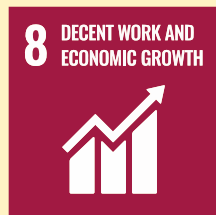


BBA PROGRAM SPRING 2024 EVENTS REPORT



Team



Dr Muhammad Faisal Chowdhury

Associate Professor & Director,
BBA Program



Liliping

Senior Lecturer



Shawkat Tanveer Rahman

Senior Lecturer & Coordinator,
EMBA Program



Tabassum Islam

Lecturer



Nazmun Nur Eva

Lecturer



Afrida Lubaba Khan

Content Writer



Showmin Hossen Sagor

Graphics Designer

BBA Program Office

Room: D304

☎ 01708803207

✉ bba@ulab.edu.bd

🌐 usb.ulab.edu.bd/bba

📘 /bbaulab.official

Contents

| | |
|---|----|
| ● BBA Faculty Orientation spring 2024 | 1 |
| ● BBA Freshers' Orientation Spring 2024 | 2 |
| ● Memorandum of Understanding (MoU) between ULAB and ACCA | 3 |
| ● BBA Internship/Project Proposal & Report Writing Session | 4 |
| ● BBA Brown Bag: Constructive Alignment: Challenges | 5 |
| ● Career Session on Cover Letter & CV Writing | 6 |
| ● Seminar on 'Cover Letter & CV Writing' | 7 |
| ● Seminar on Networking, LinkedIn and Building and Re-building Oneself | 8 |
| ● Memorandum of Understanding (MoU) between ULAB and Macquarie University | 9 |
| ● Workshop on the Importance of Business Communication in Academic and Career Success | 10 |
| ● BBA Brown Bag: Balancing Teaching and Research + Life | 11 |
| ● Be You Anywhere, with ACCA Bangladesh - Professional Qualification for a Better and Fast Track Pathway in Career | 12 |
| ● The Changing Dynamics of the World Economy: A Post-Ukraine Analysis | 13 |
| ● Webinar on BBA Curriculum Integration with UN SDG 9 | 14 |
| ● Seminar on Sustainable Visions Sustainable Fashion and Entrepreneurial Triumphs | 15 |
| ● Carbon Net Zero Targets and Climate Resilience: The ASEAN Experience | 16 |
| ● Raising Awareness on Menstrual Hygiene: Pledge for Her | 17 |
| ● Workshop on 'Academic Counselling for A-level Students' | 18 |
| ● Seminar on Empowering Insights: Women's Journey in Workplaces and Entrepreneurship | 19 |
| ● Labour Law Practices in Bangladesh | 20 |
| ● Workshop on Mastering URMS, Preregistration, and Advising | 21 |
| ● Webinar on 'Understanding Organisational Culture' | 22 |
| ● Webinar on The "Culture Factor" in Organisations | 23 |
| ● Optimal Financing Choice for Institutional Sustainability Evidence from a Global Study on Microfinance Institutions | 24 |
| ● Coping Mechanism of the People with Colour Vision Defect (CVD) | 25 |
| ● Poster Presentation on Managix Exemplifying the Art of Management Concepts | 26 |
| ● Seminar on Securing Success Best Practices of Recruitment & Selection in The Banking Industry of Bangladesh | 27 |
| ● Workshops on Faculty Research Development | 28 |
| ● Club Highlights | 29 |
| ● Interview of Shajedul Alam | 39 |

BBA Faculty Orientation Spring 2024

Organised by the ULAB BBA Program
Wednesday, 10 January 2024



Dr Sarwar Uddin Ahmed
Professor & Dean, USB



Dr Muhammad Faisal Chowdhury
Associate Professor
& Director, BBA Program



Faisal Mohammad Shahriar
Assistant Professor
& Coordinator, BBA Program



Arzoo Ismail
Senior Lecturer
& Coordinator, BBA Program & Proctor

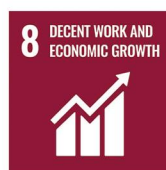
At the Spring 2024 BBA Faculty Orientation day, newly joined full-time and part-time faculty members of the BBA Programme were warmly welcomed and inducted with the essentials of teaching. The event commenced with an introduction by the Dean of ULAB School of Business, Professor Dr Sarwar Uddin Ahmed. He extended a hearty welcome to the attendees and introduced the Director and Associate Professor of the ULAB BBA Programme, Dr Muhammad Faisal Chowdhury.

The Dean emphasised the unique spirit of teaching at ULAB, setting the tone for the event. Following this, the BBA Director took the stage to discuss the teaching methodologies and examination responsibilities that the faculty members are expected to uphold. This was aimed at ensuring academic excellence and integrity within the program. The session progressed with Faisal Mohammad Shahriar, an Assistant Professor and Coordinator of the BBA programme, shedding light on student advising and the use of ULAB's Resource Management System (URMS). Senior Lecturer and BBA Coordinator Arzoo Ismail then spoke about the importance of faculty governance and adherence to the Codes of Conduct, essential for maintaining a professional and ethical academic environment. The speakers then contributed to the discussion by talking about various aspects such as IQAC documentation, fostering positive interactions with students and colleagues, and understanding the additional responsibilities of faculty members.



They also delved into the roles of BBA Programme Office personnel and highlighted the support and cooperation that the programme office is ready to offer.

The event concluded with the Coordinators introducing the BBA office personnel and support staff, acknowledging their crucial role in the smooth functioning of the programme. The orientation successfully set a foundation for the new faculty members, aligning them with ULAB's educational ethos and operational framework.



BBA Freshers' Orientation Spring 2024

Organised by the ULAB BBA Program

Tuesday, 16 January 2024



Dr Sarwar Uddin Ahmed
Professor & Dean, USB



Dr Muhammad Faisal Chowdhury
Associate Professor
& Director, BBA Program



Faisal Mohammad Shahriar
Assistant Professor
& Coordinator, BBA Program

The Spring 2024 orientation for BBA freshers at ULAB commenced with a warm reception led by Assistant Professor Faisal Mohammad Shahriar. Welcoming the freshers, he reflected on the significance of university life, providing insights into the BBA program's curriculum, credit distribution, and concentration courses. Professor Dr Sarwar Uddin Ahmed, the Dean of ULAB School of Business, underscored the practical applicability of each course in both academic and professional realms. Following this, Associate Professor and the Director of the BBA Program, Dr Muhammad Faisal Chowdhury, offered valuable advice on university etiquette, emphasising aspects such as URMS, pre-registration, pre-requisite courses, and the pivotal role of advisors.

Dr Chowdhury also elucidated the hierarchical approach for addressing concerns, guiding students to engage with the program office, director, and dean sequentially. Additionally, he outlined the department's structure, encompassing BBA, MBA, and EMBA programs. He shared insights on proper email communication and navigating campus resources. Lastly, Dr Chowdhury emphasised significance of the Alumni Association and offered a glimpse into the forthcoming memories on the university campus for the new BBA students. Faisal Mohammad Shahriar wrapped up the session with expressions of gratitude, leaving students with a comprehensive understanding of their academic journey and university resources.



Memorandum of Understanding (MoU) between ULAB and ACCA

Organised by the BBA Programme

Wednesday, 17 January 2024

The Memorandum of Understanding (MOU) made between ULAB and the Association of Chartered Certified Accountants (ACCA) provides for the establishment of mutual cooperation between these two institutions. This partnership seeks to support students' skills development in accountancy and finance.

The MoU was signed by ULAB Vice Chancellor Prof. Imran Rahman and ACCA Country Manager Prawma Tapashi Khan, marking a new chapter in educational collaboration. The agreement focused on providing students with access to ACCA's professional development resources, establishing joint partnership programmes for training, and exploring innovative pathways for advancing education and career opportunities in the accounting field.

Present at the signing ceremony were Prof. Dr Sarwar Uddin Ahmed, Dean of the School of Business at ULAB, along with other distinguished guests from both organisations. This initiative was poised to significantly benefit students by offering them a blend of academic knowledge and practical professional skills, thereby preparing them for successful careers in the highly competitive and dynamic field of accountancy and finance.

It also aimed to enhance student employability through various initiatives, including training programs and capacity-building efforts. This agreement encourages regular reviews to ensure effectiveness and explore further areas of mutual interest.



