



**American International University-Bangladesh (AIUB)**

**SDG Activity Report on**

# **SDG 17: Partnerships for the goals**



**Strengthen the means of  
implementation and  
revitalize the global  
partnership for  
sustainable development**

## SDG Activity Report on

### SDG 17: Partnerships for the goals

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## University Activities

### AIUB at THE Unbounded Universities Forum

In the words of the remarkable inventor, Alexander Graham Bell, “Great discoveries and improvements invariably involve the cooperation of many minds”. In a world that has become borderless and yet interconnected by nature, it is essential to work together in order to not just survive, but thrive. Novel ideas, creative solutions, and crisis management has become a part of the ‘new normal’.

Accelerating internationalization to ‘learn without limits’, the Times Higher Education (THE), in partnership with Coursera for Campus, organized “THE Unbounded Universities Forum”, a half-day virtual event that brought together leaders of higher education from around the Asia-Pacific (APAC) region. Held on the 6<sup>th</sup> of October 2021 via the Zoom online platform, the program encompassed a series of panel discussions and breakout sessions that showcases academic and industrial best practices on applied knowledge, skills education, blended learning, and enhanced employability, through international collaboration across the APAC region.

The Opening Panel Discussion was themed on ‘Making the most of Asia-Pacific's Opportunities with Skills Education and Industry Collaboration’. Moderated by Mr. Alistair Lawrence, the Special Projects Editor at THE, the panel comprised of Mr. Raghav Gupta, the Managing Director (India & APAC) at Coursera, Mr. Farkhod Ibragimov, the Founder & CEO of IT Park, Uzbekistan, Ms. Joyce Teo, the Vice President of Global Affairs at the Universiti Brunei Darussalam, and Dr. Carmen Z. Lamagna, the Vice Chancellor of the American International University – Bangladesh (AIUB). The discussion highlighted the need for academic and industry linkages to bridge the gap between the qualifications of graduates and the skills required for employees. This was followed by 2 breakout sessions centered on ‘Improving Learning Outcomes: New Strategies to Increase Employability in APAC and India’, where Dr. Lamagna also presented on AIUB’s approach to the academia-industry collaboration, that emphasized on the importance and scope of strategic partnerships moving forward and the necessity of embracing the adaptability to change in heading towards the future. The program was brought to a close with the final panel discussion focusing on ‘The Future of International Collaboration in Asia-Pacific’s Higher Education’.

The global academic and industry leaders deliberated on enhancing the international outlook of the APAC region as a dynamic and game-changing platform for academic excellence, productive collaboration, and sustainable development in the world.



### MoU signed between AIUB and NTCU, Taiwan

“Coming together is the beginning, keeping together is progress, and working together brings greater success”. An invaluable insight of the remarkable visionary, Henry Ford, that highlighted the significance of collaboration, not just then but today, as well. Transcending the bounds of industries, societies, and countries, collaboration is key in the progressive growth and sustainable development across the board. And our educational sector is no different. It plays an integral role in enriching academic curriculum along with enhancing practical life skills and evolving a holistic outlook through multidimensional exposure to diverse cultures, innovative approaches, and a vast pool of knowledge & resources.

Expanding on its international collaborative network, the American International University – Bangladesh (AIUB) forged a strategic partnership with the National Taichung University of Education (NTCU), Taiwan, aiming towards mutually advancing the research capacities, elevating academic programs, and exchanging ideas. The Memorandum of Understanding (MoU) was signed on the 5<sup>th</sup> of October 2021, through a virtual signing ceremony between the institutions on the Google Meet platform. The agreement was endorsed by Dr. Ru-Jer Wang, the President of NTCU and Dr. Carmen Z. Lamagna, the Vice Chancellor of AIUB, both of whom shared their thoughts on the pathway for moving forward in executing the MoU. Dr. Eric Chu, a Professor in the Department of International Business and the Dean of the Office of International Affairs at NTCU shared his hopeful remarks on the actualization of the alliance, followed by Mr. Manzur H. Khan, an Associate Professor in the Faculty of Science & Technology (FST) and the Director for the Office of Student Affairs (OSA), who also expressed his keen interests for implementing various programs under the signed agreement. The collaborative partnership was facilitated by Ms. Hui-Yi Yung, from the Division of International & Cross-strait Affairs at NTCU and Ms. Shama Islam, an Assistant Professor in the Department of Marketing of the Faculty of Business Administration and the Special Assistant in the Office of the Vice Chancellor and Student Affairs at AIUB.

After a brief discussion on the distinct aspects of training programs and cultural exchanges, the institutions proactively set out the plans for establishing a constructive collaboration that will add value for the students and staff of both AIUB and NTCU in the long run.



### AIUB at the MCO Webinar on “Universities’ Responsibility to Society”

As a society, we have the responsibility to leave the world a little better than how we found it. It is not only what we do that we are held responsible for, but what we do not do as well. And just as individual citizens and multinational corporations, institutions of higher education have a social responsibility towards its community, its students, and the future that they will shape together.

As a part of the Magna Charta Observatory (MCO), a global signatories’ association that works towards engaging universities with the fundamental values they are built on, over 900 higher education institutions (HEIs) from around 86 different countries have joined the cause since its establishment in 1988. The Magna Charta Universitatum (MCU) or the Great Charter of Universities has recently been updated to a new version as MCU2020, reflecting the changes brought about in the landscape of higher education over the past few years. This has emphasized on the significance of a university’s social responsibility on the development of not only itself, but its community of students and staff for the impact they have on the society and its development in the long run. Themed on that very notion, the MCO hosted a webinar on the “Universities Responsibility to Society (USR)”, where nearly 140 representatives of esteemed universities from around the world participated in the interactive discussion.


Dr. Giga Zedania, the Rector of Ilia State University, Georgia, and the Chair of the MCO Research Committee, presided over the session as the moderator, inaugurating the session and introducing the respected speakers. The keynote speech on ‘Academic Responsibility & Universities’ Role in Society’, encouraging proactive engagement of universities with the society in order to further its progressive growth, was provided by Professor Chris Brink, the former Vice Chancellor of the University of Newcastle, UK and a member of the MCO Research Committee. Dr. Carmen Z. Lamagna, the Vice Chancellor of the American International University – Bangladesh (AIUB), Bangladesh, presented the ‘Case Study of AIUB on University Social Responsibility’, highlighted the frameworks of USR and the practices implemented by the institution in its academic curriculum, co-curricular activities, researches conducted, infrastructure, and administrative management. Professor Nalin Thakkar, the Vice President of the University of Manchester, UK, also presented the ‘Case Study on the University of Manchester’, elaborating on their approach to USR at the institution. Another presentation was made on the ‘Case Study of the University Social Responsibility Network’, by Mr. Robert Hollister, the Senior Advisor to the University Social Responsibility Network, which serves as an effective collaborative platform for its member institutions to spearhead USR strategies that contribute towards the betterment of the society and by extension, the evolving scenario of development around the globe. After an enlightening Q&A segment between the esteemed speakers and intrigued participants, the session was concluded with the next step for HEIs in playing their integral role in ensuring societal welfare not just within their local context but through international collaboration moving forward.



Zoom Meeting

Recording

**But still: A global unease about our role in society**



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Participants (120)

Search

- Shama Islam\_AIUB (me)
- Magna Charta Observatory (Host)
- CB Chris Brink (Co-host)
- 182874
- Aida Gjinali
- AT Aina Tella Arbós- UPC
- AL AIUB\_Carmen Lamagna
- AE Albina Egorova
- AB Aleksa Bjeliš
- AK Alexandra Kaasch, Bielefeld University
- AL Ana Lúcia Gazzola
- AS Andrius Silius

Invite Unmute Me

Chat


Zoom Meeting

Recording

**SOCIAL RESPONSIBILITY OF HIGHER EDUCATION INSTITUTIONS (HEIs)**

**- AIUB Initiatives**

**Dr. Carmen Z. Lamagna**  
Vice Chancellor, AIUB



American International University - Bangladesh (AIUB)

Participants (137)

Search

- Shama Islam\_AIUB (me)
- Magna Charta Observatory (Host)
- AL AIUB\_Carmen Lamagna (Co-host)
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- AB Alessandro BERNAZZOLI

Invite Unmute Me

Chat



## IAU-HESD Cluster meeting

An online meeting of the members of the International Association of Universities (IAU) – HE for Sustainability Development (HESD) was held last Sept. 17, 2021 which provided insights into the dynamics of the Cluster and shared concrete examples of actions done/being done for SDG 11 (Sustainable cities and communities) at universities. The cluster is headed by the IAU VP and President of Siam University, Dr. Pornchai Mongkonvanit. The American International University-Bangladesh is a member of the cluster. The VC referred to the institutional strategy and management, community engagements, projects implemented and collaborations for SDG 11.



### AIUB-Huawei webinar on 'The Future of Mobile App Industry'

The American International University-Bangladesh (AIUB) in collaboration with Huawei organized a webinar on 'The Future of Mobile App Industry' on August 20, 2021, as a part of Huawei's Free Mobile App Development Training initiative. The webinar was premiered on Facebook Live for the registered member of the training program and more than 500 students joined live in Facebook.

Mr. Rebanta Dutta, *Project Leader, Huawei* inaugurated the webinar as a host and informed the attendees about the agendas of the webinar. Mr. Dutta also informed how Huawei resources would help attendees to get started with the app development journey. Md. Manirul Islam, *Director, Institute of Continuing Education and Associate Professor, Department of Computer Science, AIUB*, later talked on the occasion as a keynote speaker and gave attendees some insights about the mobile app development industry worldwide. He also discussed the future of this industry according to recent trends. Mr. Islam highlighted numerous advantages that students would get from this Huawei-AIUB collaboration. Afterward, Mr. Murali V, *Associate Vice President, Huawei Technologies India Pvt. Ltd.*, continued the webinar discussing the footprint of Huawei worldwide and its future strategies. His discussion covered the following topics in three parts:

Part 1: App Industry Insights, HMS Ecosystem, Apps Up Contest

Part 2: Creation of Huawei ID (Step-by-step)

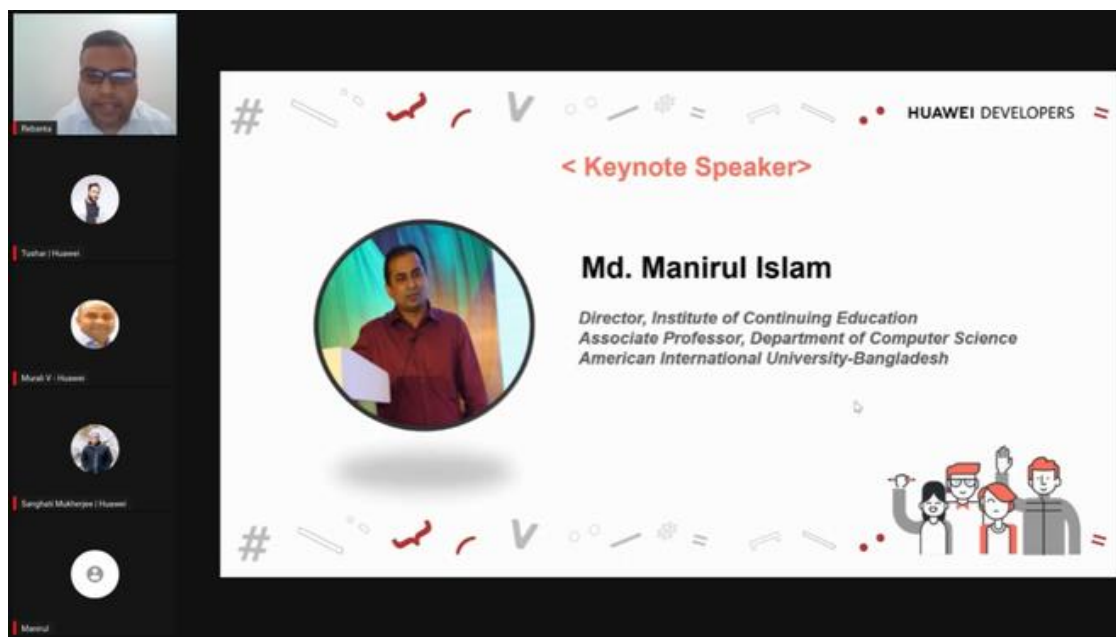
Part 3: HMS Core capabilities & Foundation course

In part 1, Mr. V gave an elaborated presentation on Huawei Mobile System, the App Industry, and Huawei's contribution to the industry. He also mentioned how aggressively the industry is growing and how they are trying to support students who want to get into the industry. Mr. V introduced the attendees to the diverse Huawei developer community as well.

Mr. Tushar Srivastava, *Technical Project Leader, Huawei India*, continued with part 2 and showed attendees how to create Huawei ID step by step. He also mentioned the advantages attendees would get by signing up for this. Mr. Sanghati Mukherjee, *HMS Product Expert, and Author, Huawei Developer Forum*, joined the session in part 3 of the topics. Mr. Mukherjee sumptuously talked about Huawei App Gallery and how easily a developer can publish their app on the platform as an alternative to other platforms like Google Play and App Store. He then elaborated the procedure of publishing an app on the Huawei App Gallery and earning revenues from it. He also took some time to talk about the foundation training Huawei offering for free to those who are interested to develop apps for Huawei App Gallery. Mr. Mukherjee took some time to inform about how Huawei ensures security and keeps user data safe. He also gave a detailed demonstration on different kits and APIs developers can get help from under their initiative. At the end, there was a question-answer session led by the host Mr. Dutta to address all the

confusion and queries of the attendees. One of the organizers of the event, Mr. Abhijit Bhowmik, *Associate Professor and Special Assistant of OSA, AIUB* informed everyone about the resolution process if anyone faces any problem.

The webinar was an introduction to a five-week-long training program on Mobile App Development with the support of Huawei. The attendees were given guideline and the necessary information to get ready for the training and start their journey in the mobile app development. The American International University-Bangladesh (AIUB) is the first university in Bangladesh to collaborate with the multi-national giant Huawei to equip AIUB students with the skills essential for this increasingly competitive and demanding sector of technology.



