



SUSL
SABARAGAMUWA
UNIVERSITY OF SRI LANKA

STUDENT HANDBOOK 2023/2024

BScHons(Food Business Mgmt)

**FACULTY OF
AGRICULTURAL SCIENCES**

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FACULTY OF AGRICULTURAL SCIENCES

SABARAGAMUWA UNIVERSITY OF SRI LANKA

BScHons (Food Business Mgmt)

**STUDENT HANDBOOK
2023/2024**

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The Faculty of Agricultural Sciences, reserves the right at any time, with the approval of the Senate, to change or modify any aspect of any course or programme whenever, in its judgment, it becomes necessary or advisable to do so.

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SABARAGAMUWA UNIVERSITY OF SRI LANKA

VISION

"To be an internationally acclaimed centre of excellence in higher learning producing dynamic leaders and nation builders to guide the destiny of Sri Lanka"

MISSION

"Our mission is to search for and disseminate knowledge promote learning, research and training to produce men and women proficient in their respective disciplines possessing practical skills and positive attitudes enabling them to contribute towards the manpower requirements of the nation"

It will be a centre of excellence for research and development for the Sabaragamuwa Province in particular and Sri Lanka in general.

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1. INTRODUCTION

1.1. Sabaragamuwa University of Sri Lanka

1.1.1 Background

The Sabaragamuwa University of Sri Lanka was established under the Universities Act No. 16 of 1978 on 7th November 1995 and was ceremonially inaugurated on 2nd February 1996. Initially, the University comprised the Faculties of Agricultural Sciences, Applied Sciences, Geomatics, Management Studies, and Social Sciences and Languages, all located in Belihuloya, in the Ratnapura District of the Sabaragamuwa Province. Subsequently, the University expanded by establishing the Faculty of Graduate Studies, Faculty of Medicine, Faculty of Technology, and Faculty of Computing.

SUSL has eight study centers/units viz. Centre for Computer Studies, Staff Development Centre, Career Guidance Unit, Center for Open and Distance Learning, English Language Teaching Unit, Centre for Indigenous Community Studies, and Sabaragamuwa University Industry Community Interaction Cell (SUICIC) established within the University.

1.1.2 Vision and Mission of the University

The University has a vision “to be an internationally acclaimed centre of excellence in higher learning and research, producing dynamic managers, leaders and nation builders to guide the destiny of Sri Lanka”.

The mission of the University is to search for and disseminate knowledge, promote learning, research and training to produce men and women proficient in their respective disciplines possessing practical skills and positive attitudes enabling them to contribute towards the manpower requirements of the nation”

It will be a centre of excellence for research and development for the Sabaragamuwa Province in particular and Sri Lanka in general.

In support of its vision the University has setup five goals, in its corporate plan

- to enhance the employability of graduates
- to enhance the research capacity and its impact
- to expand the service delivery assuring increased opportunities and access
- to improve physical infra and super structures and human capital
- to improve effectiveness and efficiency of the university administration system

1.1.3 Faculties and Degree Programmes

The Sabaragamuwa University of Sri Lanka offers the following degree programmes through its Seven faculties.

The Faculty of Agricultural Sciences offers two honours degrees programmes:

1. Bachelor of Science Honours in Agricultural Sciences and Management [BScHons(AgriSci & Mgmt)]
- offered through its three departments: the Department of Agribusiness Management, the

Department of Export Agriculture and the Department of Livestock Production.

2. Bachelor of Science Honours in Food Business Management [BScHons(Food Business Mgmt)] - offered through the Department of Agribusiness Management.

The Faculty of Geomatics offers BSc Hons degree programme in Surveying Sciences, through its two departments, the Department of Surveying and Geodesy and the Department of Cartography, Photogrammetry, Remote Sensing and Geographic Information Systems (GIS).

The Faculty of Management Studies offers BSc degree programmes in Business, Finance, Marketing, Tourism and Eco-Business Management through its four departments, the Department of Business Management, the Department of Accounting and Finance, the Department of Tourism Management and the Department of Marketing Management.

The Faculty of Social Sciences and Languages offers BA degree programmes in Social Sciences and Languages through its five departments, Economics and Statistics, Social Sciences, Languages, English Language Teaching and Geography and Environmental Management.

The Faculty of Applied Sciences offers four year BSc Hons degree programmes in Food Science and Technology, Environmental Sciences and Natural Resources Management, Chemical Technology, Computer Science and Technology, Applied Physics, Sports Science and Management, Physical Education, Computing and Information Systems through its five departments, the Department of Food Science and Technology, the Department of Natural Resources, the Department of Physical Sciences and Technology, the Department of Computing and Information Systems, and the Department of Sports Sciences and Physical Education. However, there is a possibility to exit at the end of the third year (completing a general degree) for students who enrolled for BSc degree programmes in Environmental Sciences and Natural Resources Management and Physical Sciences.

The Faculty of Technology offers two degree programs: Bachelor of Biosystems Technology Honours degree through the Department of Biosystems Technology, and Bachelor of Engineering Technology Honours degree through the Department of Engineering Technology.

The Faculty of Medicine

The Faculty of Medicine offers MBBS Degree Program based on four main disciplinary pillars; theoretical education, clinical care, community engagement and research.

The Faculty of Computing offers BSc Honours Degree Programme in Computing and Information Systems, BSc Hons Degree Programme in Software Engineering and BSc Honours in Data Science through its three departments.

The Faculty of Graduate Studies deals with the postgraduate programmes offered by the university.

1.1.4 University Logo, Flag and the University Anthem

University Logo



The University logo comprises of a traditional oil lamp, rays of light, book, the Samanala (peak wilderness) mountain, gems, and sheaves of paddy, symbolising the region and the people that it serves and the ideas for which they stand. The traditional oil lamp and the rays of light denote the imparting of knowledge and enlightenment; The book represents education; the Samanala Mountain and gems stand for the Sabaragamuwa Province and Rathnapura District respectively, and the sheaves of paddy symbols prosperity.

University Flag



University flag comprises two colours maroon and gold, and the logo is in the centre of the flag. The maroon colour in the flag indicates maturity and the gold colour indicates the knowledge.

University Anthem

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 ගායනය : සංගීත් රත්නායක සහ පිරිස



1.2 Officers and Administrative Staff of the University

1.2.1 Chancellor

Most Venerable Prof. Kamburugamuwe Vajira Thero

1.2.2 Officers

Vice Chancellor

Dean / Faculty of Graduate Studies

Dean / Faculty of Agricultural Sciences

Dean / Faculty of Applied Sciences

Dean / Faculty of Geomatics

Dean / Faculty of Management Studies

Dean / Faculty of Social Sciences and Languages

Dean / Faculty of Technology

Dean / Faculty of Medicine

Dean / Faculty of Computing

Registrar

Librarian

Bursar

Prof. M. Sunil Shantha

Prof. H.S.R. Rosairo

Prof. M.L.M.C. Dissanayake

Prof. R.M.K.T. Rathnayaka

Dr. H. Divithure

Prof. W.K.A.C. Gnanapala

Dr. K.R.W.K.H. Abeywickrama

Prof. K.R. Koswattage

Prof. Nirmalie Wickramaratne

Prof. S. Vasanthapriyan

Mr. Saman Uyangoda

Ms. T.N. Neighsoorei

Mrs. S.A.S. de Silva

1.2.3 Administrative Staff

Deputy Registrar (Academic Establishments)

Deputy Registrar (Faculty of Graduate Studies)

Duputy Registrar (Centre for Open and Distance Learning/
Faculty of Agricultural Sciences (Cover up))

Senior Asst. Bursar (Finance)

Senior Asst. Bursar (Supply)

Senior Asst. Registrar (Examinations)

Senior Asst. Registrar (Capital Works and Planning)

Senior Asst. Registrar (Administration)

Senior Asst. Registrar (Student Affairs & Welfare)

Asst. Internal Auditor

Asst. Registrar (Faculty of Geomatics)

Asst. Registrar (Faculty of Medicine)

Asst. Registrar (Faculty of Technology)

Mr. K. Gunawardana

Mr. J.G.P.U. Ratnayake

Mr. G.A.D.M. Thennakoon

Mr. R.M.N.K. Rathnayake

Mr. W.A.M.P. Senadeera

Ms. V.B.De. Labrooy

Mrs. R.T.S. Ranasinghe

Mr. M.Z.M. Rizan

Mr. R. Senthuraan

Ms. G.G.N.N. Senavirathna

Mrs. K.M. Poornima

Ms. Y. Archchana

Ms. A. Akalya

| | |
|--|----------------------------|
| Asst. Registrar (Faculty of Management Studies) | Ms. P.A.P. Gunasekara |
| Asst. Registrar (Faculty of Social Sciences and Languages) | Mrs. Y.S. Chandrasekara |
| Asst. Registrar (Non Academic Establishment) | Mrs. G.W.N.R. Wijerathne |
| Senior Asst. Registrar (Legal & Documentation) | Ms. P.B.N. Fernando |
| Senior Assistant Registrar (Library Service) | Mrs. H.P.K.N.D. Siriweera |
| Asst. Bursar (Finance) | Mrs. G.K.M.De Silva |
| Asst. Bursar (Finance) | Mrs. N.W.M.I. Chamarie |
| Asst. Bursar (Center for Open and Distance Learning) | Mrs. N.W.N.P. Wijendre |
| Works Engineer (Civil) | Mr. W.M.L.M.K. Wijesundara |
| Director (Physical Education) | Mr. W.A. Lalith Rohana |
| Curator | Mr. R.D. Rajapaksha |
| Chief Security Officer | Mr. W.M.K.R. Weerasinghe |

2. FACULTY OF AGRICULTURAL SCIENCES

2.1 Information at a Glance

| | |
|----------------------------|--|
| Address | : Faculty of Agricultural Sciences, Sabaragamuwa University of Sri Lanka, Belihuloya – 70140. |
| Telephone | : 045 2280041/ 2280046/ 2280073/ 2280074. |
| Fax | : 045 2280041 |
| Website | : http://www.sab.ac.lk |
| Location | : 2 km from Colombo Badulla Road |
| Distances to main towns | : 18 km to Balangoda 30 km to Haputale 60 km to Ratnapura 50 km to Bandarawela |
| Nearest Post Office | : Sub post office –Belihuloya |
| Nearest Railway Station | : Haputale |
| Police Division | : Samanalawewa/ Balangoda |
| Hospitals | : University Medical Centre, Rural Hospital, Pambahinna |
| Divisional Secretariat | : Imbulpe |
| District | : Ratnapura |
| Grama Niladari Division | : Muththettuwegama |
| Elevation | : 600 m above MSL |
| Average Annual Temperature | : 25°C |
| Annual Rain fall | : 1250 mm |
| Accommodation for Visitors | : University Guest Houses Farm Stay Belihuloya Rest House Pearl Inn, Belihuloya River Garden Hotel, Belihuloya Water Garden Hotel Belihuloya and many more places to stay. |

2.2 Mission of the Faculty

The mission of the faculty is to search for, and disseminate knowledge in the sphere of Food and Agriculture. The faculty produces graduates in Food and Agricultural Sciences who are proficient in the sciences/disciplines and practical skills in food and agriculture to contribute towards the manpower requirements of the nation.

2.3 Location and Facilities

Location

The Faculty of Agricultural Sciences is located in one of the most picturesque areas of the island in the Southern foothills of the central mountain range, 160 km away from Colombo, on the A4 highway. It is 18 km from Balangoda, 60 km from Ratnapura, 30 km from Haputale and 50 km from Bandarawela.

The faculty shares the facilities of the Sabaragamuwa University of Sri Lanka with the faculties of Social Sciences and Languages, Management Studies, Applied Sciences, Geomatics, Technology, Medicine, Computing and Graduate Studies.

Laboratories under Department of Export Agriculture

Agronomy Laboratory

Agronomy Laboratory is equipped with substantial amount of physical and human resources to conduct undergraduate practical basically on plant science, plant protection, horticulture and agronomic aspects. Hands on experiences are provided for each student during the practicals in laboratory by grouping them in manageable numbers at practical sessions.

Chemistry laboratory

Chemistry Laboratory is located at the main faculty premises and equipped with many modern instruments and equipment basically to carryout practicals on soil science and agriculture chemistry. Laboratory determination of soil water status, analysis of soil chemical, physical, biological properties are among the basic soil science practical. Most of practical sessions in the discipline of agriculture chemistry and agronomic aspects are also being conducted with the same facility.

Machinery Laboratory

Machinery Laboratory is located in Mungastenna premises of the faculty of Agricultural Sciences. This laboratory is equipped with basic farm machineries to facilitate the undergraduate practical sessions relating to tractor training and maintenance, basic engine operations and maintenance, calibration and maintenance of agriculture equipment. With the establishment of the machinery laboratory, necessity of bringing students for tractor training into the outside institutions were minimized and almost all practicals relating to agriculture machinery and agriculture engineering are being conducted with the laboratory. The laboratory is in the stage of developing and it is to be developed as a machinery research lab with the facilities of welding plant, lathe machinery and specialized technical manpower in near future.

Plant Pathology Laboratory

Plant Pathology laboratory is recently established in the faculty premises and serves as one of key physical space for undergraduates in plant pathology research practicals.

Laboratory is equipped with novel equipment to carryout microscopic diagnosis of plant diseases and microbiological studies. The laboratory is still developing in line with international standards to uplift student's skills in clinical plant pathology.

Tissue Culture and Plant Biotechnology Laboratory

Plant tissue culture, biotechnology and plant science research are the key areas that mainly deal with this laboratory. Apart from undergraduate practical sessions in the laboratory, routine tissue culture plant production is also practiced with the aim of commercializing in the future. DNA extraction, purification and quantification activities are being practiced in various plant genetic engineering research programmes initiated in the laboratory.