BBA Internship/Project Proposal & Report Writing Session

Organised jointly by the BBA Program & the Career Services Office
Thursday, 18 January 2024

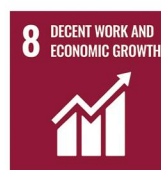
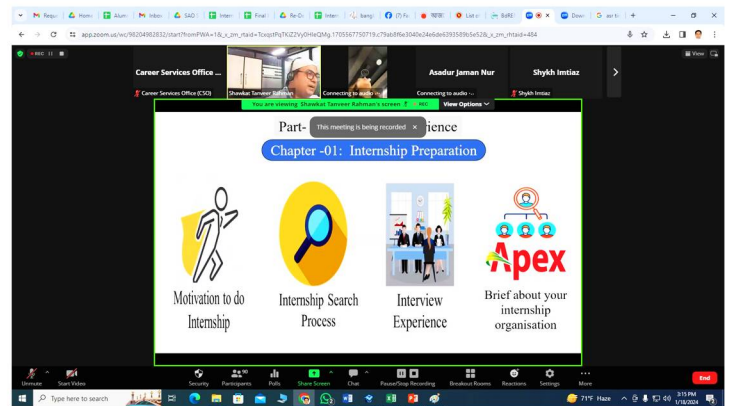


Shawkat Tanveer Rahman
Senior Lecturer & Coordinator, EMBA Program

The BBA Internship/Project Proposal & Report Writing Guideline Session for Spring 2024 was conducted by Shawkat Tanveer Rahman, Senior Lecturer of ULAB School of Business. In the session, he talked about the structure and content of internship reports. Mr. Rahman highlighted the dual nature of the report, encompassing both internship experience and research segments, providing a sample report as a guide. He emphasised the internship experience section and urged students to articulate their motivation, search process, and interview experience.

Additionally, he stressed the need to succinctly outline the internship organisation, job positions, responsibilities, and the integration of educational learning with practical roles. A focal point was students' self-reflection, where he encouraged students to express likes and dislikes about their workplace, strategies for personal improvement, and contribute insights for future interns.

The session concluded with an emphasis on personal development and acquiring future-relevant skills. The whole session provided a clear roadmap for students to construct comprehensive internship reports, fostering a connection between academic learning and practical application while encouraging self-reflection and proactive personal development.



BBA Brown Bag: Constructive Alignment: Challenges

Organised by the BBA Program

Monday, 22 January 2024



A F Wazir Ahmad
Assistant Professor

The inaugural Brown Bag session of Spring 2024 was facilitated by Assistant Professor of Accounting, A F Wazir Ahmad. The session focused on essential aspects of teaching and learning. Mr. Ahmad explored the fundamental concepts, teaching methodologies, and prevalent challenges in academia. Addressing the faculty members, he highlighted common struggles faced by them, including empty seats, drowsy students, and distractions. Emphasising constructivism, Mr. Ahmad outlined strategies for determining student comprehension and suggested various teaching and learning activities. He stressed the importance of clearly defined objectives, effective assessments, and engaging educational activities. Additionally, he advocated for Outcome Based Learning (OBL) and Team-Based Learning (TBL) approaches, urging faculty members to adapt to evolving educational paradigms.

Notably, he acknowledged the ongoing challenge of meeting diverse student expectations in academia. The session provided valuable insights for the faculty members seeking to enhance their learning and teaching practices in an ever-changing academic landscape.

bba brown bag

ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Constructive Alignment: Challenges
With
A F Wazir Ahmad
Assistant Professor, USB

Monday, 22 January 2024
7 PM - 8 PM
 Google Meet

Organised by the BBA Program



Career Session on Cover Letter & CV Writing

Organised jointly by the BBA Program and the Career Services Office
Thursday, 25 January 2024

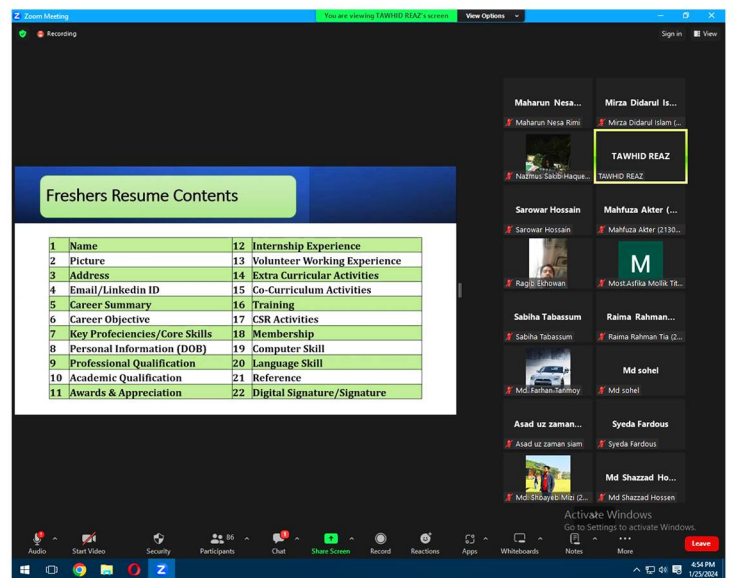


Mohammad Tawhid Reaz
Senior Lecturer & Coordinator, EMBA Program

This webinar was organised by the Career Services Office where our Senior Lecturer and Coordinator of the EMBA Programme, Mr Mohammad Tawhid Reaz was the speaker. With his 17 years of corporate work experience with MNCs at the senior management, Mr Reaz demystified the art of crafting compelling cover letters and smart CVs in the seminar. He reflected upon his deep understanding of business communications while sharing valuable insights about the ways through which students can stand out in the competitive job market.

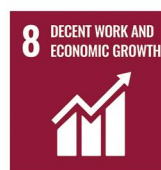
The session began with exploring the fundamental principles of cover letter writing. Mr Reaz emphasised the importance of personalisation and relevance, guiding participating students on tailoring their letters to the specific needs and culture of the organisations they aspire to join. He shared examples of effective opening statements, highlighted the significance of demonstrating knowledge about the company, and discussed strategies for articulating one's skills and experiences.

Transitioning to CV writing, Mr Reaz outlined the key components of a successful resume. He stressed the need for clarity, conciseness, and consistency in presenting one's educational background, work experience, and co-curricular and extracurricular achievements. Through interactive exercises, he illustrated how to quantify accomplishments and use action verbs to create a dynamic and impactful narrative.



Moreover, he addressed common pitfalls in CV and cover letter creation, including the overuse of clichés, lack of specificity, and errors in grammar and formatting. He taught the attendees practical tips for proofreading and refining their documents to meet professional standards.

The session ended with a question-and-answer session.



Seminar on 'Cover Letter & CV Writing'

Jointly organised by the BBA Programme and Career Services Office

Thursday, 25 January 2024



Mohammad Tawhid Reaz
Senior Lecturer & Coordinator
EMBA Programme

This seminar was delivered by Mr Mohammad Tawhid Reaz, Senior Lecturer and Coordinator of the EMBA Programme. With his 17 years of corporate work experience with MNCs at the senior management, Mr Reaz demystified the art of crafting compelling cover letters and smart CVs in the seminar. He reflected upon his deep understanding of business communications while sharing valuable insights about the ways through which students can stand out in the competitive job market.

The session began with exploring the fundamental principles of cover letter writing. Mr Reaz emphasised the importance of personalisation and relevance, guiding participating students on tailoring their letters to the specific needs and culture of the organisations they aspire to join. He shared examples of effective opening statements, highlighted the significance of demonstrating knowledge about the company, and discussed strategies for articulating one's skills and experiences.

Transitioning to CV writing, Mr Reaz outlined the key components of a successful resume. He stressed the need for clarity, conciseness, and consistency in presenting one's educational background, work experience, and co-curricular and extracurricular achievements. Through interactive exercises, he illustrated how to quantify accomplishments and use

Career Services Office
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Skills for Career

SPRING 2024

Cover Letter & CV Writing

Resource Person SESSION 1

THURSDAY
25 January, 2024

START AT
4:00 PM

ON ZOOM

MR. MOHAMMAD TAWHID REAZ
Senior Lecturer
ULAB School of Business

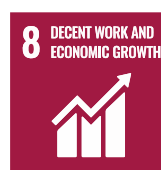
Organized by
ULAB Career Services Office

In Collaboration with
Dept. of Business Administration

action verbs to create a dynamic and impactful narrative.

Moreover, he addressed common pitfalls in CV and cover letter creation, including the overuse of cliches, lack of specificity, and errors in grammar and formatting. He taught the attendees practical tips for proofreading and refining their documents to meet professional standards.

The session ended with a question-and-answer session.



Seminar on Networking, LinkedIn and Building and Re-building Oneself

Organised by Rumana Liza Anam

Monday, 29 January 2024



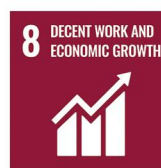
Rumana Liza Anam
Assistant Professor

This seminar was organised by Ms Rumana Liza Anam, Assistant Professor where she invited Mr Shah Azlan, a finance expert with a rich background in corporate and investment banking across North America and Asia.

In the seminar, Mr Azlan shared his insights on the importance of networking for personal growth. His journey, marked by professional stints in five different countries, provided a unique perspective on concepts such as 'kintsugi' – the Japanese art of repairing broken pottery with gold, symbolising the beauty in imperfection and recovery, and 'nunchi' the Korean practice of emotional intelligence and understanding others to build harmonious relationships.

