



NURTURING DREAMS

How Private Universities Propel Students towards Successful Careers

MD. MOHIUDDIN ALAMGIR

In today's ever-evolving world, the pursuit of higher education has become a cornerstone for success and personal growth. While public universities have long been recognized as bastions of knowledge, it is crucial to acknowledge the remarkable strides made by students from private universities in shaping the future of our nation.

These institutions have emerged as dynamic hubs of learning, not only equipping their students with academic prowess but also providing them with the necessary

tools to navigate the path to prestigious job placements.

The journey of students from private universities has been marked by a smooth transition into the realm of professional life, propelling them towards promising careers. Recognizing the significance of practical experience and industry exposure, these universities have taken on the role of facilitators, bridging the gap between academia and the demands of the job market.

By implementing a range of initiatives, they empower their students to not only compete but thrive in the competitive job market, fostering the development of socially aware and

conscious citizens along the way.

The Tracer Study of Graduates of Universities in Bangladesh, conducted by the Bangladesh Institute of Development Studies (BIDS) in 2019, reveals that the rate of employment is higher among private university graduates, standing at 44 percent, compared to public university graduates, at 32 percent. The study, based on interviews with 2,549 university graduates, also indicates that

more male graduates of private universities tend to be self-employed, as opposed

to those from public universities.

According to the study, the job support services offered by private universities outperform those provided by public universities, as reported by the graduates. Additionally, private university graduates secure more positions in the multinational sector, while public university graduates tend to find more opportunities in the government sector.

Siban Shahana, one of the members of the study team, highlighted that the interviews were conducted with the most recent graduates, revealing that many public university students tend to wait for government service positions, while private university students swiftly enter non-government jobs without wasting time.

Fahim Mashroor, the CEO and co-founder of Bdjobs.com, a leading career management site in the country, echoed Siban's sentiment. He stated that the majority of public university students usually show disinterest in pursuing jobs in the private sector.

He further emphasized that private universities emphasize the importance of students having strong communication, IT, and presentation skills, which provide them with advantages in the job market.

Fahim mentioned that the highest number of private university students are entering the IT sector, banking, and the garments sector.

Tareq Omar, Assistant Director of State University of Bangladesh, mentioned that they have a career development center where CEOs from different renowned companies and associations visit the campus and share their experiences with students. On many occasions, these CEOs discuss with the university the type of graduates they require, and if necessary, the university adjusts its curriculum. Through these programs, they establish an academy-industry linkage.

The university's HR department

maintains close contact with the HR departments of various companies and organizations regarding internship and employment opportunities. Additionally, the university plays a role in fostering a connection between alumni and current students. Their alumni are employed at Google, Facebook, Pran, Akij Groups, and other prominent institutions.

Mohammad Imtiaz, Director of PR at Southeast University, stated that they employ faculty members who hold foreign degrees and preferably have PhD degrees.

Students are provided with opportunities to attend seminars and symposiums with the aim of preparing them for their careers.

The university organizes various programs that provide knowledge on topics including how to write better CVs, the importance of corporate grooming and business etiquette in the workplace, working in a more professional manner, applying appropriate grooming techniques for a professional outlook, developing positive personality traits, and acquiring skills that employers seek in job candidates, as well as exploring suitable career interests.

Approximately 10 percent of students from the university pursue further degrees or work abroad. Imtiaz shared that many students are employed at Google, Beximco Pharmaceuticals, Square Pharmaceuticals, Care, and other renowned organizations.

Kazi Tareq Ullah, Chairman of Business Administration at Uttara University, stated that the university's clubs provide lessons on leadership and team membership. Many programs have special courses aimed at enhancing students' professional skills and developing the employability of graduates. The university has a career counseling department that maintains contact with alumni and organizations to facilitate student placements.

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How Private Universities Propel Students towards Successful Careers

FROM PAGE S1

The university authorities also take steps to encourage students to become entrepreneurs.

He mentioned that many of their students go abroad and even secure jobs at Google USA and other international companies, as well as Bangladesh Bank, Walton, and others.

Abu Mia Akanda Tuhin, Chief Public Relations Officer of American International University-Bangladesh, explained that over the years, the university has developed various linkages with major corporate houses in the country. This paves the way for greater cooperation between the two parties in terms of curriculum development, research promotion, and participation of leading corporate personalities as university faculty, among other aspects.

The University's Office of Placement and Alumni facilitates dual linkages with both the country's corporate sector and its alumni.

Approximately 21 percent of the alumni work in the IT and Telecom sector, 9 percent in a group of industries, 8 percent in the education and research sector, and 7 percent in the power, energy, and engineering sector.

Abu Hashem Rony, Head of Public Relations at the University of Liberal Arts Bangladesh, stated that the curriculum teaches students critical thinking, effective communication, and problem-solving skills, which are essential for success as professionals and entrepreneurs.

The extensive ULAB alumni network plays a crucial role in the continued success of graduates. University alumni have founded TechHub, a leading technology company, Green Delta Insurance, one of the leading insurance companies, DigiShohor, a leading e-commerce platform, and Barisal Youth Society (BYS), which received the prestigious Diana Award.

According to Alamin Sikdar Shihab, the Deputy Director of Public Relations at the International University of Business Agriculture and Technology (IUBAT), the university's programs are designed to meet the needs and demands of the industry, ensuring that students graduate with the knowledge and skills required to excel in their chosen fields. Students receive excellent guidance and mentorship from the university.

The university's facilities create an optimal learning environment for students, enabling them to engage in hands-on learning and research activities. The university maintains strong ties with various industries and organizations, providing students with internship and job placement opportunities.

Their alumni are working with Bangladesh Bank, ZED Group, RNR Limited, BRAC Bank Limited, Grameen Phone, Banglalink, and others.