Laboratories under Department of Livestock Production*Livestock Production Laboratory*

Livestock production laboratory is situated in the faculty premises and is the place for most of the student practicals under the Biochemistry, Food Science, Microbiology and Animal Nutrition disciplines. It is equipped with sophisticated instruments and laboratory chemicals which will facilitate the student practicals as well as the undergraduate research under the Department of Livestock Production. It also possesses preserved animal samples including animal skeletons to facilitate the students to study the anatomy and physiology of farm animals. In addition, the laboratory also facilitates the hatchery operation practicals under Poultry production. The laboratory maintains well-organized set up with Standard Operating Procedures (SOP) and Safety Concerns. Overall, the Livestock Production Laboratory utilizes the available resources efficiently to provide a good learning environment for the undergraduates.

Dairy Technology Laboratory

This laboratory is situated in the Mungasthanna premises of Faculty of Agricultural Sciences. It is equipped with almost all the equipment necessary for the manufacturing of dairy products such as Yoghurt, Curd, Ice-Cream, Butter and Cheese. Students get a very good hands-on experience and confidence in the product manufacturing through this laboratory where they are involved in practicals as well as the commercial level production of dairy products. There are a lot of product based researches carried out in this laboratory, which facilitate the innovative and creative ideas of the students.

Meat Processing Laboratory

This laboratory is also found in Mungasthanna premises and is the house for all the meat science based practicals and research. The facilities available there could be used to produce and store Sausages, Surimi and Meat Balls under hygienic conditions. It is also equipped with vacuum packing machine to facilitate the hygienic packaging of the products. Students can get a good practical exposure to a small scale meat product processing line under this laboratory.

Histology Laboratory

The histology laboratory provides opportunity for undergraduate practicals and both graduate and undergraduate research experiments related to histological aspects. It is equipped with novel tissue sectioning system (Microtome) and tissue embedding system for processing of animal tissues used for histological analysis. There are also facilities for Hematoxylin and Eosine staining of animal tissues in this laboratory. This laboratory is situated in the Mungasthanna premises of the Faculty of Agricultural Sciences.

Reproductive Biology and Animal Biotechnology Laboratory

This laboratory has sophisticated equipment and chemicals to facilitate isolation, counting and in-vitro culture and growth of animal cells and is found in the Mungasthanna premises. It is operated under a standard setting and provides room for hands-on experience and innovative research ideas in reproductive biology of animals. It also facilitates the student practicals related to assisted reproductive techniques such as Artificial Insemination, in-vitro fertilization etc.

Aquaculture Unit

The Aquaculture Unit is situated in the faculty premises and is a very pleasant and intimating place to visit. It facilitates the student practicals and research related to management and breeding of a wide variety of ornamental fish species. It also gives hands on experience for students on the live feed production in aquaculture. It is equipped with accessories necessary for catching, rearing, breeding and disease management of various fish species. It is currently under the development for the production of fish larvae for sale in future.

Libraries

Students can use both the Central Library and the Library of the Faculty of Agricultural Sciences. The Central Library of the University is rich with more than 65, 000 printed publications and very precise collection of periodicals, which can be used by the students, and the staff of the university. The Faculty Library has collected around 21000 books for the lending and reference sections in relation to the subjects taught at the faculty. In addition to the valuable collection, the reference section has subscribed to periodicals including General Agricultural serials, Animal husbandry and Livestock serials, Forestry and Environmental serials, Food Science and Technological serials, General Science serials, Management and Economics serials, and daily and weekly Sinhala, English and Tamil newspapers.

The reference section of the faculty library is opened from Monday to Friday from 8. 00 am to 6. 00 pm and Saturdays from 8. 00 am to 5. 00 pm. The lending section is opened from Monday to Friday from 8. 00 am to 4. 00 pm. The above-mentioned opening hours are subjected to change during the period of examination and other special events with the approval by university administration. Students of the faculty are allowed to borrow several books from both sections under the library rules and regulations. Permanent Reference (PR) books and periodicals are not for lending.

The central library as well as the faculty library provides you the automated catalogue connected to the World Wide Web, which will provide online searching and reservations. In addition to the above services, the library handles all the transactions through library-automated system. The faculty library also has an e-learning section. Further, the faculty library provides special photocopy service for the faculty students at a nominal rate. Penalty for lending books, which are returned late, will be one rupee (Rs. 1. 00) per day per book and two rupees (Rs. 2. 00) per hour, per book for reference books. Other charges at the library will be made according to the rules and regulations of the library.

E-learning Centre

E-learning facilities for both students and lecturers are also available in the faculty. These facilities can be used to search articles and for self studies where students can join with lecturers through

e-learning facilities.

Agribusiness Research and Development Center (ABRDC)

The Agribusiness Research and Development Centre is established at the faculty of Agricultural Sciences, to serve as a resource base for research, teaching assignments, development activities and consultancies in the sphere of Agribusiness Management.

Computer Unit

The IT Centre of the faculty is fully equipped and currently operating in networked environment with 65 computers. Internet facilities are available in the computer centre and on weekdays it is kept opened from 8. 00 am to 9. 00 pm and during weekends from 8. 00 am to 4. 00 pm. Students can use the printing facilities in the centre for their academic needs. The main objective of the courses offered by the IT unit is providing the basic knowledge about computer studies. Software packages are available for database management, spreadsheets, and word processing; graphic design and statistical software packages for data analysis are also available.

Language Laboratory

Fully equipped complete language laboratory has been established at the Faculty of Agricultural Sciences for the use of students and staff. Many activities according to the new curriculum of English are arranged for students in this language laboratory to improve their speaking and listening abilities.

Faculty Farm

About 38 acres of land is being developed as a teaching farm for the faculty at Belihuloya. A wide range of vegetable crops are grown right through the year depending on the season. Integration of livestock and crops is aimed at, in the future development programme of the farm. One-acre of coconut, rubber and tea cultivation is already established. Agrotourism, organic farming and eco-farming are the new concepts introduced in the farm.

Processing Unit

A processing unit has been established for processing milk and meat where students can learn about the procedures of processing. The practical and research work related to processing, especially under the Department of Livestock Production, are conducted in this processing unit established next to the faculty farm.

Agri- Mart

Agri-Mart has been established to sell high quality crop and livestock products of the faculty Farm. Vegetables, chicken, mutton, pork, eggs, milk, bee honey, yams and yoghurt are available in Agri-Mart.

Agrifac Farm Stay

Cabanas established in the farm for Agro-tourism are opened for tourists since 02nd February 2010. Agrifac Farm Stay is a perfect stopover on the Colombo-Badulla highway and a charming and peaceful holiday destination for much needed “getaway-from-it-all” restful break. An unforgettable, warm, and friendly farm style Bed and Breakfast experience awaits you in this pleasant atmosphere.

'SURASA' Agri-food Stall

'Surasa' Agri-food stall is an innovative physical platform developed by the department of Agribusiness Management to sell the new product developments produce by the students, faculty farm produces and farmers products. This was established since 27th of May 2023. This stall is a great opportunity for the students to earn an income by selling their products to the university crowd and to the general public.

Student Services

Hostels : Accommodation with basic facilities is provided for all students.

Financial assistance : Bursary and Mahapola scholarship payments will be made monthly at the bank. Exact date of payment is subjected to change from month to month but will be announced in advance.

Canteens

Breakfast, lunch, dinner, tea, cool drinks and various snacks are available in the canteens throughout the day. Main meals should be ordered in advance. You can also purchase groceries, stationeries etc. from the canteens or from the welfare centre.

Sports Facilities

The university playground is available for sports activities. Outdoor courts are provided for Tennis, Basket ball, Volleyball and Netball. Indoor facilities are available for Table Tennis, Squash, Badminton and Weights training. A 25m long swimming pool is located at the sports complex. There are facilities available for many other sports.

Audio-Visual Unit

The audio visual unit has been established which covers almost all the audio visual tasks related to academic and research activities in the university. This unit serves the whole university.

Mail Service

Incoming mail is kept in student mailbox at the faculty office. Address should include the name of the student, Faculty of Agricultural Sciences, Sabaragamuwa University of Sri Lanka, Belihuloya 70140.

Extra Curricular Activities

Art Society maintains a wall magazine "Mansala" on which students can publish their original poems, stories and art work in all three languages.

Further, Faculty Explorers Club is engaged in various types of activities; outings, tree planting campaigns, field visits and public educational and awareness programmes on the conservation of flora and fauna. This society provides an opportunity for bird watching and studying of flora and fauna

in this particular area.

Bus Service

Buses between Kumbalgama and Balangoda pass the main university entrance. Buses on the Colombo-Badulla road pass the Pambahinna Junction frequently. CTB busses start for Colombo from the Campus every morning at 4.45 am.

Banks

Bank of Ceylon has a branch office within the campus. The People's Bank operates at Pambahinna.

Places of Worship

Buddhist

University Buddhist Centre is located within the campus. Karagastalawa Temple is about 1 km west of Pambahinna junction; Niyandagala Aranya is about 1 km East of the junction; Seela Samadhi Meditation Centre is at Silogama, Belihuloya, Bodhi Rukkaramaya, Kinchigune is at 100 m South of the faculty of Agricultural Sciences.

Catholic

Ave Maria Catholic Church, Belihuloya; St. Anthony's Catholic Church, Kirindigala.

Hindu

Kathirasan Kovil and Mariyamman Kovil are located Balangoda.

Islam

Jumma Mosque, Balangoda and Jailani Mosque, Kooragala are the closest mosques. There is also a prayer room within the Students' Centre.

Places of Attraction

Bambarakanda Falls

Highest waterfall in Sri Lanka (241 m; 790 ft) located about 20 km from the university off the Ohiya Road near Kalupahana plunges between Mt. Welihena and Bambaragala, over steep precipice bordered by dark, green pine forests. The deep pool in the valley below, is surrounded by paddy fields,

Suratali Falls

An eye-catching, 20 m ribbon of water cascading down Ellamana at the eastern edge of the peak wilderness area. Name derives from Sinhala word for caressing. Located about 8km from the university near Halpe at 105 Mile-post on the Badulla A4 road.

Duvili Falls

This located just 25 Km away from the university. This magnificent waterfall crumples lamenting

as loosened plait of hair of a beauty from summit to deep water receptacle at the cliff. Divili Falls can be reached by turning at 16th mile post at Tanjantenna village at Balangoda-Kalthota route and proceeding 4 km through the jungle. The rootcause of Duvili falls, which would count 40 m high, is Walawe River.

Galagama Falls

This is the last of a series of waterfalls on the BelihulOya, a tributary of the Walawe Ganga. Local residents call the 5m fall “Pahantuda Ella” because it resembles the wick of an oil lamp, with the river pouring into a deep pool surrounded by a water smoothed rock wall. It is located about 5km away from the Belihuloya Rest House off the motorable road to Assaddunwela on a path through scrub jungle and paddy fields along the rocky riverbed.

Diyaluma Falls

This is the second (220 m) only to Bambarakanda in height. Diyaluma means “water gush” in Sinhala. Above the main fall of the Punagala Oya are several smaller falls that can be seen after climbing a steep path to the ridge from which the waters flow down. Diyaluma Falls is close to the Colombo Batticaloa A4 road between Koslanda and Wellawaya.

Horton Plains

This 3,162 hectare national park is a natural playground without rivals in Sri Lanka. Best known for World’s End, which on a rare clear day would offer a spectacular view of the sea. Also, home to Leopards, Sāmbhar, Eagles and many species of butterflies, as well as rare orchids, Keena trees and exotic mosses. Horton Plains is a watershed of tremendous importance containing the second and third highest mountains in Sri Lanka. World’s End is a 21 km journey up the motorable road through the Nonpariel Estate and a 4km walk through the jungle from there.



Samanalawewa

This is located just 7 km away, from the university. This 100m high dam has created a reservoir of nearly 350 square kilometers of water at the confluence of the Walawe Ganga and BelihulOya rivers. The power station for the hydroelectric project, which has a capacity of 120 megawatts, is located about 6km away from the dam.

Sinharaja Tropical Rain Forest

Still relatively untouched by man, this rain forest is the only living witness to Sri Lanka’s history.

An estimated 75% of its flora is unique to this country and 19 of its 142 bird species have yet to be found outside this forest. Sinharaja is the wellspring for the Kukuleganga and Ginganga rivers. From the university, take the Colombo A4 road to Thirivana Ketiya Junction, about 5km before Ratnapura then follow the Kalawana Road to Weddagala town, and is about a 3 hour journey by a vehicle from the university.

Uda-Walawe National Park

This is home to more than 250 elephants, as well as barking deer, leopards, the red-faced malkoha and many other bird species. At the center of the park is the Uda Walawe tank, created by a 5 km long dam on the Walawe Ganga. It's about 2½ hour trip by a vehicle from the university.

DEPARTMENTS AND PROGRAMMES OF STUDY

3. DEPARTMENTS AND PROGRAMMES OF STUDY

3.1 Departments

The faculty is composed of three departments of study

- Department of Agribusiness Management
- Department of Export Agriculture
- Department of Livestock Production

3.1.1 Department of Agribusiness Management

The Department of Agribusiness Management was established to be a centre of excellence in Food and Agribusiness sector in Sri Lanka which was the pioneer academic department in food and agribusiness management in the university system of Sri Lanka. We endeavor to provide a cohesive, dynamic, innovative and market-driven educational process for developing intellectuals and entrepreneurs for the present and future.

The present curriculum traverses through the disciplines of management, agribusiness, agricultural economics and agricultural extension. The updated curriculum is designed to enable graduates who specialize in agribusiness management to cultivate and enhance their potential for leadership, productivity and competitiveness. Our graduates can aspire for a career at middle and top managerial levels in the disciplines of general management, marketing, food and agribusiness, human resource management, economics etc.

3.1.2 Department of Export Agriculture

The mission of the department is to produce graduates who possess knowledge and skills in advanced agricultural technologies and are capable of managing horticultural and plantation operations of any scale.

