

Diploma in Food Business & Marketing

Centre for Agribusiness Studies (CABS)

Dept. of Agribusiness Management

Faculty of Agriculture & Plantation Management

Wayamba University of Sri Lanka

PART ONE

INTRODUCTION TO THE DIPLOMA

1. Introduction

The Department of Agribusiness Management (hereinafter called and referred to as “DABM”) of the Faculty of Agriculture & Plantation Management (hereinafter called and referred to as “FAPM”) of Wayamba University of Sri Lanka (hereinafter called and referred to as University) offers this *Diploma in Food Business and Marketing* (hereinafter called and referred to as “Diploma”) to cater the long felt need of the food production, processing and marketing sectors / systems in Sri Lanka.

The Diploma provides an enhanced understanding of economic, management and marketing related aspects of food businesses, both in terms of technical subject matter and overall management skills. This is a professional qualification for anyone interested to start their career or uplift his/her knowledge in food production, processing and marketing sectors in Sri Lanka or overseas, in general. It will develop participants’ understanding of the fundamental theories and practices linked to efficient and effective administration and management of various types of food businesses in Sri Lanka.

2. Aims and Objectives of the Course

- To provide the participants with sufficient knowledge on the fundamentals of economics, management and marketing as related to food business management and its role in economic development.
- To develop the skills of participants to seek employment in a challenging food business environment.

3. Target Group

Any person wishes to hold a reputed qualification in food business management and marketing who fulfills the entry requirements for the Diploma as indicated in the By Laws.

4. The Structure and Content of the Course

Duration of the course: One Academic Year [Total 180 hours of teaching over 30 weeks and the Business Project] (weekend classes)]

Location: Faculty of Agriculture & Plantation Management located at the Makandura premises of the Wayamba University of Sri Lanka (or any other convenient place selected by the Board of Study, if required).

The syllabus: The participants are required to follow fifteen compulsory subjects in two terms, including a Business Project report at the end of the course (see, Schedule I).

PART TWO

BY-LAWS OF

DIPLOMA IN FOOD BUSINESS AND MARKETING

By-laws made by the Council of Wayamba University of Sri Lanka (herein after referred to as University) in accordance with the Universities Act No. 16 of 1978, read with ordinance No. 1 of 1990 as amended and subsequent amendments.

These by-laws may be cited as the “*Diploma in Food Business and Marketing*” By-laws No. 1 of 2011” and be effective from 01st March 2011.

These by-laws shall be read in conjugation with the General By-laws of the University for the Award of Certificates, Diplomas, Degrees, Postgraduate Diplomas and Higher Degrees, referred to herein after as the general By-laws.

01	The Diploma in Food Business and Marketing organized on a term system over a period of one academic year. An academic year consists of two terms, and each term consists of six months. The examinations shall be held at end of each term.	<i>Structure of DFBM</i>
02	<p>Subject to these by-laws a person may be awarded the “DIPLOMA IN FOOD BUSINESS AND MARKETING” (DFBM) if he/she has;</p> <ul style="list-style-type: none"> i. Fulfilled all the requirements for admission to the programme of study as set out in Section No 05 of the By-laws of Diploma in Food Business and Marketing, ii. Being a registered student of the University for the period prescribed by these by-laws, iii. Pursued the programme of study in the University to the satisfaction of the University Senate prescribed by these by-laws and other rules and regulations of the University, iv. Satisfied the examiners at the prescribed written examinations, class room tests, assignments, presentations etc. and the project report of a satisfactory standard. v. Paid such registration fees, tuition fees and other dues as may be payable by him / her to the University. vi. Complete the course works and submit the project report within a period of three academic years after the registration 	<i>Awarding “Diploma in Food Business and Marketing”</i>
03	<ul style="list-style-type: none"> i. Application for registration for the Diploma in Food Business and Marketing (herein after referred to as Diploma) 	<i>Calling for application</i>