Throughout the seminar, Mr. Azlan spoke with openness about his personal and professional experiences, encouraging students to embrace their flaws and learn from every situation. His stories and advice resonated deeply, sparking a lively interaction filled with questions from the students, who were keen to learn more about networking, leveraging LinkedIn, and the continuous process of self-improvement and reinvention.

The session proved to be an enlightening experience, offering students practical advice and motivational insights. Overall, the session left a lasting impression on the students, ensuring that they walked away with valuable lessons on personal and professional growth.



Memorandum of Understanding (MoU) between ULAB and Macquarie University

Organised by the BBA Programme and International Affairs Office

Tuesday, 30 January 2024

ULAB and Macquarie University, Sydney, Australia signed a Memorandum of Understanding (MoU) to facilitate the exchange of academic materials and information, conduct joint seminars and other academic meetings, organise guest lectureships, study tours for students and staff, study abroad programs and explore articulation arrangements.

The formalisation of the MoU was carried out at the ULAB campus, with Professor Jude William Genilo, ULAB's Pro Vice-Chancellor, and Ms Lee-Ann Norris, Macquarie University's Pro Vice-Chancellor (Future Students), leading the ceremony. The event was graced by Professor Imran Rahman, Vice-Chancellor of ULAB.

From Macquarie University, the delegation included Professor Aman Oo, Dean of the School of Engineering; Mr Tanveer Shaheed, Deputy Director of International; and Mr Alkayet Hossain, Senior Country Manager. ULAB was represented by Dr Sarwar Uddin Ahmed, Professor and Dean of the School of Business; Dr M Mofazzal Hossain, Professor and Dean of the Department of Electrical and Electronic Engineering; Dr Muhammad Faisal Chowdhury, Associate Professor and Director of the BBA Program; and Ms Jennifer Hossain, Director of International Affairs.

This collaboration is a pivotal moment for both universities' dedication to broadening international academic opportunities and strengthening their global educational networks.



Workshop on the Importance of Business Communication in Academic and Career Success

Organised by the BBA Programme

Tuesday, 6 February 2024

This workshop was organised by the BBA Programme where Dr Sadia Islam, a communication expert and Founder of Shuchona Bangla Class in Manila, Philippines, was invited as the guest speaker.

Dr Islam holds a PhD in International Law from China, a Master of Laws in Transnational Business Practice from the USA, and an LL.B. (Hons) and LL.M. from Bangladesh. Before moving to the Philippines, she taught at several universities in Bangladesh.

In the seminar, Dr Islam explained the critical role of effective business communication in both academic pursuits and professional endeavours. She emphasised the need for clear and concise communication skills to navigate the complexities of the modern business landscape.

Drawing from her extensive academic and professional background, she highlighted the significance of cross-cultural communication and its impact on global business interactions.



Seminar

Importance of Business Communication in Academic and Career Success

Tuesday, 6 February 2024
1:45 pm - 2: 45 pm
Room: D-209

Dr. Sadia Sultana

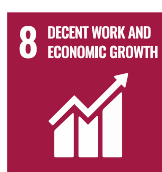
PhD (International Law), China
Master of Laws (Transnational Business Practice), USA
LL.B. (Hons) and LL.M., Bangladesh



Organised by the BBA Programme

During the workshop, Dr Islam provided practical insights into crafting persuasive business documents, delivering impactful presentations, and honing interpersonal communication skills. She encouraged students to cultivate professionalism and adapt their communication style to diverse audiences.

The workshop served as a valuable platform for the students to enhance their communication competencies, thereby empowering them for academic excellence and future career success.



BBA Brown Bag: Balancing Teaching and Research + Life

Organised by the BBA Program

Wednesday, 7 February 2024



Dr Sarwar Uddin Ahmed
Professor & Dean, USB

The second BBA Brown Bag session on balancing teaching, research and personal life was specifically designed for the BBA faculty members. Professor Dr. Sarwar Uddin Ahmed, the Dean of the School of Business, facilitated this webinar where he addressed the crucial balance between teaching, research, and personal life, providing invaluable insights into the multifaceted roles of the faculty members.

Prof. Ahmed dived into various aspects of academic life, from teaching and university services to evaluation and research, emphasising the importance of setting clear criteria for faculty roles in both teaching and research. He shared examples from Bangladeshi universities to illustrate the expectations and criteria for joining as teaching or research faculty members.

Furthermore, Prof. Ahmed discussed the optimal allocation of time between teaching, research, and service activities, encouraging faculty members to integrate these areas seamlessly. He addressed questions from the faculty members and offered guidance on balancing their professional and family life. Through discussing the pros and cons of integrating teaching, research, and university services, Prof. Ahmed offered practical tips on enhancing teaching styles, relating research to teaching, and the importance of participating in academic committees and club activities. His advice on maintaining a fixed time for family underscored the session's emphasis on achieving a holistic balance in the faculty member's academic and personal life.

BBA brown bag

ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Balancing Teaching and Research + Life

Professor Dr Sarwar Uddin Ahmed
Dean, School of Business

Wednesday, 7 February 2024
7 PM – 8 PM
 Google Meet

3 GOOD HEALTH AND WELL-BEING

8 DECENT WORK AND ECONOMIC GROWTH

Organised by the BBA Programme



Be You Anywhere, with ACCA Bangladesh - Professional Qualification for a Better and Fast Track Pathway in Career

Organised by Shubhankar Shil and Naima Khatun
Tuesday, 13 February 2024



Shubhankar Shil
Assistant Professor

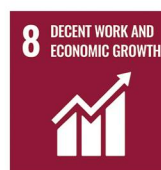


Naima Khatun
Lecturer

Two of our Accounting faculty members, Assistant Professor Mr Shubhankar Shil and Lecturer Ms Naima Khatun organised this seminar where they invited Ms Maisha Nanjiba Musa, Business Relationship Executive of ACCA and Mr Raihan Safa, Global Director-Operational Accounting of Optimizely.

The keynote speaker of the event was Mr Raihan Safa, a seasoned accounting professional with 12 years of experience in the field of financial reporting, financial planning and analysis, and finance operations. He delivered his speech pointing out his ACCA journey and the benefits he has been receiving in a local and global platform as an ACCA member.

The participating BBA students were enthusiastic throughout the session and their curiosity to know more about ACCA was addressed by the speakers and the faculty members. The session ended with a thank you note and handing over the ULAB's tokens of appreciation to the speakers by the Dean of USB Professor Dr Sarwar Uddin Ahmed and the Director of the BBA Programme Associate Professor Dr Muhammad Faisal Chowdhury. The session ended with a follow-up meeting at the Dean's office.



The Changing Dynamics of the World Economy: A Post-Ukraine Analysis

Organised by Dr Imran Hossain

Wednesday, 14 February 2024



Dr Imran Hossain
Assistant Professor

Assistant Professor Dr Imran Hossain organised this seminar where he invited Professor Dr Munim Kumar Barai from the College of International Management at Ritsumeikan Asia Pacific University, Japan, as the guest speaker. In the seminar, Prof Barai dived into the intricate ramifications of the Russia-Ukraine conflict on the world economy. Being an expert in international trade politics, in the seminar Prof Barai dissected the economic fallout of this geopolitical strife and highlighted its widespread impacts on global trade, investment flows, and financial markets. Through this seminar, participants were afforded a nuanced understanding of the challenges and opportunities emerging amidst ongoing tensions in the global economic landscape.

The seminar facilitated by Prof Barai not only broadened the intellectual horizons of the participants but also equipped them with the analytical skills to dissect complex international issues. It also provided a platform for students to engage with a renowned expert in the field and gain valuable perspectives on the intersection of world politics and economics. Lastly, it underscored the importance of comprehending the interplay between political events and economic outcomes, thus preparing future leaders to navigate the complexity of global economics with informed and strategic insight.

ULAB SCHOOL OF BUSINESS
And
ROTARACT CLUB OF ULAB
PRESENT

**THE CHANGING DYNAMICS OF
THE WORLD ECONOMY**
A POST-UKRAINE WAR ANALYSIS

GUEST SPEAKER

Dr. Munim Kumar Barai
Professor
College of International Management
Ritsumeikan Asia Pacific University, Japan



Webinar on BBA Curriculum Integration with UN SDG 9

Organised by the BBA Programme

Wednesday, 28 February 2024



Dr Muhammad Faisal Chowdhury
Associate Professor & Director
BBA Programme



Tabassum Islam
Lecturer, BBA Programme

The BBA Programme has considered the United Nations 'SDG 9 - Industry, Innovation, and Infrastructure' as its curriculum integration theme for 2024. To introduce the faculty members to SDG 9, this session was organised by Ms Tabassum Islam and Dr Muhammad Faisal Chowdhury.

The objective of integrating SDG 9 with BBA courses is to increase awareness among students about SDG 9 so that they understand how to build resilient infrastructure, promote sustainable industrialisation and foster innovation. Participating course teachers are required to design their course syllabus and assignments keeping SDG 9 in mind so that at the end of the term students can develop a deeper conscious of their role in fostering sustainable development.