Students who have chosen the Department of Export Agriculture are able to specialize in agrienvironmental resource management, crop improvement and plant protection or crop production technology. Graduates specializing in these three modules in the Department of Export Agriculture are well equipped with knowledge and skills in modern techniques of commercial agriculture. Inclusion of an intensive farm practice course and an industrial training programme at reputed agro-industries to the curriculum is an advantage for enabling our graduates to play a pivotal role in the commercialization process of agriculture. Moreover, special emphasis is given on leadership and personality development and entrepreneurship development to enhance their skills and attitudes to face the challenges of the dynamic business world.

There are numerous employment prospects for these graduates, in the fields such as, private sector agro industries, public sector, research and development, international organizations, academic, and consultancy.

3.1.3 Department of Livestock Production

The Department of Livestock Production strives to produce future leaders and innovators who can bear major responsibilities and perform roles for the enhancement of the livestock sector.

Students who have chosen Department of Livestock Production are able to specialize in Animal Bio-resource Technology and Management or Aquatic Bio-resource Technology and Management. The farm practice and the industrial training programmes in this department too have strengthened graduates for the job market in livestock and animal production so that it is not so competitive for graduates who have specialized in relevant disciplines to screen allied jobs locally and globally.

Graduates specializing in these two modules in department are well equipped with knowledge and skills in modern techniques of livestock and aquatic animal productions and have job opportunities in different fields such as dairy science, meat science, animal nutrition, poultry science, aquaculture, quality assurance etc. and higher education in Sri Lanka and also overseas.

3.2 Programme of Study

Name of the Degree Program

Department of Agribusiness Management of the Faculty of Agricultural Sciences awards the Bachelor of Science Honours in Food Business Management (BSc Hons (Food Business Management)) degree. This Degree is placed at level 6 in the Sri Lanka Qualifications Framework by the University Grants Commission.

Introduction

The food industry is one of the most, dynamic and innovative sectors in the world economy with excellent career potential. Food and drinks are among the largest wholesale and retail marketing sectors in the world. This increasingly competitive industry needs creative and responsive managers and marketers who have the skills to maintain and develop their company's business and market share.

The Department of Agribusiness Management of the faculty of Agricultural Sciences of Sabaragamuwa University of Sri Lanka has well developed links with industry reflected in the design and delivery of its programmes. Working closely with industry on a variety of practical projects, enables students to develop the necessary skills for employment.

Why Food Business Management?

Food businesses operate in a rapidly changing environment where well informed and timely decision making is crucial to business success. Recent examples include the development of multichannel marketing in response to the new digital era; globalisation with retailers taking advantage of expanding overseas markets; and the development of niche markets such as organics in response to ethical consumerism. At the global level pressures include food security and climate change. The proposed four year Food Business Management degree programme of the Department of Agribusiness Management of the Faculty of Agricultural Sciences,

Sabaragamuwa University of Sri Lanka plans to produce graduates who have the knowledge and skills to help make these strategic choices. For example, understanding the psychology of consumer food choice is a key to developing insights into future consumption trends and potential growth markets. The degree provides an in-depth understanding of food industry, special features of managing food business, consumer behaviour in food market and practical skills in business and market research which are vital to the profitability and success of a food business venture. The sequence of modules of this BSc programme will provide the core knowledge and understanding of professional tools that a graduate who will take up need a business management and marketing related career, particularly but not exclusively, in the food industry. Further, it includes:

- an understanding of the Sri Lankan food industry in a global context
- the economic, social and political challenges facing food businesses
- the reasons why governments intervene in food markets
- trends in food consumption and consumer behaviour
- business and marketing strategy, branding and advertising in food industry
- key principles of financial, human resource and value chain management
- quality aspects and innovation in the food industry
- research methods to systematically explore real world food business issues

Salient Features of the Degree Program

The degree program has adopted the course unit system where each course is worth a specific number of credits/units. Thus it will have examinations during and at the end of the course. The students will earn grade points at these examinations depending on the credit number of specific courses. It is a semester based curriculum. A credit/unit is defined as 15 hours of theory or 30 hrs of laboratory practical/field practical. The salient features of the new BSc degree programme in Food Business Management can be indicted as follows.

- A rigorous, stimulating and enjoyable training in two inter-related disciplines – Food Business Management and Marketing
- An international reputation for excellence in teaching and research related to the food chain in both the natural and social sciences. Much of the teaching will be conducted by Business Management, Marketing and Food Science specialists within the department, faculty and industry.
- Strong links with industry and the business management and marketing professions. It holds joint events with expert speakers from the industry and various other organisations connected with the food industry.
- Real world experience through visits to businesses within the food chains. Students will also do individual and group project work emphasising the application of food business and marketing principles to real business situations.
- An excellent learning environment at the faculty in general and the department in particular.

Career Prospects

Demand for well trained graduates in the business management and marketing functions of the food industry is strong. Potential employment areas include business management, marketing, market

research, new product development, sales, buying, retail management, value chain management, human resource management, policy analysis, management consultancy, finance and accounting in food industry.

Duration of the Degree Program

Four years of full time study is considered as a minimum requirement to acquire the necessary knowledge, skills and attitudes required for a graduate in Food Business Management. The four years will comprise of 8 semesters, 2 semesters per year with each semester having 15 weeks.

Credits/ Units

The total minimum requirement of credits to graduate in a 4-year study program is 120 as specified by the Quality Assurance and Accreditation Council of Sri Lanka. The proposed curriculum comprises 120 credits.

Structure of the Study Program

In the first year, compulsory modules provide the essential foundation material in Business Management, Marketing, Economics and Food Science together with a range of modules describing the characteristics and problems of food businesses, the 'food chain' linking agriculture to the final consumer, and agricultural and food markets in Sri Lanka, Asia and the world.

In the second and third years, these elements are progressively developed, with the emphasis shifting towards a critical appreciation and application of the techniques and concepts covered onto wide range of contemporary issues faced by the food sector's decision makers. A further important dimension is the study of how government policy impacts on agricultural and food markets and the businesses operating within them. In all three years students can select modules outside the main subject area of the degree.

The fourth year of the programme offers students with the opportunity to spend a year to gain experience in industry and complete a research project on a theme of student's own choice within the scope of the degree.

Additional Modules

English and Computer Science will be taught as basic courses. A course on Personality Development would also be offered to enhance the graduate profile. In addition, students will be given a chance to learn an international language other than English such as Japanese, German, and Chinese as a non-credited and non-compulsory course.

Medium of Instruction

The medium of instruction at the faculty would be English. Hence the English curriculum has also been revised in order to cater to the needs of students. A total of 390 contact hours have been assigned for English in order to address the four skills – reading, writing, listening and speaking. English will be offered as a subject during first three years (1st – 5th semesters).

Course Notation

Each course in the curriculum would have a specific notation. The course notation would be such that it will have a prefix denoting the degree program followed by the year and semester in which it is offered and a two digit number which is the number given by that department for that course. Final digit will stand for the credit number of that course. This notation will also show the number of theory and practical hours assigned to the course.

e. g. : FBM11012 [15/30]

Credit Unit

A credit unit is defined as 15 hours of lectures or 30 hours of laboratory practicals/ field practicals.

GPA Courses

These are courses that will earn grade points for the students and contribute to the Grade Point Average (GPA) of a student. All courses in the specialization program, industrial training program and the research will be GPA courses.

Non- GPA Courses

These are courses that have to be taken by students as partial fulfillment for the requirements of the degree program. Many of them have specific credit numbers, but will not contribute to the GPA of a student. These courses are in English, Personality Development, IT and alternative languages.

4. OFFICERS, ADMINISTRATIVE AND ACADEMIC STAFF OF THE FACULTY

4.1 Administrative Staff

| | |
|--|------------------------------------|
| Dean/ Faculty of Agricultural Sciences | - Prof. (Mrs.) M.L.M.C.Dissanayake |
| Head/ Dept. of Agribusiness Management | - Mr. I.C. Hettarachchi |
| Head/ Dept. of Export Agriculture | - Dr. Eranga M. Wimalasiri |
| Head/ Dept. of Livestock Production | - Prof. (Mrs.) R.M.A.S. Bandara |
| Assistant Registrar (Actg) | |

4.2 Academic Staff

4.2.1 Department of Agribusiness Management

Head of the Department

Mr. I.C. Hettarachchi

BScHons(Agri Sci and Mgmt) [SUSL]

Research Interests : Human Resource Management, Agricultural Tourism

Chair of the Department

Senior Prof. Rohana P. Mahaliyanaarachchi

MSc (PLOVDIV), PhD (Pdn), Post Doc. (Reading)

Research Interests: *Agricultural Marketing, Agricultural Extension, Agricultural Management, Agricultural Tourism*

Professors

Senior Prof. (Mrs.) D.A.M. De Silva

BScHons(Agric) [Ruhuna], MBA (Pdn), PhD (Japan), Post Doc. (UK)

Research Interests : *Agricultural Marketing, Value chain management, Fishery marketing & Trade, Climate Change, Gender*

Senior Prof. M. Esham

BScHons(Agric) [Pdn], MBA [SriJ], PhD (Japan) Post Doc(Japan), Post Doc (UK)

Research Interests : *Entrepreneurship Development, Agribusiness Management, Climate Change*

Prof. H.S.R. Rosairo

BScHons(Agric) [Pdn], MBA [Colombo], PhD (Lincoln, New Zealand), Post Doc. (Bradford, UK)

Research Interests: *Agribusiness Management, Farmer Organizations, Agricultural Marketing*

Prof. A.W. Wijeratne

BScHons(Agric) [Pdn], MSc [Pdn], PhD (China)

Research Interests : *Mathematical modeling in business and economics, spatial statistics*

Prof. (Mrs.) S.H.P. Malkanthi

BScHons(Agric) (Pdn), MPhil (Pdn), PhD (Thailand)

Research Interests : *Agricultural Sociology, Agricultural Extension*

Senior Lecturers

Dr. (Mrs.) S.T.C. Amarasinghe

BScHons(Agric) (Pdn), MPhil (Pdn), PhD (China), Dip (Business Management)

Research Interests: *International Business, Agribusiness Management, Agricultural Economics*

Dr. R.K.C. Jeewanthi

BScHons(Agr Sc and Mgmt)(SUSL), MSc (South Korea), PhD (South Korea)

Research Interests : *Functional Food, Product Development, Food Microbiology, Food Nutrition and Agribusiness Management*

Mr. P. Sivashankar

BScHons(Agri) (Pdn), MPhil (Pdn)

Research Interests : *Agricultural Economics*

Lecturers

Ms. M.S. Elapata

BScHons(Agr Sc and Mgmt) (SUSL),

Research Interests : Agribusiness Management

Ms. K.K.H.M. Rathnayake

BScHons(Export Agriculture) (UVA), Dip (MA), CIMA

Research Interests : *Agricultural Finance, Food Business Management*

Ms. B.M.R.L. Basnayake

BScHons(Agr Sc and Mgmt) (SUSL),

Research Interests : *Food Supply chain Management, Agricultural marketing Entrepreneurship and Innovations*

Ms. A.M.S.M.R.S.G. Bandara

BScHons(Agr Sc and Mgmt) (SUSL)

Research Interests : *Agri Food Value Chains, Marketing, Rural Food Security*

Ms. M.M.S.C. Senavirathne

BSc. In Export Agriculture (UWU), MSc (Pdn)

Research Interests: *Agriculture Economics, Agriculture Entrepreneurship, International Trade*

4.2.2 English Unit

Co-ordinator / Senior Instructor

Mr. J.S. Senadheera

BA (SJP), MA (Kelaniya), National Diploma in Teaching - English (NIE)

4.2.3 Library

Deputy Librarian

Dr. I.M. Navaratne

BA (Library Sc) Kelaniya, MLS(Library Sc) Colombo, PhD (Library Sc) Banaras

4.2.4 IT Center

Co-ordinator/Instructor

Mr. A.C.P.K.Siriwardhana

BScHons (Computer Science) (SUSL), MSc (Computer Science) (Pera)

Instructors

Mrs. A.C. Nanayakkara

BCompSc (UCSC), MCompSc (UCSC)

Mr. W.R.Y.S. Samarasekara

BScHons (Computer Science) (SUSL), MSc (AI) (UOM)

4.3 Faculty Board

Chairman

Prof. M.L.M.C. Dissanayake

Members

Prof. R.M.A.S. Bandara
 Dr. G.E.M. Wimal Siri
 Mr. I.C. Hettiarachchi
 Senior Prof. R.P. Mahaliyanaarachchi
 Senior Prof. A.A.Y. Amarasinghe
 Senior Prof. D.M.A. Gunaratne
 Senior Prof. D.A.M. De Silva
 Senior Prof. M. Esham
 Senior Prof. P.M.A.S. Karunaratne
 Senior Prof. P.I. Yapa
 Prof. C.N. Walpita
 Prof. M. P. Sumith Magamage
 Prof. H.A.D. Ruwandeepika
 Prof. A.W. Wijeratne
 Prof. P.K. Dissanayake
 Prof. H.S.R. Rosairo
 Prof. R.K. Mutucumarana
 Prof. T.S.P. Jayaweera
 Prof. S.H.P. Malkanthi
 Prof. G.D.K. Kumara
 Prof. A.D. Ampitiyawatta
 Dr. S.T.C. Amarasinghe
 Dr. M.A.J.P. Munasinghe
 Dr. J.B.D.A.P. Kumara
 Dr. D.D. Wickramanayake
 Mr. P. Sivashankar
 Dr. R.K.C. Jeewanthi
 Dr. W.M.A.U.K.M. Wijesekara
 Dr. P.P.S.K. Patabandi
 Ms. M.S. Elapata
 Mr. G.A.H. Galahitigama
 Mr. D.N.N. Madhushanka
 Ms. P.W.M. Tharindi
 Ms. D.D.M.O. Dissanayake
 Mr. J.S. Senadeera [Coordinator, English Unit]
 Mr. A.C.P.K. Siriwardhana [Coordinator, Computer Unit]
 Dr. I.M. Nawarathna [Deputy Librarian]