Fatius Fahmid, Deputy Manager of Communication at BRAC University, stated that they offer a transformative learning experience for their students, helping them grow as skilled professionals and empathetic future leaders. The university provides an excellent teaching-learning

environment, conducts impactful research, and places significant focus on socio-economic development. With partnerships with over 250 universities worldwide, BRAC University has a global reach.

The university's dedicated career counseling center supports students throughout the year, assisting them in planning and preparing for their future careers to effectively compete in local and global job markets. Many graduates of BRAC University hold senior positions in various industries and sectors, including academia, government organizations, mainstream corporations, and the development sector, both domestically and internationally.

Hasibul Hassan, Public Relations Officer of East Delta University, mentioned that the university offers modern facilities and infrastructure to enhance the learning experience. It has student exchange agreements with several foreign universities. The Access Academy of the university not only focuses on students' academic issues but also nurtures their critical thinking skills and leadership abilities.

Academic advising is in place to develop meaningful educational goals and abilities. The Networking and Placement Cell assists graduates in pursuing a lifetime of career success by mapping out career paths, finding new opportunities, planning next steps, and connecting with a strong alumni network. EDU graduates find employment in prominent organizations such as Grameenphone, Unilever, bKash, MGH, HSBC, and others.

Abu Sadat, Director of PR at United International University, highlighted that the university always produces graduates with market-oriented skills and meets industry demands. The syllabus for all subjects is prepared and timely modified according to industry needs. The curriculum committee includes representatives from respective industries who provide valuable input and suggestions.

Since its inception, UIU has received numerous awards at national and international levels in various sectors, including research, sports, debates, cultural activities, and more.

UIU graduates work in financial institutions, corporate sectors, and the IT industry, as well as in top corporations abroad, such as HSBC Bank, Standard Chartered Bank, British American Tobacco, Nestle, GP, Robi, Banglalink, and bKash.

Mohammad Foyej, Deputy Director of PR at Canadian University of Bangladesh (CUB), mentioned that they offer courses that reflect the university's commitment to academic excellence, career development, and inclusivity.

To ensure an enriched career path for students, CUB has established collaborations with globally recognized organizations. They support students' career development by providing job placement opportunities from internationally renowned companies such as Digicon. The university's students are working at Premier Bank, Trust Bank, Teletalk, British American Tobacco, and others.

Bacchu Sheikh, Public Relations Officer of the University of Asia Pacific, stated that they organize internships for students at various renowned companies in the country and abroad through academia-industry collaborations. The university has an Office of International Advisory Council (IAC) that assists in making better strategic plans for quality enhancement and internationalization.

University alumni are currently teaching at Graz University of Technology, Austria, working at AIST Tokyo, founding the Mastul Foundation, and working at Kazi Farms, Standard Chartered Bank, and others. Additionally, a good number of UAP alumni are studying in reputed foreign universities and working in government organizations both at home and abroad.

Md Wahiduzzaman, Assistant Director of Independent University, Bangladesh, stated that their students are equipped with the hard and soft skills required to start their careers on the right track. The Office of Career Guidance and Placement (CGP) prepares students for the ever-changing industry landscape and organizes Career and Networking

events every year, with participation from top corporate organizations to promote industry-academia collaboration. Campus recruitments are also organized to connect eligible graduates with employers. Currently, IUB students are successfully working at Standard Chartered Bank, HSBC, Grameenphone, Banglalink, British American Tobacco Bangladesh, Unilever, UNDP, UNICEF, and others.

Recently, an IUB alumna won a prestigious research grant from NASA to work on developing next-generation renewable energy-powered batteries for space tech.

Mohiuddin Jewel, Senior Officer of PR and Communication at Chittagong Independent University, mentioned that they assist their students in improving their skills to secure jobs in the competitive job market. They regularly host career talks to share the stories of the nation's most successful people. They also organize workshops on how to write better and attractive CVs, public speaking, and presentations.

The CIU HRM Society introduces students to the activities of various corporate offices and financial institutions, with an emphasis on acquiring practical knowledge. The university has established industry-academia linkages with several banks and other organizations.

After obtaining degrees from the university, students are securing jobs at Asian Paints, Berger Paints, City Bank, MGH Group, BSRM, and others.

Raisul Haque Chowdhury, Director of PR at International Standard University, mentioned that no students have completed their graduation courses at the university so far. Keeping in mind the employability of alumni, the university has successfully established collaborations with a range of corporate houses to help students enhance their capacity in the right direction and apply their acquired knowledge and skills for career development.

The university is developing part-time job opportunities and has founded the Center for Higher Studies and Career Development (CHSCD) with the aim of providing job opportunities for its current students.



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PRIVATE UNIVERSITIES SHAPING BANGLADESH'S FUTURE



A glimpse into the vibrant university clubs in Bangladesh

FROM PAGE S4

The Culture Club organizes several seasonal cultural programs such as "Boshonto Utsob", "Robindro Utsob", "Nazrul Utsob", & "Shorot Utsob", among others. Additionally, they organize photo exhibitions, stage drama, dance drama, pronunciation workshop, recitation festival, and more.

The members of the SUB Sports Club also organize Inter-University and Intra-University tournaments with both indoor and outdoor games every semester and participate in tournaments organized by other universities.

"At the State University Bangladesh Debate Club, our students have had the opportunity to participate in national-level debate competitions. Recently, the SUB Debate team won the "UCB Parliamentary Debate" against BRAC University, which was telecasted live through ATN Bangla," proudly shares Md. Abdul Kader Shohan, Senior Executive of Co-curricular Activities at State University Bangladesh.

University of Asia Pacific (UAP)
The University of Asia Pacific

(UAP) provides a versatile learning environment for the students with its array of 15 diverse clubs, ranging from the Basketball Club to the History and Heritage Club.