	<p>programme shall be invited by notice in the newspapers by the Registrar of the University.</p> <p>ii. The application shall be on the prescribed form providing the information as he/she may be required to submit, including his/her qualification for undertaking the course of study.</p>	
04	<p>The application received by the Registrar (or the Administrative Coordinator) shall be referred to the Course Director of the Diploma. The Course Director having examined the applications for necessary basic qualification shall call the qualified candidates for the written examination and/or interview. The list of candidates selected will be submitted to the Senate through the Board of Study and the Faculty Board.</p>	<i>Selecting candidates for DFBM</i>
05	<p>No person shall be considered for admission to the Diploma unless he/she has any one of the following qualifications.</p> <p>i. Passed in G.C.E. Advanced Level 2 subjects (3 subjects for the applicants who did four subjects) in any stream in one sitting, OR.</p> <p>ii. Five passes in G.C.E. Ordinary Level in one sitting with more than three year working experience in a related field, OR.</p> <p>iii. Any other qualification not listed above, but may be considered case by case and acceptable to the Board of Study and the Senate of WUSL.</p>	<i>Entry requirements</i>
06	<p>On acceptance of the Board of Study / Faculty Board, a person shall forthwith register as a Diploma Student of the University upon payment of prescribed registration and other fees.</p>	<i>Registration</i>
07	<p>i. The minimum period of registration for the Diploma shall be one academic year and the maximum period shall not exceed three (03) academic years. The period of registration shall be reckoned from the date of commencement of the programme. Any registration after the lapse of the first period of registration shall be for a period of one academic year at a time.</p>	<i>Period of registration</i>

	<p>ii. The registration for Diploma shall be deemed to have lapsed at the expiry of its period validity. A candidate whose registration has lapsed may renew his/her registration for a further period, provided that he/she is considered eligible for such registration by the Senate. However no registration shall be renewed after the expiry of one academic year from the end of the first period of registration</p>	<i>Lapse of registration</i>
	<p>iii. Notwithstanding anything stated contrary to these, the University shall have the right to cancel candidates the registration of a candidate at any time.</p>	<i>Cancellation of registration</i>
	<p>iv. If the number of candidates who have applied or who are registered for the Diploma / course in any given year / term is not sufficient and if the Faculty feels that it is financially not viable to run the programme, the Faculty Board reserves the right not to conduct the Diploma / course, subject to refunding any fees that may have been received by the University. Students should be informed of cancellation of any programme prior to the commencement of the programme</p>	<i>Insufficient registrations</i>
08	<p>i. No candidate shall keep away from classes or leave the island or withdraw from examination or from any other aspect of evaluation without the prior approval of the Board of Study.</p> <p>ii. Excuses will be granted only if the absence is due to a grave cause such as the student's serious ill health, or death of a member of the immediate family or any other cause, which is accepted by the Board of Study and approved by the Senate. Even though excuse is granted to a student, he/she can sit the examination only in the current occasion or next immediate occasion as a proper candidate.</p> <p>iii. If student fails to attend academic activities or examinations due to a medical reason, such absence should be reported to the Academic Coordinator by a valid medical certificate immediately. All medical certificates should conform to the format of a medical certificate issued by a Government hospital and should necessarily be obtained from one of the following medical officers.</p> <ol style="list-style-type: none"> a. University Medical Officer (UMO) b. District Medical Officer c. Consultant Specialist in the relevant field 	<i>Keeping away from classes</i>

