinterpretation or mistranslation of Heptapods' message. The Heptapod's use of the term 'weapon' for the language, generates doubt about their arrival. According to Bassnett (2014), since languages are never identical, a translation cannot be the same as the original. Consequently, there is a higher possibility for misinterpretations when two species who belong to two different worlds communicate despite their ability to communicate in each other's languages. Hence, the mistranslation of the alien's message represents the danger of misinterpreting the language of 'other'. However, as Aelabouni (2020) mentions that this popular American science fiction which focuses on an imagined future that is basically about the contact between a 'human us' and 'alien them' often reinforces the ideologies of the American empire. At the same time, they create a space to subvert and critique such hegemonic ideologies. Thus, it can be argued that the Heptapod's use of the term 'weapon' in order to indicate 'language' connotes the power possessed by the colonizer's language in the conquest of territory and empire building.

In conclusion, 'Arrival' can be viewed as a movie that expresses how language becomes a weapon in relation to political power.

Ms. Piyumi Hewapaththuwa, Ms. Dilini Jayarathna, Ms. Chamali Gamage - **Department of Marketing**

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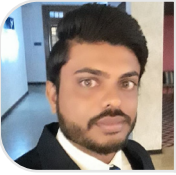


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PROSPECTS

BACHELOR OF BUSINESS ADMINISTRATION HONOURS IN BUSINESS LAW

The Faculty of Management and Finance is pleased to inform you that the Faculty will be launching a Bachelor of Business Administration Honours in Business Law degree programme for the first time in Sri Lanka. This degree programme combines both management and business law disciplines, into a single degree programme that aims to equip students with sound knowledge of business law and management, which would broaden graduates' horizons beyond the traditional managerial profession. The graduates of this programme would fulfill the demand that exists for professionals with knowledge, skills, and attitudes related to both law and business administration. Thus, it would give graduates a competitive advantage in the job market at the national and international level since career opportunities are open to them to work as legal managers who are responsible for preparing all legal documents, handling in-house legal matters, and advising the strategic decisions of organizations.



LATEST EVENTS

INTERNATIONAL CONFERENCE ON MANAGEMENT AND ECONOMICS



ICME 2022, held under the theme of "Re-envisioning the Business Management Landscape for VUCA World", was successfully executed to create a forum for academics, researchers, and practitioners across the globe to debate and share their knowledge on business institutes and their impact on the economy and contemporary management practices.

IDEA CLOUD 2022



Idea Cloud is a business start-up idea competition where students at the tertiary level and school level can voice their innovative ideas that provide solutions for social and economic issues in Sri Lanka. The idea cloud was successfully organised by the Faculty of Management and Finance, University of Ruhuna, showcasing the practical application of contemporary management practices to real-life conditions.

IMAGINES



"IMAGINES" was an inter-faculty mobile photography competition organised for the first time by the Circle of Marketing, Department of Marketing, Faculty of Management and Finance, University of Ruhuna to showcase the mobile photography talents of young individuals.

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