The Entrepreneurship and Career Development Club (ECDC) is one of the dynamic clubs of UAP that arranges programs aiming at developing and honing the corporate and entrepreneurial skills and mindset of the students. ECDC aims to give their students practical experience and knowledge of corporate practices and entrepreneurial skills by organizing events like "Meet the CEO", where students can learn from the corporate leaders and entrepreneurial seminars and workshops like "Entrepreneurs' Fest", "Road to Success", and "Passion to Action".

Mohammad Rakiv, Assistant Professor in the Department of Business Administration and Adviser, ECDC notes, "ECDC aims to bridge the industries' skill requirements with academic learning, developing and cultivating the skills and mindset that a graduate should possess while entering the technology driven future marketplace."

University of Liberal Arts Bangladesh (ULAB)

Known for its focus on interdisciplinary liberal arts subjects, ULAB nurtures critical thinking and creativity among its students. In addition to its rigorous curriculum, the university offers a diverse range of extracurricular clubs, from Adventure Club to History Club, and more. Notably, the ULAB Sustainable Development Club has been a source of inspiration for many students hoping to make a change. By organizing various engaging activities like yoga, pottery making, and tie-dye, they strive to raise awareness and promote sustainability in daily life.

"Each semester, we visit schools to educate young minds about the importance of sustainability. Using engaging stage dramas and activities, we strive to cultivate awareness and

enthusiasm for sustainable practices and environmental issues, foster volunteering, enhance networking skills, and promotes individual sustainability for a better tomorrow," shares Sanzida Alam, the club's president.

Uttara University

Uttara University believes in providing students with a well-rounded education that goes beyond the classroom, and extracurricular clubs play a vital role in achieving that goal. They encourage their students to participate in social activities that aid themselves and their community.

Notably, the Uttara University Social Services Club has arranged programs like Flood Relief, Winter Donation, and Iftar Distribution, as well as social awareness programs like Women's Safety, Thalassemia Awareness seminar, free blood group detection and Uttara Clean Drive to help the city and community.

"We try to create a strong network and interaction with organisations who have interest to provide social services in Bangladesh. We also aid our students to gain or develop their professional skills in group dynamics, leadership, cooperation, coordinating activities, communication skills, and enhance the visibility and appreciation of social services among themselves," notes Anila Akter Nilima, Senior volunteer and Organizer of Uttara University Social Services Club.

In conclusion, university clubs in Bangladesh empower students to explore their passions, enhance skills, and make a positive impact. By catering to the diverse interests of students, these clubs create a vibrant learning environment that prepares students for the professional world through engaging activities, mentoring sessions, and participation in national and international competitions. Embracing the power of extracurricular engagement, these universities are nurturing well-rounded individuals who are ready to make a difference in their communities and beyond.



Emerging Fields of Study

FROM PAGE S5

Professor Farruque Masud who is the Chairman of this department has informed, "This department will open need based short course education for professionals working in apparel and fashion industries like diploma and certificate courses. Our intention is to make professionals by which nation can save our money taken by foreigners working in apparel and fashion industries."

Data Analytics and Data Science

With the extensive use of Artificial intelligence and advanced technology in the world today, many institutions have felt the need to prepare the youth of this country for such a technologically advanced world.

East Delta University Bangladesh has taken the initiative to offer a Masters of Science in Data Analytics and Design Thinking for Business program. With the right application of data science, this degree enables students to concentrate on data-driven business design with an emphasis on marketing and human resources management as their areas of specialization.

The MSc in Data Analytics and Design Thinking for Business program follows the guidelines set by the University Grants Commission (UGC). It is also to be noted that the university grants numerous scholarships for 'Master of Science in Data Analytics and Design Thinking for Business' students based on their academic performance and financial circumstances.

Additionally, the department of Computer Science and Engineering of United International University is offering the first ever undergraduate program in Data Science in Bangladesh. The admission will open in June for Fall 2023 semester and classes are expected to commence from September 2023.

Professor Dr. Swakkhar Shatabda is the director of this newly approved program. Professor Shatabda has a PhD degree in Artificial Intelligence and has been involved in university level active teaching, research, collaboration and industry consultancy for the last 15 years in home and abroad. With that experience in the department and its leadership, the program aims to train the graduates to enable them as critical problem solvers and independent learners which will set them to work effectively in

multi-disciplinary teams and situations adapting to broad technological changes.

Management and Nursing programs

The healthcare sector is rapidly changing and evolving into the most technically demanding field. To help students get a better understanding of this field, universities such as State University of Bangladesh and International University of Business Agriculture and Technology are offering degrees in Nursing and Healthcare Management. IUBAT's Nursing degree is one of a kind since it is one of the very few Nursing degrees offered in a non-governmental institution and is accredited by the Bangladesh Nursing and Midwifery Council.


Students may also be interested in the prospects offered by degrees in Developmental Studies and Disaster Management both of which are being offered by BRAC University.

Social Sciences programs and Legal Studies

The "Master of Public Policy and Leadership" (MPPL) program, the first of its type in the entire world, was pioneered by East Delta University. Students in the MPPL program are guaranteed to receive a high-quality education and exposure to international best practices thanks to their invaluable faculty. The corporate sector, financial institutions, NGOs, academic institutions, the government service, and the business sector are just a few job pathways available to MPPL graduates.

Specialised Legal Studies programs are also slowly being integrated into the university curriculum in some universities. The Department of Law and Human Rights of the University of Asia Pacific has started providing such LLB and LLM courses for their students with the aim of making them competent in the Legal Fields both nationally and internationally.

Higher level educational Institutions in the country are definitely inching towards a more diversified and complex academic scene where there is a wider range of programs available for students to pick from. Given the development of this aspect in the past 15 years alone, it can be expected that this diversification will continue in the private university sector in Bangladesh and benefit those trying to make their mark in this rapidly changing world.



