

NOTICE BOARD



NSU hosts seminar on AI and marketing

North South University's Office of External Affairs organised a seminar titled "AI in Action: Transforming the Marketing Landscape with Generative Intelligence," at its campus, marking a significant milestone in exploring artificial intelligence's role in marketing.

Dr Low Chin Yong, General Manager and Academic Director at the Marketing Institute of Singapore Business School, delivered a keynote speech. Known for his profound knowledge in the field, Dr Yong explored the transformative potential of generative intelligence in revolutionising modern marketing practices.

An engaging and interactive session followed Dr Yong's talk, where students discussed various

approaches and the impact of AI in marketing. The seminar also welcomed a Marketing Institute of Singapore delegation, including Chairman Dr Roger Low Kit Fai.

NSU Vice-Chancellor Prof. Atiqul Islam commended the initiative, highlighting the relevance and importance of AI in today's marketing landscape. He noted, "AI in marketing is not just a technological evolution; it's the ingenious fusion of data-driven insights and human creativity."

Dr Niaz Ahmed, Professor of Marketing and Director of NSU Center for Business Research, extended heartfelt thanks to everyone for their participation and contribution to the event.

EEE, Textile, Architecture, and Pharmacy departments of SEU organises freshers' reception and orientation programme

Freshers' reception and orientation programme of the newly admitted students of the departments of Electrical & Electronic Engineering (EEE), Textile, Architecture, and Pharmacy for the Fall 2023 semester under the School of Science & Engineering (SSE) of Southeast University (SEU) was held on December 30, 2023 at the SEU Multipurpose Hall, Permanent Campus Tejgaon, Dhaka.

Prof. Dr AFM Mafizul Islam, Vice-Chancellor of SEU, chaired the programme while Mohammad Tariqul Hoque, Chief Engineer, Development, Dhaka Power Distribution Company Limited (DPDC) was present at the event as the Chief Guest. Maj Gen Kazi Fakhruddin Ahmed (Retd), Registrar of SEU welcomed the newly enrolled students. Prof. ABM Faroque, Dean of SSE introduced respective faculty members to the students. Prof. Dr ANM Meshquat Uddin, Advisor to the BoT, also spoke at the event. Among others, chairpersons of the different departments, faculty members, officials, newly enrolled students, and their guardians were also present at the programme.



BRAC University students win awards at OSUN film festival

BRAC University students have recently won multiple prestigious awards at the Open Society University Network (OSUN) Film Festival. The festival was held online and featured 25 student-made videos – the final projects of the "Visual Storytelling for Student Engagement" course in the Fall 2023 semester. This collaborative course was offered at seven universities worldwide, including Bard College, the European Humanities University, HUBS at Kakuma Refugee Camp, the American University of Central Asia, the School of International and Public Affairs, and UniAndes.

Under the guidance of senior lecturer Dina Hossain, BRAC University, students excelled in the "CST 304: Documentary Film - Theory and Practice" course designated as a General Education course. Out of the 25 videos showcased, 11 received honours across eight categories,



as determined by a distinguished jury of OSUN leaders.

BRAC University secured the highest number of awards among participating

universities. The three award-winning videos are "Road Safety Movement 2018: Are We Safe Yet?" by Prodipta Hasin, Anindita Hossain Rhine, Imranul Ahsan

Moonim, and Imtiaz Sarker Shihab, recognised for its outstanding script; "Food Waste in Bangladesh" by Sakib Sadi, Saklain Nizam Thakur, Muhtasim Billah Nahin, and Tanzila Parveen, celebrated for their exceptional environmental stewardship, and "Fading Tides, Rising Hope: The Fight to Save Dhaka's Dying Waterbodies" by Tahjid Ahsan, Nazmul Hasan, Fatin Nur Ishraq, and Omar Ibtesam Nibir, honoured for their remarkable contributions to civic engagement.

The OSUN Film Festival took place on December 12, 2023. It attracted over 100 attendees, including OSUN Vice-Chancellor Jonathan Becker, BRAC University School of General Education Dean Samia Huq, OSUN Director of Communications Bonnie Goad, faculty members from participating educational institutions, and talented student filmmakers themselves.