
TERMS OF REFERENCE (TOR) FOR CONSULTANCY

Accelerating Higher Education Expansion and Development (AHEAD) Operation ELTA-ELSE Department DP

Consultancy on Training for Creative Writing and Documentary Creation (UWU/AHEAD/ELTAELSE/DMS/CON/01)

Department of Management Sciences (DMS), Uva Wellassa University (UWU)

1. Background

The development of the higher education sector is of central importance to enable Sri Lanka to make the transition from a Lower Middle Income Country (LMIC) to an Upper Middle Income Country (UMIC). Recognizing this, the Government of Sri Lanka (GoSL) and the World Bank have agreed, to support the higher education sector through a Bank funded Accelerating Higher Education Expansion and Development (AHEAD) operation.

The Faculty of Management (FOM) was established in 2005 with the inception of the Uva Wellassa University (UWU). The BBM in Entrepreneurship & Management was its pioneering degree programme which currently has expanded to offer three specialization streams, and subsequently in 2009, the second degree programme, namely the BBM in Hospitality, Tourism & Events Management was introduced. During its short existence, the FOM has taken steps to incorporate the principles of Outcome Based Education and Learner Centred Teaching into its degree programmes. In addition, the curriculum revisions at five year intervals enabled the FOM to identify and incorporate emerging requirements in the industry and keep the curricular up to date, and to be in line with the university's vision to become a Centre of Excellence for Value Addition.

Under the Accelerating Higher Education Expansion and Development (AHEAD) Operation, the DMS has identified the following five activities.

- Activity 1: English language skills enhancement of undergraduates through creative practices
- Activity 2: Boost-up research-based skills among undergraduate students and staff members in the department
- Activity 3: Developing entrepreneurial skills and capabilities through nurturing entrepreneurial culture among students
- Activity 4: Developing Promotional and Public Relation Skills of the undergraduates through Best Marketing Practices
- Activity 5: Buildup secured employability platform through Career Development

Under Activity 1 – English language skills enhancement of undergraduates through creative practices is proposed to be carried out for the first year students of DMS.

The DMS aims to produce globally competitive graduates who can sustain in any international working environment. In this regard, the DMS has identified the need of providing practical exposure in English language as it is important to produce a skilful undergraduate. Undoubtedly, the current classroom sessions with heavy theoretical background are insufficient to produce an undergraduate with such qualities. To conquer this challenge, the Workshop on Creative Writing and Documentary Creation. The workshop will

be conducted as an annual event. It is expected to be held in the fourth quarter of every year. The outcome of the workshop will be measured through Continuous Assessments.

In order to initiate this activity, a work plan need to be prepared in consultation with academics and industry experts, who will be selected as resource persons later. Accordingly, this TOR is meant for a Consultant for developing a detailed work plan for the proposed workshop on Creative Writing and Documentary Creation.

2. The Operation

Accelerating Higher Education Expansion and Development (AHEAD) operation is organized into two components. The first is a Program Component that supports the national Higher Education Development Program. The second is a systems strengthening, capacity building and technical assistance component that will assist GoSL to strengthen the higher education sector and achieve the objectives of the AHEAD program component. This second will also cover monitoring and evaluation, policy analyses, program coordination and communication.

The implementing agency is the Ministry of Higher Education and Highways (MHEH). The University Grants Commission (UGC) will coordinate the activities of the universities. There will be an Operations Monitoring and Support Team (OMST) which will coordinate and support all AHEAD activities between the MHEH, UGC, and the universities.

AHEAD has three Results Areas:

Results Area 1: Increasing Enrollment in Priority Disciplines for Economic Development

Results Area 2: Improving the Quality of Higher Education

Results Area 3: Promoting Research, Development and Innovation

3. Objectives of the Consultancy

- To develop a detailed work plan for the workshop on Creative Writing and Documentary Creation which focuses on proving undergraduates with effective and practical exposure which can be used in enhancing the English Language skill and analytical skills;
- To plan and coordinate the workshop;
- To conduct the workshop.

4. Scope of the Consultancy

The target group of the Creative Writing and Documentary Creation workshop is the 1st year undergraduates of Entrepreneurship and Management degree programme of the FOM. It is expected the workshop will host approximately 65 students.

The selected Consultant is expected to develop the work plan which would cover the fundamentals of documentary creation with practical exposure. Further, the final work plan should meet the Intended Learning Outcomes given below.

At the end of the workshop on Creative Writing and Documentary Creation, the students should be able to:

1. Understand the fundamentals in documentary creation;
2. Demonstrate the skills in incorporating the acquired skills in documentary creation;

3. Identify and execute the appropriate strategies related to documentary creation in any given context;
4. Produce a level appropriate, creative, innovative and competitive documentary in English language;

5. Key Tasks and Related Activities

The key tasks of the Consultant will be to:

- Produce and submit a draft work plan for the workshop covering practical components;
- Modify the work plan after discussions with the Organizing Committee;
- Plan and coordinate the workshop;
- Conduct the consultancy programme within the specified time period;
- Submit the Final Report at the end of the Consultancy.

Key Task	Required Deliverable	Time Schedule
Producing and submitting a draft work plan	Draft Work Plan	10 th March 2020
Modifying the work plan	Final work plan	10 th March 2020- 16 th March 2020
Planning and Coordinating the Consultancy programme		17 th March 2020- 24 th March 2020
Conducting the consultancy programme	Consultancy Programme	06 th April 2020
Submitting the Final Report	Final Report	20 th April 2020

6. Duration of the Consultancy

The duration of the Consultancy programme will be of eight (06) weeks

Task	Time Duration												
	February 2020			March 2020			April 2020						
Publishing the Notice for Inviting EOIs													
Deadline for Submission of Proposals													
Signing of Contract													
Arranging a Suitable Location and the Materials; and Informing the Participants													
*Conducting the workshop and Measuring the Outcome													

*The date for the workshop is subjected to change based on the examination schedule of the students.

7. Required Qualifications & Experience

- Degree in Mass Media and Communication
- Postgraduate qualification in Mass Media and Communication
- Industrial experience and exposure would be additional qualification
- Exposure to and experience in media production and documentary creation
- Preference will be given to those who have prior experience in executive level in the relevant field.

8. Required Professional Competencies

- High level of IT literacy
- High level of proficiency in written and spoken English
- Strong communication and negotiating skills
- Good interpersonal relations
- Ability to function effectively in a team environment with flexible creativity
- Ability to lead, manage and coordinate the workshop
- Ability to interact with academic and administrative staff of the FOM and UWU

9. Method of Selection

IC-C

10. Reporting Obligations

The Consultant shall closely coordinate and report to the Coordinator of Activity 01. The Consultant shall submit the following reports/documents as per schedule given in section 5 above.

- Draft Work Plan
- Final Work Plan
- Final Report

11. Ownership of the Assignment

This assignment is funded by the Ministry of Higher Education via AHEAD-OMST under the program component of AHEAD. As such, the University shall be the owner of the assignment and will reserves the Intellectual Property Rights for all deliverable of the assignment under the terms and conditions given in the IP policy of the University. The Consultant will have no right of claim to the assignment or its outputs once it is completed and **no rights** to use **Data and Information** gathered through the assignment for other purposes without written permission from the Vice Chancellor of the UWU. Any Reports/ Data/Information produced as a part of this assignment shall be handed over to the Client in soft and hard forms.