## AIUB at the XIX IAUP Triennial Virtual Conference 2021

Today, we are in a world that is unfamiliar and unprecedented in its unanticipated uncertainty. The pandemic has exposed fault lines in modern industrial operations, socio-cultural norms, and educational systems beyond borders. The challenges are multifaceted and widespread, reverting various 'progressive strides' by triggering the need for innovation, equity, and collaboration across the board in order to adapt to the change and rise above it. The International Association of University Presidents (IAUP), a global organization of academic leaders, has been working towards deciphering just that. Themed on "Innovation and Inclusion: Key Priorities for Universities in a Complex World", the XIX IAUP Triennial Virtual Conference, brought together over 100 universities' representatives from over 20 countries for the 3-days sessions with over 50 experienced speakers from varied fields, across borders. Inaugurated on the 29<sup>th</sup> of July 2021, Dr. Fernando León García, the President for the Center for Technical and Higher Education (CETYS), Mexico, and the President-Elect of IAUP for 2021-24, provided the Welcome Address for the Opening Ceremony of the conference.

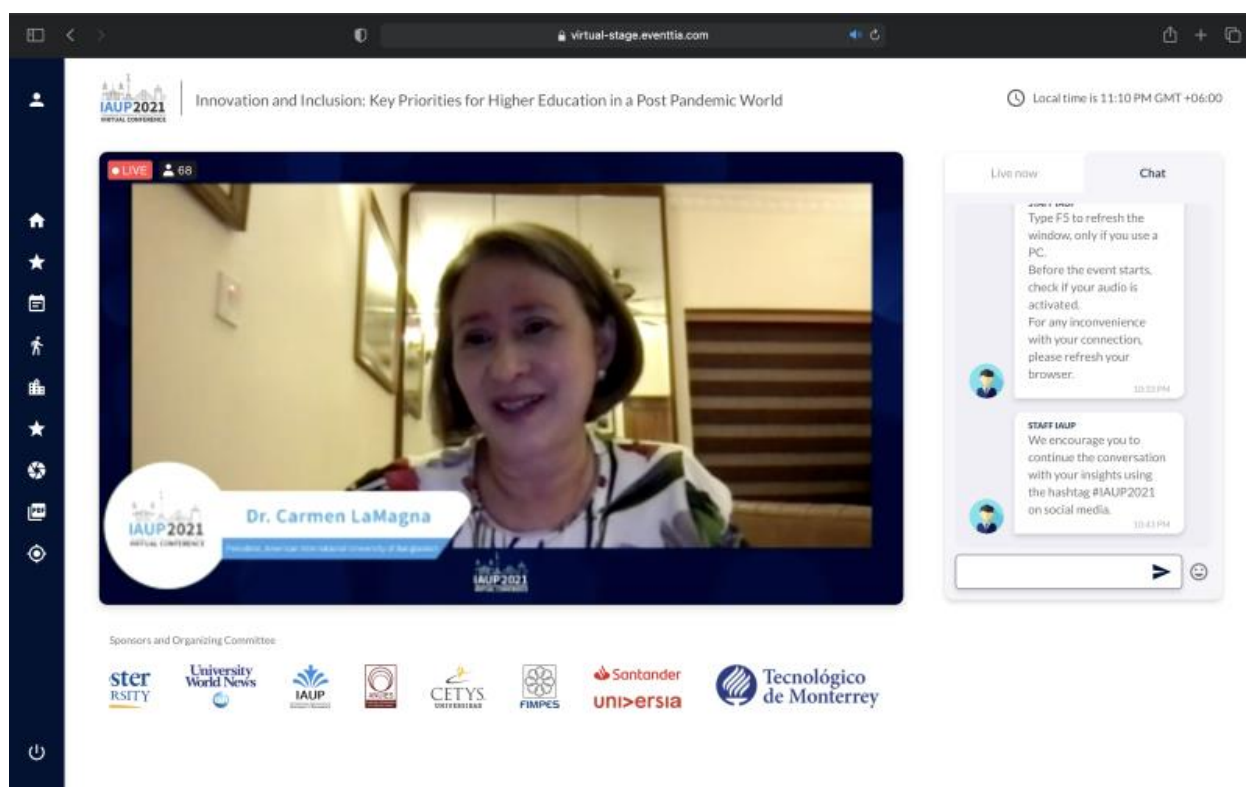
Higher education professionals discussed the challenges and priorities that would be shaping the global education system in the post-pandemic, exchanging ideas, trends, and practices that have made an impact amongst higher education institutions. With 6 enlightening plenaries and 9 constructive sessions, the program focused on identifying what works, determining what needs to be improved, and adopting what must be changed. Dr. Carmen Z. Lamagna, the Vice Chancellor of the American International University – Bangladesh (AIUB), presented in the plenary on "Women's Leadership: A Priority in the Post Pandemic Era" as one of the esteemed panel members, along with Dr Liu Jinan, the President of the Organizing Committee of the World Women University Presidents Forum, China, Dr. Sara Ladrón de Guevara, the President of the Universidad Veracruzana, Mexico, Dr. Gulsun Saglam, the President of the European Women Rectors Association, Turkey, and Dr. Heidi M. Anderson, the President of the University of Maryland, USA. The plenary discussion was moderated by Dr. Mariella Remund, the PIMSA Distinguished Chair at the CETYS University, Mexico, and the Professor of Management at the City University of Seattle, China.

Highlighting the 'shadow pandemic' that has obscured women around the world, professionally and personally, during these difficult times, Dr. Lamagna showcased the different struggles a woman still must face at home, school, and even work. Discrimination is persistent and prevalent, whether it is the gender wage gap, the broken rung, or the glass ceilings in almost every sector, or financial dependency and domestic abuse in households, or even the inaccessibility and deprivation of basic education. She showcased some of the efforts made at AIUB towards gender equity and women empowerment, entailing the path through diversity, equality, and inclusion, to lead towards bridging the gaps and building a better future.

In a world that is rapidly evolving, integrating technology and adapting to paradigm shifts have become of the essence, critical to the growth and development of higher education. The



conference concluded on the note of establishing the significance of transformative recovery in order to restructure higher education into a more holistic system that emphasizes on breaking through the barriers and innovating to embrace disruption in multidisciplinary spectrums that can engage the leaders of tomorrow in the 'new normal'.

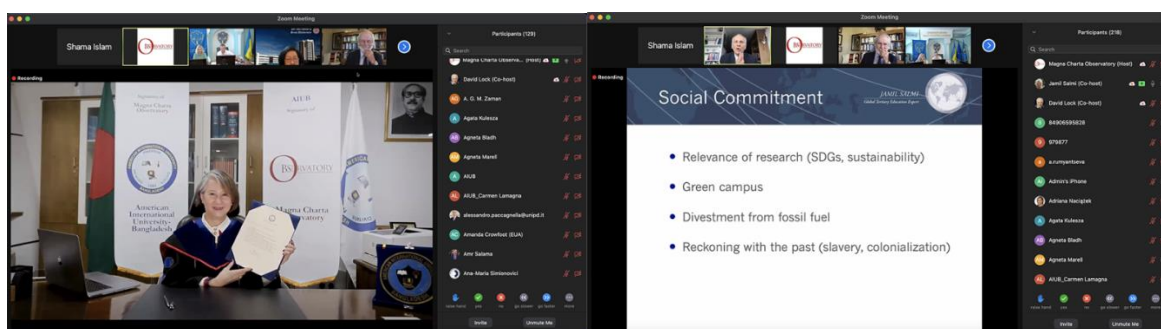


## AIUB at the 32nd Magna Charta Universitatum (MCU) Anniversary and Launch of the MCU 2020

With the ever-evolving world we reside in today, the Magna Charta Universitatum (MCU) or the Great Charter of Universities that was originally signed in 1988 by the University of Bologna to mark its 900th Anniversary, in celebration of university traditions and to encourage collaboration between institutions, has not only grown in importance, but now demands itself to be able to be extended and take into account the significant changes in the global landscape of higher education.

In light of that very notion, the Magna Charta Observatory (MCO), with global consultation, developed a new version of the charter, as the MCU 2020, that not only preserved the core values initially inscribed in the document, but expanded from there to consider those of substance and priority in the new world today. The American International University – Bangladesh (AIUB) was granted acceptance into the MCU 2020 as a signatory back in August 2020. The official launch ceremony of MCU 2020 was held on the 32nd MCU Anniversary, in a 2-day event from the 16th – 17th of June 2021, using the online platform of Zoom. The first day session focused on the changes universities faced over the years, their implications and challenges posed today, followed by a discussion on the need for MCU 2020, its structure and impact for higher education institutions (HEIs) in the second day session. This initiative aims to enable the HEIs to strengthen their respective roles in the world for the next generation.

The occasion was commemorated with over 200 members of HEIs and its relevant associations, through an incredible selection of videos for the official signing of the MCU 2020 by signatories, along with ones that showcased signatory institutions putting the values into practice. AIUB was one of the 16 institutions whose videos were included in the event, demonstrating the ‘civic responsibility of HEIs as global knowledge networks embedded in local cultures, contributing to their future enrichments and further development, undertaking leadership roles in communities through research integrated teaching and learning’. As a noteworthy milestone for the university, AIUB takes great pride in not only being a part of the historic event, but even more so, to be a part of the MCU 2020 - an iconic step for collaborative development of higher education across the globe.



### AIUB at the Webinar on “Industry & Academic Linkage: Role of Academia” by DCCI

In today’s world, we are preparing students for jobs and technologies that don’t yet exist, in order to solve problems we are not aware of yet. And education being the catalyst for socio-economic mobility, it further emphasizes the significance of industry-academia linkages. The objectives of both are reflective of one another – innovation, development, and growth.

As societies transition from being largely industrialized to becoming increasingly information-based, characterized by expanding globalization that prioritizes services and intangibles with cohesive networks and digital technologies, more and more constructive collaborations between higher education and the private sector are emerging through multidimensional educational partnerships. And that is the very notion with which the Dhaka Chamber of Commerce & Industry (DCCI) organized a webinar on “Industry-Academia Linkages – Role of Academia”. On the 24<sup>th</sup> of April 2021, together with an expert panel of the Vice Chancellor of the American International University – Bangladesh (AIUB), Dr. Carmen Z Lamagna, the Vice Chancellor of the Bangladesh University of Engineering & Technology (BUET), Prof. Satya Prasad Majumder, the Pro-Vice Chancellor of the Bangladesh University of Professionals (BUP), M Abul Kashem Mozumder, Ph.D., and the Special Advisor to the Board of Trustees & the Dean of the University of Liberal Arts Bangladesh (ULAB), Prof. Imran Rahman, and moderated by the President of DCCI, Mr. Rizwan Rahman, the interactive session focused on the scopes of improving the existing industry-academia linkages.

Dr. Lamagna focused on how industry-academia linkages enable universities to extend beyond teaching and research towards community engagement, while industries can ensure not just skilled workforce but also creative solutions and lucrative market opportunities. In this rapidly changing world, this is becoming recognized as a pathway to sustainability, funding, knowledge transfer and access to resources. Reviewing AIUB’s approach towards integrating industrial linkages, Dr. Lamagna underlined the prevalent skills gap and how the triad of academia, industry, and government can work towards bridging it. Each panelist put forward their ideas on the challenges industry-academia linkages face as well as strategies that can strengthen the collaborative partnerships further, where not just the industry or academia, but even the governing bodies have important roles to play. The discussion highlighted the need for emphasizing curriculum development, encouraging multidisciplinary research, and investing in skills-oriented resources.

Partnerships are becoming a commonly used tool for the engagement of universities. Traditionally, we have emphasized a one-way process through which the university transfers its expertise to key constituents. The engaged university pursues partnerships, two-way streets defined by mutual respect among the partners for what each can contribute to the problem-solving process. Too often in universities and industries do not take time to learn. This is particularly true when it comes to the building, nurturing, and terminating of partnerships that could be potentially productive. We need to take time to identify what contributed to the



success, or resulted in the future, and then to develop systems for passing this knowledge along to new partnership participants.

Building the partnering skills of our faculty should be a goal of continuing professional development programs. We have much to learn about building responsive, productive, and sustainable partnerships. Together, universities and industries can build better partnerships by becoming more like learning organizations, using partnerships as learning opportunities. Research and innovation outputs generated from these projects are converted into tangible and impactful product and services for socio-economic developments. Governments can help universities protect data and intellectual property so that universities can start commercializing outputs of research undertaken. Private sector is looking for skilled competent graduates. One of the contributions they can make is to establish strong research units so that high quality industrial attachments and on-job training can be derived from higher institutions of learning in communities. But in order to achieve that, they need to start working together.

The image displays two screenshots from a Zoom meeting, showing a presentation slide titled "WHAT CAN THE GOVERNMENT DO?" and "ACADEMIA-INDUSTRY GAP".

**WHAT CAN THE GOVERNMENT DO?**

- FINANCIAL INCENTIVES
- INFRASTRUCTURAL BASE
- FOSTER COLLABORATIONS
- POLICY REGULATIONS
- GUIDANCE & SUPPORT

**ACADEMIA-INDUSTRY GAP**

- Curriculum Mismatch with Industry Standards
- Lack of Proper Working Environment for Interns
- Academics without Industry Exposure
- Different Evaluations in Academics VS Industry
- Graduates Unequipped with the Required Skillset
- Irregular and Unproductive Collaborative Academia-Industry Relationship
- Unrealistic Graduate Expectations from Industries
- Industry Uninvolved in Developing Employable Graduates

The screenshots also show the Zoom interface, including a "Leave" button and a list of participants on the right side.

## Duke of Edinburgh's Award at AIUB: Virtual Adventurous Journey and Residential Project for Gold Level in the Pandemic

They say you shouldn't limit your challenges, but rather challenge your limits. After all, challenges are what makes life interesting, and conquering them makes life meaningful. And amidst these unprecedented times, overcoming the pandemic is the biggest challenge yet. You must improve and adapt – which is exactly what the Duke of Edinburgh's Award and its determined participants did! The Duke of Edinburgh's Award is a youth awards program founded in the United Kingdom in 1956 by the Prince Phillip, the Duke of Edinburgh. The program has since expanded to 144 countries, recognizing young adults for completing a series of self-improvement tasks geared towards personal growth and development. Amongst its 3 Award Levels, Bronze, Silver, and Gold, the latter requires an adventurous journey and residential project to be completed. The segment was based on the notion of taking people out of their comfort zones, but given the current circumstances, the module had to adopt the 'new normal'.

As a part of the Duke of Edinburgh's International Award - Bangladesh, AIUB conducted the first-ever 'Virtual Adventurous Journey and Residential Project' for its participants in the Gold Level. From the 7th – 11th of April 2021, using the Microsoft Teams online application, 72 aspiring students of AIUB undertook the dynamic challenge of pursuing their goal of achieving the highest level of the prestigious award. The program was officially opened by Mr. Ziarat H. Khan, the Deputy Director of Student Services & Welfare at AIUB, followed by introductory sessions with the Award Leader, Mr. Mohammad Rifath Hassan, as well as the Award Instructors, Mr. Md. Rakib Aziz, Mr. Md. Mahmudul Islam, Mr. Mahfujur Rahman, Ms. Nazia Alfaz and Mr. Abul Hasnat. The program was planned for 5 days and 4 nights, where the awardees were divided in 9 groups, each confined to one room, with access to only each other on Google Meet.