	<p>d. Head of a Government Base Hospital</p> <p>e. Medical Superintendent of a Provincial Ayurvedic Government Hospital</p> <p>f. Ayurvedic Physician registered in the Ayurvedic Medical Council</p> <p>iv. Board of Study will accept medical certificates which are certified by the University Medical Officer.</p> <p>v. Under exceptional circumstance medical certificates issued by private hospitals or registered private practitioners could be considered by the University Medical Officer or the Medical Board.</p> <p>vi. Students who fall ill during an examination session, such illness should immediately be reported to the University Medical Officer at the University Medical Center.</p> <p>vii. Absence of a candidate from an examination in the event of death of an immediate family member will be excused if approval is obtained from the Board of Study and the senate by submission of death certificate and appropriate proof of relationship. In that event the student will receive a symbol of “DFR” (Deferred) for that course.</p>	
09	The Diploma in Food Business and Marketing shall include courses (modules) as prescribed in the <i>Schedule 01</i> . These courses are conducted during the academic year.	<i>Course modules</i>
10	The title of courses taught shall be as those set out in the schedule and the Senate shall have the discretion on the recommendation of the Board of Study of the Diploma and the Faculty Board to amend or change the course, the syllabi, and the number of the question papers thereof.	<i>Changing the syllabi</i>
11	The learning materials required for the studies are provided for the participants. However, they may have the access to the University library only for reference.	<i>Library facilities</i>
12	The Board of Study will decide on obtaining the service of qualified lecturers to conduct the respective courses.	<i>Teaching panel</i>
13	The medium of instruction shall be English and Sinhala	<i>Medium</i>
14	Regulations relating to examinations of B.Sc. (Agriculture) Degree conducted by the FAPM are applicable for the Diploma in Food Business and Marketing. Any interpretations of these regulations	<i>Examination regulation</i>

	shall be submitted to the Senate and the decision of the Senate shall be the final.	
15	<p>i. Evaluation will be done at the end of each course module</p> <p>ii. Evaluation consists of a term end examination AND continuous evaluation component comprised of assignments, reports, presentations, classroom tests, and researches etc.</p> <p>a. End of term examination carries a weight of minimum 50% of the final marks assigned to a subject.</p> <p>b. Continuous evaluation component carries a weight of maximum 50% of the final mark assigned to a subject. This may comprise marks from one or more of the continuous evaluation modes.</p> <p>c. Business Project Report shall be evaluated according to the guidelines prepared by the DABM.</p> <p>iii. To pass a subject participant must obtain 40 percent from both the continuous assessments and the final examination.</p> <p>iv. With the consent of the Board of Study, the percentages assigned to the continuous assignments and the end-semester examination can be altered.</p> <p>NOTE: Medical certificates will not be taken in to account for continuous assessments. Students will not receive marks for such components if he/she fails to attend the regular continuous assessments or to meet the requirements due to any reason.</p>	<i>Evaluation criteria</i>
16	Candidate shall be evaluated in respect of course work through continuous assessment by the teachers concerned. The examination script at the end of term examination and the business project report shall be assessed by two independent examiners per examination paper and per project report appointed by the University Senate, on the recommendation of the Board of Study / Faculty Board.	<i>Correcting answer scripts</i>
17	<p>i. A person shall not be permitted to take the end of course examination unless;</p> <p>a. He/she has been duly registered as a Diploma course candidate as from the commencement of the academic year/term in which that examination is held</p> <p>b. He/she has obtained a mark of 40 percent or more in the continuous evaluation in each course of</p>	<i>Eligibility for the end of course examination</i>

	<p>study</p> <p>c. He/she has followed at least eighty percent (80%) of the classes held</p> <p>ii. All rules relating to the Examination Procedure, Offenses and Punishment of the Wayamba University of Sri Lanka apply to the Diploma examination.</p> <p>iii. Without prejudice to the generality of rule relating to the continuous assignment shall be formulated and implemented by the Course Director and matters relating to such tests shall be decided by the Board of Study on the recommendation of the Course Lecturer of the programme.</p> <p>iv. If a candidate fails to obtain attendance of 80% in any subject he/she has to repeat it at the repeat exam.</p> <p>v. Medical leave will only be accepted for a maximum of 5 class days per semester.</p>													
18	<p>The following grading scale is used to evaluate the overall performance of the student in the Diploma.</p> <p style="text-align: center;">Grading Scales</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Average Marks</th> <th style="text-align: center;">Grade</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">>= 80</td> <td style="text-align: center;">Distinction pass</td> </tr> <tr> <td style="text-align: center;">70 – 79</td> <td style="text-align: center;">Merit pass</td> </tr> <tr> <td style="text-align: center;">60 – 69</td> <td style="text-align: center;">Credit pass</td> </tr> <tr> <td style="text-align: center;">40 – 59</td> <td style="text-align: center;">Ordinary pass</td> </tr> <tr> <td style="text-align: center;">< 40</td> <td style="text-align: center;">Fail</td> </tr> </tbody> </table>	Average Marks	Grade	>= 80	Distinction pass	70 – 79	Merit pass	60 – 69	Credit pass	40 – 59	Ordinary pass	< 40	Fail	<i>Grading System</i>
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19	<p>i. “DIPLOMA IN FOOD BUSINESS AND MARKETING” will be awarded for those who pass his / her course works and submit the project reports. To be eligible for pass at the Diploma in Food Business and Marketing, student</p> <p style="padding-left: 40px;">a. Must complete the required number of credit i.e. 40 credits</p> <p style="padding-left: 40px;">b. Must have at least an ordinary pass in all courses</p> <p style="padding-left: 40px;">c. Complete the relevant requirements within a period of three academic years after the registration.</p> <p>ii. If a candidate is absent from an examination of a course unit after completing continuous evaluation, the following symbol will be indicated appropriately.</p> <p style="padding-left: 40px;">a. Absent due to medical reason, which has been</p>	<i>Award of Diploma</i>												