Dr. R.D. Gunathilake (External Faculty Board Member)

Dr. N.P.S.N. Bandara (External Faculty Board Member)

Mr. M.A.N. Gayan(ExternalFaculty Board Member)

Mr. G.A.D.M. Thennakoon/ Deputy Registrar, Agri (Cover up) (Secretary)

Two Students' Representatives

FOOD BUSINESS AND MANAGEMENT

5. COURSE OUTLINES

Courses offered during the first year

| Year/ Semester | Course Notation, Name, Units and Hours for theory and practical | | Unit:Theory/ Practical |
|-----------------------|--|--|---------------------------|
| Year I Semester I | FBM 11012 | Principles of Management | [2:30/00] |
| | FBM 11022 | Principles of Marketing | [2:30/00] |
| | FBM 11032 | Principles of Economics | [2:30/00] |
| | FBM 11044 | Fundamentals of Food Science and Introduction to Food Industry | [4:45/30] |
| | FBM 11053 | Mathamatics | [3:45/00] |
| | FBM 11062 | Principles of Human Resource Management | [2:30/00] |
| | AG 11030 | English Language I | [0:52/00] |
| | AG 11020 | Sri Lankan Studies and Current Affairs | [0:15/0] |
| | AG 11010 | Personality Development | [0:30/0] |
| | AG 1040 | Computer Science I | [0:15/30] |
| | | | |
| Year I Semester II | FBM 12013 | Marketing Management | [3:45/00] |
| | FBM 12023 | Marketing Communication in Food Business | [3:45/00] |
| | FBM 12033 | Fundamentals of Human Nutrition | [3:30/30] |
| | FBM 12043 | Applied Statistics | [3:45/00] |
| | FBM 12053 | Fundamentals of Food Processing Technologies | [3:30/30] |
| | AG 12010 | English Language II | [0:52/00] |
| | AG 12030 | Computer Science II | [0:15/30] |
| | AG 12020 | World Studies and Current Affairs | [0:15/0] |

COURSE SYNOPSIS OF THE FIRST SEMESTER**FBM 11012 (30/00) PRINCIPLES OF MANAGEMENT**

Introduction to Management, The Management Process, Organizational Structures, Types of Business Organizations, Group Dynamics, Managing Change, Time Management, Quality Management, Management by Objectives (MBO), Introduction to Strategic Management.

FBM 11022 (30/00) PRINCIPLES OF MARKETING

Marketing Fundamentals, Customers and Consumers, Market, Business Marketing, Marketing Mix, Marketing Orientation/Customer Focus, Marketing Myopia, Market Segment and Niches, Target Market, Product Positioning, Market Share, Marketing Strategies and Paradigms, Growth Strategies - key growth strategies, Market Dominance Strategies, Michael Porter Generic Strategies, Differentiated and Mass Marketing, Marketing Warfare Strategies, Relationship Marketing, Network Marketing, Diversity Marketing, Customer Experience Management (CEM), Evangelism Marketing

FBM 11032 (30/00) PRINCIPLES OF ECONOMICS

Economics and Economic Reasoning, Supply and Demand, Opportunity Costs and the Gains from Trade, Market Supply and Demand and Elasticity, Price Controls and Taxes, Marginal Analysis and Consumer Choice, Welfare Economics, Markets, Efficiency and Welfare, Welfare Analysis of Taxes, Tariffs and Transfers, Firm Behavior in a Competitive Market, Production, Inputs and Costs, Firm Behavior in the Short Run, Entry, Exit and Long Run Equilibrium, Property Rights and Market Failures, Property Rights, Public Goods and Externalities, Market Power and Regulation, Monopoly, Oligopoly, Strategic Behavior, and Game Theory, Factor Markets, The Labor Market, Poverty, Inequality and Discrimination, Time and Risk and Information, The Real Economy in the Long-run, Macro and Economic Growth, Economic Growth and Convergence, Savings, Investment and the Financial System, Money, Banking and Prices, Banking and the Federal Reserve, Money Supply and Demand, Open Economies, Macroeconomic Fluctuations and Stabilization, Aggregate Demand, Aggregate Supply and Macro Equilibrium, Aggregate Demand Management, Inflation and Unemployment, Current Issues in Macroeconomics

FBM 11044 (45/30) FUNDAMENTALS OF FOOD SCIENCE AND INTRODUCTION TO FOOD INDUSTRY

Food Chemistry-Carbohydrates, Food Chemistry-Proteins, Food Chemistry-Lipids, Food Nutrition, Raw Material Handling, Drying, Heat Preservation, Refrigeration and Freezing, Food Frying, Food Packaging, Baked Products, Milk and Dairy Products, Red Meat and Poultry Products, Eggs and Emulsions, Seafood, Starch Cookery and Sauces, Dairy – Milk, Other Dairy products, Food and Diet/Cultural Foods, Grain and Oilseed Products, Fruit and Vegetable Products, Beverages, Sensory Testing, Confections, Organic Foods, Irradiation, Food preparation Basics, Genetically Modified Foods

FBM 11053 (45/00) MATHEMATICS

Preliminaries: Number systems, Equations and inequalities, Exponents, logs, roots and radicals; Coordinate Geometry and Preliminaries of Trigonometry: Cartesian plane, Equation of a straight line, Working with linear equations, Other geometric shapes, Preliminaries of trigonometry;

Quadratic, Cubic and Higher Order polynomials, Limits and continuity of functions: Techniques of limits, Continuity Differentiation: Preliminaries, Properties, Logarithmic, Trigonometric, Higherorder derivatives , Curvesketching, Real world applications; Integration: Introduction , Rules of integration; Matrix Algebra and Linear Systems.

FBM 11062 (30/00) PRINCIPLES OF HUMAN RESOURCE MANAGEMENT

Introduction to Human Resource Management (HRM), Definition of HRM, HRM Functions, Human Resource Planning, Recruitment and Selection, What is Hr Planning?, Job Analysis Process, The Recruitment Process, The Selection Process, Human Resource Development (HRD) and Training, Introduction to HRD, HRD Phases, Performance Management and Performance Appraisal, The Performance Appraisal Process, Functions of Performance Appraisal, Methods of Appraising Performance, Pay and Compensation, Basics of Designing a Compensation System, Employee Satisfaction and Motivation Issues, Job Evaluation.

AG 11010 – PERSONALITY DEVELOPMENT

Leadership, Interpersonal Relations, Communication, Stress Management, Group Dynamics and Team Building, Conflict Management, Time Management, Motivation.

AG 11020 – SRI LANKAN STUDIES AND CURRENT AFFAIRS

Timely important 8-10 general aspects relevant to current affairs in the Sri Lankan context are discussed in this subject. This is a non-credited course.

**To pass the subject students should complete minimum 80% attendance and score more than 50 marks for the continuous assessments.*

COURSE SYNOPSIS OF THE SECOND SEMESTER

FBM 12013(45/00) MARKETING MANAGEMENT

Introduction to Marketing Management, Historical Development of Marketing Concepts, Marketing Environment, Goods and Services, Target Markets and Market Segmentation, Marketing Mix, Product, Price, Place, Promotion, Buying Behavior, Analyzing Consumer Markets and Buying Behavior, Analyzing Business Markets and Buying Behavior, Strategic Marketing Planning, Definitions, The Importance of Strategic Marketing Planning, Process of Strategic Marketing Planning, Models Used in Strategic Marketing Planning, Dealing with Competition, Industry Analysis, Identifying Competitors, Competitor Analysis, Competitive Intelligence Systems, Designing Competitive Strategies, Introduction to Service Marketing, Introduction to Services, Unique Aspects of Services Marketing, Consumer Behavior in Service Marketing.

FBM 12023 (45/00) MARKETING COMMUNICATION IN FOOD BUSINESS

Marketing Communication, Communication Process, Nature and Components of Marketing Communications, Model of Communication Process, Adoption Process and Adoption Categories, Consumer Buying Decision-Making Process, Influences on Consumer Behavior - Personal, Psychological, Social; Response-Hierarchy Models, Integration of Marketing Communications, Organization of The Industry, Structure and Roles of Marketing Communications Agencies, Advertising Agencies, Media Owners, Advertisers, Triangle of Dependence, Types of Agency - Full Service. Media Independents, Hot Shops, Concentration in Buying and Selling, Media Sales Houses; Other Supporting Services - PR, Sales Promotion, Marketing Research, Current Trends in Marketing Communication, Media Fragmentation, Micro-Marketing, Brand Proliferation, Media Costs, Increasing Use of Sales Promotion Techniques at the Expense of Advertising and their Effect on Branding and Awareness, New Media, Ex Payslips, Till Receipts, Petrol Pumps, Increased Sophistication and Use of Marketing Research, The Role of Marketing Communications in Globalization Ex Media Availability, Culture, Religion, Education and Literacy, Impact of ICT in Marketing Communication, Role of It, Internet and on Channels of Communication, Cyber Consumers, Global Media Reach, Computerized Home Shopping – Interdependence, Disintermediation, and Reinter Mediation, The Ability to Develop Relationships Through ICT, Business- To-Business and Business-To-Consumer Communications.

FBM 12033 (45/00) FUNDAMENTALS OF HUMAN NUTRITION

Overview of Nutrition, Nutrient Requirements, Dietary Guidelines, Nutrition Anatomy, Carbohydrates, Carbohydrates and Diabetes, Lipids, Lipids and Cardiovascular Disease, Proteins, Fat Soluble Vitamins, Metabolism, Water Soluble Vitamins, Water and The Major Minerals, Trace Minerals, Energy Balance, Weight Management, Alcohol and Nutrition, Nutrition and Fitness, Lifecycle Nutrition, Eating Disorders.

FBM 12043 (45/00) APPLIED STATISTICS

Introduction, Variability in Observations, basic definitions, Steps in Scientific Method, Population and Sample; Descriptive Statistical Methods: Measure of centre, Measure of dispersion, Graphs and plots: Elementary Probability Theory: Probability distributions; Statistical inference and hypothesis testing: Testing point estimations, Testing interval estimations, Analysis of count data, Software applications; Regression analysis: Simple linear regression and correlation, Software applications.

FBM 12053 (30/30) FUNDAMENTALS OF FOOD PROCESSING TECHNOLOGIES

Introduction to Food Processing, Properties and Theory, Ambient Temperature Processing, Material Preparation, Size Deduction, Mixing, Separation, Ambient Temperature Processing, Fermentation and Enzyme, Irradiation, Heat Processing, Evaporation and Extrusion, Food Dehydration, Baking, Roasting, Frying, Dielectric, Ohmic and Infrared Heating, Freezing, Freeze Drying and Concentration, Packaging – Filling and Sealing, Retort Packaging, HACCP, Alternative Food Processing Techniques.

AG 12020 – WORLD STUDIES AND CURRENT AFFAIRS

Timely important 8-10 general aspects relevant to current affairs in the global context are discussed in this subject. This is a non-credited course.

Courses offered during the second year

| Year/ Semester | Course Notation, Name, Units and Hours for theory and practical | | |
|---------------------|---|---|-----------|
| Year II Semester I | FBM 21013 | Consumer Behavior in Food Marketing | [3:45/00] |
| | FBM 21023 | Human Resources in Food Business | [3:45/00] |
| | FBM 21033 | Entrepreneurship and Food Innovation Management | [3:45/00] |
| | FBM 21042 | Customer Relationship Management in Food Business | [2:30/00] |
| | FBM 21053 | Food Microbiology | [3:30/30] |
| | FBM 21063 | Food Retailing | [3:45/00] |
| | AG 21010 | English Language III | [0:45/00] |
| | AG 21020 | Computer Science III | [0:15/30] |
| | | | |
| Year II Semester II | FBM 22014 | Finance and Accounting | [4:45/30] |
| | FBM 22023 | Brand Management | [3:45/00] |
| | FBM 22034 | Quantitative Methods in Business | [4:45/30] |
| | FBM 22043 | Strategic Management | [3:45/00] |
| | FBM 22053 | Food Safety and Quality Management | [3:45/00] |
| | AG 22010 | English Language IV | [0:52/00] |
| | AG 22020 | Computer Science IV | [0:15/30] |

COURSE SYNOPSIS OF THE THIRD SEMESTER

FBM 21013 (45/00) CONSUMER BEHAVIOR IN FOOD MARKETING

Introduction to Consumer Behaviour, Consumer Behaviour and Marketing Strategy, Internal Influences on Consumer Behaviour, Motivation and Involvement, Personality, Self-Image, and Life Style, Consumer Perception, Consumer Learning, Consumer Attitude, Formation and Change, Communication and Consumer Behaviour, External Influences on Consumer Behaviour, Cultural Influences on Consumer Behavior, Income and Social Class, Social Class and Consumer Behaviour, Reference Groups and Family, Family Decision Making, Consumer Influence and the Diffusion of Innovations, Consumer Decision Making, Individual Decision Making, Consumer Decision Making-Process, Consumer Decision Making-Outcomes

FBM 21023 (45/00) HUMAN RESOURCES IN FOOD BUSINESS

Introduction to Strategic Human Resource Management, Overview of Strategic Hrm, Role HRM in Strategic Management, Developing a HRM Plan, Essentials of a HRM Plan in Food Business, Steps in Developing a HRM Plan in Food Business, Managing Human Resources Across Global and Multicultural Boundaries, Managing Human Resources in a Global Context, International Business and HRM, Emerging Labor Markets and their Behavior, Supply and Demand for Labor, Labor Market Information, Employee Relation, Introduction to Labor Unions, Collective Bargaining, Employee Relations in the Context of Sri Lanka, Safety and Health at Workplace, Overview, Mental Health and Stress, Health and Safety Legislations.