Dr Zaki Uz Zaman, the UNIDO Country Representative for Bangladesh and Dr René Van Berkel, a renowned International Expert in Sustainability and Innovation from Stockholm Environment Institute and a faculty member of Thammasat University, Thailand, were invited to be the speakers for the session.

Their combined expertise in circular economy and sustainable practices gave the faculty invaluable insights into advancing sustainable industrialisation, innovation, and infrastructure.

The session focused on several fronts, emphasising the critical need to integrate local examples of SDG 9 into the teaching platform, understanding Bangladesh's real stance on sustainable infrastructure, and the urgent need to mould the academic courses to better align with these goals.



Seminar on Sustainable Visions: Sustainable Fashion and Entrepreneurial Triumphs

Organised by Tabassum Islam

Monday, 4 March 2024



Tabassum Islam
Lecturer, BBA Programme

Tabassum Islam, Lecturer of Marketing, hosted Ms Tahmina Shaily, CEO of Shaily, a pioneering Bangladeshi sustainable fashion brand, in her Organisational Behaviour class. Ms Shaily's participation highlighted the integral role of inclusion in her business model, reinforcing the course's teachings through her real-world application of these principles in the sustainable fashion industry.

During the session, Ms Shaily illustrated how embracing diversity and fostering an inclusive environment are not only ethically imperative but also strategically vital for sustainable business practices. The discussions in the class revealed the cruciality of the integration of gender, sustainability, and entrepreneurship in cultivating successful ventures and a more just society.

The engagement of Ms Tabassum's students was notably vigorous, both during and following the seminar, underscoring the importance of integrating local success stories into academic discourse. Ms Shaily's narrative enriched the students' understanding of sustainable entrepreneurship and sparked extensive debates on leadership, innovation, and the broader societal effects of business practices within the study of organisational behaviour.



Sustainable Visions: Tahmina Shaily on Sustainable Fashion and Entrepreneurial Triumphs

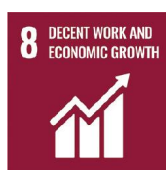
Monday, 4 March 2024
3:05pm - 4:05pm
Room: D-307

Tahmina Shaily

CEO & Founder of Shoilee
Sustainable Fashion Practitioner



This seminar proved to be a profound learning experience, emphasising the dynamic intersection of ethical management and business success.



Carbon Net Zero Targets and Climate Resilience: The ASEAN Experience

Organised by the BBA Program

Tuesday, 5 March 2024



Dr Sarwar Uddin Ahmed
Professor & Dean, USB



Dr Muhammad Faisal Chowdhury
Associate Professor
& Director, BBA Program

The BBA Program organised this seminar as part of its 2024 curriculum integration plan with the United Nation's SDG 9 (Industry, Innovation, and Infrastructure). Distinguished Professor Dato' Dr Rajah Rasiah, Executive Director of the Asia-Europe Institute, Universiti Malaya, was the key speaker of this seminar where he discussed the crucial strategies for combating climate changes in Southeast Asia.

The seminar opened with a brief welcome message by the Director of the BBA Programme, Associate Professor Dr Muhammad Faisal Chowdhury. Then Prof. Dr Sarwar Uddin Ahmed, Dean of the School of Business presented a short biography of Prof. Rasiah to introduce him to the audience. Prof. Rasiah then presented an overview of the topic with some theoretical and practical considerations examining the ASEAN countries. He explained the unique challenges and opportunities these countries face in addressing carbon net zero targets and their strategies for climate resilience. He then showed a snapshot of the national greening policies of the ASEAN countries to show their commitment towards sustainable development.

At the end of the seminar, Prof. Dr M Mofazzal Hossain, Dean of the School of Science & Engineering, Prof. Salim Momtaz from the Centre for Sustainable Development, and a student posed a few thought-provoking questions to Prof. Rasiah concerning the justification of the idea of carbon net zero targets and the lack of awareness of sustainability in Bangladesh as a nation. In answer to these, Prof. Rasiah emphasised the necessity for accelerated action towards a green economy to meet carbon net-zero targets. He advocated for a multifaceted approach involving wind and solar energy, biomass, and the innovative use of dynamos in remote locations with waterfalls.



Seminar

Carbon Net Zero Targets and Climate Resilience: The ASEAN Experience

Tuesday, 5 March 2024

9:30 am - 10:30 am

Room: D-309

Distinguished Professor Dato' Dr Rajah Rasiah

Executive Director
Asia-Europe Institute, Universiti Malaya



Organised by the BBA Programme



In conclusion, he emphasised the importance of raising green finance, alongside implementing carbon pricing and carbon tax mechanisms, as critical steps towards sustainable progress in Bangladesh and Southeast Asia.



Raising Awareness on Menstrual Hygiene: Pledge for Her

Organised by Arzoo Ismail

Thursday, 7 March 2024

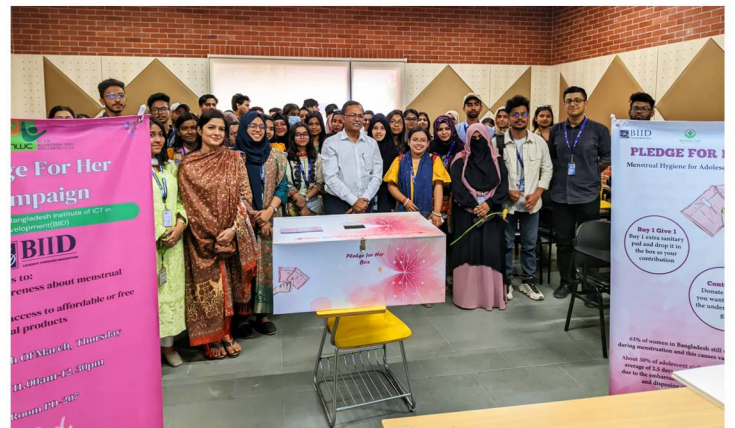
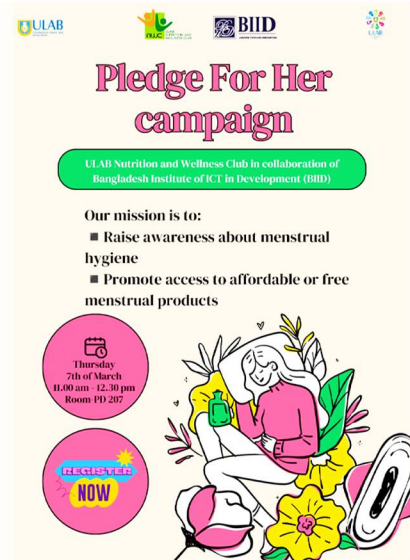


Arzoo Ismail

Senior Lecturer & Coordinator, BBA Program & Proctor

Our Senior Lecturer, Coordinator of the BBA Programme and Proctor, Ms Arzoo Ismail organised this awareness seminar where she invited Dr Jannatul Mim and Ms Afia Anjum, Program Officers of Bangladesh Institute for ICT Development as the key speakers. The workshop targeted the BBA students from the Business Communication class who were tasked with a group term project focused on 'Developing Communication Plans to Raise Awareness on Menstrual Hygiene'. This project was not just an academic exercise but a practical engagement aimed at addressing a critical public health issue. To enhance the effectiveness and outreach of their project, the students collaborated with the ULAB Nutrition and Wellness Club and the Bangladesh Institute for ICT Development.

This collaboration brought together the expertise of academia and industry professionals, providing a multidisciplinary approach to the challenge at hand. The workshop served as a vital platform for the students to gain insights into the complexities of menstrual hygiene awareness and the significance of effective communication strategies in promoting public health initiatives. Through their active participation, the students were not only able to develop comprehensive communication plans but also contribute towards the larger goal of societal well-being and awareness. This initiative exemplifies the power of collaborative efforts in addressing health and wellness issues in the community.



Workshop on 'Academic Counselling for A-level Students'

Organised jointly by the BBA Programme and the Communications Office

Saturday, 9 March 2024



Mohammad Tawhid Reaz
Senior Lecturer & Coordinator
EMBA Programme

As part of the programme outreach plan, every term the ULAB BBA Programme organises several events jointly with the Communications Office. This term, one such workshop was held to provide academic counselling to a large group of A-level students from several colleges in Dhaka City. Senior Lecturer and Coordinator of EMBA Mr Mohammad Tawhid Reaz conducted the workshop where he shared valuable insights about their academic and career interests and aspirations for their plans for the future.

Mr Reaz endeavoured to convey his experience transitioning from college to university. The workshop also involved a discussion of what other activities he should have engaged in during his educational journey and the enjoyable experiences he had alongside our academic pursuits. Reflecting on these accounts, he then tried to understand the participating students' future study and career plans. Many of them showed interest in going abroad for their higher education.