	<p>approved, will be given symbol of “MC” (Medical).</p> <p>b. Absent due to valid reasons, which has been approved will be given symbol of “DFR” (Deferred).</p> <p>c. Absent without valid reasons will be given symbol of “ab” (absent).</p>	
20	A candidate who fails the term end examination, shall obtain the 40 percent mark from the allocated marks for that course in which he / she has failed 03 academic years of duration.	<i>Fails term-end examination</i>
21	<p>i. The candidates, who fail to score 40 percent from allocated marks for each continuous assessment and end of term examination in any subject is deemed to have partly completed the examination. They can sit for failed subjects in the repeat examination. An immediate repeat examination will be held after releasing the results. They are expected pay the examination fee for relevant subjects. The failures of the repeat examination will have to sit for the proper examination in the following year. The examination fee should be paid for every attempt.</p> <p>ii. A candidate can repeat the examination only twice. The highest grade obtainable in such an attempt will be an Ordinary pass. The grace attempt will be subject to approval of the Board of Study and the Senate.</p>	<i>Repeat examination</i>
22	<p>i. If a candidate falls ill during the period of examination, he / she should obtain a medical certificate and should be sent to the Course Director within a week.</p> <p>ii. The above candidates are allowed to sit for the repeat examination as proper candidates. They are not expected to pay the examination fee in such an attempt. However, a candidate can forward a medical certificate only on two consecutive occasions.</p>	<i>Medical certificates</i>