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A glimpse into the vibrant university clubs in Bangladesh



▲ **BRAC Onnesha, the first nano-satellite created by a Bangladeshi university**

SARA KABIR AND SARAH BINTAY SHAKHAWAT

For most students, their university clubs are a safe space they turn to for guidance and support, a place that nurtures their interests and provides them with various opportunities to explore their passions, build invaluable skills, forge lifelong friendships, and unleash their full potential outside the confines of lecture halls. By immersing themselves in these enriching experiences, students embark on an extraordinary journey of self-discovery, personal growth, and holistic development.

This article will give you a peek into several of the vibrant clubs offered by some of the best private universities in Bangladesh.

BRAC University

BRAC University is renowned for its commitment to excellence in education and social development. The university offers a transformative learning experience with strong academic programs, coupled with an array of extracurricular activities. At present, there are 31 clubs at BRAC University catering to various interests of students and helping to build teamwork and leadership capabilities in them.

One of the notable clubs, The Robotics Club of BRAC University (ROBU), encourages its members to gain skills



▲ **State University Bangladesh Debate team won the "UCB Parliamentary Debate"**

in the robotics field by participating in robotic competitions to showcase their own robotics projects and attend seminars, and workshops.

"Our club is known for its high achievement in various national and international competitions, most significantly our project for BRAC ONNESHA, the first nano-satellite created by a Bangladeshi university, solidifying our pioneering spirit in space exploration and robotics," shares Md. Shawon Mollah, President of ROBU.

Another notable club, the Debate Club, has recently claimed the very prestigious World University Debate Championship (WUDC) 2022, proving BRAC University Debating Club's dominance in the debate circuit.

Canadian University of Bangladesh

The Canadian University of Bangladesh offers a world-class education that blends academic excellence with a global perspective. Committed to nurturing well-rounded individuals, the university provides a diverse range of academic programs and extracurricular opportunities, such as CUB Sports Club and CUB Social Welfare Club, to enhance students' personal and professional growth.

One such critically acclaimed club, the CUB Carpe Diem-English Club, prepares students for the professional world by organizing different seminars and lecture series and fostering analytical skills through regular participation in English Olympiad competitions.

The club's advisor Md. Abdullah Al Mamun shares, "If you want to see how creative and talented your students are, engage them in club activities." Adding to it, he shares a famous quote by William Bennett, "The arts are an essential element of education, just like reading, writing and arithmetic...music, dance, painting and theatre are all keys that unlock profound human understanding and accomplishment."

Chittagong Independent University
 Situated in the lively city of Chittagong, Chittagong Independent University (CIU) offers students a vibrant campus atmosphere. The university prides itself on a plethora of extracurricular clubs that

complement the academic curriculum through its 18 club organizations.

Debating contributes significantly to the development of logical thinking in society. They recently competed in the National University Debate Competition, representing the talented debaters of the country. Furthermore, CIU's "Law Society" and "Debating and Mooting Club" organize seminars on relevant legal topics.

There are other clubs, such as the English Club, Social Welfare Society, Intrinsic Finance Club, Independent Marketing Club, HRM Society, Cultural Club, Model United Nations Club etc. Stressing the importance of clubs, the driving force behind the Cultural Club, Dr. Robaka Shams, says, "Studies alone do not help a student become a well-rounded individual. Beyond the classroom, creativity, morality, and ethical awareness thrive. Through clubs and organizations, CIU nurtures its students to become compassionate human beings."

East Delta University Bangladesh

Located in the magnetic seaport city

"IUBDC helps students to develop their critical thinking, public speaking, and competitive debating skills through in-house training. It also helps them shine their organizing skills for the future. It's a great way to meet new people and make friends," adds Ahmad Tousif Jami, Director of Debate, at IUBDC.

International University of Business Agriculture and Technology (IUBAT)
 With extracurricular clubs such as the Nursing Society, Civil Engineering Society, and Agriculture Society, IUBAT stands tall as an institution dedicated to fostering excellence in business, agriculture, and technology.

In pursuit of nurturing talent and fostering growth, the IUBAT IT Society has established itself as a dynamic organization by organizing and winning awards in a diverse range of activities such as the NCPC (National Collegiate Programming Contest), IT Olympiad 2021, Inter Polytechnic Programming Contest (IPPC), and more.

"We have built a bridge between

the students and the CSE department and shaped the IT landscape within the university by actively engaging students through mentoring classes, programming and robotics sessions, cultural adda, training sessions, regular seminars, workshops, and boot camps. Furthermore, we also contribute to the university's mega programs through voluntary work, demonstrating our commitment to social responsibility," shares Nazmul Alam Nafis, President of IUBAT IT Society.

Southeast University

Southeast University is committed to providing a world-class education and fostering a vibrant campus environment. From Debate Club and MUN Club for those interested in debating, to Language & Literature Club and Photography & Visual Arts Club for students interested in the arts and humanities, the university offers an extensive selection of clubs to engage students in various extracurricular activities.

At Southeast University, the

Southeast Cultural Society (SCS), which has been recognized at the South Asian University Fest and India-Bangladesh Solidarity Festival, is renowned for organizing cultural programs such as the Victory Day celebration, Baishakhi Utsab, International Women's Day celebration, and more. By hosting interdisciplinary cultural events and organize interactive programs, they incentivize the students to be proactive and showcase their skills, keeping the university spirit alive.

"We provide a platform for the students and organize many programs like Cultural Talent Hunt, Workshop for song, dance & poetry, and more, that help them improve their self-confidence a lot," shares Dr Israt Jahan Bulbul, moderator of SCS.

State University Bangladesh

Known as a hub for innovation and knowledge dissemination, State University Bangladesh offers three central clubs for their students- Cultural Club, Sports Club and Debate Club.