The participants were tasked to make 11 reports, 1 research paper, 1 poster design, 1 video speech, 1 presentation, along with cooking daily meals twice a day, washing the dishes daily, cleaning the room daily, feeding the unprivileged, distributing spare clothes to the unprivileged, taking conceptual photographs, exterminating insects daily, engaging in physical exercise daily, participating in cultural activities, and of course, attending the progress meetings thrice a day. Each participant had to follow strict guidelines, successfully complete each challenge, and make a video of all their daily activities as evidence. Participants were also given 3 special challenges – cooking a meal with ingredients worth only 60 BDT, creating a video on the "Lost in the Jungle" where you only have a knife, matchbox, and a pot, and lastly, "Take the Challenger", where each group had to challenge another group to complete a unique task. Every participant had to complete every task according to the set guidelines, with their performances graded by the Award Leader and Instructors.

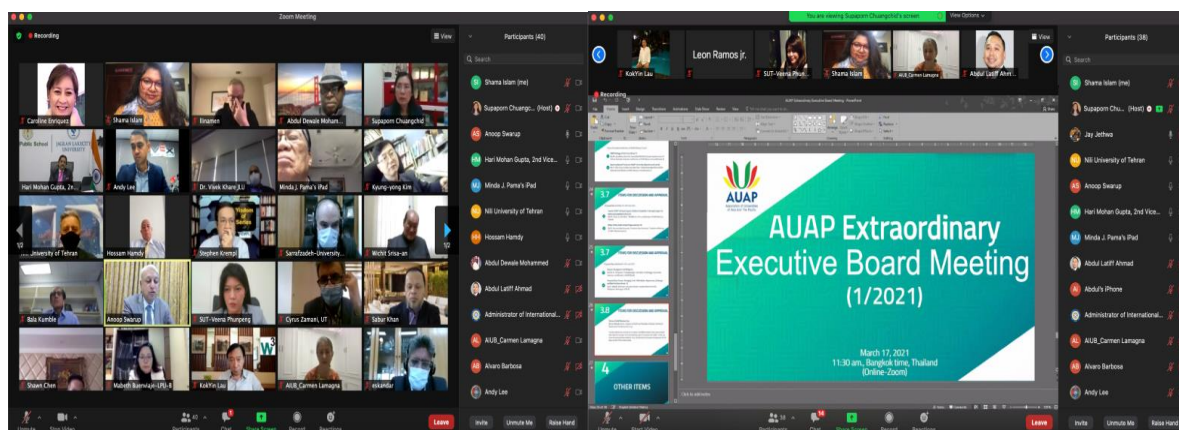
Upon completion, Mr. Manzur H. Khan, the Director of Student Affairs at AIUB, inaugurated the cultural program, where all the Awardees performed, showcasing their talents. The results were

published, declaring Group 2 as the 2nd Runners Up, Group 3 as the 1st Runners Up, and Group 1 as the Champions of the first-ever Virtual Adventurous Journey and Residential Project of the Duke of Edinburgh International Awards – Bangladesh at AIUB! All 72 participants had successfully completed the program, earning the Gold Level of the award, taking great pride in their perseverance to pursue development, betterment, and change.



## AIUB at the 1st Extraordinary Executive Board Meeting of AUAP

The Association of Universities of Asia and the Pacific (AUAP), the international platform for institutions of higher education in the Asia-Pacific region, held its 1<sup>st</sup> Extraordinary Executive Board Meeting on the 17<sup>th</sup> of March 2021, virtually using the Zoom Application. The American International University – Bangladesh (AIUB) has long been a proactive member of the association, with the Vice Chancellor, Dr. Carmen Z. Lamagna, currently serving as a member of the Advisory Council. The meeting was attended by over 40 members of the AUAP Administration, including the Executive Board, Advisory Council, Country Chapter Committee, and the Secretariat. The session addressed the various initiatives undertaken by the member and partner institutions over the past year, as well as several new programs that were proposed for the coming term. Strategic progress and policies for the organization moving forward were also discussed, exchanging collaborative ideas to be implemented in order to pave the path towards developing the future of higher education in the Asia-Pacific and beyond.



## AIUB AN INTERNATIONAL PARTICIPANT IN ISAS IMPACT EVALUATION SURVEY 2020

The International Association of Universities (IAU) and the Center for International Higher Education (CHIE), Boston College conducted an Impact Evaluation Survey 2020 on the efficacy of the Internationalization Strategy Advisory Services (ISAS). AIUB being one of the two universities in Bangladesh to have been recipients of ISAS and one of the 18 universities throughout the world made respondent in this impact survey. As enunciated in the Mission and Vision of AIUB, this undertaking is a challenge to achieve internationalization as a centerpiece in its academic pursuit. The survey focuses on three aspects: identify the progress made vis-à-vis suggestions of ISAS; identify the reason for any gap between recommendation and implementation; and analyze and share results of development of IAU's future advisory services. The survey was focused on the following areas: 1) overall international trends 2) articulated mission/strategic plans 3) leadership, governance, structure and staff 4) financial resources for internationalization 5) internationalization of the curriculum 6) online and distance learning 7) human resources and staff development 8) student mobility 9) international collaboration and partnerships.

International efforts and developments have made substantial change in higher education. Universities have approached internationalization using various modalities and degree of interest. For consistency, the survey utilized and shared the same definition of internationalization to wit: the intentional process of integrating an international, intercultural or global dimension into the purpose, functions and delivery of post-secondary education, in order to enhance the quality of education and research for all students and staff, and to make a meaningful contribution to society.

Internationalization of higher education is a complex, non-linear process that must be contextualized. Funding unique regional and national considerations, a supportive framework to aid implementation, and institutional prioritization, are a few of the key variables that can either inhibit or catalyze internationalization for universities. As the key findings indicate, even in cases where internationalization efforts are well-established, working with ISAS gives universities leverage in strategically advancing those efforts. From the survey, every action completely bespoke to individual universities. The international Strategies Advisory Service process is a valuable instrument for universities desirous to develop, advance, or review their internationalization policies. Its process and recommendations have the potential to influence future institutional policy decisions.





## The International Webinar on Higher Education in New Normal held

COVID-19 has forced us to think and re-think about the scope of higher education in new normal. Although, we are constantly introducing technological innovation in teaching-learning and have updated the modules of pedagogy, however, few questions need to be addressed further, such as: the access to higher education, digital divide & challenges, and some other issues related to reaching the other stakeholders in higher education and achieving the ultimate objective. Consequently, it has become necessary for the higher education institutes to conduct discussion/webinar where representatives from different stakeholders can analyze the present situation, share the best practices, and draw guidelines for the future befitting their socio-economic demography.

To celebrate events like – UNAI-10, IAU-70, and UN-75, the American International University – Bangladesh (AIUB) and the Mykolas Romeris University (MRU) has jointly organized a 2-day International Webinar on ‘Higher Education in New Normal’ on the zoom platform. This international webinar addressed issues and challenges related to higher education during COVID-19 under the sub themes - ‘Evolution of Internationalization and Collaboration in HEIs’ and ‘Digital Transformation of Higher Education – Innovation and its Challenges’. Two panel discussions were held on the sub themes on two days on January 14 and 15, 2021. The webinar was supported by the International Association of Universities (IAU) and the United Nations Academic Impact.

On Thursday, January 14, 2021, the opening session of the webinar was held where Prof. Dr. Inga Zaleniene, Rector, MRU, Dr. Carmen Z Lamagna, Vice Chancellor, AIUB, Dr. Pam Fredman, President, IAU and Mr. Ramu Damodaran, Chief, UN Academic Impact (UNAI) delivered their welcome address.

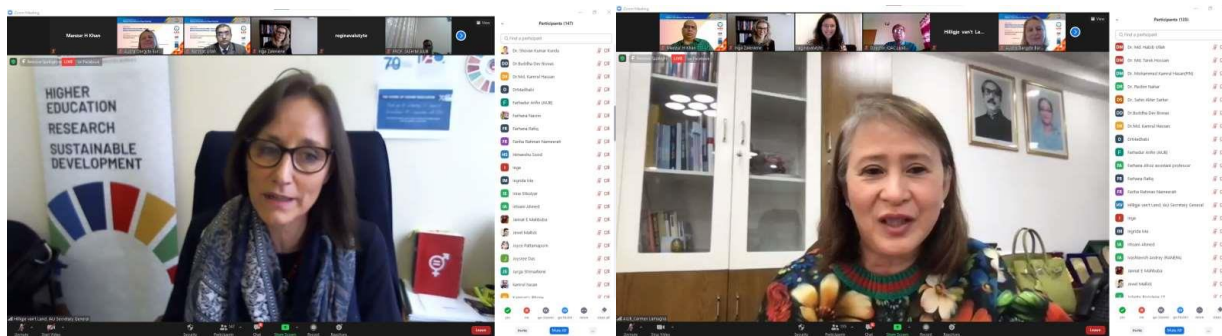
About 200 participants around the globe joined this 2-day webinar where the following speakers spoke on behalf of their institutions and addressed the theme of the webinar:

1. Ms. Audra Dargyte Burokiene, Head of International Office, MRU spoke on ‘Adopting changes during/post COVID-19 to continue internationalization and cooperation between HEIs’
2. Dr. Hilligje van’t Land, Secretary General, IAU spoke on ‘IAU insights on the post-Covid new normal future challenges and opportunities’
3. Mr. Manzur H Khan, Director, Office of Student Affairs, AIUB spoke on ‘Acceptability of Online Learning during COVID-19 and preparing for higher studies in foreign universities’
4. Ms. Jurga Strimaitienė, Head of Communication and Marketing Centre, MRU spoke on ‘Higher education marketing in new normal: Impact, Challenges and Opportunities’

5. Ms. Kishwar M Chowdhury, Assistant Professor, Faculty of Business Administration, AIUB spoke on 'Transformation in industry and community exposure due to pandemic'.
6. Prof. Dr. Regina Valutyte, Vice-Rector of Academic Affairs, MRU spoke on 'Academic ethics and transparency of evaluation during pandemic'
7. Dr. ABM Rahmatullah, Associate Professor, Department of Economics, & Associate Dean, Faculty of Arts and Social Sciences spoke on 'Possibilities for Blended/ Hybrid teaching-learning post COVID-19'
8. Mr. Omar Hernandez, Public Information Officer, United Nations Academic Impact spoke on 'Impact of the pandemic on HEIs: A multilateral perspective'
9. Ms. Milda Pakulyte, Manager, Digital Learning Unit, Academic Affairs, MRU spoke on 'Overcoming challenges to connect digitally and gap in teaching/learning for online classes'
10. Mr. Manirul Islam, Director, Institute of Continuing Education and IT Operation, AIUB spoke on 'Challenges to Digital Higher Education in Bangladesh'

A highlight of the webinar was presentation by the students of MRU and AIUB, where:

1. Ms. Laura Stefanovič, Student of MRU Law School spoke on 'the Impact on mental health in the new normal'
2. Mr. Raaisa Tariq (BBA) and Mr. Asaf-Ud-Douhah (EEE), students of AIUB presented on 'the Impact of Pandemic: Co-curricular and Personal Development in the New Normal'



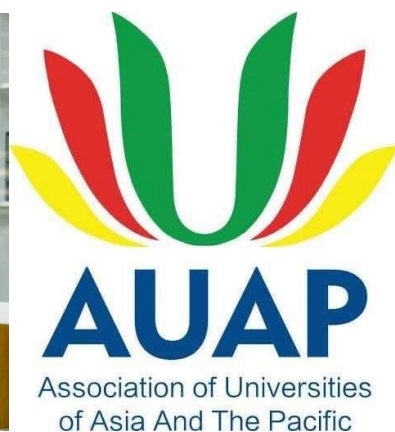


## AIUB'S LEGACY OF LEADERSHIP IN AUAP

“Success is no accident. It is hard work, perseverance, learning, studying, sacrifice. And most of all, love for what you’re striving to succeed in.” And the same can be said for the accomplished achievements of Dr. Carmen Z. Lamagna, the current Vice Chancellor of the American International University – Bangladesh (AIUB).

The 14<sup>th</sup> General Assembly and Conference of the Association of the Universities of Asia and the Pacific (AUAP), held online on the 18<sup>th</sup> of November 2020, announced the appointment of the officials, including Dr. Lamagna as a member of the Advisory Council for the term 2020-2022. AIUB has been a member of AUAP since 2003, with Dr. Lamagna paving the way of international leadership for institutions of higher education in Bangladesh. Being a part of AIUB since its inception in 1994, she has served as the VC since 1997, making her mark as the first female VC of a university in Bangladesh. She became the Treasurer and Board Member of AUAP from 2004-2006, the first to represent Bangladesh in spearheading the international platform. She then became the First Vice President, from 2006-2008, and eventually the President, from 2008-2010, both setting the record for the first woman to hold the esteemed positions in AUAP. She continued her legacy of leadership as the Ex-Oficio Board Member from 2010-2012, the again as the Board Member from 2012-2018, being an exemplary example for the youth of the nation and leaders of tomorrow.

There are no shortcuts, no quick fixes, nor overnight miracles when it comes to success – you have to earn it every step of the way through your mettle. And that is even more so when it comes to women, especially in Bangladesh. But if you remain persistent, you will surely achieve it, and if you remain consistent, then you will certainly keep it. As Dr. Lamagna often says, “At first, they ask why you’re doing it, later, they’ll ask how you did it. I didn’t come this far only to come this far, for I know what I can bring to the table.” There truly is no force to reckon with a woman determined to rise. Against all the odds of the world, if she believes she can, she will.



## AIUB-FBA and FPT University Vietnam Jointly Organized a Webinar on Online Business Leadership

The Faculty of Business Administration (FBA) of American International University – Bangladesh (AIUB) has jointly organized a webinar entitled “Online Business Leadership” with its partner FPT School of Business & Technology, Vietnam on October 8, 2020. The event was primarily intended to start up the new partnership of the two institutions based on the recently signed MOU. The event was a platform to build awareness among the business faculty of the two institutions on how the present pandemic situation has affected the business leadership in the respective countries. The event was participated in by the faculty, students and other professionals of both institutions. Prof. Dr. Charles C. Villanueva, VP Academics, Dean, FBA delivered the welcome message. In his welcome message, Dr. Charles emphasized the importance of the partnership of the two institutions in terms of sharing expertise and experiences in the field of business both theory and practice. Likewise, share valuable information that would boost the significance of the changing patterns of business throughout the world.

