

ILOs: Intended Learning Outcome (s)	
LCT: Learner Centred Teaching	
LMS: Learning Management System	
OBE: Outcome Based Education	
RUSL: Rajarata University of Sri Lanka	
SAMR: Substitution, Augmentation, Modification, Redefinition	

2.4. Policy for Faculty Business Linkage Development

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2.4.1	Policy for Faculty Business Linkage Development (FBLD) of Social Sciences and Humanities (FSSH) of Rajarata University of Sri Lanka.		Name of the policy
2.4.2	FSSH is at the cutting edge of knowledge, research, innovation, and technological advancement. A number of motivated, diversified, and mature team of researchers engage in cutting-edge researches. As a result, the FSSH strives to foster researches and innovation-driven academic culture, with the aim of turning research findings into usable goods and services that would support community/end-user by improving socio-economic development with environmental sustainability in order to enhance the quality of life of the nation. It is crucial that the university's research findings should be disseminated to industries and enterprises in order to achieve the aforementioned goal. The FSSH has close ties with the UBL cell		Introduction

	(UBLC) of Rajarata University of Sri Lanka to meet the above requirements.	
2.4.3	Becoming a centre of excellence for business linkages of the FSSH as well as those of the region.	Vision
2.4.4	Facilitating to converse the faculty-created innovations into new products and services for the use of public and their benefit, as well as contributing to national development by connecting university academic intellectual capital with entrepreneurial brilliance of the business community.	Mission
2.4.5	<p>To develop students' practical and business-oriented abilities.</p> <p>To promote and develop commercializable research activities, industry-oriented research culture, commercialization, technology and knowledge transfer culture and entrepreneurship within the FSSH.</p> <p>To upgrade FBLD facilities by formalizing the income-generating channels, so as to obtain funds from different sources to the university through the FBLD.</p> <p>To develop and deliver need-based initiatives required for regional as well as Small and Medium Size Enterprises (SMSE).</p> <p>To empower the entrepreneurship skills of undergraduates through business-oriented researches.</p>	Objectives
2.4.6	<p>FBLD shall organize and provide training and consulting services to regional MSMEs.</p> <p>FBLD shall establish a platform for innovation by encouraging formal and informal dialogue and information to be shared between the faculty and other industries.</p> <p>FBLD shall promote partnerships between the private sector and other key players.</p>	Working with third parties:
	FBLD shall collaborate with private and public companies and	

	<p>entities, as well as the university.</p> <p>Prior to beginning, any research activity in partnership with a third party, the researcher must verify the terms and conditions of cooperation which are set down in a written agreement (hereinafter referred to as research agreement).</p> <p>Researchers shall not enter into any research arrangement with a third party directly on behalf of FSSH unless the Dean of the faculty grants them authority to do so with the coordination of the faculty nominee.</p>	
2.4.7	FBLD shall collaborate with UBLC of RUSL and facilitate for business activities, strategy design, organization, documentation, planning and monitoring UBL portfolio as well.	Role of FBLD of FSSH
2.4.8	<p>Appointment: The Vice-Chancellor of the University shall appoint an academic among the members, nominated by the Faculty Board for a term not exceeding one year. The maximum period one person can hold this post is only two terms.</p> <p>Responsibilities: The faculty nominees must closely work with UBLC and fulfil the terms and conditions in this policy on behalf of the FSSH.</p>	Faculty nominee
2.4.9	<p>An adequate amount of financial support for the smooth function of the FBLD shall be provided by (1) Faculty Development Fund or (2) UBLC of RUSL as required.</p> <p>Financial assistance may be obtained from a third party outside the University, subject to the financial regulations of the University.</p>	Financial resources
2.4.10	Students and lecturers of the FSSH as well as outsiders who wish to pursue business opportunities.	Beneficiaries
2.4.11	Any business opportunity has the potential to conquer national and international markets.	Benefits