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Southeast Cultural Society (SCS) of Southeast University at the South Asian University Fest

of Chittagong, East Delta University possesses a diverse range of student activity clubs, including the EDU Debating Society, EDU Career Club, EDU Computer Club, and more, aimed to develop the learning process of its student body. The clubs provide a platform for students to gain exposure and enhance their skills.

The EDU Social Business Club has become one of the most renowned clubs in the university based on its multiple achievements at various business competitions, such as being champion at the Social Business Plan Competition 2013 and Runners-up at the Social Business Plan Competition 2012.

"Through events and activities, our club allow students to demonstrate their soft skill abilities and enhance their leadership opportunities," explains Tabassum Chowdhury, Director, Directory of School Activities of East Delta University Bangladesh.

International Standard University:

The numerous clubs and events available at International Standard University (ISU) open up a world of possibilities for its students. From Textile Club to IT Club, there's something for every student to participate in.

In a short period of time, the International Standard University Business Club has organized a number of events like the Coca-Cola Bangladesh Beverages factory visit where students learned and gathered knowledge on the beverage making process, "Campus Meet Up" with City Brokerage where immense knowledge was shared about finance and investments made in the real market, a session on "Digital Marketing" where Creative IT Institute's mentors shared their valuable knowledge.

Recently, ISU business club also organized a session on "Meet Your Mentor" where the marketing superstar of AKIJ Venture, Syed Alamgir shared his experience and gave advice to the students about how to become successful in the real world and ensured the students about their internships.

Independent University Bangladesh (IUB)

Recognized for its academic excellence and progressive learning environment, IUB offers a wide range of extracurricular clubs that enhance students' skills beyond the classroom.

Notably, the Independent University Bangladesh Debate Club (IUBDC), won the championships at the United Asian Debate Championship Bandung 2018, Bangladesh Debate Council Nationals 2022, BUP National IV 2022, as well as the Calcutta Debate Circle CDC-JIS Invitational 2023. IUBDC is also renowned for organizing the IUB Ascension, which is the largest Debate Tournament in South Asia, where participants come from prestigious institutions all over the world such as Oxford, Cambridge etc.



Golam Murshed, CEO of Walton, at the "Meet the CEO" event organized by UAP's Entrepreneurship and Career Development Club (ECDC)



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Emerging Fields of Study: New Subjects Offered by Private Universities in Bangladesh

Additionally, students are also provided with sound professional training which will help them apply this knowledge in real world scenarios and hopefully make them the beacon of change that their institutions aim to make them.

IRINA JAHAN

The private University scene in Bangladesh has seen an incredible change since its days of commencement in the 1990s. An increasing number of universities in this country are striving to offer the best possible programs to prepare the youth for the demanding and challenging future ahead. All of these programs have been designed with meticulous precision and are expected to provide any individual under the field of study to get an exceptional understanding of the subject. Additionally, students are also provided with sound professional training which will help them apply this knowledge in real world scenarios and hopefully make them the beacon of change that their institutions aim to make them.

Media and Journalism

Of the several programs being offered, Media and Journalism Studies in particular has been growing as a popular choice of major.

The Department of Media Studies and Journalism (MSJ) at the University of Liberal Arts Bangladesh (ULAB) was established in 2004 and offers graduate (Masters in Communication)

and undergraduate (Bachelor of Social Science) programs. The Department of Communication provides graduate and undergraduate programs to equip students with the knowledge, skills, and ethical principles needed to succeed in the media landscape. In order to better educate students for the changing media landscape, it also intends to adapt the curriculum in light of advances in AI and 4IR.

In a conversation, Dr. Mohammad Shazzad Hossain, Assistant Professor and Director of the Centre for Excellence in Teaching and Learning, said, "My academic experience has shown me the immense value of preparing students for an increasingly technology-driven future. By leveraging innovative teaching methods and instilling a passion for continuous learning, I aim to equip students with the skills they need to thrive in the ever-evolving digital landscape."

Likewise, and with a similar aim, several other private universities - Independent University of Bangladesh (IUB), Canadian University of Bangladesh, State University of Bangladesh and more recently United International University (UIU) have taken the initiative



IMAGE: FREEPK

to establish their Journalism and Media Studies Department.

Anthropology

In Bangladesh, Anthropology is a field of study that is less known amongst most people but is of great importance. Independent University of Bangladesh was the pioneer in introducing Anthropology in private universities in this country. Following their footsteps, private universities such as Chittagong Independent University and BRAC University started its own Anthropology program.

BRAC started this department in 2013 with only 5 students. Now the number of students enrolled in the program is over a hundred and seem to be an increasingly popular choice of Minor for many Economics and English graduates.

Dr. Moiyen Zalal Chowdhury, Professor of Anthropology at BRAC University says, "I have been teaching Anthropology for six years, both in Japan and Bangladesh. As our society has become more technologically integrated, it is crucial to address the human aspects. Anthropology helps us to build the connection between economy, technological advancement

and human condition. It enables students to be prepared for all sorts of professional avenues including the developmental sector."

Engineering in Various Fields

Universities offering Textile Engineering, a much relevant field of study for our country, include International Standard University of Bangladesh and Southeast University.

The Department of Textile Engineering of Southeast University, Dhaka started its

journey in 2006 by launching BSc in Textile Engineering. The Department is consistently putting out its best efforts to provide an international standard Textile Engineering program and contribute to research to benefit the textile and fashion industries worldwide.

"Textile Education is, by necessity, the most comprehensive course of university studies and it holds great potential for a student's bright future" says Dr. Syed Atiqur Rahman Chairman of the Textile Engineering Department.