Ms. Farheen Hasan, Director, BBA Program of FBA, AIUB, introduced the guests and in-house speakers by briefly citing their respective valuable credentials. During the session, eight resource speakers took turns to present their respective insights and shared different perspectives on online business leadership.

Dr. Cam, Ngo Van, faculty member, FSB Institute of Technology Management – FPT University, Vietnam was the first speaker who pointed out the need of industry for academic collaboration, using cases and understanding emotional intelligence in shaping business leadership. Mr. Nguyen, Ha, Associate Dean, FPT School of Business & Technology emphasized on understanding the transformation wave that required academic institutions to use online platform (e.g. Coursera), honoring ideas, and reaching large number of population. He also shared the strategy development process which FPT University adopted to face the ever-changing business environment. Dr. Nguyen Thanh Son, Research fellow at the Institution of Political Economics, Ho Chi Minh National Academy of Politics, Vietnam raised two very interesting and significant concerns: need for requirement analysis in the digital age, and the true stand of employee – employer relation in the contemporary global context.

From FBA, AIUB side, Mr. Soumendra Sanker Das, Associate Professor, suggested to think ahead and be ready for the unseen challenges that beset the business sector. He cited the changing consumer centric leadership practices and the flattening organizational hierarchy in the current context. Professor Md. Maksudur Rahman Sarker, FCMA, suggested that any innovation should be made sustainable being the driving force for effective leadership. He presented a number of academic and business cases justifying his arguments. Mr. Romee Tareque Moudud, FCMA, Director OPA, cited a number of success stories to sketch effective leadership model. He also emphasized on the importance of the role of women in designing leadership style. Dr. Khondaker

Sazzadul Karim, Department Head of Marketing, FBA, presented different research findings as guide in developing new forms and styles of leadership in general.

After the comprehensive and substantive inputs by the speakers on the topic of the webinar, a question - answer session followed that catalyzed both the speakers and the participants in raising questions and providing responses to the issues that confront both the educational institutions and the country of location. The program ended with an expression of the vote of thanks on behalf of the Vice Chancellor, Dr. Carmen Z. Lamagna and the management of the American International University-Bangladesh for making this event successful. This was mutually responded also by Ms. Phuong Nguyen, Academic Director, FPT University who coordinated the event on behalf of the FPT School of Business and Technology, Vietnam. Dr. Zakaria Masud, Associate Professor, FBA, moderated the proceedings of the Webinar.



## 5th EO GSEA Bangladesh 2020-21 Launched

On September 9, 2020, the 5th ENTREPRENEURSHIP ORGANIZATION GLOBAL STUDENT ENTREPRENEUR AWARDS (EO GSEA) was launched through a virtual inauguration program. The American International University – Bangladesh (AIUB) is one of the university partners of the EO GSEA. Prof. Dr. Charles C. Villanueva, Vice President, Academics and Dean, Faculty of Business Administration was present during the launching on behalf of AIUB. The Honorable State Minister, Ministry of Youth & Sports, Md. Zahid Ahsan Russel, MP inaugurated the event as the Chief Guest. Professor Imran Rahman, Dean, Faculty of Business, ULAB, Professor Sarwar Uddin Ahmed, Dean (Acting), School of Business and Entrepreneurship, IUB, Mr. Tanvir Khan, GSEA Chair Bangladesh, Ms. Zareen Mahmud Hosein, President, EO Bangladesh also shared their views on the project. Mr. Rajnikanth Rajagopal, GSEA Expert, EO Global was present as the Guest of Honor. Ms. Farhana Sultana, Chapter Manager coordinated the successful launching of the event.

EO GSEA is a platform where students get to realize the fact that Entrepreneurship is a Tool for students to succeed in life. It focuses on empowering students to become entrepreneurs and become the world's more influential change makers. Through this process students are given the opportunity to accelerate success and challenge the status quo. The students learn to move on individually or by joining a peer group and make a significant impact possible in the community they live in.





**EO GSEA**  
GLOBAL STUDENT ENTREPRENEUR AWARDS  
*An Entrepreneur's Organization Global Competition*

**EO Bangladesh PRESENTS**

**Virtual inauguration of  
5th EO GSEA Bangladesh 2020-21**

 <b>CHIEF GUEST</b> MD. ZAHID AHSAN RUSSEL, MP Honorable State Minister, Ministry of Youth & Sports	 <b>PROF. DR. CHARLES C. VILLANUEVA</b> Vice President Academics Dean, Faculty of Business Administration Director, IQAC American International University Bangladesh	 <b>PROFESSOR IMRAN RAHMAN</b> Special Advisor to the Board of Trustees & Dean, School of Business University of Liberal Arts Bangladesh	 <b>PROF. SARWAR UDDIN AHMED</b> Dean (Acting) School of Business and Entrepreneurship Independent University Bangladesh (IUB)
 <b>GUEST OF HONOUR</b> RAJINIKANTH RAJAGOPAL EO Committee GSEA Expert, EO Global	 <b>ZAREEN MAHMUD HOSEIN</b> President, EO Bangladesh	 <b>TANVIR KHAN</b> GSEA Chair, EO Bangladesh	 <b>AHMED IMTIAZ HASSAN</b> GSEA Co Chair, EO Bangladesh

**09<sup>th</sup> September, 2020 | 03PM**  
Zoom ID: <https://eonetnetwork.zoom.us/j/3201857663>

University Partners  
 

Strategic Collaboration Partners  


Knowledge Partner  


Implementation Partners  






## BANGLADESH ACCREDITATION COUNCIL WEBINAR

A webinar was held last September 13, 2020 on “Accreditation Standards and Criteria” organized by the Bangladesh Accreditation Council (BAC) with its chairman, Prof. Dr. Mesbahuddin Ahmed as the chief guest. VCs of public and private universities participated and share their experiences/recommendations.



### Webinar on “E-Learning” Organized by DCCI

Dhaka Chamber of Commerce & Industry (DCCI) organized a webinar entitled “E-Learning” held on 12th September 2020. The Honorable Education Minister Dr. Dipu Moni, MP joined the webinar as the Chief Guest. The DCCI President, Mr. Shams Mahmud moderated the webinar. Education Minister Dr. Dipu Moni, MP said in the wake of 4th industrial revolution, e-learning is a need of the hour and will see an accelerated growth. She further underscored that resilience and adaptability among Bangladeshis are high and it will help better in facing the challenges that beset the country.

Dr. Carmen Z. Lamagna, Vice Chancellor, American International University - Bangladesh was a speaker at the event. Dr. Lamagna explained the current landscape of e-learning in Higher Education in the country and emphasized that logistically private universities are well capable of conducting e-learning. She also stressed on the need for collaboration among stakeholders. Relatively, emphasis on blended and hybrid learning system as well as long-term policy planning should be given importance to be able to address the requirements not only of the students but also of the industry in pursuing growth and development of the country. The panelists and other guest speakers appreciated Dr. Lamagna’s insights, suggestions and recommendations.

The other battery of speakers included Professor Osama Khan, Pro-Vice Chancellor, University of Surrey, UK; Prof. Dr. Harun-or-Rashid, Vice Chancellor, National University Bangladesh; Dr. Md. Morad Hossain Mollah, Chairman, Bangladesh Technical Education Board; Prof. Dr. Khawza Iftekhar Uddin Ahmed; and Prof. Dr. Mohammad Istiaq Azim. They all expounded on E-Learning as a relevant and timely strategy in addressing the future requirements and in the light of the global situation brought about by the Covid 19 that has created adverse effects to the education sector. The webinar was covered by a host of national print and electronic media outlets. This laudable initiative of DCCI was very much appreciated by the Chief Guests, the other educationists and university heads. The event was participated in by faculty, business leaders, government officials and students.



## DCCI WEBINAR ON E-Learning



**MODERATOR**  
**Mr. Shams Mahmud**  
President  
Dhaka Chamber of Commerce & Industry



**CHIEF GUEST**  
**Dr. Dipu Moni, MP**  
Honorable Minister  
Ministry of Education, GoB



**KEYNOTE PRESENTER**  
**Professor Osama Khan**  
Pro Vice-Chancellor  
Education and Professor in Practice  
University of Surrey, UK

### SPEAKERS



**Prof. Dr. Harun-or-Rashid**  
Vice Chancellor  
National University Bangladesh



**Prof. Dr. Carmen Z. Lamagna**  
Vice Chancellor  
American Int. University Bangladesh



**Dr. Md. Morad Hossain Mollah**  
Chairman  
Bangladesh Technical Education Board



**Prof. Dr. Khawza Iftekhar Uddin Ahmed**  
Professor, Department of EEE  
United International University



**Dr. Mohammad Istiaq Azim**  
Professor, Dept. of Accounting & Finance  
North South University



**Mr. N K A Mobin, FCA, FCS**  
Senior Vice President  
DCCI

**12 SEPTEMBER**  
**2020**  
**11:00 AM**  
**SATURDAY**



facebook.com/DhakaCCI

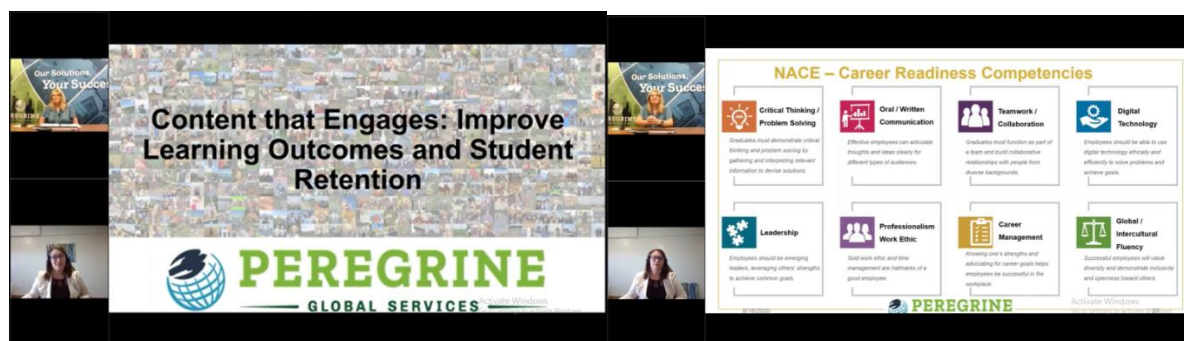


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## ACBSP, AIUB'S Global Partner Organization for Business Education Organized a Global Webinar

Recent events have caused many higher education institutions to further prioritize digital transformation. Therefore, faculty need engaging multimedia content, activities, and assessments that work well in an online environment. Such content leads to a more engaged student, improved learning outcomes, and improved student retention. Aware of this challenge, a Webinar organized by ACBSP, AIUB's partner in promoting quality business education worldwide. It was a well attended event with participants all over the globe including our enthusiastic faculty numbering more than 60. The Topic of the Webinar facilitated by Peregrine Global Service is HOW ENGAGING COURSE CONTENT CAN LEAD TO BETTER LEARNING OUTCOMES AND IMPROVED STUDENT RETENTION. Ms. Christine Perry was the Resource Person who focused her discussion of the following subtopics accompanied by some slides: Universal Layout-Best Practices, Best Practices for Interaction, Best Practices for Content and Industry, Content that Engages, Leading Edge Learning: Competency-Based Modules-Content that Engages, Career Readiness Competencies, and Enhancing Student Experience. The one hour event provides valuable insights and concrete example illustrations. In this interactive webinar, various options for engaging your students online were discussed. This one improvement in the online student experience can ensure student success.



## AIUB IS NOW A SIGNATORY TO THE CLASSIC MAGNA CHARTA UNIVERSITATUM

It is with utmost pride and honor to qualify to be a signatory to the classic and exclusive association of universities in Europe. With its rigid requirements and thorough assessment, the American International University- Bangladesh has been successfully granted the privilege to be a signatory to the document in a glorious ceremony to held in Bologna, Italy in June 16-17, 2021. No less than the Vice Chancellor, Dr. Carmen Z. Lamagna, AIUB was invited to be present to sign the document with a deep historical value. The grand ceremony was originally scheduled in the second week of September but was postponed due to this pandemic which adversely affecting the whole world. The congratulatory message was sent by Dr. Sijbolt Noorda, President, Magna Charta Observatory on behalf of the Governing Council.

What is MAGNA CHARTA UNIVERSITATUM (the Great Charter Universities)? It is a document originally signed by 388 Rectors and Heads of Universities from all over Europe and now beyond in 1988. The event coincides with the 900 Years Anniversary Foundation of the University of Bologna, Italy. The document contains principles of academic freedom and institutional autonomy as a guideline for good governance and self-understanding of universities in the future. The document provides the opportunity to celebrate university traditions and encourage bonds among European universities and also to serve as universal inspiration and is open to the universities of the world. As a result, universities now operate internationally, have to respond more quickly to larger number and more diverse learners and research requirements, use of advance technology, different modes of delivery and are challenged and equitable serving the diverse needs of a wider range of local, national and international stakeholders. It engages in a wide range of activities and projects held in different countries events such as conferences, workshops, printed and web-based resources.

For more information about the Magna Charta Universitatum, please visit this link:

<http://www.magna-charta.org/>



## AIUB-IQAC Participated in the 8th APQN Online Forum

On 27 July 2020, the officials of AIUB-IQAC participated in the APQN 8<sup>th</sup> ONLINE FORUM entitled: *Influence of COVID-19 on Quality Assurance: The new normal of Higher Education 4.0* organized by Asia Pacific Quality Network (APQN). The event was Led by Dr. I-Jung Grace Lu from the Higher Education Evaluation and Accreditation Council of Taiwan (HEEACT) and facilitated by All the members of the Board of Directors of APQN.

The forum focused on six themes, namely: Governments as key player for higher education quality assurance under the impact of COVID-19 presented by Prof. Dr. Jianxin Zhang, The new normal of internationalization of quality assurance presented by Prof. Dr. Galina Motova, Quality assurance of outcome-based teaching and learning: the influence of COVID-19 presented by Prof. Dr. Deepthi C. Bandara, Digitalization of quality assurance: will this be the new normal for quality assurance? presented by Dr. Farida Nurmanbetova, Innovations in HE accreditation in an era of disruptive technologies presented by Dr. I-Jung Grace Lu and Reflections on new normal and strategies for quality assurance in emerging out of COVID-19 pandemic presented by Prof. Dr. Jagannath Patil.