FBM 21033 (45/00) ENTREPRENEURSHIP AND FOOD INNOVATION MANAGEMENT

Nature of Entrepreneurship, Definitions, Schools of Thought, Entrepreneurial Personality and Skills, Role of Entrepreneurship in the Economy, Small Business, Small Business Versus Entrepreneurial Venture, Small Business Characteristics, Entrepreneurship and Innovation, Process of Creativity, Process of Innovation, Entrepreneurial Process, Idea Generation, Opportunity Analysis, New Venture Creation in Food Business, Fundamentals of a Business Plan, Preparation of a Business Plan, Financing a New Venture in Food Business, Rural Entrepreneurship, What is Entrepreneurship in Food Business?, Role of Entrepreneurship in Small Food Business Sector, Trends and Issues in Entrepreneurship Development in Sri Lanka in Special Attention to Food Business, Essentials of an Entrepreneurship Development Program, Entrepreneurial Training Methodologies .

FBM 21042 (30/00) CUSTOMER RELATIONSHIP MANAGEMENT IN FOOD BUSINESS

History and Theory of Customer Relationships Management: History of Customer Relationship Management, Working Definitions for CRM, Development of Electronic Marketing and CRM, Value of Repeat Business, Customer Data Collection and Integration, Build a Loyal Customer Base, Web Communities and Portals, Right of Privacy of Customers, Future of Customer Relationship Marketing in Food Sector.

FBM 21053 (30/30) - FOOD MICROBIOLOGY

Introduction, Anatomy of the Bacterial Cells, Bacterial Physiology, Sampling Concepts, Microbial Contamination of Raw Materials, Contamination Sources, Contamination of Raw Materials, Microbial Growth in Food, Intrinsic Factors, Extrinsic Factors, Implicit Factors, Microbial Aspect of Preservation, Spoilage of Food Products, Meat and Meat Products, Poultry Products, Fish, Shell Fish and Mollusks, Milk and Milk Products, Eggs, Vegetables, Fruits and Nut, Drinks, Cereals, Flour and Bread, Canned Foods, Food Poisoning, Food Born Infections, Food Intoxication, Culture Media and Culturing of Micro-Organisms, Practical: General Procedures in Microbiology Laboratories, Aseptic Handling of Micro Organisms, Preparation of Different Culture Media, Streak Colony Isolation Technique, Gram Staining, Counting and Calculations of Colonies in a Culture Plate, Interpretation of Results of a Colony Counting.

FBM 21063 (45/00) FOOD RETAILING

Overview of Food Retail Industry, Food System Overview, Food Industry Trends and Issues, Factors Driving Consolidation, Role of Retailing in the Distribution of Goods, Management of Retailing Including Buying, Selling, Accounting, Organization and Legal Considerations, Promotion Effectiveness, Consumers, The Changing Consumer, Consumer Demographics and their Significance, Consumer Wants and Needs, Pricing Strategy, Retail Financial Considerations, E-Commerce and Retail Marketing, Focus on Food Retailing, Store Formats, Leaders and Innovators, Loyalty Programs, Private Labels, National Brands Verses Private Label or Store Brands, Top Private Label Brands, National Brand Strategies, Home Meal Replacement, Definitions, Meal Solutions as a Response to Changing Consumer Wants and Needs, Implications of Home Meal, Replacement on the Food System, Restaurants and Foodservice Distribution and Marketing, Foodservice Industry Background, Trends in the Foodservice Industry, Issues Affecting the Restaurant Industry, Nutrition and Food Safety, Food Safety Risks and Opportunities, Challenges in Marketing Technologies for Effective Food Safety, Food Safety Lessons, Environmental/Social Issues, Transparency and Accountability in the Food Business, Tobacco and Alcohol Marketing in Today's Social Environment, Focus on Companies That Make Values Pay.

COURSE SYNOPSIS OF THE FOURTH SEMESTER

FBM 22014 (45/30) FINANCE AND ACCOUNTING

Introduction to Accounting, The Nature and Purpose of Accounting, Branches of Accounting, The Accountancy Profession, Accounting Rules, Historical Developments, The Accounting Rules, The Conceptual Framework of Accounting, Recording Data, Dual Aspect Rule, The Accounting Equation, Double Entry Book Keeping, Working with Accounts, Ledger Account Examples, Balancing The Accounts, Trial Balance, Trial Balance Errors, Last Minutes Adjustments, Stock Adjustment, Depreciation, Accruals and Prepayments, Bad and Doubtful Debts, A Comprehensive Example, Basic Financial Statements of Sole Proprietorships, Profit and Loss Account, Balance Sheet, A Comprehensive Example, Company Accounts, Limited Liability, Structure and Operation, The Profit and Loss Account, The Balance Sheet, A Comprehensive Example, Manufacturing Accounts, Content, Construction, Links with Other Accounts, Cash Flow Statement, Accounting Profit and Cash, Construction, A Comprehensive Example, Interpretation and Financial Reporting, Information Disclosure and User Groups, The Nature and Purpose of Interpretation, Horizontal Analysis, Trend Analysis, Vertical Analysis. Ratio Analysis, Interpretation.

FBM 22023 (45/00) BRAND MANAGEMENT

Understanding the Status of Brands, Taking a Brand Picture, Image, Personality, Brand Value Pyramid, Brand Contract, Promises, Why Consumers Buy a Certain Brand? Perceptual Mapping, Brand Positioning: Creating an Image in the Mind of Consumers, Brand Wars Are Fought in the Mind of Consumers, Positioning Errors, What is Brand Extension? Line and Range Extensions, Reasons of BE, Factors for Consideration, Classical Brand Theory Vs Modern Brand Theory, Brand Relationship Spectrum, Brand Architecture, Brand -Based Communication, Understanding The Brand Positioning, IMC, 360-Degree Implementation, Effective Campaigns of Successful Brands, Brand -Based Communication, The Changing Landscape, Channel Control, Building Relationships, Brand Power is Channel Power, Brand-Based Pricing is Premium Pricing, Loyalty Factors, Quality, Trust, Dependability, Consistency, What is ROBI (Return on Brand Investment?), 8 Basic Parameters and Matrix to Gauge Brand Performance, Brand Audit, Laws of Branding.

FBM 22034 (45/30) QUANTITATIVE METHODS IN BUSINESS

Basic Concepts of Regression Analysis, Terminology, Regression and Correlation, Two Variable Regression Analysis, Linearity in the Variable and Parameters, Ordinary Least Squares (OLSQ), Classical Normal Liner Regression Model, Regression Through Origin, Log-Liner Semi-Log and Reciprocal Models, Interval Estimation and Hypothesis Testing, Basic Concepts of Hypotheses Testing, Confidence Interval for Regression Parameters and Predicted Values, Multiple Regression Analysis, Basic Concepts of Multiple Regression Analysis, Estimation of Multiple Linear Regression Models, Cobb-Douglas Production Function, Polynomial Regression Models, Hypothesis Testing of Partial Regression Coefficient, Comparison of Two Regressions, Predictions, Assumptions of Classical Regression Model, Multi collinearity and Micro numerosity, Hetero scedasticity, Autocorrelation, Introduction to Econometric Modeling, Traditional Econometric Methodology, Alternative Econometric Methodology, Application of Regression Analysis in Econometric, Regression on Dummy Variables, Time Series Analysis, Introduction and Basic Concepts, Forecasting, Theory of Optimization, Introduction to Liner Programming,

Maximizing and Minimizing Model, Assumptions on Linear Programming Graphical Analysis for Two Variable Optimization, More than Two Variable Optimization.

FBM 22043 (45/00) STRATEGIC MANAGEMENT

Introduction to Strategic Management, Strategic Management, Strategist, Evolution of Strategic Management, Levels of Strategic Management, Benefits of Strategic Management, Financial Benefits, Concepts of Competitiveness and Competitive Advantage, Gaining Competitive Advantage, Maintaining Competitive Advantage, Achieving Sustained Competitive Advantage, Analysis of Environment, Assessing of Internal Environment, The Process of Strategic Management, Strategic Planning, Strategy Formulation, Strategy Implementation, Strategy Evaluation, Various Models of Strategic Management, Strategy in Action, Types of Strategies, Issues Related to Strategic Management, Business Ethics and Strategic Management, Code of Business Ethics, Natural Environment Perspective, Nature of Global Competition.

FBM 22053 (45/00) FOOD SAFETY AND QUALITY MANAGEMENT

National and International Regulatory Systems and their Impact on the Food Industry, Critically Evaluate the Nature and Impact of Food Borne Disease on the Food Industry, Public Health and International Trade, Analyze Case Studies to Determine the Cause and Prevention of Illness Associated with the Consumption of Contaminated Food, Assess Food Safety Risks in Food Operations, Identification of HACCP (Hazard Analysis Critical Control Points) as the International Standard for Food Safety Management Systems, History of the Establishment of HACCP as the International Standard for Food Safety Management, Analyze the Relationship Between Pre-Requisites, HACCP and Quality Systems, Demonstrate Competence in the Development of HACCP Plans, ISO 22000 Food Safety Management, British Retail Consortium (BRC) Food Technical Standard, Global Food Safety Initiative (GFSI), SQF 1000 / 2000 Codes, International Featured Standards, IFS Food, IFS Global Markets – Food, IFS Wholesale / Cash and Carry Standard, IFS Logistics is Applicable to Both Food and Non-Food Products, IFS Global Markets Logistics, IFS PAC Secure, IFS HPC, IFS Food Store, SAI Global Undertake Inspections and Certification to the BRC/ IOP 'Standard for Food Packaging Materials', FSSC 22000, Food Safety System Certification Standard, BRC Global Standard – Storage and Distribution, Retailer Brands/Supply Chain.

COURSES OFFERED DURING THE THIRD AND FOURTH YEAR

| Year/ Semester | Course Notation, Name, Units and Hours for theory and practical | | |
|----------------------|---|--|-----------|
| | FBM 31014 | Business Research Methods | [4:45/30] |
| | FBM 31023 | Advanced Food Marketing | [3:45/00] |
| | FBM 31033 | Food Value Chain Management | [3:45/00] |
| Year III Semester I | FBM 31043 | E- Business in Food Industry | [3:45/00] |
| | FBM 31053 | Business Economics | [3:45/00] |
| | FBM 31063 | Restaurant Management | [3:45/00] |
| | AG 31010 | English Language V | [0:52/00] |
| | AG 31020 | Computer Science V | [0:15/30] |
| | | | |
| | FBM 32013 | Research and Development in Food Industry | [3:45/00] |
| | FBM 32023 | Advertising and Promotion in Food Business | [3:45/00] |
| Year III Semester II | FBM 32033 | Legal Aspects of Food Business | [3:45/00] |
| | FBM 32043 | International Food Business and Trade Operations | [3:45/00] |
| | FBM 32053 | Total Quality Management in Food Business | [3:45/00] |
| | FBM 32062 | Current Issues of Food Industry | [2:30/00] |
| | | | |
| Year IV Semester I | FBM 42012 | Industrial Training | |
| | | | |
| Year IV Semester II | FBM 42028 | Research Project | |
| | | | |

COURSE SYNOPSIS OF THE FIFTH SEMESTER

FBM 31014 (45/30) BUSINESS RESEARCH METHODS

Formulating and Clarifying the Research Topic, Attributes of a Good Research Topic, Generating and Refining Research Ideas, Turning Research Ideas in to Research Projects, Writing a Research Proposal, Critical Review of Literature, the Critical Review, Available Literature Sources, Planning a Literature Search, Conducting The Literature Search, Obtaining and Evaluating the Literature, Deciding on the Research Approach and Choosing the Research Strategy, Differing Approaches to Research, Need for a Clear Research Strategy, Credibility of Research Findings, Negotiating Access and Research Ethics, Problems Associated with Access, Strategies to Gain Access, Research Ethics, Sampling, Probability Sampling, Non-Probability Sampling, Using Secondary Data, Types of Secondary Data and their Use in Research, Locating Secondary Data, Advantages and Disadvantages of Secondary Data, Evaluating Secondary Data Sources, Collecting Primary Data Through Observation, Collecting Primary Data Using Semi-Structured and In-Depth Interviews, Collecting Primary Data Using Questionnaires, Analysing Quantitative Data, Analysing Qualitative Data, Reporting Research Findings.

FBM 31023 (45/00) ADVANCED FOOD MARKETING

Supply, Demand and Prices of Food Products, Production Functions and Costs, Medium and Long-Term Supply, Estimation of Elasticities, Theoretical Background of Demand, Properties of Demand Functions and Empirical Analysis of Demand, Price Discovery, Differences in Space and Time and Margins, Food Market Structure and Policies, Programming the Marketing Mix, Product and Pricing Policies, Objectives and Dynamics of Pricing Policies, Product Decisions, New Product Development, Pricing Objectives and Policies, Pricing Strategy in the Marketing Mix Promotion, Distribution and Logistics of Food Products, Generic Promotion and Advertising of Agro-Food Products, Decisions in Generic Advertising, Promotion Evaluation Methods, The Brand Concept; Brand Development Strategies, Marketing Channels of Agro-Food Products; Strategies in the Choice of Marketing Channels for Agro-Food Products, Decision-Making in Distribution Policies, The Logistics System, Supply Chain Integration; Use of Logistics as a Factor of Competitiveness Fruit and Vegetables Marketing, Meat and Meat Products Marketing, Egg Marketing, Milk and Milk Products Marketing, Canned Food Products Marketing, Grain Marketing, Bakery Products Marketing, Fish and Sea Food Marketing, Beverages Marketing, Fast Food Marketing.

FBM 31033 (45/00) FOOD VALUE CHAIN MANAGEMENT

Food Value Chain Management, Value Chains, Theory for Value Chain, Supply Chain Vs Value Chain, Value Chains in Food Business. Value Chain Network, Structure of Value Chain, Value Chain Integration, Regional Vs Global Food Value Chains, Price Linkages in Value Chains, Revenue Distribution Through Value Chains, Value Chains of Food Business: Sri Lankan Context.