Another such essential field of engineering available in the country is the Industrial and Production Engineering in institutions such as American International university of

Bangladesh. AIUB's Department of Industrial and Production Engineering (IPE) started its academic journey in the spring 2019-2020 semester. The first batch of IPE consists of more than 20 students. IPE is a broad field compared to other engineering disciplines. Currently in the industry, IPE graduates are sought extensively in the job market due to having diversified knowledge of different fields.

Dr. Md. Ehsanul Haque, Head of the IPE department, commented, "IPE graduates are hot cake in the job market nowadays. Each and every industry is hiring IPE graduates because these graduates are able to play the vital roles of being an engineer and a manager at the same time. We hope our IPE graduates will have that much potential to face the challenges of the fourth industrial revolution and will contribute to the prosperity of our country."

Other universities such as State University of Bangladesh is offering both graduate and undergraduate programs under their Food Engineering and Technology department; and the Canadian University of Bangladesh has a department for Maritime and Shipping for those looking for a career in the respective sectors.

Fashion Designing and Technology

Bangladesh only has a handful of design and fashion technology programs running in the undergraduate and Masters level. Uttara University is one of such very few universities which have had a Fashion Designing and Technology Department. Known as the Fashion and Merchandising Technology department, it was established in the year of 2012 to create professionals of international standard for the apparel and fashion industries. Fashion Design and Merchandising Technology is considered as a modern need-based course which has huge opportunities for the students to compete in their national and international job market.

SEE PAGE 53



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Prof. Dr. Qumrul Ahsan
Vice Chancellor,
University of Asia Pacific (UAP)

UAP's vision is to advance science, technology, and humanities through innovation in higher education, research, and development for a better society. The goal of the university is not just to prepare the students to pass the examinations but to equip them with the necessary social skills to become productive and proactive members of the community. UAP has recently received the Permanent Certificate from the Ministry of Education for meeting all requirements as required by Private University Act, 2010.

Our funds are spent on structure development to ensure that our students get modern research laboratories and well-equipped classrooms. With the current laurels, UAP is the only university in Bangladesh which has admitted students from SAARC countries in their LL.M program under UNESCO-Madanjeet Singh South Asian Institute of Advanced Legal and Human Rights (UM-SAILS).

All our science, engineering and business programs are well designed with the highest priorities for producing market-oriented graduates and a good number of courses are taught by faculty members with industry background. UAP has encouraged its faculty members to make an impactful role in academic publications. It signed a number of MoUs with the top-notch industrial organizations aiming to facilitate an early option for apprenticeship for our students.



Prof. Dr. Md. Abul Kashem Mia
Vice Chancellor (In Charge),
United International University (UIU)

United International University (UIU), started its journey in October 2003 under the patronage of United Group with only 76 students. UIU's vision is to become a center of excellence in teaching and research in the South Asian region.

Since its inception, UIU has been striving to improve the quality of higher education in the country in a different way and at a unique level. UIU has been consistently ranked as one of the top private universities in Bangladesh in the QS Asia University Rankings from 2019 to 2023. In THE IMPACT Rankings it has been ranked from 2020 to 2022 in the world in the SDG-1 category. UIU Business School is accredited by the globally renowned US based ACBSP. UIU has achieved this accreditation unconditionally for 10 years. Its BBA in AIS program is CIMA accredited. CSE and EEE programs under School of Science and Engineering are accredited by the Institution of Engineers, Bangladesh (IEB).

UIU offers 50% tuition fee waiver for Golden GPA 5 and 25% for GPA 5 students in higher secondary examinations. For English medium students, there is a maximum tuition fee waiver of 25% to 100%. Also in this university, 25% to 100% scholarship is given to 15% of students based on previous semester results. A total of 3% of students have a special scholarship for the children of freedom fighters. Also there are tuition fee waivers for siblings, tribal quota and government employees.



Professor Imran Rahman
Vice Chancellor,
University of Liberal Arts Bangladesh (ULAB)

ULAB is focused on preparing its students for the Fourth Industrial Revolution. With its philosophy of education centred on sustainability, active learning and broad-based knowledge, it produces graduates with high emotional intelligence and critical thinking abilities. The university offers a wide range of graduate and undergraduate programs, all of which are instructed by experienced and qualified faculty members. With students from all around the country and across the world, ULAB is a diverse and inclusive community. The university is committed to creating a welcoming and supportive environment for all students. ULAB has a vibrant campus life, with a variety of student clubs and forums.

ULAB is a research-focused institution, with both faculty members and students engaged in a wide range of research projects. Students have an opportunity to take part in research projects, which can aid them to develop their research skills and gain valuable experience. ULAB offers affordable tuition along with a variety of financial aid, scholarship options to help students pay for their education.

Overall, ULAB is a great choice for students who are looking for a high-quality education in a diverse and inclusive environment. The university offers a wide range of academic programs, a vibrant campus life, and a strong focus on research. ULAB is also an affordable option for students from all backgrounds.



Professor Dr. Eaysmin Ara Lekha
Vice-Chancellor,
Uttara University

We started our journey with a vision of 'quality higher education at an affordable tuition'. As per the instructions of the Ministry of Education and the University Grants Commission, we will completely shift to the permanent campus equipped with modern world class buildings by 1st of July. As our founder and previous VC, Mr. Professor Dr. M Azizur Rahman began the university with great commitment - I and my experienced team are moving towards that goal. The tireless work of our quality and experienced faculty members has played a significant role in this regard.

We conduct exams of the students greatly focusing on each answer sheet to evaluate carefully. Graduates' certificates are also specialized with four special security codes. So far we have completed seven convocations and now we are preparing for the 8th convocation.

We value the children of lower middle-class or middle-class families, thus 6 percent of the students in the quota are taught free of cost. Apart from this, various activities and scholarships are also given to their merits. We provide free education to orphans and disabled students on a priority basis. Two disabled students who graduated from here are now doing good jobs. In addition, students are getting a 10% to 100% tuition fee discount every semester. Several of our teachers have also received research awards.