Overall, at the end of the session, the participating students showed a great deal of interest in planning for their future in a more informed way, fulfilling the purpose of organising such events.



Seminar on Empowering Insights: Women's Journey in Workplaces and Entrepreneurship

Organised by Tabassum Islam

Sunday, 10 March 2024



Tabassum Islam
Lecturer, BBA Programme

Tabassum Islam, Lecturer of Marketing organised this seminar featuring Ms Tawhida Shiropa, CEO and Founder of Moner Bondhu, a mental healthcare and wellbeing platform in Bangladesh working since 2016 towards SDG 3.4 to provide accessible and affordable mental healthcare to all. The session focused on the ethical management of organisations and highlighted the particular challenges and achievements of women in the business sector, with an emphasis on the mental health issues in Bangladesh.

The seminar was enriched by Ms Shiropa's personal story and strategic insights, exploring the unique hurdles of leading in the mental health arena. She detailed Moner Bondhu's innovative approaches to employee well-being, illustrating how organisational health directly impacts societal betterment. This interaction underscored the necessity of leadership qualities that extend beyond mere business skills, including deep empathy and a strong commitment to positive societal impact.

Inviting Ms Shiropa was deliberate, aiming to inspire students with real-life examples of how business success intertwines with ethical integrity and social responsibility.



Empowering Insights: Tawhida Shiropa on Women's Journey in Workplaces and Entrepreneurship

Sunday, 10th March 2024
12:15pm-1:30pm
Room: PD- 108



Tawhida Shiropa

CEO & Founder of
Moner Bondhu



The event served not only as an educational experience but also as a source of motivation for the BBA students and faculty members, stimulating discussions on blending profitability with ethical management practices.



Labour Law Practices in Bangladesh

Organised by Dr Muhammad Faisal Chowdhury
Wednesday, 13 March 2024



Dr Muhammad Faisal Chowdhury
Associate Professor
& Director, BBA Program

BBA Programme Director and Associate Professor Dr Muhammad Faisal Chowdhury organised this seminar for the BBA students concentrating on HRM. In this seminar, Mr Azaz Ahmed, CEO of Azure Consultancy was invited to talk about labour law practices in Bangladeshi organisations.

Mr Ahmed has more than 10 years of experience in managing human resources for the telecom, FMCG, and readymade garments industries. He is an expert in talent acquisition, training & development, and organisational development. In the seminar, he introduced the Bangladesh Labour Act, 2006, the later amendments, and the Labour Rules. Drawing up various examples from his work experiences, Mr Ahmed explained how labour law is practised by employers and how there are a few employers who tend to circumvent it.

The participating students were enthusiastic throughout the session and their curiosity to know more about the challenges of implementing the labour laws in the Bangladeshi context was exuberantly handled by Mr Ahmed. The seminar ended with a thank you note from the organiser Dr Chowdhury who then handed over the ULAB's tokens of appreciation to Mr Ahmed.



Seminar

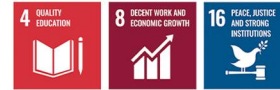
Labour Law Practices in Bangladesh

📅 Wednesday, 13 March 2024

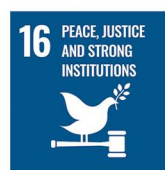
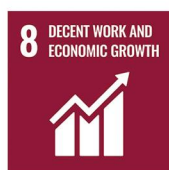
🕒 10:10 am to 11:10 am

📍 Room: D-210

Azaz Ahmed
CEO, Azure Consultancy



Organised by the BBA Programme



Workshop on Mastering URMS, Preregistration, and Advising

Organised by the BBA Programme

Thursday, 21 March 2024

The BBA Programme facilitated this workshop for all the faculty members where Mr Habibur Rahman, the Joint Registrar at ULAB was the resource person. The session offered crucial insights for the BBA faculty members, especially those who have joined recently, about the use of URMS efficiently while navigating the preregistration procedures and advising.

The participating faculty members gained new and useful information through interactive demonstrations. Mr Rahman showed all the features of URMS used for various academic tasks, ensuring a smoother student advising and course registration process.

The workshop also emphasised the importance of preregistration, permissible reasons for late registrations, adding and dropping courses, and planning their courses for each term as per the BBA course offering schedule. By understanding the preregistration process, students can make informed decisions and complete necessary formalities promptly.

Furthermore, the significance of effective advising was highlighted, with students receiving guidance on course selection and academic goal-setting—the discussions and informative presentations equipped attendees with the knowledge to maximise their URMS experiences.



Workshop

Mastering URMS, Preregistration, and Advising

📅 Thursday, 21 March 2024

🕒 11 am to 12 pm

📍 Room: D-309

Habibur Rahman
Joint Registrar



Organised by the BBA Programme

Mr. Rahman's workshop proved invaluable in enabling the faculty members to navigate ULAB's academic landscape confidently and efficiently.



Webinar on 'Understanding Organisational Culture'

Organised by Dr Muhammad Faisal Chowdhury
Saturday, 30 March 2024



Dr Muhammad Faisal Chowdhury
Associate Professor & Director
BBA Programme

BBA Programme Director and Associate Professor Dr Muhammad Faisal Chowdhury organised this seminar for the EMBA students. In this webinar, Ms Tanjila Shahnaz Khan, Channel Lead, Subcontinent (Bangladesh, Sri Lanka, Nepal, Maldives, Bhutan), Medtronic Bangladesh Pvt. Ltd. was invited to talk about the importance of understanding organisational culture.

Ms Khan, with her 12 years of work experience with Unilever, ABC Radio, Suzuki Bangladesh, Robi, and lastly with her current MNC Medtronic Bangladesh Pvt. Ltd., shared her insights on the importance of understanding organisational culture. She explained various cultural dynamics and attributes that contribute to employee management, employee satisfaction, productivity and performance, and overall sustainable business growth.

The participating students were enthusiastic throughout the session and their curiosity to know more about the challenges of implementing the labour laws in the Bangladeshi context was exuberantly handled by Mr Ahmed.



Webinar

Understanding Organisational Culture

Saturday, 30 March 2024
3:30 pm to 4:30 pm
Google Meet

Tanjila Shahnaz Khan
Channel Lead, Subcon
(Bangladesh, Sri Lanka, Nepal, Maldives, Bhutan)
Medtronic Bangladesh Pvt. Ltd.



Organised by the BBA Programme

The seminar ended with a thank you note from the organiser Dr Chowdhury who then handed over the ULAB's tokens of appreciation to Mr Ahmed.



Webinar on The “Culture Factor” in Organisations

Organised by the BBA Programme

Saturday, 6 April 2024



Dr Muhammad Faisal Chowdhury
Associate Professor & Director
BBA Programme

This webinar was organised by Dr Muhammad Faisal Chowdhury who invited Mr Abu Usuf Md Rashedul Amin, General Manager of Employer Branding at bKash Limited. In the webinar, Mr Amin highlighted the multifaceted elements that constitute an organisation's culture. Key components included a deep understanding of people and their behaviours, as well as the accumulation and dissemination of knowledge within the company. By fostering an environment where employees feel understood and valued, organisations can enhance overall productivity and morale.

The webinar provided valuable insights into the critical role of organisational culture. Designed specifically for the BBA students of the University of Liberal Arts Bangladesh (ULAB), the session emphasised the significance of culture in shaping successful enterprises. Additionally, the webinar reflected the importance of a conducive work environment. A positive culture not only attracts and retains talent but also drives innovation and collaboration among team members.



Webinar

The 'Culture Factor' in Organisations

Saturday, 6 April 2024

3:30 pm to 4:30 pm

Google Meet



Abu Usuf Md Rashedul Amin
General Manager, Employer Branding
bKash Limited



Organised by the BBA Programme

Mr Amin elaborated on how bKash has integrated these cultural aspects into its operational framework, creating a robust and dynamic workplace that supports both individual and organisational growth.

Students were encouraged to consider how they might apply these insights in their future careers, thus bridging the gap between academic knowledge and real-world practice.



The International Conference on Business and Technology- Optimal Financing Choice for Institutional Sustainability: Evidence from a Global Study on Microfinance Institutions

Organised by EuroMid Academy of Business & Technology (EMABT), Istanbul, Turkey

Saturday, 20 April 2024



Dr Shamsuddin Ahamad
Assistant Professor & Director
EMBA Programme

Dr Shamsuddin Ahamad, Assistant Professor & Director of the EMBA Program, co-authoring with Mr Mohammad Tawhid Reaz, Dr Muhammad Faisal Chowdhury, Mr Maruf Billah, Mr Mohd. Hasanur Raihan Joarde, and Mr Myne Uddin, presented the paper titled 'Optimal Financing Choice for Institutional Sustainability: Evidence from a Global Study on Microfinance Institutions' at The International Conference on Business and Technology organised by the EuroMid Academy of Business & Technology (EMABT), Istanbul, Turkey.

