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NEXT STEP

WHAT DO EEE GRADS REALLY DO?

Most electrical engineers are confused with electricians. Contrary to popular belief, they do not fix light bulbs. Neither do they fix the roadside wires when your power goes off. But you did get one thing right. They do in fact make the big bucks.

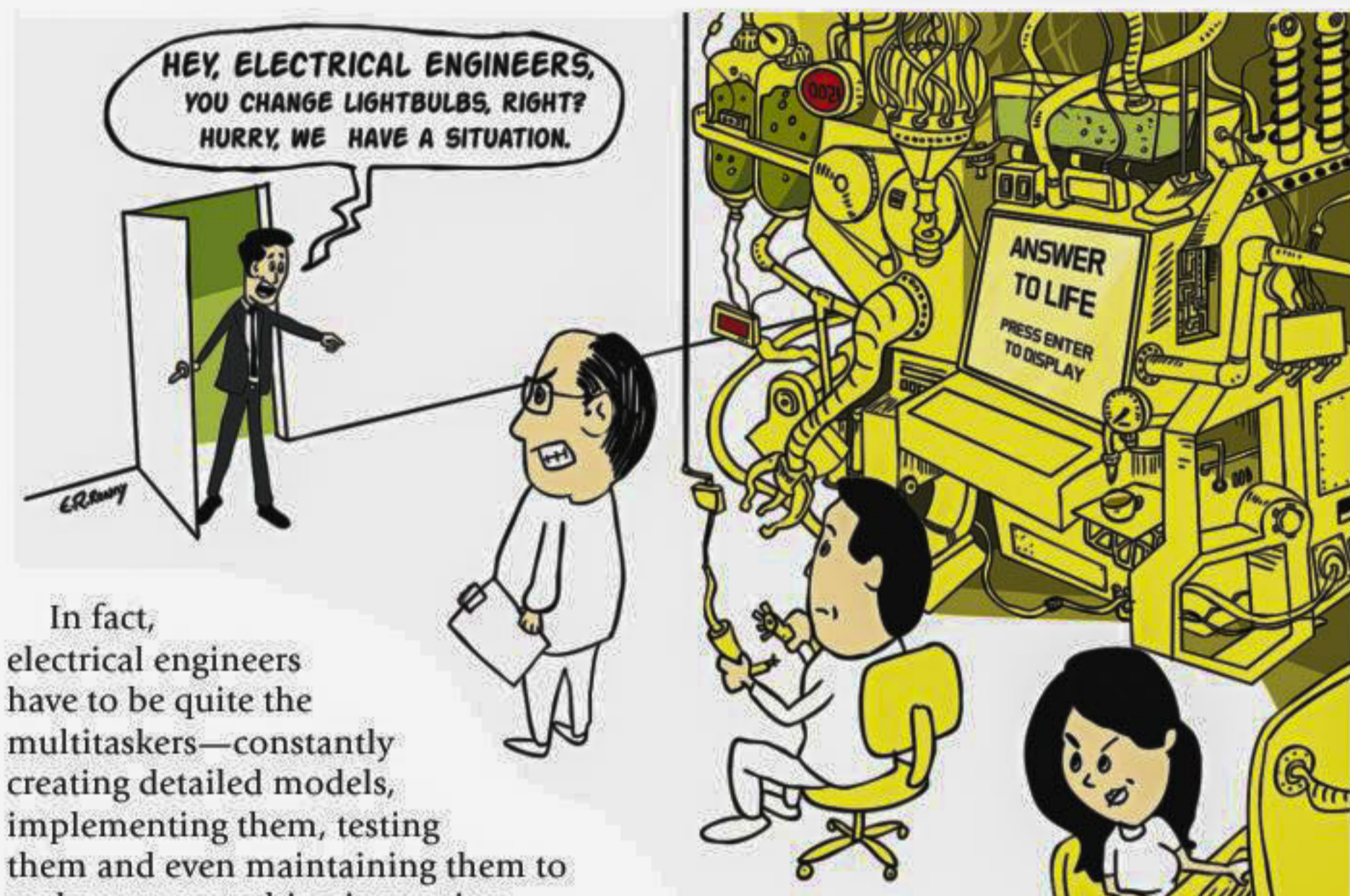
Yes, the traditional fascination with engineers in our society still remains for a good reason. See, what EEE students get after they graduate is a huge field with a variety of possibilities. From the typical electrical engineer or electronic engineer to less common research fields, the options available are endless. And if you have a passion for learning the nitty-gritty details regarding electricity, electromagnetism and electronics, you will quite easily be able to have a good career in this sector.

What you need to be good at

Like every other field, the most important thing is to have a solid foundation in courses related to engineering and a basic knowledge regarding other aspects of engineering such as programming and material engineering. This is because as an EEE graduate, you will often have to work with engineers from other fields as well. Thus, while at university, make sure you know how to present your ideas clearly to others who may not be as technically adept as you are. Managers, directors, clients—you'll have a lot of explaining to do throughout your career! Finally, learn the practical implications of your coursework to have a head-start in your career.