The forum had two open interactive discussion sessions which led the participants to provide their valuable comments on the themes and gave transparent ideas over the topics through questions and answers. This online event acted as a timely and inclusive platform for a very intense discussion on these important issues and helped to meet the professional needs by connecting to different quality assurance communities regardless of the influence of the COVID-19 virus outbreak. It was a very informative and candid comprehensive discussion with the speakers coming from different QA organizations in the light of this pandemic that affect every sector of our society.

The screenshot shows the APQN (Asia Pacific Quality Network) website. The header includes the APQN logo and the tagline "Dissolving Boundaries for a Quality Region". The navigation menu includes Home, About APQN, Members, Events, Projects, Library, Services, Links, News & Updates, My APQN, and APQR/QL. The date "Wednesday, 29 July 2020" is displayed. The main content area features a banner for "The 8th Online Forum: Influence of COVID-19 on Quality Assurance: The new normal of Higher Education 4.0". Below the banner, it states the forum is led by Dr. I-Jung Grace Lu (from HEEACT) and facilitated by all Board Directors of the APQN. The text describes the forum as an online conference and lists six themes:

1. Governments as key player for higher education quality assurance under the impact of COVID-19
2. The new normal of internationalization of quality assurance
3. Quality assurance of outcome-based teaching and learning: the influence of COVID-19
4. Digitalization of quality assurance: will this be the new normal for quality assurance?
5. Innovations in HE accreditation in an era of disruptive technologies
6. Reflections on new normal and strategies for quality assurance in emerging out of COVID-19 pandemic

## AIUB-IQAC Participated in CHEA-CIQG Webinars

On 17 and 24 June 2020, the officials of AIUB-IQAC participated in two webinars organized by Council for Higher Education Accreditation-CHEA International Quality Group (CHEA-CIQG). The subject of the webinar was *“The Future of Value-Based Higher Education and Quality Assurance – The Future of Academic Freedom Confirmation”* was held on 17 June 2020. Sjur Bergan, Head, Education Department @Council of Europe, Marcelo Knobel, Rector @UNICAMP Brazil, Robert Quinn, Executive Director @Scholars at Risk and Hilligje van’t Land, Secretary General, International Association of Universities were the speakers during the webinar.. The webinar was focused on the academic freedom which has emerged as an issue of profound importance during the past few years, especially as we have seen changes in governments around the world. It is receiving even more attention now, given the Covid-19 pandemic and the current social unrest around race and equity. The Webinar debated the contours of academic freedom both as it relates to institutions and quality assurance: What rights and obligations are attached to it from a European, Latin American and Scholars at Risk perspectives, and how these concepts are being challenged today.

Another webinar titled as *“2020 CHEA Summer Roundtable”* was held on 24 June 2020. Diane Auer Jones, Principal Deputy under secretary, Delegated the duties of under Secretary, at the Department of Education, U.S., Alex Ricci, Professional Staff Member to Congresswoman Virginia Foxx (R-NC), Ranking Member of the House Committee on Education and Labor and Mary Barry, Policy Advisor to Senator Party Murray (D-WA), Ranking Member, Senate Committee on Health, Education, Labor and Pensions were the presenters of the webinar. They pointed out and brought some important issues like faculty members and students can have different opinion about online classes or distance learning after the pandemic is over. But it will create new opportunities and challenges for the accreditors to ensure online learning is in the right track rather than in campus experience. Institutes can also face financial challenges due to implementation of new technology and resources for the execution of distance learning. There are tangible benefits for in-campus experience but in this pandemic period some factors like liability, law suits, flexibility of online classes and faculties who are aged are needed to be considered. Before opening the campus, institutes must make sure a public health concern if possible assuring a public health funding and need to discuss the health authorities of their concern areas. Accreditation agencies need to make sure that the institutes have the capability, technology and resources to provide online education and should be concerned about the financial fragility of an institution. Also, if a recession comes after the pandemic, the recruitment and marketing policies need to be considered. Both of the webinars were coordinated by Judith S. Eaton, President, Council for Higher Education. She also welcomed Cynthia Jackson-Hammond, the new President of CHEA.



## Webinar on "COVID – 19 and Beyond: Using Project Management to Mitigate Supply Chain Disruptions" by Mr. Daniel Stanton

PMI Bangladesh Chapter organized a webinar with world famous speaker Mr. Supply Chain – Daniel Stanton, on June 3, 2020 at 8:00-9:30PM (BST) / 10:00-11:30AM (US ET). The title of discussion was "COVID – 19 and Beyond: Using Project Management to Mitigate Supply Chain Disruptions." Mr. Supply Chain's engaging and interaction session focused on most applicable concepts, current issues, and future solutions on the most relevant topic of discussion. Over 90 participants joined the session from different professional societies, universities, and countries. This was a congregation of top professionals, academicians, researchers, and students. The program was graced by honorable Professor Dr. Charles C. Villanueva, Vice President (Academics), and Dean, Faculty of Business Administration, American International University-Bangladesh. There were several faculties, graduates and students from AIUB, joining the session.

Mr. Supply Chain – Daniel Stanton is a supply chain executive, educator, and entrepreneur. He is the author of *"Supply Chain Management For Dummies"*, an Amazon best seller in 5 categories (Production & Operations, Distribution & Warehousing, Project Management, Engineering Management, and Industrial Production & Management). His bestselling courses on LinkedIn Learning have been viewed more than 1 million times. The topic includes Supply Chain Management, Operations Management, Project Management, Job Skills: Supply Chain and Operations, Certification Tools and Tips. Mr. Stanton has been recognized as an *"IBM Watson Supply Chain Futurist"* and as a *"Pro To Know"* by Supply & Demand Chain Executive Magazine, 2018, 2019, 2020. He earned a Masters in Logistics Engineering from MIT and is a doctoral researcher at Cranfield University. He is a Certified Supply Chain Professional (CSCP, APICS) and Project Management Professional (PMP, PMI).

The program was organized by Mr. MMR Shohag, PfMP, PgMP, PMP, Director of Professional Development, PMI Bangladesh Chapter. The session was hosted by Mr. Ashfaq A. Mohib, Associate Professor, OSCM, FBA, AIUB, on PhD Program study leave at Wichita State University, Wichita, KS, USA.

Reference Link.

PMI Bangladesh Chapter LinkedIn Group - <https://www.linkedin.com/groups/4229287/>

Mr. Supply Chain – Daniel Stanton - <https://www.linkedin.com/in/danielstanton/>

PMI Bangladesh Chapter Facebook - <https://www.facebook.com/PMIBDChapter/>

PMI BD - Mr. Supply Chain – Facebook

Recording <https://www.facebook.com/PMIBDChapter/videos/298487321160154/>





MoU signed between Center for Nanotechnology, Coppin State University (CSU) and  
Center for Nanotechnology Research (CNR), American International University-  
Bangladesh (AIUB)

In recognizing the importance of mutual collaboration and the contributions to society on 12<sup>th</sup> March 2020, A memorandum of understanding was signed between Center for Nanotechnology, Coppin State University (CSU) located in Baltimore, Maryland, United States of America, and American International University-Bangladesh (AIUB), Bangladesh. Prof. Dr. ABM Siddique Hossain (Dean, Faculty of Engineering, AIUB) signed on behalf of AIUB and Dr. Jamal Uddin (*Professor and Founding Director, Center for Nanotechnology, Department of Natural Sciences Coppin State University*) on behalf of Coppin State University, USA in presence of the Dr. Carmen Z. Lamagna, honorable Vice Chancellor, of AIUB. The primary purpose of this agreement is to provide a general basis within which specific cooperative activities of an academic and cultural nature may be implemented involving faculty and/or students from CSU and AIUB. Faculty and researchers in various disciplines will be encouraged to develop contacts and propose collaborative projects. Prof. Dr. Tafazzal Hossain (Pro Vice Chancellor, AIUB) and Prof. Dr. Md. Abdur Rahman (*Associate Dean, Faculty of Engineering, AIUB*) witnessed the signing ceremony.



## American International University-Bangladesh (AIUB) Hosted The 2020 Cisco Networking Academy Skills Competition

February 8, 2020: American International University-Bangladesh (AIUB) hosted the 2020 Cisco Networking Academy Skills Competition at its permanent campus which is the largest gathering of its kind. 1000+ students from different colleges and private/public universities participated in the daylong event which tested their skills in the networking and cybersecurity area. Team Script Kiddies (Farhan Tanvir Utshaw & Irtesam Mahmud Khan) bagged 50,000 Taka winning the first position while Team Network Poltergeists (Md. Mahtab Alam & Shamim Ahmed) and Team IUT\_GENESIS (Imtiaj Ahmed Chowdhury & Gazzali Fahim) bagged 30,000 and 20,000 Taka respectively winning the 2nd and 3rd position. Dr. Carmen Z. Lamagna (Honorable Vice-Chancellor, AIUB), Kalhari Kaluarachchi (Program Manager, SAARC, Cisco Networking Academy), Manzur H. Khan (Director, Office of Students Affairs, AIUB), Md. Manirul Islam (Director, Institute of Continuing Education, AIUB) graced the opening and closing ceremony of the event which was held at the newly built Amphitheatre of the university.





## MOC signing: AIUB Introduces training/certification on “Metro Rail” in collaboration with IMRT, India

Bangladesh is showing tremendous growth in the communication infrastructure especially in the Railway sector. The dream project of Dhaka metro rail named Mass Rapid Transit (MRT) is coming into operation soon. These electrical train will require maintenance as well as regular services that will require locally trained and skilled manpower. The MRT will require skilled personnel in electrical, mechanical, networking and customer service. As one of the leading universities of the country, AIUB is producing skilled human resources coming up with programs which cater to overall needs of the country. To concretize this linkage or partnership, the American International University – Bangladesh (AIUB) signed a Memorandum of Cooperation (MoC) with Institute of Metro and Rail Technology (IMRT), India to offer Short-term training programs on Railway only.

Institute of Metro and Rail Technology (IMRT) having its office located at 1st floor, 160 Patny Square, Patny Nagar, S P Road, Secundrabad 500003 Telengana India established in 2012 IMRT is a first-of-its-kind institution that aims to be a knowledge leader in Metro and Rail technology. IMRT was envisioned with the objective of producing next-generation 'techno-managers', capable of making crucial decisions using their skills and understanding of the sector. IMRT is promoted by Balaji Railroad systems Limited (BARSYL), a consulting firm specializing in providing niche technical and management support to the railways of several countries. For over 27 years, BARSYL has consulted an over 800 projects across freight, passenger, metro, and monorail systems. This gives IMRT direct access to industry insights, railroad experts, and incisive case studies.

Under this agreement, AIUB & IMRT will jointly launch Short term training programs on Railways. Participants may get training on “Introduction to Metro & Railway Systems”, “Power Supply and Traction”, “Rolling Stock Engineering” etc. Participants may also avail certification like “Certified reliability professional (crp)” and “Certified reliability engineer (cre)”.

The agreement was signed by Professor Dr. Abdur Rahman, Associate Dean, Faculty of Engineering, AIUB (authorized representative of AIUB Vice Chancellor Dr. Carmen Z. Lamagna) and Mr. Tapan Ghosh, Country Director, BARSYL (authorized representative of IMRT founder and director Mr. Sunil Srivastava). Dr. Carmen Z. Lamagna, Vice Chancellor, of AIUB has graced the ceremony with kind presence in the Meeting Room of the Vice Chancellor in the university on February 16, 2020. Mr. Chowdhury Akram Hossain, Senior Assistant Professor and Special Assistant (OSA), AIUB, and Ms. Shama Islam, Assistant Professor, Special Assistant [OSA & VC's Office], AIUB attested the signing of the MoC on behalf of AIUB.



### “IDEA CONTEST” ORGANISED BY ACES

An educational outreach program entitled as “IDEA CONTEST” was held at the AIUB campus on 24<sup>th</sup> December, 2019 which was organised by AIUB Community of Engineering Students (ACES) and supported by Department of EEE & CoE. The event revolved around 20 groups consisting of 2 members of O level and A level student from different institutions, who were given the opportunity to bring up their innovative ideas and solution to the social problems using technology.

The opening of this impactful bout was commenced by guest speaker renown physics instructor Mr. Sabbir Khan. *He briefly talked about the significance of introducing the basic concepts of the idea contest to the A level and O level students in order to enhance their knowledge in the field of high-tech and provide them guidance in fulfilling the demands of fast growing technology. Moreover, he also encouraged all the students to participate in various national and international competitions which will help them in gaining skills and confidence. After that, the participants engaged themselves in showcasing unique and pioneering ideas using interactive presentation slides before the judges: S.M. Imrat Rahman (Senior Lecturer, Faculty of Engineering, AIUB), Dr. Md. Rifat Hazari (Assistant Professor, Faculty of Engineering, AIUB) and Dr. Effat Jahan (Assistant Professor, Faculty of Engineering, AIUB). Varieties of remarkable proposal and solutions to daily life problems were presented by the students which were highly appreciated by the judges.*

Finally, the top -2 placeholders were provided with the certificate of acknowledgement and all the other participants with the certificate of participation in the presence of Professor Dr. Md. Abdur Rahman (Associate Dean, Faculty of Engineering, AIUB, Professor Dr. Md. Abdul Mannan (Director, Faculty of Engineering, AIUB) and Abir Ahmed (Lecturer, Faculty of Engineering, AIUB; Motivator, ACES). The incredible event ended with a group photo.



## AIUB and DU Jointly Organized First BIMSTEC Film, Media and Journalism Studies Conference 2020

The concluding ceremony of the First BIMSTEC Film, Media and Journalism Conference 2020 was held on January 21, 2020 in the Auditorium of American International University-Bangladesh. Dr. Murad Hasan, Honorable State Minister for Information, People's Republic of Bangladesh was the Chief Guest of the programme and Ms. Beatrice Kaldun, Head of the Office and UNESCO Representative to Bangladesh, was present as the Special Guest. Dr. Carmen Z Lamagna, Vice-Chancellor of AIUB, presided over the programme.

Dr. Murad Hasan highlighted Sheikh Mujibur Rahman's contribution in flourishing the media industry of the country and commended the organizers for arranging the conference to mark the birth centenary of the father of the nation. Ms. Beatrice Kaldun underscored the importance of collective effort among the BIMSTEC members to reinforce mutual trust and cooperation. Professor Dr. A J M Shafiul Alam Bhuiyan, convener of the conference, conveyed his gratitude to the sponsors of the event and expressed his hope to extend this venture of scholarship in the coming days. Dr. Carmen Z Lamagna emphasized the necessity of more collaboration among the BIMSTEC countries in the field of media and journalism to foster the people-to-people contact in this region.