FBM 31043 (45/00) -E- BUSINESS IN FOOD INDUSTRY

Business and Consumer Purchase Transactions, Extended Purchasing Process, Professional Buyers, Different Purchases, Risks, B2B Purchasing and Supply Chain Management, Electronic Market Places, Trust and Supply Chain Management, Electronic Payment Systems, Recruitment and Employee Communication, Logistic Services and International Trade, Business Promotion, Promoting Products and Services, Order Processing, Ordering Through Web Forms, Interactive Order Processing, Security and Trust.

FBM 31053 (45/00) BUSINESS ECONOMICS

Introduction to Business Economics: Opportunity Cost; Demand and Supply; Problems of Information and Knowledge; Specialization; Coordination, Production and Costs: Operational Decisions (Short Run) and Strategic Decisions (Long Run), Demand, Revenues, Marginal Analysis, Models of Market Structure – The Competitive Environment, Evolutionary Economics, Transaction Cost Economics and Agency Theory, The Resources and Capabilities Perspective, Growth of the Firm, Vertical Linkages and Diversification, Role of Government in the Pursuit of a Sustainable Economic System, Macroeconomic Concepts and Issues, Fiscal and Monetary Policies, Exchange Rates and Competitiveness, International Trade and Protection, Introduction to Inflation, Recession and Unemployment

FBM 31063 (45/00) RESTAURANT MANAGEMENT

Creating a Concept, Purchasing Food and Equipment, Bar and Beverage Management, Daily Operations and Developing a Marketing Plan, Resource Control System, Food and Beverage Standards and the Control Systems, Function of an Operating Budget as a Planning and Control Tool, Developing a Menu, Role of the Menu as the Foundation for Control in a Food Service operation, Purchasing, Receiving, Storing, Issuing, Production and Service Functions in a Food Service Operation, Budgeting and Controlling Costs, Cost Control and Financial Data and Corrective Actions Necessary to Manage an Effective Food Service Operation, Revenue Control and Theft Prevention Procedures, Labor Cost Control Procedures, Staffing the Restaurant, Human Resource Management Issues that are Involved in Operating a Restaurant, Customer Service and Guest Relations Policies that must be in Place for the Successful Operation of a Restaurant, Role of Marketing for the Success of a Food Service Operation

COURSE SYNOPSIS OF THE SIXTH SEMESTER**FBM 32013 (45/00) RESEARCH AND DEVELOPMENT IN FOOD INDUSTRY**

R&D Management: a Historical Perspective, Introduction to Organization and R&D Funding in the Food Business, R&D in Organizations and Research Classification, What is Research and Development?, Basic or Applied Research, Unique Issues in R&D Management, Organizational Structure and R&D, Organizational Variables, Types of Organization Structures (Advantages and Disadvantages), Examples of Different Organization Charts, Technology, R&D, and Organization Chart, Organization Structure for Innovation, Components Required for R&D in Organizations, Staff, Ideas, Communication, Funds, Culture, Match of a Person and the Job, Creating an Effective and Productive R&D in Organizations, Organization Effectiveness, Specific Characters of Inventors/ Innovators, Management, Researcher, and Peer Relationships, Group/ Team Formation, Ethos of a Scientific Community, Motivation in R&D Environment, a Human Behavior Model, Reward System and Its Change to Sustain and Support Scientific/Technical, Careers, Organizational Structure for Optimum Communication, Leadership and Issues of R&D in Organizations, Leadership Styles, Leadership of R&D in Organizations: Mutual Influence Process, a Leadership Style Case Study, Technology Transfer Issues, What is Technology?, Technology Transfer Stages, Innovation, Role of People and Market, Organizational Issues in Tech Transfer, Strategies, a Case Study, Strategic Planning for R&D in Organizations, Strategy in the Context of a Corporation, Technology Strategy, Strategic Planning, Strategic Thinking and Management, an Example of a Strategic Plan, New Product Development Process, Processes Associated with Effective R&D Teams, Leadership, Team Work, Simultaneity

FBM 32023 (45/00) ADVERTISING AND PROMOTION IN FOOD BUSINESS

Advertising, Role of Advertising, Definition, Purpose and Objectives of Advertising, Functions of Advertising - Remind, Inform, Persuade, Sell; Advantages and Disadvantages of Advertising, Advertising Process, Role of Advertising Within Marketing Mix, Within Promotional Mix, Characteristics of Advertising Media- Press, Tv, Radio, Cinema, Posters/Outdoor, Advertising Objectives, Creative Aspects of Advertising, Positioning, Messages, Message-Appeals, Advertisement Design and Testing, Copy Writing, Visuals, Creative Briefs, Creative Strategies and Tactics, Impact of It on Advertisement Design, Measuring Advertising Effectiveness; Key Media Concepts (Reach, Duplication, Frequency, GRPS, Flighting), Principles in Measuring Media Effectiveness, Working with Advertising Agencies, Agency Structures, Below the Line Techniques, Integrated Promotional Strategy, Budget Formulation, Developing a Promotional Plan, Integration of Promotional Techniques, Measuring Campaign Effectiveness, Ethics in Advertising in Food Business

FBM 32033 (45/00) LEGAL ASPECTS OF FOOD BUSINESS

Food Act in Sri Lanka and Its Amendments, Food (Additives-General) Regulations, Regulations on Food Import and Export in Sri Lanka, Export and Import of Live Fish Regulations, Fish Products (Export) Regulation, Fish Products Exports Regulation, Environmental Protection License Requirement, Fish Export (Regulation) Amendment, National Environmental (Protection and Quality) Regulations, Restriction on Import of Animals and Animal Products, Food Labeling and Advertising, Food Labeling and Advertising, Food (Iodization of Salt), Food (Bottled Or Packaged Water), Food (Irradiation), Coconut Products, Fauna and Flora (Prohibition of Export) Regulation, Food Control of Import Labeling and Sale, Food (Coloring Substance), Food (Standards) Regulation, Lobster Fisheries Management Regulation, Plant Importation Restrictions, Consumer Affairs

Authority Act in Sri Lanka, Consumer Protection Act in Sri Lanka, Control of Prices Act, General Principles and Requirements of Food Law, Establishing the European Food Safety Authority, Legal Requirements of Food Exporting to EU, Japan and USA

FBM 32043 (45/00) INTERNATIONAL FOODBUSINESS AND TRADE OPERATIONS

Introduction to International Business, Definitions, Reasons for Going International, Differences Between Local and International Business, Problem Areas, Methods of International Business, Exporting, Licensing, Franchising, Management Contracts, Project Operations, Subcontracting, Contract Manufacturing, Foreign Direct Investment in Various Forms, Different Environments in International Business, Global Differences in Social Environment, Global Differences in Economic Environment, Global Differences in Political and Legal Environments, Theories of International Business, Mercantilism, Absolute Advantage, Comparative Advantage, Imperfect Markets Theory, Product Life Cycle Theory, Heckscher-Ohlin Theory of Factor Endowment, Introduction to International Economics, Foreign Exchange Market, Foreign Exchange Determination, Economic Integrations, Preferential Trading Arrangements (PTA), Free Trade Area, Customs Unions, Common Markets, Economic Unions, WTO, Operational Aspects of International Business, Marketing, Export and Import Strategy, Global Manufacturing and Supply Chain Management, Multinational Accounting and Tax Function, The Multinational Finance Functions, Human Resource Management

FBM 32053 (45/00) TOTAL QUALITY MANAGEMENT IN FOOD BUSINESS

Defining Quality, Cost of Quality, The Evolution of Total Quality Management, The Philosophy of TQM, Quality Awards and Standards, Quality and Global Competitiveness, Quality Culture, Customer-Defined Quality, Employee Empowerment, Team Building; Communication, Training, ISO 9000, Total Quality Tools, Statistical Process Control, Benchmarking, Just-in-Time Manufacturing, Implementation

FBM 32062 (30/00)-CURRENT ISSUES OF FOOD INDUSTRY

Global Food and Drink Market in Today's Challenging Climate, Influence of Current Global Economic Downturn to Food Industry, Influence of Current Global Economic Downturn on Consumer Purchasing Habits, Food and Drink Sales and Innovation over the next 5 Years, Challenges, Issues and Trends on Food and Drink Business over Branding, Marketing and Sales Strategies: Climate Change, Global Economic Downturn, Obesity and Diet-Related Illnesses, Food Safety and Consumer Trust, Evolving Consumer Demands.

COURSE SYNOPSIS OF THE SEVENTH AND EIGHTH SEMESTERS**FBM 42012 -INDUSTRIAL TRAINING**

Display attributes, skills, behavior and attitudes required at a work place.

Apply appropriate scientific principles and techniques in a dynamic working environment.

Demonstrate the ability to establish effective relationships with others, and to define, share and delegate responsibilities.

Display skills of professional scholarship required for personal development and career management.

FBM 42028 -RESEARCH PROJECT

Exhibit the scientific writing ability. Synthesize a problem statement.

Identify the objectives of a study.

Use relevant theoretical and empirical models in the study. Perform a literature review.

Analyze the data using appropriate techniques.

Discuss and interpret the results and draw conclusions from the study carried out. Draw policy implication based on the results of the study.

INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)

6. INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)

Courses of Information and Communication Technology (ICT)

| Year/ Semester | Course Notation, Name, Units and Hours for theory and practical | | Compulsory/ Elective |
|---------------------|---|----------------------|----------------------|
| Year I Semester I | AG 11040 | Computer Science I | Compulsory |
| | | | |
| Year I Semester II | AG 12030 | Computer Science II | Compulsory |
| | | | |
| Year II Semester I | AG 21020 | Computer Science III | Compulsory |
| | | | |
| Year II Semester II | AG 22020 | Computer Science IV | Compulsory |
| | | | |
| Year III Semester I | AG 31020 | Computer Science V | Compulsory |

6. INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)

6.1 Course Capsules of Information and Communication Technology

AG 11040 COMPUTER SCIENCE I

THEORY

Word Processing Software: Introduction; Word basics, Navigating in a document, Additional editing techniques, Formatting Documents, Introduction to tabs and tables, Controlling page appearance, Tools and printing, Spreadsheet Software: Introduction; Excel basics, Modifying a workbook. Moving and copying data, Formatting a worksheet, Printing a worksheet, Creating Charts, Presentation Software: Introduction; An Orientation to PowerPoint, Beginning a Presentation, Formatting Text Slides, Adding Tables to a Presentation, Charting Data, Modifying Objects, Adding Images to a Presentation, Preparing to Deliver a Presentation.

PRACTICAL

Word Processing Software, Spreadsheet Software, Presentation Software.

AG12030 COMPUTER SCIENCE II

THEORY

Internet; Introduction to the Internet, Connecting to the Internet, Introduction to the World Wide Web (WWW), Using an Internet Browser Efficiently, Accessing Hypermedia, Searching for information, Accessing electronic discussion and news groups, Mail Management; Electronic Mail, Outlook, The Computer and its Operating System; Personal Computer Components, Operating System Fundamentals, Windows/Linux : Basics, File Management, Desktop Management, Personal Computer Security Concepts.

PRACTICAL

Internet, Mail Management, the Computer and its Operating System.

AG21020 COMPUTER SCIENCE III

THEORY

Word Processing Software :Advanced; Customize Number and Bullet Lists, Customize Tables and Charts, Use Advanced Formatting, Create and Edit Styles, Modify Pictures, Create Customized Graphics, Format Section Breaks and Columns, Create and Edit Macros, Create and Modify Templates, Performing Mail Merges, Spreadsheet Software: Advanced; Creating and Applying Templates, Creating and Modifying Charts, Working with Graphic Objects, Calculating with Advanced Formulas, Sorting and Filtering Data, Using Excel with the Web, Presentation Software: Advanced; Creating a Custom Design Template, Adding Organization Charts and Diagrams, Adding Special Effects, Creating Web Presentations, Collaborating in PowerPoint, Delivering a Presentation.

PRACTICAL

Word Processing Software: Advanced, Spreadsheet Software: Advanced, Presentation Software: Advanced.

AG22020 COMPUTER SCIENCE IV**THEORY**

Application of Statistical Software; Understanding Data Processing Concepts, Learning the Concepts of SAS Programming, Reading a Raw Data File with the DATA Step, Navigating the SAS Windowing Environment, Creating a Variable with the DATA Step, Creating SAS Data Sets, Programming with the DATA Step, Combining SAS Data Sets.

PRACTICAL

Application of Statistical Software - 1

AG31020 COMPUTER SCIENCE V**THEORY**

Photoshop; Navigating the Workspace, Working with Documents, Image Modes & Color Selection, Selections and Masks, Layers and Blend Modes, History Panel, Adding and Working with Type, Painting Tools, Retouching Tools, Graphics; Application and Interface, Illustrator Preferences, Creating Shapes, Creating Paths, Basics of Type, Selection Techniques, Layers Palette, Path Editing, Combining Objects, Transformation Tools, Working with Symbols, Filters and Effects, Color Essentials, Working with Color, Color Control Palettes, Saving, Printing Files, Working with Type, Customizing Swatches, Gradient Mesh Tool, Raster Images, Masks and Compound Paths, Actions, Preparing Images for the Web, Preparing Images for PDF, Creative Suite, Graphics in Flash, Introducing the Flash Interface, Meet Flash: Fundamentals, Drawing with Vectors, Flash Natural Drawing Tools, Advanced Vector Drawing, Setting Colors in Flash, Bitmaps in Flash, Using Text in Flash, Symbols, Symbol Effects: Filters & Blends, Introduction to the Timeline, Shape Tweening, Motion Tweening, Advanced Animation Techniques, Simulating Speed in your Animations, Nesting Symbols for Complex Animation, Animated Masks & Filters, Sound & Video, Flash Buttons, Scripting Basics, Basic Navigation Systems, Flash Screens, Advanced Navigation Systems, Data Entry Forms & Components, Publishing your Movies, Developing for Mobile & PDA, Database Management; Overview of Access, Creating tables, Working with tables, Using select queries, Creating and using forms, Creating and using reports, Creating and maintaining a database, Principles of table design, Principles of table relationships, Table design techniques, Designing queries, Customizing form designs, Working with data access pages, Customizing reports, Using the Chart Wizard..