This study investigated the role of different financing sources on the financial sustainability of Microfinance Institutions (MFIs) using a combination of efficiency estimation techniques and regression analysis.

Specifically, this study utilises the Data Envelopment Analysis (DEA) method to measure MFIs' efficiency levels, and the Generalised Method of Moments (GMM) estimator to assess the effects of different financing sources on financial sustainability. This study employed a panel dataset comprising 661 MFIs from 86 nations, covering the year 2010-2018. The findings revealed that, overall, MFIs exhibit intermediate levels of efficiency.



Furthermore, the regression results demonstrated that retained earnings and equity are positively associated with financial efficiency, indicating that MFIs that rely more heavily on these sources tend to be more financially stable. The practical significance of these findings is significant for both policymakers and regulators in the microfinance industry. The study suggested that funding and equity strategies must be carefully considered to improve both efficiency and sustainability.



The International Conference on Business and Technology- Coping Mechanism of the People with Colour Vision Defect (CVD)

Organised by EuroMid Academy of Business & Technology (EMABT), Istanbul, Turkey

Saturday, 20 April 2024



Mohammad Tawhid Reaz
Senior Lecturer & Coordinator
EMBA Programme

Mr Mohammad Tawhid Reaz, Senior Lecturer & EMBA Programme Coordinator, co-authoring with Dr Shamsuddin Ahamad, James Jacob Ribero, and Morakinyo Dada presented this research paper titled 'Coping Mechanism of the People with Colour Vision Defect (CVD)' at The International Conference on Business and Technology organised by the EuroMid Academy of Business & Technology (EMABT), Istanbul, Turkey.

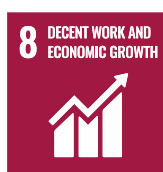
In the research, Mr Reaz found that globally, 1 in 12 males and 1 in 200 females are anticipated to suffer colour vision deficiency (CVD). Also, previous research on CVD in Bangladesh indicated that around 3.35% of the population in the country is affected. Considering the 3.35% CVD prevalence rate and the total population of Bangladesh as 169.4 million, there could be a 6.3 million colour-blind population in Bangladesh. Since CVD is the inability to discern between different colours the affected person faces multiple problems and challenges in daily life.

The study also emphasised the fact that some of the CVD patients also lose their jobs due to this disability and some face serious risks in their lives due to their inability to discern colour.



This study included 12 Ishihara Plate-diagnosed CVD patients. The coping mechanisms and CVD research literature were thoroughly reviewed. These 12 respondents completed numerous surveys and did direct/telephonic interviews. Four coping techniques were developed using the Kübler-Ross model and PMI risk management strategies. These four strategies define the coping mechanism of these 12 CVD-affected respondents.

How CVD-affected persons avoid/accept/choose alternative options of taking support from others was analysed in this research. How CVD affected people deal with activities such as product purchases, playing video games and identifying traffic symbols were also analyzed in this study.



Poster Presentation on Managix: Exemplifying the Art of Management Concepts

Organised by Nazmun Nur Eva

Sunday 21 & Monday 22 April, 2024



Nazmun Nur Eva
Lecturer, BBA Programme

Ms Nazmun Nur Eva, Lecturer of HRM, organised this student poster presentation for the students of Principles of Management course. The presentation was held at the ground floor lobby of building D on the ULAB campus, which aimed to deepen students' comprehension of key management concepts through visually captivating posters.

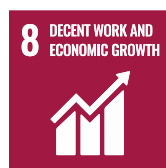
The overarching theme, 'Foundation of Organisational Excellence and Navigating Success: Principles and Application of Effective Management', explored the importance of strategic planning, resource allocation, and talent management in driving organisational performance.

Presenters made informative posters, adeptly incorporating essential concepts, data, and visuals to highlight their chosen topics. They effectively communicated the relevance of these principles in fostering innovation and sustaining competitive advantage, through articulate presentations.

The event served as a platform for students to showcase their understanding of effective management while elevating their communication and presentation skills.



Moreover, the presentation aimed to share knowledge among participants, encouraging the exchange of ideas and perspectives. The participants left the event with a heightened appreciation for the intricacies of management practices and a renewed enthusiasm for the subject.



Seminar on Securing Success: Best Practices of Recruitment & Selection in The Banking Industry of Bangladesh

Organised by Nazmun Nur Eva

Tuesday, 23 April 2024



Nazmun Nur Eva
Lecturer, BBA Programme

Ms Nazmun Nur Eva, Lecturer of HRM, organised a seminar on recruitment and selection in the banking industry of Bangladesh, tailored particularly for BBA students concentrating in HRM. The session featured Ms Eshnaad Yakub, HRM System Specialist of Premier Bank.




Ms. Yakub delivered an insightful discourse, exploring the recruitment section. She explained the definition of recruitment, highlighted the recruitment process, and pointed out various sourcing strategies such as internal and external channels. Additionally, she elaborated on the initial screening activities integral to the selection process, underscoring the importance of physical examinations if required.

Furthermore, Ms. Yakub shed light on the various stages of the selection process, providing attendees with a comprehensive understanding of the intricate procedures involved.



Seminar

Securing Success: Best Practices of Recruitment and Selection in the Banking Industry of Bangladesh

 Tuesday, 23 April 2024
 10:50 am to 11:50 am
 Room: D- 206

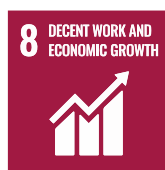


Eshnaad Yakub
HRM System Specialist
The Premier Bank



Organised by the BBA Programme

The seminar served as a valuable platform for students to gain insights from Ms. Yakub, enriching their understanding of recruitment and selection practices in the business realm.



Workshop on Faculty Research Capacity Development

Organised by the BBA Programme

Thursday, 25 April 2024



Dr Sarwar Uddin Ahmed
Professor & Dean
BBA Programme



Dr Muhammad Faisal Chowdhury
Associate Professor & Director
BBA Programme

This faculty development workshop was organised by Prof. Dr Sarwar Uddin Ahmed and Dr Muhammad Faisal Chowdhury to bolster academic research capabilities among the ULAB faculty members.

Two academics from North South University (NSU), Dr Md Nurul Kabir, Associate Professor and Chair of the Department of Accounting and Finance and Mr Quazi Tafsirul Islam, Senior Lecturer of Strategy & HR, Coordinator of NSU Startups Next, were invited as the facilitators.

The session covered a broad spectrum of topics crucial for faculty research development, including topics such as generating research ideas, writing literature reviews, using AI tools in research, and writing case studies. This collaborative efforts from faculty members of NSU and ULAB have significantly enriched the academic landscape, fostering a culture of scholarly inquiry and innovation.

The event's diverse topics and emphasis on practical application underscore the commitment to nurturing scholars capable of making meaningful contributions to academia and industry.



Workshop on:

- > Mastering the Art of Literature Review
- > Generating Research Ideas
- > Use of AI in Research & Writing
- > Publishing Case Studies

Thursday, 25 April 2024
9:30 am to 4:30 pm
& Room: D-309



Speakers



Md Nurul Kabir, PhD
Associate Professor & Chair
Department of Accounting & Finance
North South University



Quazi Tafsirul Islam
Coordinator, NSU Startups Next
Senior Lecturer of Strategy & HR
School of Business & Economics
North South University

Organised by the BBA Programme



The event was also covered in several leading newspapers:

The Financial Express:

<https://thefinancialexpress.com.bd/education/nsu-faculties-of-fer-educational-development-sessions-to-ulab-faculties>

New Age BD

<https://www.newagebd.net/post/education/233603/nsu-of-fers-educational-sessions-to-ulab>

Daily Observer

<https://www.observerbd.com/news.php?id=469773>





Decoding Supply Chain:

A Comprehensive Workshop on Understanding Skills, and Prospects' held on Saturday, 27 January 2024. Speaker: Abdullah Al Masud (CMILT), Consultant, Supply Chain Management, former GM in Supply Chain Management at Akij Resources Limited and Head of Operations at Unitas Group of Companies Ltd.



Mastering Efficiency:

Exploring Essential Supply Chain Key Performance Indicators held on Saturday 10th February 2024.

Speaker: Mohammad Zia Uddin (CSCM, FCILT), Supply Director for the Bangladesh-Sri Lanka Cluster at Reckitt, Panelist in the prestigious Bangladesh Supply Chain Excellence Award (BSCEA) jury board.



Workshop on From Campus to Career:

Job Interview Success for University Graduates held on Saturday 10th February 2024.

Speaker: Nishat Hamid, member of the SDG Standing Committee at BGMEA and Director at Shasha Garments Ltd. Ms. Hamid, an esteemed adjunct faculty member at Independent University and ULAB



The Secrets of Successful Negotiation:

This event held on Saturday, 9th March 2024

The event offered practical negotiation strategies, enhanced skills, and confidence-building through interactive sessions. Attendees gained valuable insights and networking opportunities, leaving prepared for successful future negotiations.