<p>23</p>	<p>i. If a candidate who has been registered for the course applies for a postponement of the academic year he/she may be given an opportunity to follow the next immediate course. The application fee and the course fee paid are transferable only if the candidate has not attended a single lecture. Such candidates are required to pay the registration fee for the new academic year. However if the course fee of the next course has been increased he/she has to pay the balance of the course fee to get registered for the new intake.</p> <p>ii. If a candidate applies for a postponement after attending lectures, he/she is not allowed to postpone the academic year.</p> <p>iii. The request for postponement should be made to the Course Director within a month after the registration.</p> <p>iv. The selected candidates are not allowed to transfer their registration to any other candidates.</p>	<p><i>Postponement of the academic year</i></p>																								
<p>24</p>	<p>i. The University shall display on the notice board the names of candidates who have obtained the Diploma. In addition all candidates shall be informed individually of the results of the examinations.</p> <p>ii. The results of each term will be reported to the candidates at the end of each term with the grade earned by the candidate for each course as indicated in grading scale (see below). The results sheet will be issued to each candidate after the release of results of each term by the Examination Branch of the university.</p> <p>Grading System</p> <table border="1" data-bbox="352 1480 1209 1960"> <thead> <tr> <th>Marks</th> <th>Grade</th> </tr> </thead> <tbody> <tr> <td>>85</td> <td>A</td> </tr> <tr> <td>80 – 84</td> <td>A-</td> </tr> <tr> <td>75 - 79</td> <td>B+</td> </tr> <tr> <td>70 – 74</td> <td>B</td> </tr> <tr> <td>65 - 69</td> <td>B-</td> </tr> <tr> <td>60 – 64</td> <td>C+</td> </tr> <tr> <td>55 - 59</td> <td>C</td> </tr> <tr> <td>50 – 54</td> <td>C-</td> </tr> <tr> <td>45 - 49</td> <td>D+</td> </tr> <tr> <td>40 – 44</td> <td>D</td> </tr> <tr> <td>< 40</td> <td>E</td> </tr> </tbody> </table>	Marks	Grade	>85	A	80 – 84	A-	75 - 79	B+	70 – 74	B	65 - 69	B-	60 – 64	C+	55 - 59	C	50 – 54	C-	45 - 49	D+	40 – 44	D	< 40	E	<p><i>Results</i></p>
Marks	Grade																									
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25	<ul style="list-style-type: none"> i. The fees for application, registration, tuition, examination shall be determined from time to time by the Board of Study and the Council of the University. ii. The fees paid by the candidates shall under no circumstances be refunded 	<i>Course Fees</i>
26	<p>The Department Development Fund can be used, with the approval of the Board of Study, for the following purposes;</p> <ul style="list-style-type: none"> i. To upgrade the Quality of the B.Sc. (Agriculture) Degree and this particular Diploma programme ii. To purchase necessary equipments to the Department iii. Encourage the research works among the staff members of the Faculty iv. Printing reading materials, books, journal or any other documents v. Any other purposes which the Board of Study recommend as vital 	<i>Use of the Department Development Fund</i>
27	There will be additional fees charged from referred and/or failed candidates as determined by the Senate, depending on the expenses be incurred by the University to serve their repeat attempts in the Diploma examination process.	<i>Fees for repeat / failed examination</i>
28	<ul style="list-style-type: none"> i. The fees payable for a certificate or statement of results or a transcript shall be determined by the Council of the University. ii. Transcript of examination results shall only be submitted to another academic institution. 	<i>Result sheets / transcripts</i>
29	The effective date of the Diploma shall be the date of final examination for the Diploma course.	<i>Effective Date of Diploma</i>
30	<p>The Board of Study is the advisory committee which makes recommendations for the improvement and smooth function of the Diploma in Food Business and Marketing course in the following aspects.</p> <ul style="list-style-type: none"> i. Designing and improvement of the syllabus ii. Improving the quality of teaching iii. Examinations 	<i>Board of Study</i>

31	<p>i. The Board of Study (BOS) is consisted with following members:</p> <ol style="list-style-type: none"> a. Course Director (Chairperson) b. Dean of the Faculty c. Head of the Department of Agribusiness Management d. A member nominated by the Senate e. A member nominated by the Faculty Board f. Academic Coordinator g. Three members of the teaching panel [nominated by the Board of Study, and preferably from the Dept. of Agribusiness Management] h. Two experts from the Food industry i. Administrative Coordinator <p>ii. The term of office of the BOS nominees shall be for three years</p>	<i>Composition of the BOS</i>
32	<p>i. There shall be a Course Director for the programme who shall be appointed by the Vice Chancellor, on the recommendation/s of the Dean of the Faculty of Agriculture & plantation Management.</p> <p>ii. Course Director shall be a Senior Staff member of the Department of Agribusiness Management and is approved by the Faculty Board</p> <p>There shall be one (01) Administrative Coordinator for the Diploma and he/she shall be appointed by the Vice Chancellor on the recommendation of the Course Director of the Diploma. The other staff that may be deemed necessary shall be appointed by the Vice Chancellor in consultation with the Course Director after being approved by the Faculty Board.</p>	<i>Course Director Coordinators & Staff</i>
33	<p>i. If the student decided to exit from the course at the end of term 1, he/she can claim for a Certificate after successful completion of Term 1.</p> <p>ii. If he/she wants to reenter into the “Diploma Level”, the Certificate obtained for the Term I must be surrendered to the Board of Study. Such cases will be handled by the Board of Study on a case-by-case basis and the decision of the Board of Study subject to the approval of Senate would be final.</p>	<i>Exit at the Certificate level</i>