Prof. Dr. Md. Abdur Rahman
Pro Vice Chancellor,
American International University-
Bangladesh (AIUB)

Since its establishment, American International University-Bangladesh (AIUB) has been devoted to the provision, maintenance, and enhancement of an educational environment that embraces the advancements of modern education technology. The commitment to fostering a conducive learning atmosphere for both students and educators is upheld by the university. For over a decade, efforts have been made by the university to offer students an enriching undergraduate and graduate experience, incorporating all the essential components necessary to achieve excellence in learning.

At AIUB, the presence of state-of-the-art infrastructural and research facilities, along with a team of competent and compassionate faculty members and administrative staff, results in the creation of a truly dynamic learning environment where tomorrow's leaders are nurtured. If an academic program at the forefront of technological advancements and a faculty that sets the standard in education is sought, AIUB is the ideal destination. Currently, more than 11,000 students are pursuing their dreams at this institution, following in the footsteps of esteemed alumni numbering nearly 37,000. AIUB is ready to welcome those who wish to become a formidable force in the world of the 4th Industrial Revolution (4IR) and beyond.



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Prof. Dr. Abdul Awal Khan
Vice Chancellor,
International Standard University
(ISU)

International Standard University aims to provide social service through quality education with moral values. We have enhanced the university's civic and social engagement by making collaboration with a range of partners at home and abroad to accelerate educational, economic, and cultural outcomes. The faculty members of the university are well qualified having higher degrees from top-ranked universities at home and abroad. With the tremendous support and commitment provided by the Board of Trustees (BoT) and academic and administrative members, we have explored and created various ways to continue innovation and quality pertinent to education and research with publishing journals.

Most of the programs are designed so that the graduates passing out from ISU can adapt themselves to their practical life situations in the industry. Moreover, the provision of lab facilities and internship programs before graduation helps ISU graduates acquaintance with the industrial environment. Frequent industrial visits are also arranged for the students of Business, Science and Engineering. ISU ensure students have proper education in their desired discipline at a level of cost, their guardians can bear. The girl students prefer ISU because they (i) are ensured a safe environment on the campus and (ii) are also allowed a 5% additional waiver on their tuition fees.



Professor H M Jahirul Haque
Vice Chancellor,
Canadian University of Bangladesh

Canadian University of Bangladesh (CUB) offers a world-class educational experience, providing students with a diverse range of courses and access to highly specialized teachers and professionals from renowned institutions worldwide. The courses we offer reflect our commitment to academic excellence, career development, and inclusivity. Additionally, CUB provides waivers and scholarships to make higher quality education more accessible to promising students.

To ensure an enriched career path for students, CUB has established collaborations with globally recognized organizations. CUB has partnered with multiple foreign organizations and encourages students to pursue international qualifications with our guidance. We focus on skill development and outcome-based learning opportunities by encouraging students to participate in club activities and competitions organized by our affiliated organizations. We support students' career development by facilitating job placement opportunities from internationally renowned companies such as Digicon. The recent collaboration between CUB and NSU is poised to create a pathway for academic excellence for our students. Similarly, our understanding with the British Council for IELTS registration showcases our commitment to education and the wider academic community. CUB is the only private university in Bangladesh to offer a Bachelor's degree in Shipping and Maritime Science and a Master's degree in Maritime Transportation and Logistics.



Prof. Dr. Abdur Rab
Vice Chancellor,
International University of Business
Agriculture and Technology (IUBAT)

International University of Business Agriculture and Technology (IUBAT) is the first Non-Government University established in Bangladesh located in Dhaka. Its engineering programs were recognized by the Institution of Engineers, Bangladesh. In the Times Higher Education Impact Rankings 2022, IUBAT was ranked in the 601-800 position, which evaluates universities' contributions to the United Nations' Sustainable Development Goals (SDGs). IUBAT has obtained the 33rd position out of the top 50 worldwide ranked institutions under the Ethical Value category in World's Universities with Real Impact (WURI) Rankings 2023.

IUBAT has memoranda of understanding with 112 higher education and professional institutions in Europe, North America, Australia, Asia and Africa for student and faculty exchange, joint research, credit transfer, and internships.

IUBAT maintains strong ties with various industries and organizations, providing students with internship and job placement opportunities. IUBAT provides BDT 20 million in scholarships, tuition waivers and grants annually for students from Bangladesh and abroad. The university provides up to 100 percent scholarship based on the SSC and HSC or equivalent exam results.



Prof. Dr. AFM Maifuzul Islam
Vice Chancellor,
Southeast University

Southeast University started its journey in the month of June 2002 with only 107 students, and now with 12000 students, its place is 3rd among all the private universities. In 2022, the Scimago, a highly reputed international ranking organization, assessed Southeast University as the number one university in Bangladesh, measured in terms of innovation, research & publication and social contribution.

Under Higher Education Quality Enhancement Project financed by World Bank and Government of Bangladesh, two departments of Southeast University were graded Excellent (A+). We have established 19 student clubs for improving confidence and leadership quality of the students. Our Moot Court Club earned championships several times. In the recent past, our cricket club won the championship in Clemon Indoor Uni-cricket.

We are producing market-oriented graduates with high priority. Every 3-4 years, we update our syllabus as per the demand of time. Our teachers take care of the students to the level possible for effective learning. The students complete the degree with mastery of the subjects, and thus our graduates, particularly science graduates, never remain unemployed, with many currently working abroad. Each and every student has an adviser (teacher) who acts as a guide and pathfinder.



