

Education Organization Policy

*Department of Marketing Management, Faculty of Commerce and Management Studies,
University of Kelaniya*

1. Policy Statement

The Department of Marketing Management (DMM) of the University of Kelaniya is committed to establishing, implementing, and continually improving an Educational Organization Management System (EOMS) that ensures quality, effectiveness, and inclusivity in all teaching, learning, and assessment processes.

Aligned with the Department's Quality Policy, Vision, and Mission, this policy affirms DMM's dedication to delivering learner-centered, equitable education and developing graduates known as "Crafting Strategists" professionals who integrate marketing insight, strategic thinking, and ethical leadership into their practice.

The EOMS is maintained in accordance with ISO 21001:2018 and complements the ISO 9001:2015 Quality Management System, ensuring consistency, continual improvement, and stakeholder satisfaction across all departmental functions.

2. Alignment with the Vision and Mission

This policy upholds the Department's Quality Vision "to craft quality graduates, known generically as strategists, who are capable of inculcating a culture of marketing into their everyday work as well as their workplace."

Aligned with the Quality Mission, the Department ensures excellence in:

- Teaching - Delivering world-class teaching using innovative andragogy and relevant learning materials.
- Learning - Fostering research-based, hands-on learning that reflects industry needs; and
- Assessment - Ensuring fairness, transparency, and academic integrity in evaluation practices.

These principles guide all departmental operations, curriculum design, and academic decision-making.

3. Policy Commitments

- Ensuring that its policy and practices are appropriate to the purpose and context of the organization, addressing both academic and professional expectations.
- Establishing a framework for setting educational objectives aligned with institutional and national quality standards.
- Complying with all applicable regulatory, statutory, and accreditation requirements governing higher education.
- Embedding a culture of continual improvement through systematic reviews, stakeholder

feedback, and performance analysis.

- Integrating emerging educational, scientific, and technological developments into curricula and teaching strategies.
- Promoting ethical behavior, sustainability, and social responsibility across all departmental functions.
- Safeguarding intellectual property and promoting academic honesty, originality, and responsible dissemination of knowledge.
- Addressing the needs and expectations of learners, staff, industry partners, alumni, and the community, ensuring their active engagement in quality enhancement.

4. Accessibility and Special Needs

- Resources and training are provided to enhance accessibility in learning environments.
- Reasonable accommodations are made for learners with special educational needs or disabilities, ensuring equal opportunities for participation and success.
- Staff members are equipped with the knowledge and sensitivity to promote inclusive learning and assessment practices.

5. Communication, Implementation, and Review

This policy is communicated to all stakeholders through orientations, departmental meetings, and official digital platforms. It is maintained as documented information and made available to interested parties.

This policy also provides a framework for establishing and reviewing departmental quality objectives and ensures alignment with the University's overall quality assurance framework.

The policy is reviewed annually by the Departmental Quality Assurance Committee to ensure ongoing alignment with ISO 21001:2018 requirements, institutional goals, and stakeholder expectations. Updates are endorsed by the Head of Department and communicated to all interested parties.

Approved by:



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