



COMMERCE WEEK 2021

"Empowering Business Culture Towards Digital Era"

Organized by: Department of Commerce,
Faculty of Commerce and Management,
Eastern University, Sri Lanka



Commerce Week 2021 has been organized by the Department of Commerce, Faculty of Commerce and Management, Eastern University, Sri Lanka under Accelerating Higher Education Expansion and Development (AHEAD) Operation, Project ELTA-ELSE DPs - Department of Commerce. The purpose of conducting this event via online mode during a hard time of COVID 19 Pandemic is to motivate the Faculty of Commerce and Management undergraduates who have been restricted to a controlled and limited environment for more than one year and to prepare them to enter the world of business. The Commerce Week celebration brings in motivation and proper guidance to enter the world of work and face crisis periods in entrepreneurship or intrapreneurship.

Events in the Commerce Week 2021

1. Webinars by undergraduates
2. Webinars by resource persons
3. Business Talk
4. Quiz competition
5. Drawing competition
6. Advertising competition
7. Virtual discussion
8. Debates
9. Workshops
10. Roleplays

Objective of the Event

To enrich entrepreneurial competencies among undergraduates and the community.

Outcomes of Commerce Week 2021

- ✓ Enhancing the knowledge of the students towards the world of business.
- ✓ Collective working culture among undergraduates.
- ✓ Acquiring skills that are necessary to become a successful entrepreneur.
- ✓ Developing passionate and motivated graduates.



<https://cutt.ly/CnovNwf>

Date: 28th June 2021 – 02nd July 2021

Time: 9.30 a.m. to 5.00 p.m.

Mode: Online (Zoom Application + YouTube Live Streaming)

Participants are welcomed from all over the country to participate in Commerce Week 2021 and get the most out of it!

For more information: <https://fcm.esn.ac.lk>

THE AGENDA OF COMMERCE WEEK 2021

28th June 2021 – Monday

Time	Event
09.30 a.m.	Opening Ceremony
10.00 a.m.	Webinar on How Different Industries Face COVID 19 with Digitalization By: Students of Department of Commerce
11.00 a.m.	Competition on Innovative Digital Business Ideas
12.15 p.m.	Webinar on How Graduates Improve their Career Path by Coping with Technology to Develop Business Culture? By: Prof. Laxman R Watawala (President-CMA Sri Lanka)
1.30 p.m.	Business Talk By: 1. Pasindu Tirantha (Acvamas) 2. Shamila Wasala (Oriflame Sri Lanka)
2.15 p.m.	Quiz Competition on Contemporary Issues in Accounting and Finance - Round 1
3.30 p.m.	Motivation Programme to Enhance Leadership Skills in the Digital Era By: Students of Department of Commerce

29th June 2021 – Tuesday

Time	Event
09.30 a.m.	Webinar on Digital Entrepreneurship By: Students of Department of Commerce
10.30 a.m.	Business Launching Event and Business Plan Presentations By: Undergraduates, Department of Commerce, FCM, EUSL
11.15 a.m.	Discussion on How to Improve Your Professional Qualifications as an Undergraduate during the COVID – 19 Period? By: Mr. Sunil Rajapakse (Chartered Accountant/Owner-ATCO Associates, Director - Royal Pavers, Chief Internal Auditor, Accountant- Janatha Estates Development Board)
12.45 p.m.	Business Talk By: Nethumini Pallawala (Nethu's Dreams)
1.15 p.m.	Advertising Competition on Digital Marketing
2.00 p.m.	Webinar on Digitalization in Marketing By: Mr. H.M. Aminda Lakmal (Senior Lecturer – University of Sri Jayewardenepura)
3.15 p.m.	Awareness Programme about the Business Environment By: Mr. Parakrama Cooray (CEO-LALAN Group)
4.00 p.m.	Webinar on Impact of COVID-19 on Business Reporting and the Role of Accounting and Finance Professionals By: Mr. Upendra Wijesingha (CA Sri Lanka)

30th June 2021 – Wednesday

Time	Event
09.30 a.m.	<p>A Virtual Conversation on How the Business Culture Moves Forward with Digitalization</p> <p>Panelists:</p> <ol style="list-style-type: none">1. Tonny Mayambala (Graduate – Peter the Great St.Peterburg Polytechnic University - Russia)2. Cheung Hau Yu Vanessa (Graduate - The Education University of Hong Kong)3. Janitha Senanayake (CEO - Virtual Capital Technologies/New Zealand)
11.15 a.m.	<p>Quiz Competition on Contemporary Issues in Accounting and Finance - Round 2</p>
12.30 p.m.	<p>Webinar on How Digitalization Helps Entrepreneurs to Face The Challenges of COVID-19</p> <p>By: Mr. Suranga Senanayaka (English Counselor - Suranga Senanayaka English Academy)</p>
1.30 p.m.	<p>Webinar on Adapting Digitalization to Provide Services</p> <p>By: Students of Department of Commerce</p>
2.30 p.m.	<p>Business Talk</p> <p>By:</p> <ol style="list-style-type: none">1.David Shiyam (Batti Express Gifts)2.Indhumini Ranathunga (Sprinkles Bakery)
3.15 p.m.	<p>Webinar on Digitalization in Insurance Field</p> <p>By: Mr. Pramoda Karunathilaka (General Manager - Strategic Planning - Arpico Insurance PLC)</p>
4.00 p.m.	<p>Debate on Capital Market and Financial Institutions – Round 1</p>

01st July 2021 – Thursday

Time	Event
09.30 a.m.	Webinar on Digitalization in Accounting By: Students of Department of Commerce
10.45 a.m.	Debate on Capital Market and Financial Institutions - Final
11.45 a.m.	Webinar on Developing An Effective Career Plan to be Successful in Life By: Mrs. Dilshi Vishara Liyanapathirana (Junior Lecturer of Institute of Accounting Studies)
1.00 p.m.	Business Talk By: 1.Thivanka Herath (Wadu Maduwa) 2.A.S.M Siraj & P.M Ashar (Printink Station)
1.45 p.m.	Role Play on Digitalization of the Business Sector By: English Club, Department of Commerce
2.30 p.m.	Quiz Competition on How Digitalization Improves Business?
3.45 p.m.	Webinar on Exploring the Knowledge and Skills Needed to Business Digitalization By: Dr. Dillina Hearath (Dean - School of Business, ESOF Metro Campus, Senior Visiting Lecturer - Faculty of Graduates Studies, Faculty of Management and Finance, University of Colombo)

02nd July 2021 – Friday

Time	Event
09.30 a.m.	Webinar on Digitalization of Business Process By: Students of Department of Commerce
10.15 a.m.	Quiz Competition on Contemporary Issues in Accounting and Finance (Final)
11.15 a.m.	Webinar about Awareness on Green Banking Initiatives By: Ms Amali Bogamuwa (Senior Manager – Peoples Bank)
12.15 p.m.	Drawing Exhibition on Empowering Business Culture towards Digital Era
1.00 p.m.	Workshop on Conducting Business Presentations using Google Slides By: Mr. Ahamed Lebbe Sayeth Saabith Senior Lecturer - Centre for Information and Communication Technology, EUSL
2.00 p.m.	Awareness Programme on The Importance of CMA to Career Guidance and its Impact on Job Market By: Mr. Ruchira Asanka Perera (Vice President Finance - Bio Medica (Pvt) Limited, Member of Governing Council of CMA Sri Lanka)
	Awarding and Closing Ceremony
3.15 p.m.	<ul style="list-style-type: none">• Publishing an Online Magazine on ‘Empowering Business Culture towards Digital Era’• Awarding the Winners• Vote of Thanks