Last day's event at AIUB started with the Plenary Session where Keynote Speaker Professor Dr. Yuezhi Zhao, Canada Research Chair in Political Economy of Communication at Simon Fraser University, Canada, presented paper titled Rise of China and Its Implications for the South Asian Media and Communication. It was followed by two thematic sessions titled 'Cinema and Identity' and 'New Media and Fake News' and a technical session to decide the future course of action to continue with the initiative.

The conference was jointly organized by the Department of Television, Film and Photography, University of Dhaka and the Department of Media and Mass Communication, American International University-Bangladesh (AIUB). Events of first two days took place in the University of Dhaka and last day's programme was held in AIUB. In total 32 papers from local and international participants were submitted in the conference focusing on issues ranging from media's role in shaping people's identity to creative industry's preparedness to face the challenges posed by the fourth industrial revolution.



### AIUB and Bangladesh Football Federation Signs MOU

American International University-Bangladesh (AIUB) and Bangladesh Football Federation (BFF) have signed an MOU on Saturday, January 18, 2020 at 2 pm in the BFF House in Motijheel, Dhaka. Under this MOU, AIUB will be the official Education Partner of Bangladesh Football Federation for the next 3 years.

On behalf of AIUB, Dr. Hasanul A. Hasan, honorable Founder Member, AIUB and on behalf of BFF, Mr. Kazi Md. Salahuddin, honorable President, BFF and Former National Football player of Bangladesh Football Team signed the MOU. The MOU signing ceremony was followed by a press conference which was attended by a large number of media representatives of our country.

Ms. Mahfuza Akhter Kiron, FIFA Council member and Chairman, Female Football Committee of BFF,

Dr. Khondoker Sabbir Kabir, Director, Finance and Accounts of AIUB, Abdul Kader Nazmul, Director, Sports & Cultural Affairs of AIUB, Md. Showkat Ali Khan Jahangir, Member, BFF, Mr. Md. Elius Hosain, Member, BFF, Mr. Amit Khan Shuvro, Member, BFF, Mr. Md. Abu Nayeem Sohag, General Secretary, BFF and Mr. Khondoker Wasim Iqbal, Former National Football Player of Bangladesh Football Team were present among other high officials from both the organizations during the MOU signing ceremony and the press conference.









## UNIVERSITI UTARA MALAYSIA (UUM)'S OUTBOUND MOBILITY PROGRAM TO AIUB

“A journey of a thousand miles must begin with a single step. Educational exchange can turn nations into people, contributing as no other form of communication can to the humanizing of international relations.” Diversity is now beyond just ethnicities or cultures; today, it has transcended into ideas, practices, and experiences. And it is that philosophy that fuels international collaborations to explore, expand, and evolve education, business, and development across the borderless world of the 21st Century.

Keeping in par with that, the American International University – Bangladesh (AIUB) has always made the efforts to ensure the continuous growth and progress of the institution. Under the endorsed Memorandum of Understanding (MoU) with the Universiti Utara Malaysia (UUM), a delegation of 4 doctoral students Ms. Arifah Fasha Binti Rosmani, Ms. Athirah Binti Rosli, Mr. Loai C. A. Alamro, and Mr. Wan Mohd Yusoff Bin Wan Yaacob from the Awang Had Salleh Graduate School of Arts and Sciences, led by the Dean and Head of the Data Science Research Lab, Prof. Dr. Ku Ruhana Ku Mahamud, participated in a 2-week long Outbound Mobility Program at AIUB, from the 1st – 14th of December 2019.

The program orientation introduced the delegation to the university with a meeting with the Vice Chancellor, Dr. Carmen Z. Lamagna, along with the Deans and Directors of the different academic faculties and administrative offices. The delegation was given a full tour of the versatile architectural and green campus of AIUB. The first session of the program was on Bangladesh History and Culture, conducted by Dr. Md. Taufiqul Islam, the Department Head of Social Sciences in the Faculty of Arts & Social Sciences (FASS). which covered the journey of our liberation war and traditional heritages of the nation. Afterwards the delegation met with the student club community of AIUB, where each of the proactive student organizations presented their activities and achievements, welcoming the delegation to the university and inviting them to participate in their upcoming events.

The following day was a cultural excursion to the important landmarks of the country, starting with the ‘Jatiyo Sriti Shoudho’ or the National Martyrs’ Memorial, which is the national monument of Bangladesh, set up in the memory of those who died in the Bangladesh Liberation War of 1971. Next, they visited the ‘Shaheed Minar’, another national monument established to commemorate those killed during the Bengali Language Movement demonstrations of 1952 in then East Pakistan. They were then taken to see the Bangladesh National Museum, housing various artifacts of history, natural history, ethnography, decorative & classical art, contemporary & world civilization. The delegation finally visited the ‘Jatiya Sangsad Bhaban’ or the National Parliament House, which is one of the largest legislative complexes in the world, comprising 200 acres, designed by architect Louis Kahn.

Day 3 began with a session on ‘Swarm Intelligence’, delivered by Prof. Dr. Mahamud at the University of Dhaka (DU), organized by the IEEE Computer Society Bangladesh Chapter (IEEE CSBDC) and hosted by the IEEE CS Student Branch Chapter DU. Later, Prof. Dr. Mahamud conducted another session for students and faculties at AIUB on ‘Manuscript Preparation for High Indexed Journals’. Her session was followed by a cultural program organized by the AIUB Performing Arts Club (APAC), in honor of the delegation, showcasing Bengali folk music and dance, along with classic English performances.

The following day, the delegation was taken on a day-long trip to Sonargaon, a historic city in central Bangladesh, which is one of the old capitals of the historic region of Bengal. It was an administrative center of Eastern Bengal, as well as a port and trading center in the 19th Century. Next day, the delegation

experience local markets around the city, ranging from handicrafts, fabrics, and traditional delicacies. The delegation then sportingly participated in the AIUB Cyber Gaming Fest 2019 the next day, trying out the various games in friendly matches with the student participants. On Day 7, they visited the Continuing Education Centre (CEC) of AIUB, touring the premise and observing the various program set-ups, including the IoT (Internet of Things) lab. The following day, the delegates attended a class observation for the course 'Object Oriented Analysis and Design', conducted by Dr. Razib Hayat Khan, an Assistant Professor in the Faculty of Science & Technology (FST). Later they attended a session by LEADS Corporation Limited.

The following day, the student delegation conducted a session for the students at AIUB on 'Sharing Research Experience and Future Research Opportunity at UUM', later on going on a company visit to Workspace Infotech, an upcoming web development company that provides Website and Graphics Design, E-commerce Website, Software, Mobile Apps in Bangladesh. The next day was lined up with 2 more corporate tours to Robi Axiata, the second largest mobile network operator in Bangladesh, which is joint venture between Axiata Group Berhad of Malaysia, Bharti Airtel Limited of India, and NTT DoCoMo Inc. of Japan, followed by another visit to Ulkesemi Limited, Silicon Valley-based corporation with operations in Dhaka, Bangladesh and Bengaluru, India, which is now Bangladesh's Number#1 Semiconductor Design Service Company. The delegation then spent the weekend visiting the Sreepur operations of the American Dairy Limited (ADL), where they not only explored the outskirts of the city, but enjoyed the traditional winter festivities of Bangladesh. The mobility program came to an end the next day with an awarding of the Certificates of Completion to the delegates, exchanging their views, takeaways, and plans on their research and experiences on the program. With the success of the mobility program, both institutions look forward to continuing their international exchanges, mutually enriching and evolving their student experiences in the long run.



### Seminar on “Sharing Research Experience & Future Research Opportunity at UUM”

“Research is the distance between an idea and its realization. But without data, you are only another person with an opinion.” The doctoral student participants of the Outbound Mobility Program from the Universiti Utara Malaysia (UUM), shared their experience with research in a session arranged with the students of the American International University – Bangladesh (AIUB). On the 10th of December 2019, the student delegation conducted a session for the students and young faculty members at AIUB on ‘Sharing Research Experience and Future Research Opportunity at UUM’, discussing their respective researches, its scope, challenges, and opportunities in the world today.

Ms. Arifah Fasha Binti Rosmani, a doctoral student in the School of Multimedia, Technology, & Communication at UUM, who is at the data collection stage of her research, “Signaling Principles, Nelsen’s Design Guidelines, Mobile Learning”, elaborated on her progress and study so far. Ms. Athirah Binti Rosli, Mr. Loai C. A. Alamro, and Mr. Wan Mohd Yusoff Bin Wan Yaacob, who are all doctoral students in the School of Computing at UUM, are currently at the proposal writing stage of their researches on “Future Internet & Blockchain Technology”, “Object Recognition for Real World Application”, and “Mechanism to Mitigate Phishing Attack in Single Sign-On Environment” respectively. Together, they explained their respective research topics, their conducted processes, and the impact it may have in the long run on the technological advancements across the globe. They interacted with the students and faculty members, answering their queries on the session and exchanging ideas on the future implications of such research today.

The session enriched the knowledge base of both students and young faculties, who intend to pursue higher education and research in the future. Sharing their experiences encouraged and enabled those present to use their guidelines on taking up research with a more holistic approach, establishing significant theoretical frameworks to resolve issues with constructive practical applications. Their work showcased that research is truly creating new knowledge.



## Memorandum of Understanding between American International University- Bangladesh (AIUB) & Entrepreneur Organization (EO) GSEA

Strong linkage between the corporate sector and academia is an important tool to tackle the tough challenges a country faces. Despite the cultural differences *between* university and *industry*, the mutual *benefits* from cooperation *between* these organizations have long been recognized.

AIUB has always been a step ahead as compared to other institutions. We have always maintained a strong link with industry leaders and managers and from time to time and have asked for their feedback to be incorporated in our programs. Keeping this mindset in view, American International University – Bangladesh (AIUB) has signed a Memorandum of Understanding (MoU) with Entrepreneurship Organization (EO) GSEA on December 19, 2019.

EO is the only global network exclusively for entrepreneurs. EO helps leading entrepreneurs learn and grow through peer-to-peer learning, once-in-a-lifetime experiences, and connections to experts. For the year 2019-20, AIUB has joined hands with EO as a Strategic Partner, under which AIUB will provide support and assistance of various types to conduct this event exclusively for the students.

The agreement was signed by Dr. Charles C. Villanueva, Vice President, Academics, AIUB and Mr. Mike Kazi, GSEA Chair, EO Bangladesh, on behalf of AIUB and EO GSEA respectively.

Mr. A. K. Nazmul, Associate Professor, Faculty of Business Administration, and Ms. Farhana Sultana, Chapter Manager, EO Bangladesh were the witnesses to this agreement.

AIUB was further represented by Mr. Pius Costa, Registrar, Mr. Roomee Tareque Moudud, Director, Office of Placement and Alumni, Mr. Manzur A. Khan, Director, Office of Student Affairs, and Ms. Hafsa Maryam, Convener, Department of Management & HRM. Ms. Kanon represented Spellbound Leo Burnett, the implementation partner of EO GSEA in Bangladesh.





## AIUB AND DCCI SIGNED MoC

After finalizing the provisions of the Memorandum of Cooperation (MoC), the two organizations mutually agreed to enter into a cooperation with AIUB as the knowledge partner and Dhaka Chamber of Commerce and Industry (DCCI) Business Institute (DBI) as the implementing party. The cooperation offers favorable benefits for both organizations with AIUB providing expertise in the various business programs being offered by DBI. This cooperation allows for the joint signatory of the Certificate to be issued to the students for the successful completion of the Post Graduate Diploma (PGD). The cooperation will take place whenever an activity is planned by each party in a form of course offerings, conducting seminar/workshops, business conferences and other related projects/activities. The cooperation was sealed during the Seminar on Future Skills Required for Bangladesh organized by DCCI in Surma Hall of Hotel Pan Pacific Sonargaon on Saturday, 7 December 2019 at 3:00PM. Prof. Dr. Charles C. Villanueva, VP Academics and Dean, Faculty of Business Administration signed on behalf of AIUB while Mr. Osama Taseer, President, Dhaka Chamber of Commerce & Industry (DCCI) signed for DCCI. The seminar featured battery of speakers from the business & industry sector, government, educational institutions, and nongovernment organizations. The Keynote Presentation was delivered by Mr. Mohammad Rezaul Karim, Additional Secretary, National Skills Development Authority (NSDA) whose focused of presentation were the Future Skills required for Bangladesh based on the 5 sectors study conducted: RMG and Textile, Agro-food, Furniture, Tourism and Hospitality, and Leather and Footwear. The Panel of Discussants were comprised of Mr. Faisal Samad, Senior Vice President, BGMEA; Mr. Sheikh Rafiqul Islam, PAA, Additional Director General, Bureau of Manpower, Employment and Training; and Mr. Md. Mostaque Hasan, NDC, Chairman, BSCIC. The special guest of the event, Mr. Kamran T. Rahman, President, Bangladesh Employer's Federation delivered his speech emphasizing the skill requirements of the different companies. A very strong message and expression of optimism on the future plan of the government for development was discussed by the Principal Secretary, Prime Minister's Office Mr. Md. Nojibur Rahman. The Chief Guest in the person of Begum Monnujan Sufian, MP, Honorable Minister of Labour and Employment, GOB was emphatic on the various skills needed by women so that they can contribute to the progress and development of the country. The whole event ended with the vote of thanks and concluding remarks expressed by Mr. Imran Ahmed, Vice President, Dhaka Chamber of Commerce & Industry.





## AIUB and the IAU-BBC StoryWorks Initiative Series: “Aiming Higher in a Transforming World”

“To transform the world, we must begin with ourselves. As you transform yourself, you transform the world.” And what’s the most powerful weapon that we can use to change the world? Simple – education. Today, education has to be about learning to thrive in a transforming world. We need a new narrative for education, and one that starts with a purpose. Or better yet, a visual – a view that puts into perspective what we’re working on today for a better tomorrow.