Electrical engineer

So your typical electrical engineer will design, develop and maintain electrical control systems and appliances. Not only will they focus on quality, but also make sure that the products and the systems are sustainable. From electrical power systems to signal processing to communication systems, electrical engineers may be working in offices, labs, or even industries.



In fact, electrical engineers have to be quite the multitaskers—constantly creating detailed models, implementing them, testing them and even maintaining them to make sure everything is running smoothly. So, if you have a knack for technical details, and do not mind the workload, electrical engineering is perfect for you.

Electronics engineers

While the basic job of an electronics engineer is rather similar to that of electrical engineers, the electronic engineers take things up a notch by giving their circuits decision-making ability, specifically using DC circuits. Major fields such as defence, industries making medical instruments, nanotechnology, and robotics are just some of the options for the electronics engineer.

You may be involved at any stage of a project—the initial design to the final implementation. Since you are usually

required to work in teams with engineers from other departments, it is very important for you to be able to get your point across. The tasks you're responsible for will usually depend on your skills and the companies hiring you. For example, while incorporated engineers look after the daily operations in a project, more senior chartered engineers will have strategic roles, developing solutions and meeting deadlines.

Further studies

If your thirst for knowledge continues, there are plenty of options for further studies right after you finish your undergraduate programme. You could either do an MSc or a PhD in specialist fields like nanotechnology, wireless and optical

communications or telecommunications. Public and private universities in the country both offer Master's degree in EEE, with BUET leading due to its research work. If you plan on going abroad, there is plenty of scope for scholarships as well, especially in Japan, Europe and USA. While Japan is perfect for those specialising in robotics, Europe provides a vast market for its graduates, thus making it easier for them to get jobs. But, it is actually California, which has the best universities in this department, such as UC Berkeley, California Polytechnic State University, and UC Los Angeles.

You could also continue further with a PhD, or you could opt for an EngD, which basically combines doctoral-level research with practical skills, and is perfect for those who wish to progress to leading roles in industry.

The future

While the growth of this field is relatively slower than other engineering fields, engineers who are constantly learning the new industry trends will have an edge in the long run. Even the type of work required has changed over the years. Shifting away from traditional industrial manufacturing processes, electrical engineering now focuses more on computer systems and designs such as GPS technologies. Finally, with major technology firms competing to get the best employees, EEE graduates really have the world as their oyster and can score a good job with a lucrative salary anywhere!

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ILLUSTRATION: EHSANUR RAZA RONNY

FAKE YOUR BODY LANGUAGE FOR A BETTER MORNING

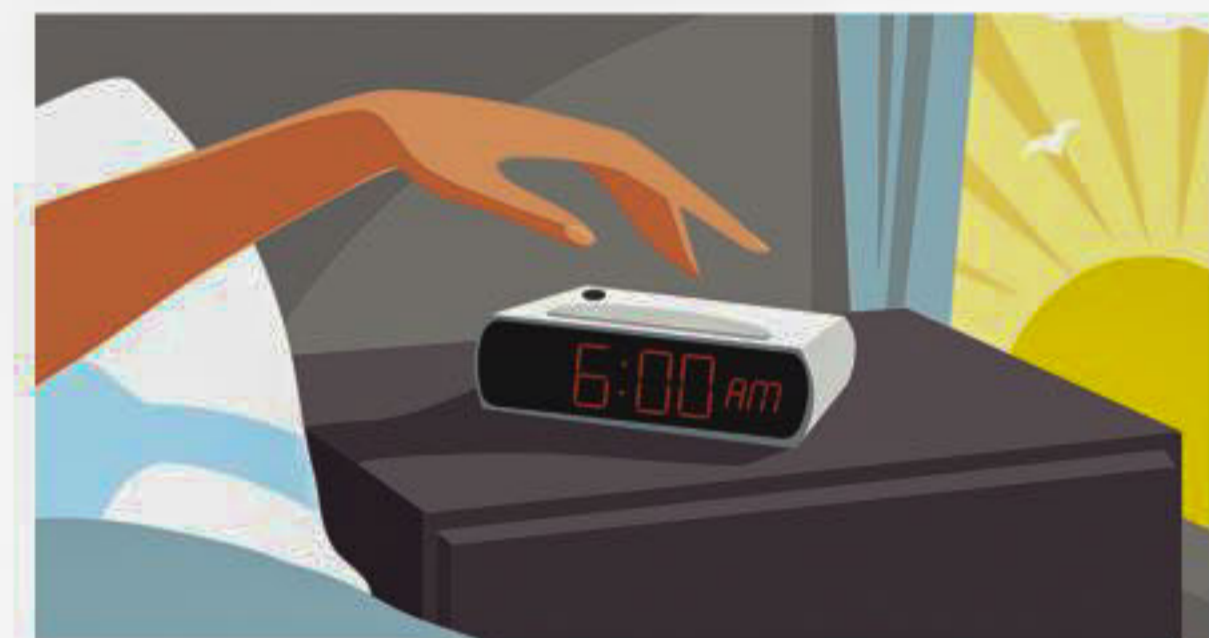
Mornings are rough, but Harvard psychologist Amy Cuddy says they can be better if you stay mindful of one behaviour.