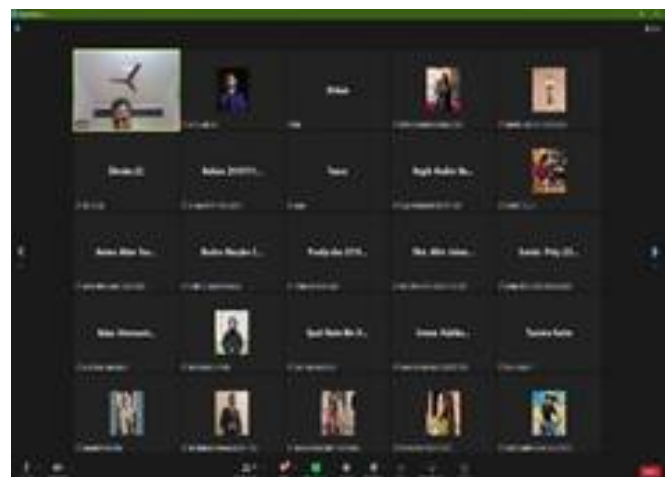
Speaker: Mr. Ejazur Rahman, Managing Director & Lead Coach at Mind Mapper Bangladesh and Regional CEO (Asia) at ISCEA and moderated by Shawkat Tanveer Rahman, Senior Lecturer at the School of Business



9 Rules of Successful Careers In The World:

The 9 Rules of Successful Careers: Fundamental principles for thriving in today's dynamic professional landscape. This session focuses on cultivating a growth mindset and navigating career paths amidst change. Explore a nine-rule framework tailored for FMCG professionals in evolving economic conditions. Gain insights on staying relevant in the shifting job market and achieving success in today's world.

Guest Name: Bibek Sur, Designation: Ex Associate Director PEPSICO - India, Ex Head of Traditional Trade - Bangladesh. Date: Sunday, 18th February, 2024



Improving Warehouse Management in Bangladesh by Maximizing Space and Resources:

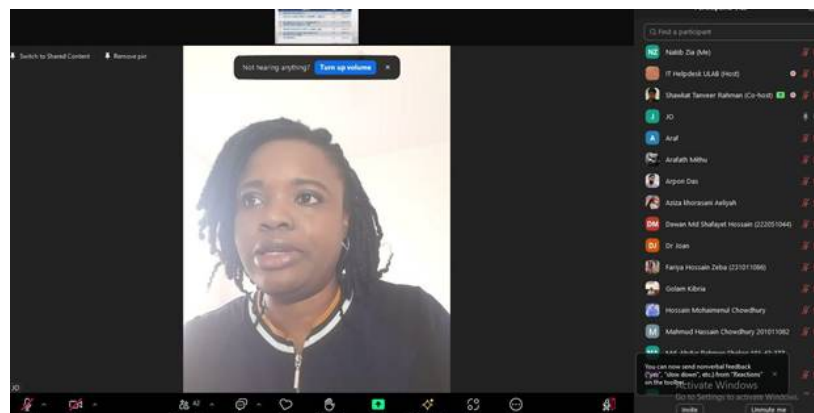
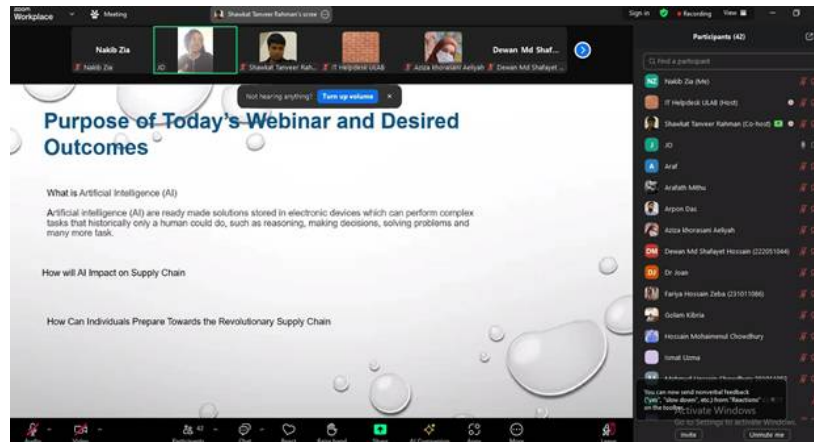
[Date: March 30, 2024 Time: 11:00 am - 1:00 pm Venue: PD 205]

A session titled "Improving Warehouse Management in Bangladesh by Maximizing Space and Resources" was conducted by Mr. Mainul Hossen, Logistics Manager at Meena Bazar, and moderated by Shawkat Tanveer Rahman, Senior Lecturer at the School of Business. The session, attended by undergraduate and graduate students specializing in supply chain management, provided insights into strategies for optimizing warehouse space and resources in Bangladesh. It addressed the challenges faced by logistics managers and methods to overcome them. After the session, students visited Meena Bazar's warehouse for a practical demonstration of warehouse operations and supplier compliance.



Revolutionizing Logistics: How AI Transforms Fleet Management in Supply Chains:

A webinar titled "Revolutionizing Logistics: How AI Transforms Fleet Management in Supply Chains" was presented by Dr. Joan Osagie (PMP, ITIL 4, MCIPS), Manager in the Information and Change Department of Motability Foundation, United Kingdom. The session was moderated by Shawkat Tanveer Rahman, Senior Lecturer at the School of Business, and attended by undergraduate and graduate students specializing in supply chain management. Dr. Joan provided insights into how artificial intelligence is revolutionizing logistics and fleet management, illustrating her points with examples from her past experience at DHL, UK, where AI is used to optimize global fleet operations.



Webinar

Revolutionizing Logistics: How AI Transforms Fleet Management in Supply Chains

Date: 19 April, 2024

Time: 4.00 pm - 5:00 pm



Dr Joan Osagie
(PMP, ITIL 4, MCIPS)

Manager, Information and Change
Motability Foundation, United Kingdom





Leadership without Entitlement:

[Date: March 20, 2024]

Guest Speaker: Mr. Rubaiyath Sarwar; Managing Director, Innovision Consulting

A seminar was held on the practical solutions for building leadership skills in daily life to become leaders without the entitlement connected to it. Around 60+ students participated in the event. Certificates & Snacks were provided to the participants.

It was done in collaboration with the ULAB Center for Enterprise and Society (CES).



Photo Exhibition: A Prospect on Socio-Economic Diversity in Bangladesh

[Date: February 27 & 28, 2024]

The photo exhibition was based on displaying the socio-economic dispersity and diversity in Bangladesh, in our society.



Differences in Dialect: Diversity & Dignity

[Date: March 5, 2024]

Speakers:

1. Dr. Salimullah Khan; Professor, General Education Program (GED) & Director, Center for Advanced Theory (CAT), ULAB
2. Sudeep Chakravarti; Associate Professor of South Asian Studies & Director, Center for South Asian Studies (C-SAS)
3. Begum Sharminur Nahar; Senior Lecturer, Bangla Bhasha o Shahitya Department (BBS), ULAB

A workshop on the Dialect differences in our spoken languages in Bangladesh. The participants and speakers talked, discussed, and shared many aspects of the social issue of 'Dialect Discrimination'. Around 91 people were present during the event.



Reading a book with Nujhat Jahan Khan: "The Last Mughal" by William Dalrymple

[Date: April 22, 2024]

The book reading session was held by Nujhat Jahan Khan, Deputy Manager at the Center for Enterprise and Society (CES), ULAB offering profound insights into the Mughal era based on the book "The Last Mughal" by William Dalrymple.





Winter Clothes Distribution:

Description: The "ULAB Social Welfare Club" successfully organized the "Winter Clothing Distribution" event on January 20, 2024. The dedicated members of the club worked tirelessly to distribute winter clothing and blankets. The 23 members of the club divided into three teams and distributed winter clothing in significant areas of Mohammadpur, Dhanmondi, and Shahbag. A total of around 100 blankets and winter clothing items were collected and distributed for the cause. The primary objective of the ULAB Social Welfare Club was to spread warmth to the truly needy people during the winter season, and the initiative was successfully accomplished.



Collect Money For An ULABIAN

This message was a call for assistance for a fellow student who was facing difficult circumstances. Her father urgently required a kidney transplant and her family was struggling financially. The ULAB Social Welfare Club was actively collecting donations, and they implored other clubs and students to join them in this act of compassion and solidarity.



Eid Gift Distribution

Description: As Ramadan ended and Eid approached, ULAB Social Welfare Club presented their flagship event, "Eid Gift Pack Distribution." Let's spread Eid joy by giving gift packs with daily necessities to day laborers. Help to ensure everyone celebrates Eid happily.