As the global voice for higher education, IAU advocates for the role of universities as catalysts for the development of sustainable and democratic societies - shaping minds, promoting diversity, leadership and social responsibility. IAU, together with BBC StoryWorks, produced a series titled, ‘Aiming Higher’, that showcases how the higher education institutions around the world have been playing a vital role in addressing societal transformations. The purpose of the initiative was to reaffirm the fundamental values of higher education and its role in transforming societies. IAU members were invited to share the impactful and innovative work undertaken by their institutions and portray how these translate the core university values they stand for into action. The BBC StoryWorks’ creative teams have then worked with around 35 institutions from across the world, to produce mini documentary-style films and bring these meaningful stories to life on screen, demonstrating the important role of higher education in societal development. The initiative was officially launched with the release of the trailer for the series during the IAU International Conference 2019, during a session titled ‘Aiming Higher in a Transforming World’, which was chaired by Dr. Carmen Z. Lamagna, the Vice Chancellor of the American International University – Bangladesh (AIUB), which was also one of the institutions selected to be featured in the series. The series will be made available on dedicated website to be launched at the Conference and will have an important outreach through a global advertising campaign on the BBC’s website outside of the UK, with the trailer already published on the IAU website. The collection of innovative ideas implemented beyond borders by institutions was a remarkable kaleidoscope that illustrated the importance of internationalization, leadership, technology, and sustainability, not just in higher education but in the global landscape today. And the response of applause and intrigues the initiative received during the session was a testament to just that, for neither is education limited within the bounds of a classroom or a book and nor can an academic institution simply serve as a disseminator of information.

These are exciting times of change, indeed. With some of the most important changes having already taken place, education systems across the globe drive towards this very transformation in the aim of improving learning outcomes and establishing an upward trajectory of its progress. Students, their perspective of the world and the way they learn, create, and share are no longer traditional. Neither are the job markets, workplaces, or the skills needed to thrive. They have evolved. Education has always been at the heart of human evolution, expanding knowledge,

initiating change, and driving socio-economic development. It enables people to be more successful, productive, and engaged as the catalysts of change in the world.



## AIUB at the IAU International Conference 2019

“By learning we teach, and by teaching we learn. And those who dare to teach must never cease to learn.” Teaching has long been considered a noble profession, that requires a rather special skill set of being able to essentially transform knowledge. But merely acquiring new information that is processed to easily fit into preset boxes of knowledge, is no longer conducive. With the advancement of academic levels and progression of practical applications, it is becoming increasingly difficult to organically sustain growth and development in education, without transforming the entire landscape of education today. And themed on “Transforming Higher Education for the Future” to address just that, the International Association of Universities (IAU) held their International Conference 2019, hosted by the Benemérita Universidad Autónoma de Puebla (BUAP) from the 13th – 15th of November 2019 in Puebla, Mexico.

The event brought together over 250 leaders, experts, and representatives of established academic institutions from all around the world, showcasing multiple plenary sessions discussing significant issues and developments on the transformation of higher education. Dr. Carmen Z. Lamagna, the Vice Chancellor of AIUB and an IAU Board member, chaired 2 vital sessions at the conference, titled, ‘Transformations in Teaching & Learning’ and ‘Aiming Higher in a Transforming World’. A research paper by Dr. Lamagna, Dr. Charles C. Villanueva, the Vice President for Academics and Dean for the Faculty of Business Administration, along with Ms. Farheen Hassan, the Undergraduate Program Director for the Faculty of Business Administration, Dr. Khaled Amin, an Assistant Professor in the Department of Marketing for the Faculty of Business Administration, was submitted to the conference was also selected as a poster presentation on ‘Digitization in HEIs for Enhancing Learners’ Interpersonal Skills’. The presentation was delivered by Ms. Shama Islam, an Assistant Professor in the Department of Marketing for the Faculty of Business Administration and the Special Assistant for the Office of the Vice Chancellor & Student Affairs, as one of the co-authors for the paper and poster.

Higher education today co-exists with an extremely complex environment that is multicultural and technologically advanced, focusing on in-depth learning, progression, self-regulation, 21st century skills, social emotional competencies, and so much more. It is of the essence that HEIs expand their horizons to accommodate lifelong learning of life skills like critical thinking, creative thinking, collaborating, information literacy, technology literacy, flexibility, and innovative initiatives. And the conference highlighted the pathway to not only make such changes but sustaining them in the long run.





### Vice Rector, Academics of MRU visited AIUB

The Vice Rector for Academic Affairs and Professor of Institute of International and EU law of Mykolas Romeris University (MRU) Prof. Regina Valutyte visited AIUB on Sunday, November 24, 2019.

During her visit she met the Vice Chancellor Dr. Carmen Z Lamagna, Vice President, Academics Prof. Dr. Charles Villanueva, Director, Student Affairs, Mr. Manzur H Khan and Special Assistant of OSA and International Affairs, Ms. Shama Islam and discussed on strengthening the mutual collaboration even more in future.

The discussion focused on the international exchange programs between two universities. AIUB has already sent two students to Mykolas Romeris University under the Erasmus+ scholarships. Another student is expected to join from January 2020. Professor Regina explored the possibilities of other forms of joint and exchange programs especially for faculty members and officials. She also highlighted how MRU is enjoying diverse form of exchange programs with other European universities.

Later Ms. Shama took her around the AIUB campus and she expressed excitement to see a modern campus like AIUB in Bangladesh.



## ST. GREGORY'S HIGH SCHOOL AND COLLEGE A NEW VENUE OF AIUB'S OUTREACH PROGRAM

The continuous service of AIUB to share its expertise and talent to the students in various colleges is part of its development efforts to help build the capacities of the teachers and properly guide the students in their choice of career. Last Wednesday, October 30, 2019 another outreach program was organized in St. Gregory High School and College in Luxmibazar, Dhaka. The enthusiasm of the male students is very apparent as they participated and interacted with the FBA and FASS faculty members composed of Dr. Khondaker Sazzadul Karim, Associate Professor, Head, Department of Marketing; Mr. Stanley Rodrick, Assistant Professor, Department of Marketing and Mr. Mehedi Kayser Pabitra, Assistant Professor, Department of English as facilitators of the event. To make them more competent in writing a CV, how to plan their future career and a quiz contest were the activities undertaken in about 2 hours. On the other hand, a good number of teachers gathered in another room to attend the Pedagogy Training conducted by Prof. Dr. Charles C. Villanueva, Vice President, Academics and Dean, Faculty of Business Administration assisted by Mr. Anisa Sultana, Assistant Professor, Department of Management and Ms. Shaila Ahmed, Assistant Professor, Department of English. Bro. Toren Joseph Joseph Palma, CSC Vice Principal of the College joined the team in awarding of prizes to the winners of the quiz competition and also in the distribution of Certificate of Training to the teachers. He also expressed his appreciation and gratitude for the pedagogy training being the first in their college and in their education. The expression of thanks was joined by a teacher participant who briefly said that the training was very valuable to them as teachers. The closing statements were expressed by Dr. Villanueva on behalf of AIUB for the opportunity afforded to the team. He also underscored the warm reception and hospitality extended by the Principal, Bro. Prodip Placid Gomes, CSC who was extremely busy to attend to urgent matters of the college. A crest and souvenir items were presented to the management of St. Gregory High School and College as tokens of appreciation.





## MoC Signing Ceremony between American International University- Bangladesh (AIUB) & Bangladesh Society for Human Resource Management (BSHRM)

The contemporary business environment demands a strong link between the corporate sector and academia. The universities produce graduates to join the labor market at large, and the companies in return need universities to come up with programs which cater to their overall needs. To do this, AIUB has always maintained a strong link with industry leaders and managers to generate feedbacks as a challenge to enrich or revise the curriculum to be incorporated in the academic programs. To concretize this linkage or partnership, the American International University – Bangladesh (AIUB) signed a Memorandum of Cooperation (MoC) with Bangladesh Society for Human Resource Management (BSHRM), a society of HR Professionals engaged in providing academic training, development, consultancy, research, evaluation and other development activities in the field of human resource and management.

Under this agreement, AIUB & BSHRM will jointly launch PGD (HRM) and Certification in HRM. Also, BSHRM will provide internship opportunities and job placements to AIUB graduates and conduct collaborative research avenues for students and faculty members.

The agreement was signed by Dr. Carmen Z. Lamagna, Vice Chancellor, Vice Chancellor of AIUB and Mr. Mashequr Rahman Khan, President of BSHRM. The event was held in the Meeting Room of the Vice Chancellor in the university on 27 October 2019. Prof. Dr. Charles C. Villanueva, Vice President, Academics and Dean, Faculty of Business Administration, and Mr. Manirul Islam, Director CEC & IT attested the signing of the MoC on behalf of AIUB while the BSHRM was represented by Mr. Md. Kamruzzaman, Treasurer and Mr. Kazi Rakib Uddin Ahmed, Vice President. The rest of the BSHRM team who were present during signing composed of Ms. Dilruba Sharmin Khan, and Mr. G M Sharif both Executive Councilors.

Ms. Farheen Hassan, Director, BBA Program, Mr. A. K. Nazmul, Director, Office of Sports, Mr. Asif Parvez, Deputy Registrar, and Ms. Hafsa Maryam, course convenor, Department of Management & HRM were also present in the signing ceremony.



### THREE COLLEGES IN NARSINGDI HOSTED AIUB'S OUTREACH PROGRAM

Another successful outreach program was organized by the Faculty of Business Administration in three colleges in Narsingdi, namely: Hazi Abed Ali College, Narsingdi Independent College and Scholastica Model College on Thursday, 24 October 2019. After visiting the two colleges, a joint career planning session and quiz competition with selected senior college students were held in Hazi Abed Ali College at the venue with Mr. Mohammad Faridul Alam, Associate Professor and Head, Department of Accounting; Mr. Hamidul Islam, Senior Assistant Professor, Department of Marketing and Mr. Afdalin Bin Haque, Assistant Professor, Department of Management and HRM conducting the session and competition. Before the session, the Team presented a video presentation about the university, its sprawling campus, infrastructure, modern facilities and the academic programs. Likewise, the teachers of these three colleges gathered together in the same venue where Pedagogy Seminar was conducted by Prof. Dr. Charles C. Villanueva, Vice President Academics and Dean, Faculty of Business Administration and Dr. Rezbin Nahar, Associate Professor, Department of Management and HRM. The Principal of these colleges: Md. Shahidul Bahar Khan, Principal, Scholastica Model College; Mr. Moshir Rahman Mridha, Founding Principal of Narsingdi Independent College; and A.K. Ahsan Ali Mahbub, Principal, Hazi Abed Ali College, Narsingdi were also present during the training. The kind presence of the Founder Chairman of the three colleges and the Upazilla Chairman, Narsingdi Sadar, Mr. Monjur Elahi and the Director, Mr. Mahbubur Rahman Monir warmly welcomed the AIUB Team and have truly added value and honor to the event. The hospitality extended by the Management of these three colleges was gratifying and worthy of appreciation. A Closing program for the students highlighted the awarding of prizes to the winners of the quiz competition while for the teachers, the Certificates of Training were distributed with some words of inspiration and appreciation expressed by Dr. Villanueva and responded by the Mr. Monir and the College Principals.



## EMERGING LEADERS CONGRESS 2019 WITH AIUB AS KNOWLEDGE PARTNER

The EMERGING LEADERS CONGRESS 2019 was powered with leading corporates of Bangladesh such as Digital Tree and Lighthouse Bangladesh, Dhaka Bank Ltd, Apex Footwear Ltd and IDLC Finance in partnership with the American International University-Bangladesh (AIUB) as the knowledge partner and Digi-tech as event partner. This grand event was held on 19 October 2019 at Lakeshore Hotel, Gulshan 2, Dhaka.

The event was inaugurated by Md. Shafquat Hossain, Head of Retail Banking, Dhaka Bank Limited who delivered the welcome message and Prof. Dr. Charles C. Villanueva for the inaugural address. In his address, Dr. Villanueva highlighted the development efforts and initiatives of AIUB in pursuing academic quality and excellence worthy as knowledge partner. The theme of the event augurs well to the slogan of the university, “where leaders are created”. A battery of prominent corporate leaders delivered keynote speeches focusing on various dimensions of leadership. Quazi Mohammad Shahed, CEO of Partex Star Group spoke on Prime Leadership Process; Akhter Uddin Mahmood, GM & CHRO of IDLC Finance discussed the characteristics of a conscious leader; Leadership Energy was the theme of Najmus Ahmed Albab, CEO of Lighthouse Bangladesh Ltd; the perspective of Future CEO was discussed by Adil Islam, CEO, Meghna Bank Ltd. Mr. Quazi Zaman delivered a keynote on disruption ahead-the evolution of Management in the age of agile. He elaborated on how in the face of the industrial revolution 4.0, corporate leaders need to navigate these turbulent contingencies to seize not only national opportunities but global too. Another keynote speaker is Samina D. Amin, Chief Human Resource Officer, Rangs Group Ltd. She elaborated on the topic: conscious leader: talent management. Mr, Sabbir Hasan Nasir, Executive Director of ACI Logistics in Bangladesh imparted his knowledge on positioning and data science function precisely where an organization needs it to improve its present and future activities. The last but not the least speaker was Shehzad Munim, Managing Director of BAT Bangladesh. He expounded on embracing challenge-accepting and Managing change. With these experienced and learned speakers, it can be concluded that indeed the Congress was a resounding success leaving brilliant ideas and insights which can enrich and provide valuable inputs to the present work of the corporate and the academe. The event was emceed by Kishwar Mubin Chowdhury, Assistant Professor, Department of Management & HRM, American International University-Bangladesh. The Congress was initiated by Digital Tree and Lighthouse Bangladesh and deserves to be congratulated for the overall success of the event.





### Creative Writing Workshop held at Imperial College

English department organized a creative writing workshop at Imperial College on September 26, 2019. Almost 100 students participated in the workshop, conducted by Mr. Shihab Saqib and Mrs. Dravida Anjuman Huda, faculty members of the department, and thoroughly supervised by Mrs. Shaila Ahmed, coordinator of The Seminar, Workshop, and Outreach sub-committee, and Mr. Asif Kamal, Associate Professor in English and a committee member. The workshop commenced with an inaugural speech by the hon'ble principal of the college, Mr. Arif Ahmed. In the two-hour long workshop, the students were encouraged to ignite their imaginative faculty and eventually articulate their thoughts in writing. The students demonstrated outstanding enthusiasm and spontaneity while going through the engaging tasks, for example, writing a story based on a picture, as provided by the resource persons. The workshop ended successfully with a certificate giving-ceremony, and a promise of taking similar initiatives in future.



## BAF SHAHEEN COLLEGE KURMITOLA HOSTED THE AIUB OUTREACH PROGRAM

Another successful outreach program was held on Thursday, 12 September 2019 with the prestigious and well known BAF Shaheen College Kurmitola, an educational institution managed by the Bangladesh Air Force (BAF) located right inside the Dhaka Cantonment. The outreach program has two components: Pedagogy Training conducted by Prof. Dr. Charles C. Villanueva, Vice President, Academic Affairs and Dean Faculty of Business Administration to enhance the knowledge of the teachers on pedagogy, teaching as an art; and the workshop with the senior students on CV Writing, Career Planning and Quiz Competition conducted by Mr. Mohammad Faridul Alam. Mr. Md. Asif Kamal, Mr. Stanley Rodrick and Hamidul Islam. Ms. Farheen Hassan, Director of the BBA Program coordinated the whole event with the assistance of Ms. Shaila Ahmed, Faculty of the English Department.