PRACTICAL

Adobe Photoshop, Illustrator, Flash, Microsoft Access.

ASSESSMENT (COMPUTER SCIENCE)**CONTINUOUS ASSESSMENT**

Could include the submission of actual activities during certain selected normal classes and/or a midterm where activities have to be done - 25 Marks.

ASSIGNMENT

Activity done during off hours submitted. This too to be tested, by a short Viva and actually getting them to do certain parts of it to ensure that it was done by the person submitting it. -30 Marks.

FINAL EXAM

Performing a series of activities covering the whole course in the computer lab during examination hours. - 45 Marks.

Pass mark, and cut off for grades are similar to the other courses offered in the Faculty.

ENGLISH LANGAGE

7. ENGLISH

Courses of English

| Year/ Semester | Course Notation, Name, Units and Hours for theory and practical | | Compulsory / Elective |
|---------------------|---|----------------------|-----------------------|
| Year I Semester I | AG 11030 | English Language I | Compulsory |
| | | | |
| Year I Semester II | AG 12010 | English Language II | Compulsory |
| | | | |
| Year II Semester I | AG 21010 | English Language III | Compulsory |
| | | | |
| Year II Semester II | AG 22010 | English Language IV | Compulsory |
| | | | |
| Year III Semester I | AG 31010 | English Language V | Compulsory |

7. ENGLISH

AG 11030 ENGLISH LANGUAGE I

LISTENING

Listen to songs and different speech varieties, Listen and comprehend in general, Recognize contracted forms, Practice sign-posts to identify the organizational structure of a lecture, Practice differences in vowel sounds, Distinguish among words with similar sound.

READING

Selective reading, Read and understand smaller texts, Identify instructions pertaining to teaching and learning, Obtain instructions to perform tasks for academic purposes and day-to-day life, Understand sign post expressions.

WRITING

Write simple sentences to convey complex ideas, Listen to a lecture and take down notes, Ability to describe an object or event, Ability to explain how something would work, Ability to compare and contrast evidence and opinions.

SPEAKING

Engage in different role-plays, Demonstrate how to politely interfere a conversation, Use of gestures, facial expressions, body movements to convey meaning, Demonstrate how to politely interfere a conversation.

AG 12010 ENGLISH FOR ACADEMIC PURPOSES - II

LISTENING

Practice how meanings are conveyed through incomplete utterances, Practice the use of discourse boundaries to understand meaningful sections, Listen to small dialogues to understand context, Train on different strategies required for different tasks using same text.

READING

Skim subject related texts, Skim through different other texts, Find specific information given in a text, Deduce hidden meanings.

WRITING

Accurate use of capitalization, How to use punctuation in English, Spelling errors and how to overcome them.

SPEAKING

Practice sounds of English to make accurate pronunciation, Use of gestures in communication, Identify and apply gestures to deduce meaning, Familiarise rhythmic and intonation pattern to understand speech, Practice appropriate use of vocabulary in different situations and relate to the conversation partner.

AG 21010 ENGLISH LANGUAGE III

LISTENING

Listening comprehension activities, Listen and do, Listen and engage in discussions.

READING

Use of different texts to improve reference skills, Use titles, sentences etc to infer what information might follow.

WRITING

Write small sequential activities, Write more complicated sequential activities, Practice writing within given guidelines.

SPEAKING

Successfully engage in discussions agreeing, disagreeing, supporting, opposing, and arguing, Participate in debates, Explain processes, functions, equipment, operations etc, Seeking and giving information, Practice how to ask questions, make suggestions, requests, invitations, apologize or complain, Practice different ways of asking questions and respond to them appropriately and accurately.

AG 22010 ENGLISH LANGUAGE IV**LISTENING**

Practice deducing meaning according to the context, Practice the processing of the meaning of a text

READING

Inferring meaning of unknown words and phrases, Understand meanings and transform them into other forms, Understand the relationships between parts of a text, Enhance short-term memory to transfer information

WRITING

Write different viewpoints, Ability to present and justify an opinion, Practice free style writing, Ability to present the solution to a problem, Ability to elicit and provide general factual information

SPEAKING

Practice the use of non verbal communication, Engage in different role plays, Engage in different improvisations (unscripted dramatization)

AG 31010 ENGLISH LANGUAGE V**LISTENING**

Practice how the change of stress and intonation differ the meaning, Formulate and answer questions, Practice different question forms and answering them appropriately

READING

Deduce meaning from a given text, Comprehend implied meaning of a text, Understand writers' ideas, viewpoints, etc, Identify grammatical functions of words, Monitor comprehension, Distinguish main ideas from minor ideas, Use context to build meaning and aid comprehension, Improve the ability to comprehend a text into sense units

WRITING

Paraphrase a given text, Summarize a text within a given words limit, Ability to use appropriate language in terms of register, style and content, Ability to communicate an idea to the reader in an appropriate style, Ability to address the problem without straying from the topic, Ability use appropriate language in terms of register, style and content, Ability to organize, present and compare data, Essay writing

SPEAKING

Role plays, Discussions, Application of fillers, hedges, pauses, hesitation markers etc in oral communication, Practice sign post markers in speech, Describe the stages of a process, Engage in personal correspondence

Method of evaluation

Final mark calculation for each semester will be based on the following:

Continuous Assessment

Total marks allocated: 100%

Classroom assessments

| | |
|------------|-----|
| -Reading | 25% |
| -Writing | 25% |
| -Speaking | 25% |
| -Listening | 25% |

Assessment

All courses are non-credit courses and will not contribute to the GPA of a student. However the following rules have to be considered for all courses.

- A pass in the English language is essential for the completion of the degree.
- A pass in each semester is essential. If not the students will carry an incomplete grade.
- The pass mark would be 50%.
- Continuous assessments would be done in all semesters.
- Equal percentage of marks would be allocated to each skill; listening, reading, writing, and speaking.
- There will be one assignment per skill per semester.

8. EXAMINATION CRITERIA

8.1 General

8.1.1 A student who satisfies the following conditions will be awarded a BSc Hons degree in Agricultural Sciences and Management.

8.1.1.1 Be registered by the university as a candidate for the degree programme.

8.1.1.2 Has completed the programme of studies for each semester to the satisfactory level to the Senate.

8.1.1.3 Has at least 80% attendance for lectures, tutorials practical assignments, field practicals and other academic activities.

8.1.2 Every registered student who wishes to sit for the examinations should submit an application in the appropriate form within the stipulated period. Each eligible student will be issued an admission card/form to sit for the relevant examination.

8.1.3 Every candidate should sit for the examination in respect of all the relevant subjects studied during the semester. A candidate wishing to repeat/upgrade the result of a subject should sit for that subject at the next first available opportunity.

8.1.4 Revision of the Faculty Curriculum will be effected once every five years or as decided by the Faculty Board. Once the curriculum is revised, students who have not completed their required course units under the preceding curriculum will be offered three attempts to complete the required course of study, provided that the eligibility criteria is met.

All the practices, norms and traditions carried-out regularly on examination matters from the inception of the faculty are treated as legal and valid up to today and in future too.

A candidate who fail to complete the whole or any part of the final examinations of any subject/course will have to repeat the whole subject. Such attempt will be treated as the 1st attempt if a valid medical certificate is submitted within the prescribed time period.

8.1.5 Assessment policy strategies.

Each credited (GPA) course will have an end-semester comprehensive written examination. They will also have continuous assessments as approved by the departments. Each non-credited (non-GPA) course will have continuous assessments designed and evaluated by the coordinator and approved by the Senate. The practical component of courses will be assessed as decided by the departments and approved by the Senate. The industrial training programme will be assessed by the supervisors appointed by the departments that offer the specialization module.

8.2 Examination Structure

Structure of the Examination Papers

| Credits | Part II | Marks | Part I | Marks |
|-------------|---|-------------------------------------|---------------|-------------------|
| 1 or 2 | 1½ hr 04 out of 05 questions 02 compulsory 02 optional | 25 x 2 (C) 15 x 2 (O) 80% | ½ hr 20MCQ | 1 x 20 20% |
| | | | | |
| 03 or above | 2½ hr 05 out of 06 questions compulsory optional | 25 x 2 (C) 10 x 3 (O) 80% | ½ hr 20MCQ | 1 x 20 20% |
| | | | | |

(C) – Compulsory questions(O) – Optional questions

Theory Examinations

Theory paper consists of two parts:

- Part I is a multiple choice questions paper
- Generally Part II paper is consist of structured essay and essay type questions. However, depending on the course unit evaluated decided by the Faculty Board and the respective Department.

Practical Examinations

There shall be a practical examination for majority of courses of study and will include;

- A practical examination (Spot test/ Practical paper / Practical test) conducted at the end of each semester or a continuous assessment.
- An oral examination (Viva voce)

Continuous Assessments

Method of Continuous assessment for each unit is described in Curriculum of the Degree programme in detail.

8.3 Final Evaluation for Examinations

The final grade for a subject / course will be calculated according to a scheme decided by the Senate.

Grading Procedure, Criteria and Grade Points

The grading procedure adopted by the Senate of the Sabaragamuwa University of Sri Lanka will be adopted. The cut - off points for grades and the grade point will be as follows.

| Letter grade | Percentage mark | Grade point |
|--------------|-----------------|-------------|
| A | ≥ 80 | 4.0 |
| A- | 75 < 80 | 3.7 |
| B+ | 70 < 75 | 3.3 |
| B | 65 < 70 | 3.0 |
| B- | 60 < 65 | 2.7 |
| C+ | 55 < 60 | 2.3 |
| C | 50 < 55 | 2.0 |
| C- | 45 < 50 | 1.7 |
| D+ | 40 < 45 | 1.3 |
| D | 35 < 40 | 1.0 |
| F | < 35 | 0.0 |

Grade Point Average (GPA)

An aggregate index will be calculated as the weighted average of the grade points obtained from grades of different courses and the number of corresponding course units. This index shall be called the GPA.

$$GPA = \frac{\sum GiCi}{\sum Ci}$$

Where

G_i = grade point of the i^{th} course

C_i = number of credits of the i^{th} course

The final GPA (FGPA) will be calculated considering the GPA of year1, year 2, year 3 and year 4 which will be weighted by 0.2, 0.2, 0.3 and 0.3 as well as the total number of course units in each year respectively.

The FGPA will be calculated at the completion of all requirements for the degree as follows

$$FGPA = \frac{\sum a_j T_j P_j}{\sum T_j}$$

Where

a_j = 0.2, 0.2, 0.3, 0.3 for j = year 1, year 2, year 3, year 4 respectively

T_j = total course units credited in year j

P_j = GPA in year j

Award of Classes

Classes will be awarded on successful completion of the degree programme entirely on the Final GPA of the student, on the following basis.

| Class | Cut-off FGPA for Awarding classes |
|----------------------|-----------------------------------|
| First Class | 3.70 |
| Second Class (Upper) | 3.30 |
| Second Class (Lower) | 3.00 |
| Pass | 2.00 |

9. AWARDS AT THE CONVOCATION

Vice Chancellor’s Gold Medal

(Awarded by Vice Chancellor of Sabaragamuwa University of Sri Lanka)

The overall excellent performance in academic work, sportsmanship, interest in aesthetic and cultural activities, proven leadership, exemplary conduct and character during the academic period in the university

Food Business Management –Gold Medal

(Awarded by Prof. H.S.R. Rosairo in memory of Late Mrs. R.P. Senaratne)

Awarded to the student with the best performance in Food Business Management of the Faculty of Agricultural Sciences.

10. EXAMINATION PROCEDURES, OFFENCES AND PUNISHMENTS

10.1 Rules and Regulations Governing the Holding of Examinations

- Candidates should be at the examination hall 15 minutes before the commencement of the relevant examination. They should enter the examination hall only when informed to do so by the supervisor.
- After entering the examination hall the candidates should be seated at the desk/table bearing their index numbers.
- Candidates are permitted to bring useful items such as pens, pencils, erasers, ink, rulers, geometrical instruments, coloured pencils etc. to the examination hall. No candidate is allowed to bring in any written paper or notes or any kind of electronic device or accessories or any other item, which may be misused at the examination.
- Candidates are not allowed to enter the examination hall 30 minutes after the commencement of an examination and they will not be allowed to leave the examination hall before the lapse of 30 minutes from the commencement of the examination and during the last 15 minutes of the examination.
- Every candidate must bring the examination entry form (admission card), student record book and the student identity card to the examination hall. While the student record book and the identity card should carry the student's photograph and signature, it should also be certified either by the Registrar or an officer authorized by the Registrar. If the names appearing in the student record book/ identity card and those in the examination entry form differs, the candidate has to submit an affidavit to the Registrar. In the event of such certification not being available, the candidate has to submit either the national identity card or a recent photograph certified by an authorized officer.
- When requested by the supervisor of the examination, candidates must surrender all documents in their possession.
- No candidate should ask another candidate for anything, exchange anything, engage in conversation, copy from another or help or encourage another candidate to copy.
- Candidates should write their answers only in the answer sheets or answer books issued on the particular date of the examination.
- Writing paper such as answer sheets, graph paper, drawing paper, ledger and journal sheets required by the candidates will be issued to them at the examination centre. Candidates are advised not to tear, bend crumple or destroy any paper or answer sheet given to them. Writing paper issued only by the supervisor should be used at the examination. Log tables should be used carefully and left on the table after use. All stationery supplied to the candidates, both used and unused, should be left on the desks when candidates leave the examination hall.
- Before answering the question paper, candidates should write their Index number and the name of the examination in the relevant place in the answer script. The Index number should also be written in all other sheets used for answering questions. No candidate should write his/her name or place any identification mark on the answer script. It should

also be noted that using the Index number of another is a breach of examination rules.