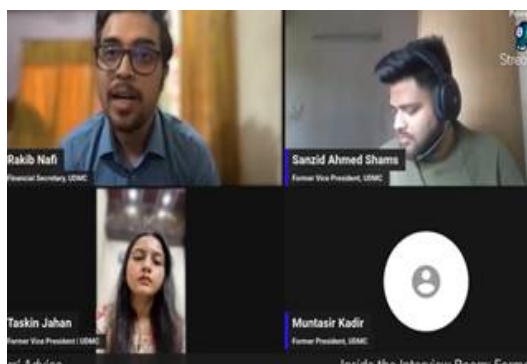
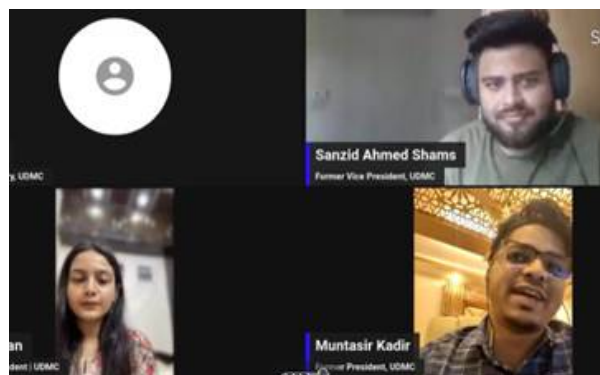
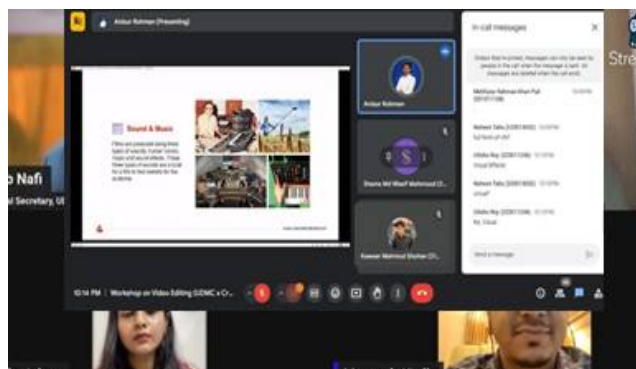
Marketing Matters

Description: In the highly anticipated second episode of "Marketing Matters!", they delved into the dynamic world of digital marketing and networking. This episode explored the latest trends, strategies, and tools that were revolutionizing the industry. They discussed the power of social media, the importance of SEO, and how data analytics was shaping marketing decisions. Their expert guests shared their insights on building effective digital campaigns, leveraging influencer partnerships, and the impact of AI on marketing practices. Whether you're a seasoned marketer or just starting out, this episode offered valuable knowledge to enhance digital marketing and networking skills.



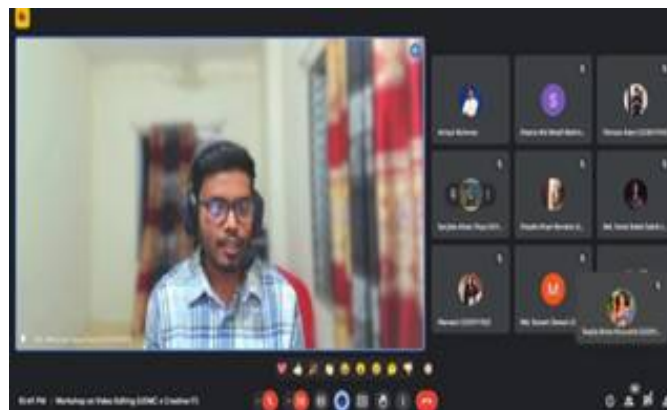
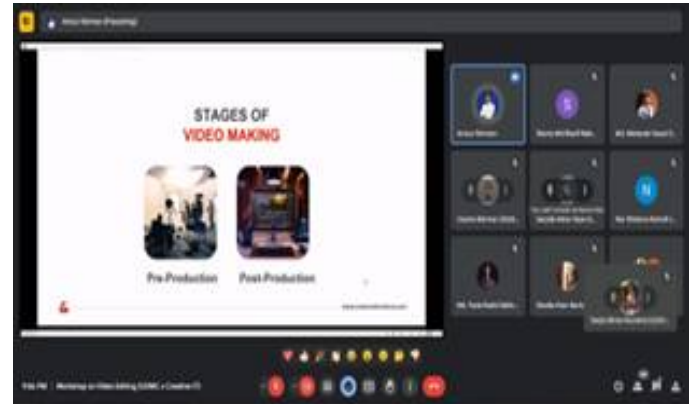
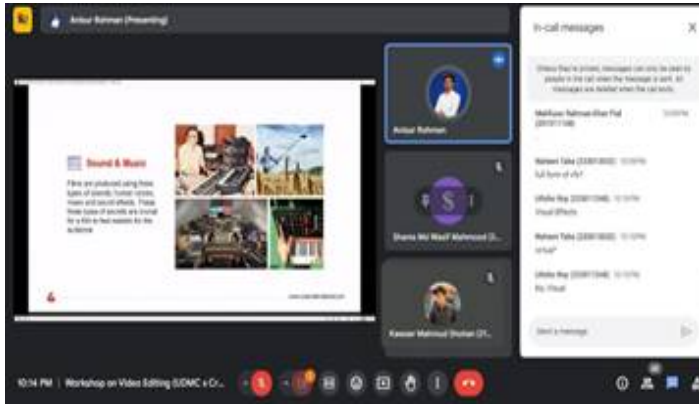
Inside the interview Room

Description: The former executives shared valuable insights and suggestions during an exclusive interview session.



Video Editing workshop

Description: The ULAB Digital Marketing Club successfully hosted a Video Editing Workshop in collaboration with Creative IT Institute. Participants gained valuable insights as MD. Anisur Rahman expertly covered all aspects of video editing, from pre-production to post-production, and shared tips on monetizing this skill.



My Everyday Adventure

Shajedul Alam

Senior Lecturer of Accounting,
ULAB School of Business



MY ALARM JOLTS ME OUT OF MY DREAM...

I am an early riser, usually up by 6 a.m. My mornings kick off with a cup of tea before I embark on the daily routine of dropping my two daughters off—one to medical college and the other to school—alongside my partner. On weekends, I cherish the moments I spend practicing classical music with my instruments. Living in a joint family setup with my parents, I often find solace in spending quality time with them whenever I can steal a moment away.

I'M THE LUCKY SOUL IN CHARGE OF...

As a Senior Lecturer at ULAB School of Business, I take pride in taking classes in both BBA and MBA programs, with my focus lying in the realm of accounting. Additionally, I serve as the advisor for one of ULAB's most esteemed clubs, the Shanskriti Shangshad (SS) club.

I GOT INTO ACADEMIA...

My journey into academia

began during my undergraduate days at Dhaka University's IBA. Post my Master's degree, I transitioned from the corporate sector, having worked in two multinational companies, to pursue my passion for teaching. Prior to ULAB, I had enriching experiences at BRAC BITI, Daffodil University, and Destiny finally led me here.

MY DAILY WHIRLWIND...

My day kicks off around 10 a.m. when I arrive at ULAB. The day unfolds with a flurry of activities—teaching, advising, attending meetings, and lately, overseeing academic duties and a music project for the SS club. Lunch breaks are often spent in the company of my fellow faculty members at the cafeteria. By 5:45 p.m., I wrap up my commitments and head straight home.

WHEN I AM TIRED TO THE POINT OF A MELTDOWN...

Music is my sanctuary. As a keyboardist, I find solace in composing and playing. Back in

university, I led a band called "Protik" with some close friends. There's something about music that lifts the weight off my shoulders and soothes my soul.

THE SNACK THAT KEEPS ME SANE AT WORK...

A cup of green tea, sans sugar. It's my fuel and I can indulge in it any time of the day or night without worrying about sleep.

A MEMORABLE MOMENT...

In 2015, receiving the Vice-Chancellor's award for the Services to Students category remains etched in my memory. It was a testament to the dedication I poured into my work.

MY DOWNTOWN OBSESSION IS...

I find myself penning down poems during my free moments. It's a creative outlet

where I pour my thoughts and reflections onto paper.

AFTER WORK...

Long drives are my therapy. I have even clocked in 22 hours straight behind the wheel! It is akin to a cricket test match for me—endless excitement and joy. As the day winds down, I allocate around 20 minutes to catch up on emails and socials before calling it a night. Witnessing my students achieve greatness brings me immense joy. I retire to bed around 11:30 p.m., ready to recharge for the next day's adventures.

IN A PARALLEL WORLD I'M...

Doctor. While I never envisioned becoming a doctor in my youth, the harsh reality of witnessing a loved one's battle with illness stirred something within me. Sometimes, I contemplate revisiting the past to pursue my MBBS and fulfil that longing to heal others.



BBA Program Office

688 Beribadh Road, Mohammadpur. Dhaka 1207
www.ulab.edu.bd