
TERMS OF REFERENCE (TOR) FOR RESOURCE PERSON CONTRACT

Accelerating Higher Education Expansion and Development (AHEAD) Operation

ELTA-ELSE DEPARTMENT DP

Resource Person Contract for Training on “NextGen -2021” Marketing Association – Session II

UWU/AHEAD/ ELTAELSE/DMS/RPC/CON/06

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 Centered 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: Build-up secured employability platform through Career Development

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 Marketing Management as it is important to produce a skillful undergraduate. Undoubtedly, the current classroom sessions with heavy theoretical background are

insufficient to produce an undergraduate with such qualities. To conquer this challenge, the NextGen Marketing association has established under the AHEAD/DMS/Activity 4 and its activities need to develop in order to support students in improving their marketing communication skills as well as management skills.

Under Activity 4 – Enhancing marketing skills is the primary concern of this activity under the AHEAD project. A Marketing Association called “NextGen Marketers” have established at the Department of Management Sciences under this activity. All the undergraduates of department of Management Sciences will become members of this association. Different programs such as workshops, guest sessions and training programs will be conducted by the marketing association targeting to enhance marketing communication skills of undergraduates. Mainly, Inter-University Digital Advertising Competition Called “Pathfinder” will be launched to get hands on experience in integrated marketing communication strategy development. To achieve this target, a Resource Person Contract is proposed to provide the consultancy to conducting workshops for students as well as to consult the inter-university digital advertising competition from planning, implementing, execution and finally to the evaluation stage. The whole activities are expected to carry out for all undergraduates of ENM degree programme considering the possibility of measuring the impact of the programme throughout the next few academic years.

Initially, the “Pathfinder” Inter-University Digital Advertising Competition will be conducted online to bring real world experience in integrated marketing communication strategy development and execution for undergraduates of Entrepreneurship and Management degree programmes of the DMS. The online mode of the competition will allow all other university students to take part in this competition. Series of workshops and training sessions will be conducted to enable students in developing marketing communication strategies.

The programme is planned to be held during the first quarter of 2022. The outcome of the Pathfinder Competition and workshop related activities will be measured through continuous assessments and end semester examination results of the undergraduates. In order to initiate this activity, activity plan need to be developed in consultation with experts, who will be selected as Resource Person to consult the Pathfinder Competition and its relevant activities later.

Accordingly, this TOR is meant for a Resource Person Contract for developing activity plan of the Pathfinder Inter-University Digital Advertising Competition and conducting relevant training programmes and workshops, and developing a series of activities in relation improve marketing communication skills for ENM undergraduates under the Activity 04.

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 system 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 Resource Person Contract

- i. To conduct online promotion campaign of “Pathfinder” phase II & phase III
- ii. To conduct training programmes and workshops for “NexGen Marketers” on the marketing communication strategies providing hands on experience which can be used in the business world.
- iii. To develop series of marketing communication activities relevant to Pathfinder Inter University Digital Advertising Competition organized by the NexGen marketing association and giving consultancy on each activity.
- iv. To provide consultancy on graduate and undergraduate emerging entrepreneurs with in the university

4. Scope of the Resource Person Contract

The target group of this Resource Person Contract will be the all-year undergraduates of Entrepreneurship and Management degree programmes of the DMS and emerging entrepreneurs in Uva Wellassa University. It will host approximately 240 students. DMS expected to hire Two (02) Resource Persons to conduct these expected activities.

The selected Resource Persons is expected to develop the training programmes on developing a marketing association, new trends in Marketing practices. Moreover, Conduct the workshops in relation to the marketing practices in corporate world. Further, the programme should meet the Intended Learning Outcomes given below.

At the end of the establishment of the marketing association and conducting workshops, the students should be able to:

1. Discuss different marketing strategies and practices used in the corporate world.
2. Demonstrate the acquired skills gathered through training programme on developing marketing skills.
3. Apply the learned theories in order to develop the marketing activities which expected to perform through the Marketing association.

Moreover, Resource Persons need to give their consultancy regarding organizing and launching the Inter university Digital Advertising competition for Pathfinder phase II and III. Through this competition they are expected to contribute

- I. To develop promotional campaign to promote the Pathfinder phase II and III competitions
- II. To identify and develop online Promotional tools and kits

- III. To guide online Administration functions and fund-raising activities
- IV. To Provide linkage in order to collaborate with the industry
- V. To develop relationships and cooperation with other universities

5. Key Tasks and Related Activities

The key tasks of the Resource Person will be to:

Key Task	Required Deliverable	Time Schedule
Signing the Contract	Resource Person Agreement	1st of March 2022 – 10th of March 2022
Producing a Comprehensive Work Plan for the consultancy activities	Draft Work Plan	1st of March 2022 – 10th of March 2022
Conducting the training programmes and workshop on medial promotion and advertising	Workshop Programme	10th March 2022 – 29th April 2022
Implementing and monitoring the activities of emerging entrepreneurs	Consultancy programmes	17th April 2022 – 30th April 2022
Post Evaluation of the Resource Person Contract and Final report	Final report of Resource Person Contract	24th April 2022 – 30th April 2022

6. Duration of the Resource Person Contract

The duration of the contract will be of seven (07) weeks from the date of signing the contract.

TASK	FEBRUARY			MARCH			APRIL		
Publishing the Notice for Inviting EOIs									
Deadline for Submission of Proposals									
Signing of Contract									
Finalizing the Workshop Plan and Discussions									
Conducting the Workshop and discussions									
Implementing and monitoring the Inter									

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