- All paper used for rough work should be crossed with a line and annexed to the answer script. Rough work should not be done on the examination entry form, timetable or question paper.
- All candidates must maintain strict silence both inside and outside the examination hall and not disturb the supervisor, invigilators and other candidates.
- Except for a practical or field note book or assignment written by himself/ her self, no candidate is allowed to submit any other document written partly or wholly by someone else, with the answer script.
- Impersonation of any kind is strictly prohibited.
- The supervisor or the invigilators have the authority to call for a written statement from a candidate regarding any incident that takes place in the examination hall. Candidates should not refuse to make such a statement or sign such a statement.
- Answer scripts should be personally handed over to the Supervisor or an Invigilator. Answer scripts should not be handed over to anyone else for whatever reason. All candidates should remain seated until all answer scripts are collected.
- Candidates must make sure that they do not have in their possession any document, note or device which can be misused at the examination. They must also ensure that they do not indulge in acts, which can give rise to their being suspected of misconduct at the examination.

10.2 Submitting Medical Certificates for Absence at Examination

Internal candidates who absent themselves for the whole or any part of an examination due to ill health should report to the Medical Officer of the University about it either before the commencement of the examination or during the examination time.

Candidates who fail to do so for unavoidable reasons must submit a medical certificate from a District Medical Officer or a Medical Officer attached to a government hospital, within 14 days of the commencement of the relevant examination or part of the examination*. Medical certificates issued by private medical officers; Ayurvedic physicians or Homeopaths are not accepted.

Candidates who fail to submit a medical certificate for any component of the final examination of a subject will be required to repeat the subject

* Such medical certificates can be handed over to the dean's office or sent by registered post.

10.3 Examination Malpractices

- Possession of unauthorized documents.
- Copying
- Cheating
- Removal of examination stationery from the examination hall.

- Inappropriate behavior
- Impersonation
- Gaining or attempting to gain unlawful access to the contents of a question paper.
- Aiding or abetting someone to cheat or receiving assistance from someone to cheat.
- Using undue influence on supervisors, invigilators and other examination officials.
- Any other action considered by the Senate as an examination malpractice.

10.4 Procedure for Investigating Examination Malpractices

The supervisor should report any examination malpractice to the Senior Asst. Registrar (Examinations) who will investigate into the matter and submit a report to the sub-committee appointed by the Senate. On the recommendations submitted by the sub-committee, the Senate will impose appropriate punishment on the offenders.

10.5 Punishments for Examination Malpractices

| Exam Malpractices | Penalty |
|--|---|
| Possession of unauthorized documents | Banning examination candidacy for a period of two years or imposing alternative punishment considered appropriate by the Senate. |
| Copying | Invalidating examination candidacy for a period of 3 years or imposing alternative punishment considered appropriate by the Senate. |
| Cheating | Cancellation of examination candidacy, debarring candidate from sitting for university examinations for a specific period or imposing any other punishment considered appropriate by the Senate. |
| Removing examination stationery belonging to the University | Cancellation of examination candidacy and debarring candidate from sitting for university examinations for a period specified by the Senate. |
| Inappropriate conduct | Cancellation of examination candidacy, debarring candidate from sitting for university examinations for a period not exceeding 05 years and imposing any other punishment considered appropriate by the Senate. |
| Impersonation | Annulment of candidacy for a period not less than 05 years and not exceeding 10 years and the imposition of any other punishment considered appropriate by the Senate. |
| Gaining illegal access or attempting to gain such access to the contents of a question paper. | Cancellation of examination candidacy and imposing any other punishment considered appropriate by the Senate. |
| Aiding and abetting examination malpractices and receiving assistance to commit such malpractices. | Cancellation of examination candidacy and imposing any other punishment considered suitable by the senate. |
| Attempting to unduly influence examination supervisors and other officials. | Any punishment prescribed by the Senate. |

Being guilty of an examination malpractice for the second time.

Cancellation of registration as a student of the university.

Compulsory punishments.

In addition to the punishments listed above, the following will also be imposed on the recommendation of the Senate:

Withholding a class for the degree

Limiting the maximum marks obtainable to 40% when re-sitting cancelled question papers.

Either cancelling or withholding scholarships and bursaries.

Withdraw residential facilities.

Withholding invitation to graduation ceremony.

Delaying graduation and the release of degree results by one year.

The Senate will decide on the punishments to be imposed for any examination malpractice not mentioned above.

11. GUIDELINES FOR STUDENTS WHO LACK ATTENDANCE

Students who lack attendance have to obey the following guidelines to qualify for the semester examinations of the Faculty of Agricultural Sciences.

1. Students who fail to maintain 80% attendance for a particular subject/s will not qualify for the semester examination of that subject/s except under special circumstances as outlined below;
 - a) If a student has maintained at least 60% attendance and has a chronic illness can make an appeal to the Faculty Board. The appeal should be supported with a medical certificate from a specialist doctor and a report from a student counselor in the Faculty.
 - b) If a student has maintained at least 60% attendance and has obtained prior approval from the Faculty Board through the University Sports Advisory Committee to participate in university sports activities.
2. Students with less than 80% but have maintained 50% attendance for a particular subject/s will have to fulfill the following requirements in order to qualify for the subsequent semester examinations as first attempt students.
 - a) They have to meet the relevant subject coordinator and undertake make-up work.
 - b) Submit the prescribed form confirming completion of the make-up work available at the Office of the Dean.
3. Students who fail to maintain 50% attendance for a particular subject/s to qualify as first attempt students for subsequent semester examinations will have to complete the full course in order to be eligible to sit for the examination of the particular subject.

12. CODE OF DISCIPLINE FOR STUDENTS

Section I

General Students' Discipline – Act of Indiscipline and Insubordination

1. The conduct of every student should at all times be exemplary. Throughout his period of studentship he should at all times behave with the decorum to be expected of a graduate.
2. Every student should apply himself to his academic work in such manner as to satisfy the university. No student may absent himself/ herself from lectures or practical work for a period exceeding three weeks in one academic year unless he/ she has obtained special permission or has a valid reason for such absence.
3. No student should commit any of the acts of indiscipline and Insubordination listed below:
 - [01] Behaving in such manner as to bring into disrepute or endanger the good name of the university; to obstruct the proper functioning of the education, examination, or administrative activities of the university; to prevent or obstruct a member of the academic/ non-academic staff, or an employee of the university from carrying out his duties; to ridicule or humiliate such a person.
 - [02] Failure or inability to produce the Students Record Book, which will be issued to students, when called up-on to do so by the Vice-Chancellor, Dean of the faculty a member of the academic staff, a member of the administrative staff, or by a person authorized by the Vice-Chancellor, or the Registrar, or failure to identify himself/ herself.
 - [03] Causing damage to university property; removing such property from the university premises, appropriating it to himself/ herself or to another; defacing, dirtying or defiling the buildings, walls or roads of the university by scratching, writing, drawing, or pasting posters upon them.
 - [04] Causing or aiding, abetting, encouraging or sanctioning others to cause injury or harm to the self-respect or dignity of other students, staff officials, employees or lawful visitors to the university, or causing loss, ridicule, danger, mental or physical pain to such person or persons.
 - [05] Establishing, organizing, conducting or assisting any activity, organization, or society within the university, apart from those registered in terms of Clauses 112, 114, 115, 116, 117 and 118 of Part II of the Universities Act No.16 of 1978 as amended by the Universities (Amendment) Act No. 7 of 1985.
 - [06] Behaving in such manner as to disturb or disrupt, or to gain admittance without permission, or to cause discomfort or harm to participants in any meeting, seminar, festival, procession, exhibition, variety entertainment, play, film show or religious, cultural or social event, which

may have been organized with prior approval from the Vice Chancellor or the Dean of the Faculty by a society or organization which has been registered under the provisions laid-out in section [5] above.

- [07] Behaving in such manner as to disturb or disrupt, or to gain admittance without permission, or to cause discomfort or harm to participants in any meeting, seminar, festival, procession, exhibition, variety entertainment, play, film show or religious, cultural or social event, which may have been organized, with prior approval from the Vice Chancellor of the university by the university administration or by the academic or non-academic staff or by an external organization.
- [08] Organizing staging, encouraging, sanctioning, or participating in any meeting, seminar, festival, procession, exhibition, variety entertainment, play or film show held within the university premises or in its environs without the prior approval of the Vice Chancellor.
- [09] Holding meetings, picketing, demonstrating participating in processions or sloganizing, performing satyagraha, satyakriya of fetes, publishing, drawing, writing, putting or distributing hand bills notices, or posters or encouraging sanctioning or assisting others to commit such action, whether in favour of a university teacher or an official or an employee of the university or in favour some cause out side the university.
- [10] Ragging in any form [N.B. any person caught ragging is liable to be expelled from the university without any inquiry being held].
- [11] Collecting, or encouraging to collect or sanctioning the collection of money or any other items from students of the university, or the retention or disbursement of such funds or items, by any person whether an office bearer of a registered society or not unless it is with the full written consent of the Vice Chancellor.
- [12] Writing, printing, publishing, distributing, exhibiting or pasting either within the university, or in its vicinity, posters, notices, pamphlets or other writing slanderous to any individual or detrimental to the reputation of the university to discipline or to peace.
- [13] Publishing, pasting, exhibiting, writing or drawing any notice or poster, in any place other than those authorized for such display, even if such action is in connection with the activities of a society registered with the University in terms of Clause 115 of Part III of the Universities Act. No. 16 of 1978, as amended by the Universities (Amendment) Act. No. 7 of 1985, and even if such notice or posters have been approved by the Vice Chancellor, Dean of the faculty or the relevant teacher.
- [14] Publishing, broadcasting, telecasting or releasing to the mass media, whether by the student on his own responsibility, or on behalf of another student or group of students on or behalf a society, any statement article or notice, detrimental to the reputation of the University or insulting or humiliating the university or insulting/ humiliating the university authorities, or any official or employee of the university, or any other person connected with the university.

- [15] Consumption, distribution sale or storage of drugs, liquor, within or bringing such into the university or been under the influence of liquor or drugs within the university or encouraging assisting or sanctioning such action by any other person.
- [16] Bringing into or keeping or storing within the university, any weapon, explosive or dangerous article or encouraging or assisting in such action.
- [17] Non-provision or the avoidance of provision of information needed by or requested by the university or the provision of false or distorted information.
- [18] Abuse or misuse of university buildings, ground equipment or other property belonging to the university or their use for unsuitable, unsanctioned or improper purposes non-observation of the rules for their rules.
- [19] Students will not be provided with residential facilities for remaining within the university premises during times when the university is closed for students (such time may be subject to periodic changes).
- [20] Any act for which the student could be convicted by a lawfully constituted court of law for an offense against the laws of the republic of Sri Lanka.

Section II

Punishments

01. Any student/s found guilty of any offense specified as an act of indiscipline or in subordination in Section (I) above, or of attempting to subvert the provision of this section (Section II – Punishment) may receive one or more of the punishments listed below, as deemed sufficient by the Vice Chancellor acting in accordance with the findings and recommendation of the Disciplinary committee.

- [1] A caution or severe warning.
- [2] A fine, not exceeding Rs. 500/-
- [3] Recovery of any loss sustained by the university.
- [4] Suspension from classes, examinations and from the use of all university facilities for a specified period.
- [5] Suspension from sitting for examinations of the university for an unspecified period.
- [6] Cancellation, postponement or suspension of the release of examination results for an indefinite period.
- [7] Regard as having relinquished the course and/ or the university.
- [8] Expulsion from the university [The imposition of any one or more of the above punishments may be suspended. Note that the punishment for ragging will be expulsion from the university].

02. The Vice Chancellor may impose one or more of the punishments listed in Section II, No. 01 [1]

to 97) above without holding any preliminary inquiry, and without obtaining the sanction of any other person, and so as to take immediate effect, if he has reason to believe that the actions or behavior of any students could lead to a break-down of discipline in the university or render difficulty in the normal running of the University or lead to a breach of the peace.

03. Any student disaffected by the imposition upon him of one or more of the punishments listed in Section II No. 01 (1) to 97) may appeal against the punishments to the Vice Chancellor within 14 days of being notified of the same.
04. The determination that the Vice-Chancellor shall make on such appeal, in consultation with the council shall be final.
05. Apart from the imposition of the punishment listed in Section II No. 01 (1) to (8), if a student has been guilty of any offence referred to in Section I, the university reserves for itself the right to review and re-evaluate the conduct of such student/s during his/ their period in the university, before conferring upon him any degree, diploma or certificate.
06. Dean of the Faculty was empowered by Council for temporary suspension of a studentship for two weeks without any inquiry in any student found to be involved in the breach of the code of discipline including ragging and report same to the council.

Section III

Interpretation

01. "University" means here the Sabaragamuwa University of Sri Lanka
 02. "Property" means here university buildings, plantations, library, furniture, and equipment, vehicles and all other moveable and immovable property.
 03. "He", "him", "his, etc., indicate both male and female.
 04. The interpretation given to any word, phrase or sentence by the Council will be the final interpretation.
- [Subject to revision by the council]

13. DELIVERY METHOD

Classroom lectures, student presentations, group discussions, role plays, online methods, emergency remote teaching, blended teaching and other delivery modes decide by the Faculty Board with the concurrence of the university Senate.

The content and conditioned stipulated herein are subjected to any amendments to be made in line with decisions taken by the Faculty Board and the Senate

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FACULTY OF AGRICULTURAL SCIENCES

To the Front Cover