Before you even put one foot on the floor, stretch your body as wide as possible.

Cuddy is the author of "Presence: Bringing Your Boldest Self to Your Biggest Challenges," a book on the subtle yet powerful ways our posture can influence our thoughts and emotions.

The thinking behind Cuddy's research is pretty radical.

Typically, we think that our behaviour follows our emotions, like when we stand tall and proud because we're feeling confident. Cuddy's research suggests the opposite is also true. We can become more confident simply by striking a power pose — or stretching out in the morning.



"It's obviously bi-directional," she points out. (In other words, the action might genuinely follow a good feeling.) "But the people who wake up like this are super happy, like annoyingly happy."

Likewise, you could be doing your emotions a disservice if you wake up curled like a cat. "If you sleep in a foetal ball," she says, "we have some preliminary evidence that people who wake up like that wake up much more stressed out."

Approximately 40% of people sleep in the foetal position, Cuddy says. And it could be making them less confident throughout their day. Now multiply those individual mornings across entire weeks, months, years, and suddenly one annoying morning turns into a lot of unnecessary misery.

Based on Cuddy's research, avoiding that grim reality could be as easy as starting the day on the right foot. Even if you have to fake it at the beginning, chances are it won't be fake for long.



SELISE: CREATING SOFTWARE, SELLING INNOVATION

The opportunity to use one's business acumen in the field of technology may still not seem mainstream to many of us. The elite business graduates of the country, however, can look forward to contributing in an arena as sophisticated as co-creating world-class software solutions, and can slowly, but steadily leverage the boom that the IT sector is experiencing not only in Bangladesh, but all over the world. One such name in the industry that has made the above a reality is SELISE rockin' software. The Swiss-owned firm delivers software engineering and business consulting services to multinationals and startups from different sectors. Headquartered in Switzerland, the company's 100+ creative workforce is distributed over Zürich, Dubai, Thimphu, and of course, Dhaka. That means every bit of work is spread across different time zones, and so at SELISE, meetings are virtual, on-the-go and defying traditional setups.

SELISE's value proposition revolves around consumer-centric cloud and mobile solutions in financial services, smart government, telecommunication, entertainment, etc. The philosophy of constant knowledge creation and sharing makes the organisation a valuable contributor to the global tech and startup community.

For companies who aim to prevail in the post-digital age, SELISE's intelligent applications will provide a seamless digital interface to their end consumers. Different from traditional software firms that start to work once requirements are ready, SELISE understands business and begins at the strategic level. It

presents a perfect opportunity for Bangladesh's business graduates who often lack exposure to the digital business world, which is currently transforming entire sectors in Europe and the United States.

The country office in Dhanmondi hosts some of the best working practices around, at par with its European counterpart. The timings are flexible, the attire casual, and there is little to no hierarchy in the structure. It's mostly fun and games in the office, unless of course we are talking about work. That's when each member is expected to own up to his responsibilities, not only as an individual, but as a member of the team he is collaborating with.

At SELISE, world-class technology is not only delivered to the clients, but used to optimise the processes within the organisation. The majority of the work is cloud-based and it's hard to find paper files anywhere in the premises. Skype and Google Hangouts are used extensively for both internal and external communication, and even the CEO, Julian Weber, is often just a knock away. This not only ties the cross-border teams together, but helps nurture an environment where everybody can voice their opinions.

Besides food and games all day every day, SELISE has a few norms unique to its culture. Annual trips happen to be the absolute favourite of SELISIANs. The most recent was a week's getaway to Darjeeling that brought everyone together over scenic hilltops. Team events happen to be another opportunity to bond and utilise the monthly team fund that every employee is entitled to. Whether you're turning 25 or 52, there's no shying away from cele-

brating birthdays.

One thing that sets SELISE apart from the industry giants is its deep commitment to grooming talents. SELISE School is an in-house initiative that aims to promote discussion on recent technological advances and share with the crowd the knowledge and experiences unique to each software specialist. The company's Super Talent Program is another way of reaching out to promising tech graduates through campus recruitment and honing them to become future assets for the organisation.

In today's era, creating technological solutions is no longer a one-way street where clients would simply pass their product requirements down the line. This is why at SELISE, every coder is an enabler, going deep into the innovations and taking charge of the deliverables. The Business Development team, led by graduates from IBA (DU and JU), continues to work as the liaison, helping coders and clients understand each other better, and hence, strengthen relationships.

Having signed two big names in the Swiss telecom and insurance industry in the first half of the year, SELISE looks forward to enjoying an equally exciting later half and flourish in Bangladesh as a truly global software firm spearheading technological marvels.

To find out more about SELISE, visit the website: <http://selise.ch/>, or the blog: <http://selise.ch/blog/>.

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The writer is a final year student at IBA, DU, and a Human Resources (HR) intern at SELISE rockin' software.

Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.

THE RESUME CHECKLIST

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No funky fonts

No special characters

Attachments are .doc or .rtf

1-inch borders only

Use key words tactfully

No excessive pictures/graphics

INFOGRAPHIC: AMIYA HALDER