Prof. Dr. Nawzia Yasmin
MBBS, MPH (Australia), Vice
Chancellor (acting),
State University of Bangladesh

At the State University of Bangladesh (SUB), students have the option to pick the programs that will guarantee a successful career in the future, with subjects like Pharmacy, Computer Science Engineering, English Studies, Law, Public Health Business Studies, Architecture, Food Engineering Technology, and Journalism, Communication and Media Studies. The university prides itself on the strong industry-academia linkage, ensuring that students gain invaluable practical experience and knowledge to excel in their chosen fields. With a team of experienced and friendly faculty members, we foster an environment that encourages intellectual growth and personal development.

Nestled in the serene outskirts of Dhaka in Purbachal, our beautiful and spacious permanent campus provides the ideal environment for focused learning and a memorable university experience. Moreover, we believe in making quality education accessible to all, offering affordable tuition fees, waivers, and scholarships. At the same time, the university offers alternative options for career growth and development, offering students certificate courses in cutting edge fields like Data Science, or in lucrative fields like Hospitality Management, as well as providing courses on leadership and self-improvement.

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Walk the Talk



Professor Syed Mahfuzul Aziz, PhD
Pro Vice-Chancellor and Acting
Vice-Chancellor,
BRAC University

The founder of BRAC University Sir Fazle Hasan Abed wanted to create a reputed university to educate future leaders who would contribute to the national and global sustainable development agendas. For over two decades, BRAC University (BRACU) has been imparting quality higher education enriched with a liberal arts approach and a wide range of teaching and learning experiences.

Our research investment was the highest among all the educational institutions in Bangladesh for the second consecutive year in 2022. The University has been ranked GLOBAL TOP 50 for the United Nations 'Sustainable Development Goals (SDGs) 1: No poverty' in the 'Times Higher Education (THE) University Impact Rankings 2022.

Partnering with more than 250 universities around the world, it is the first university in South Asia to join the Open Society University Network (OSUN), a global group of institutions assembled by the Open Society Foundations to integrate learning across boundaries. The university has a diverse and multicultural student community with students from 27 countries.

The Residential Semester for undergraduate students at the University's Savar campus is designed to build empathetic and socially responsible future leaders by getting students to actively participate in extracurricular and civic engagement activities around significant social, entrepreneurial and development issues.



Tanweer Hasan
PhD, Vice Chancellor,
Independent University,
Bangladesh (IUB)

Our main strategic goal is to develop students into individuals with a strong Liberal Arts foundation, who are also tech-savvy, globally conscious, and environmentally responsible citizens. We call these the four pillars of IUB.

One cannot be an effective and successful leader in any professional field without a strong Liberal Arts background. It helps them develop a taste for the finer things in life – art, literature, music. We wish to see them develop qualities such as humanitarianism and volunteerism so that they can respond to the call of the hour.

Being tech-savvy is going to be the single most desired quality over the next few decades. Earlier this year, we introduced the "Coding for All" initiative, under which every student, irrespective of their major, is required to acquire basic coding skills. This way, they will also be perfectly placed to reap the benefits of the 4th Industrial Revolution.

At IUB, students get the opportunity to learn languages such as Korean, French and Mandarin from native speakers, which is one of the ways in which they become globally conscious so that they understand and can interpret the contemporary trends in global business, development and politics. When they eventually graduate from IUB and explore opportunities at home and abroad, this helps them navigate other cultures with compassion.



Professor Dr. Mahfazul Haque Chowdhury
Vice-Chancellor,
Chittagong Independent University (CIU)

Chittagong Independent University (CIU) is working on far-reaching plans to ensure an enabling environment for education. We are working relentlessly towards this goal and are actively engaged in various research activities. Currently, CIU has gained momentum in both administrative and academic areas, resulting in students acquiring valuable skills.

CIU has earned a reputation as a model university in Chittagong, with the number of students doubling compared to before. Quality education necessitates experienced teachers, a well-articulated curriculum, and standard textbooks. Typically, private universities do not have permanent teachers. However, since I became the Vice-Chancellor, I have appointed permanent teachers and experienced deans for each school. Additionally, in accordance with the University Act, we have established several boards, including the Syndicate, Academic Committee, and Finance Committee.

In the past, a large number of students from Chittagong migrated to the capital city of Dhaka for higher education. However, times have changed. CIU has brought innovation to higher education and has become the preferred university for students due to its international standard of education, quality modern syllabus, and forward-thinking approach. Students are able to evaluate their academic progress through various tests, while faculty members are held accountable for their performance. Students also have the opportunity to evaluate and rate their teachers.



Muhammad Sekandar Khan
Vice-Chancellor,
East Delta University

East Delta University stands out with its remarkable attributes that make it an ideal choice for students seeking an exceptional educational experience. Our flamboyant campus provides a vibrant and conducive environment that nurtures holistic growth. Recognizing that students arrive with diverse knowledge bases, we have established the 'Access Academy' to comprehensively evaluate each student's strengths, address their weaknesses, and build upon their existing knowledge and skills. By providing a strong foundation through the Access Academy, students of East Delta University are primed to delve into their chosen subjects with confidence and purpose.

Our program offerings extend beyond the conventional courses, encompassing internationally acclaimed programs such as the Master of Public Policy and Leadership, as well as the Master of Science in Data Analytics and Design Thinking for Business. Emphasizing the importance of research, we foster a culture of exploration and innovation among both faculty and students across various disciplines. To facilitate this, we maintain strong connections with international institutions, encouraging collaborations and exchange of academic expertise.

We offer numerous scholarships to talented and deserving students, enabling them to pursue their dreams without undue stress. Through our 'Women Empowerment and Leadership Fund', we aim to ensure gender equality, women empowerment, and leadership by providing deserving female students with financial and academic assistance.

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4.50-4.79	25% 40%		2.90-3.24	15% 30%	
4.00-4.49	15% 30%		2.50-2.89	10% 25%	
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