On hand to receive the Team from AIUB was the honorable Principal, Group Captain Md Jahangir Alam Talukder, psc, the Vice Principal, Administrative Officer and the teachers. It was a very cordial meeting and training with the 200 teachers from all grades and about 300 senior students. Before the start of these activities, a video presentation about AIUB and its academic programs were shown and another about the academic programs of the Faculty of Business Administration and Faculty of Arts and Social Sciences. At the end of every session, Certificates of Training were presented to the teachers and the students during a simple ceremony. Exchange of souvenir items between AIUB and BAF Shaheen College were also presented both by the head of the team.





## AIUB Partnered with Dhaka Commerce College in Conducting the 8th Career Conference 2019

The Faculty of Business Administration (FBA), AIUB facilitated the “8<sup>th</sup> Career Conferences 2019”, organized by the Rotaract Club of Dhaka Commerce College (DCC). Under the Lead of Prof. Dr. Charles C. Villanueva, VP-Academics & Dean, FBA, 5 Resource Persons delivered lectures on “CV Writing & Interview Techniques, Factors Affecting the Choice of Career, and Soft Skills Development for Effective Career Planning”. A quiz competition was also conducted to find out how retentive were the students in listening to the lectures and demonstrations of the resource persons composed of the following: Dr. Shibli Ahmed Khan, Department of Management; Md. Asif Kamal, Department of English; Md. Mehzabul Haque Nahid, Department of MIS; Mohammad Faridul Alam, Department of Accounting; Stanley Rodrick, Department of Marketing and Hamidul Islam, Department of Marketing, alumnus of the DCC and the coordinator of the event along with S.M. Ali Azam, convener cultural event of DCC.

On July 28, 2019, Prof. Dr. A.F.M. Shafiqur Rahman, Principal, DCC inaugurated the first part of the program in the Conference Room of the college along with the Vice Principals, Resource Persons, Program Convener and Rotaract Club Members. Around 150 HSC, BBA Professional, and Honors Students participated in the program. The second part of the conference was the seminar-workshop on the abovementioned topics preceded by a video presentation about the campus of AIUB. The third and last part was an expression of thanks to all the officials and the students who were present in the conference and the awarding of prizes to the winners of the quiz competition.



## Lovely Professional University (LPU) and American International University-Bangladesh (AIUB) Brainstorm on Partnership

The discussion was carried out in two phases with the end in view of forging a Memorandum of Understanding (MoU) between the two educational institutions of higher learning. The discussion was held on July 13, 2019 in the Meeting Room of the Vice Chancellor. It was very encouraging and explored on the mutual benefits of the two institutions. The brainstorming covers wide range of academic issues and strategies on how the partnership can possibly address the needs of both especially that of AIUB. Basically, the discussion centered on the concern and benefits of the students to widen and enrich their academic program; the desire to provide assistance to the academic and nonacademic personnel to pursue their higher studies and capacity building; to engage in collaborative research which would benefit and enhance the research interest and capacities of the faculty to explore areas that will generate new knowledge that can serve as a basis for curriculum development and enrichment; exchange and sharing of resources, expertise and technologies which would make the academic programs more responsive and relevant to the needs of the stakeholders and to keep abreast of the current trends and demands of university education. After the substantive exchange, the Assistant Director of the Division of International Affairs, Nitesh Mahajan of LPU presented the panoramic view of the university, its infrastructure, modern facilities and instructional equipment/tools, policies and available opportunities. Mr. Mahajan is accompanied by Mr. Tanvirul Islam Mahim, ACCA, an Immigration and Income Tax Consultant a partner based in Bangladesh. On the other side of the panel representing AIUB are the VP Academics and Dean, Faculty Business Administration, Prof. Dr. Charles C. Villanueva; Prof. Dr. Tazul Islam, Dean Faculty of Arts and Social Science; Ms. Farheen Hassan, Director, BBA Program and Ms. Shama Islam representing the Office of Students Affairs and coordinator of international partnerships with MoU. This prospective partnership augurs well to the on-going thrust of AIUB focusing on the quality, excellence and continuous development of the faculty, non-academic officers and students of AIUB.



### The Vice Chancellor attended the Asia Cooperation Dialogue-University Network (ACD-UN)

The Vice Chancellor attended the Asia Cooperation Dialogue-University Network (ACD-UN) high level meeting in Hotel Sapporo Garden Palace, Hokkaido, Japan last June 28, 2019. Discussed was how to advance a common agenda among decision-makers at a regional level that will improve educational access and quality, promote global citizenship and foster competitive workforce.

On June 29, 2019 in Rusutsu Villa, Rusutsu, Hokkaido, a meeting was held of the International Association of Universities-HE on Sustainable Development Research Cluster on SDG #11 (Sustainable cities and communities). It was a learning-sharing of good practices session.





### DCCI and AIUB Unfolded Career Opportunities in Supply Chain Management

The Department of Operations and Supply Chain Management, Faculty of Business Administration in association with Dhaka Business Institute (DBI), the training and research wing of Dhaka Chamber of Commerce and Industries (DCCI), organized a seminar on “Career Opportunities in Supply Chain Management”, on June 19, 2019 at the AIUB permanent Campus (Multi-Purpose Hall). The event was part of a continuous initiative by FBA to enhance industry-academia collaboration and to orient students on the various career opportunities in supply chain management. DCCI is the largest business chamber in Bangladesh and Its membership consists of industrial conglomerates, manufacturers, importers, exporters and traders. The event was covered by media outlets such as The Daily Observer. The DCCI officials were ushered to pay a courtesy call to the Honorable Vice Chancellor, Dr. Carmen Z. Lamagna.

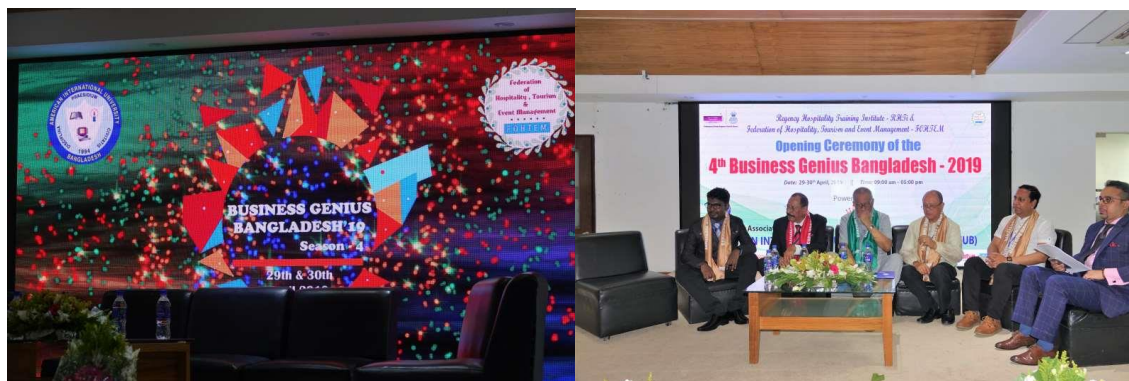
Prof. Dr. Charles C. Villanueva, VP, Academics and Dean, Faculty of Business Administration inaugurated the seminar with a welcome speech. Mr. Shankar Kumar Roy, Advisor, Crown Cement Group, delivered a lecture on the keynote paper. Mr. Roy, in his presentation, informed students regarding the current landscape of various career opportunities in Supply Chain Management in the country, relevant soft and hard skills requirements and professional certification opportunities. In addition, Mr. Md. Joynal Abdin, Acting Secretary, DCCI & Executive Director, DBI and Mr. Golam Zilani, Convenor, DCCI Skills Development Standing Committee-2019 delivered brief speeches. Ms. Farheen Hassan and Ashfaq A. Mohib, Head of the Department, Operations and Supply Chain Management, AIUB briefed the audiences regarding various industry-academia initiatives undertaken by the faculty. Mr. Roomee Tareque Moudud delivered the vote of thanks. The event was concluded with a group photo session and exchange of memento between dignitaries as a gesture of goodwill between AIUB and DCCI. The event was coordinated by Dr Saad Hasan, Ms. Nazmun Nahar and Dr. Rashedul Hoque with active support and guidance of Mr. Ashfaq A. Mohib, Head of The Department, Operations and Supply Chain Management, AIUB.





## AIUB HOSTED THE 4TH INTERNATIONAL BUSINESS GENIUS BANGLADESH 2019

The university is privileged to have been selected by the Hotel Regency Hospitality Training Institute (RHTI) to host this important event which was participated in by about 500 students coming from 30 renowned colleges, universities and AIUB. The Multipurpose Hall of the university was overflowing with participants and thanks to the AIUB students for giving up their seats to the visiting student participants. The Opening program was highlighted by a ribbon cutting to signal the opening program spearhead by Prof. Dr. Tafazzal Hossain, Pro Vice Chancellor, Prof. Dr. Charles C. Villanueva, Vice President, Academics and Dean of the Faculty of Business Administration, Mr. Shahid Hamid FIH, Executive Director of Dhaka Regency Hotel & Resort Ltd., A.T.M. Ahmed Hossain, Director, Food & Beverage, Dhaka Regency, Mr. Manirul Islam, Head of People & Culture, Genex, Md. Tariqul Islam, General Manager(Marketing) Fu-wang Foods Ltd., Mr. Takashi Tsurugai, Principal of Ariyoshi Enterprise Ltd, Academic Directors of FBA, and Department Heads of FBA, and the lead organizer Mr. M A Nahiyan, President, Business Genius Bangladesh. The Opening program was followed by the competitions in different events like Live Cooking Show, Business Solution & Management Machete, Cultural, Photography/Cinematography Contest, Poster & Painting, Public Speaking Contest, Wall Magazine/Art held in the Multipurpose Hall and in the classrooms prepared for the purpose. At the start of the second day, a Workshop on Skill Development, Career Planning, Seminar on Tourism and a Game Show were held. These activities were very enriching in view of its contents and information provided by the resource speakers. The Closing Program was full of excitement as the time to announce the winners was about to unfold after the inspirational message of the Chairman of the Board of AIUB, Ms. Nadia Anwar, who consented to be the Chief Guest. She was presented a Crest by the President of RHTI. Her presence has added more value and significance to the event with the attendance of the Deans, Department Heads, faculty, RHTI officers & staff and students to the full capacity of the Multipurpose Hall. The 2 Program Directors of the Faculty of Business Administration, Prof. Dr. Nisar Ahmed and Ms. Farheen Hassan ended the brief closing program with their respective vote of thanks. Special thanks to the sponsors of the event. Finally, the results of the competitions were announced and the corresponding Plaques and Certificates of Recognition were presented to the winners by the Chief Guest, Ms. Nadia Anwar who was assisted by Prof. Dr. Charles C. Villanueva, VP Academics and Dean, Faculty of Business Administration, Prof. Dr. Tazul Islam, Dean, Faculty of Arts and Social Sciences and the President of the RHTI. The Honorable Vice Chancellor, Dr. Carmen Z. Lamagna joined the participants for souvenir pictures to the delights of all.



## 8th Bangladesh Brand Forum Seminar 2019

Knowledge is not meant to fill minds. It's intended to open them. Today, we're all connected, but no one is connecting. In their relentless efforts to bridge the gap within the country and beyond, the Bangladesh Brand Forum (BBF) has created several initiatives geared towards developing the socio-economic landscape of Bangladesh. As a part of the celebration of their 12<sup>th</sup> Year Anniversary, on the 27<sup>th</sup> of April 2019, they organized their flagship event, "Beximco presents the 8<sup>th</sup> BBF Seminar, powered by AIUB, at the Grand Ballroom of Le Meridian.

Themed on "Creating Human Connections in the Age of the Digital", this year around 300 corporate professionals attended the seminar. The program highlighted 3 Keynote Sessions, 5 Panel Discussions, 2 Insight Sessions, and 1 Breakout Session, with a total of 23 speakers from various parts of the world, who shared their valuable experiences.

Dr. Prem N Shamdasani, the Associate Professor of Marketing and Academic Director (Executive MBA) at the National University of Singapore, Brian Collins, the Former Chairman & CCO of Brand & Innovation, Ogilvy & Mather Worldwide and CCO & Founder of Collins, and Thomas Barta, the Dean of the McKinsey Leadership Program and Columnist for Forbes Marketing Week and author of a bestselling book, "The 12 Powers of a Marketing Leader" were the revered keynote speakers for the sessions. AIUB was honored as one of the patrons of BBF over the years, with a Token of Appreciation presented to Ms. Nadia Anwar, the Chairman of the Board of Trustees, Vice President of Student Affairs, and Founder Member of AIUB.

The intriguing panel discussions focused on several significant issues like the digital transformation of brands, brands focus on purpose or positioning, finding the sweetest spot among data, creativity, privacy, and value creation, the short-term and long-term debate in the era of now moment, and the importance of brands in the sustainability battle. AIUB is proud to be a part of the amazing journey of BBF, supporting their efforts to redirect the trajectory of the country's growth for the years to come, in hope of building a brighter future for a better Bangladesh.



### Delegates from KOICA at AIUB

A group of KOICA representatives visited AIUB campus and had an interactive session with the students of AIUB on Monday, February 18, 2019. Prof. Kyoung Y. Bae from KOICA along with several other delegates witnessed some of AIUB student projects and discussed on possible future collaboration for opening an innovation center at AIUB.

Dr. Carmen Z Lamagna, Vice Chancellor of AIUB was present during the visit along with Dr. Abdur Rahman, Associate Dean, Faculty of Engineering. Mr. Mashioor Rahman, Associate Dean in Charge, Faculty of Science and Technology, Ms. Farheen Hassan, Director, BBA Program, Dr. Dip Nandi, Director, Undergraduate Program, FST, Dr. Tabin Hasan, Head, Graduate Program, FST, Mr. Manirul Islam, Director, Continuing Education Center, Mr. Manzur H Khan, Director, Office of Student Affairs and other faculty members and officials.

Later the KOICA representatives visited the Virtual Reality Lab, IoT Lab and other facilities located at the Continuing Education Center of AIUB.

Dr. Carmen and Dr. Rahman participated a discussion meeting afterwards at the office of KOICA where they met the Country Director Mr. Joe Hyungue and Ms. Minseo Ju, Program Manager, Education and Innovation, KOICA.





AIUB Academic Outreach Program for the Students of “Kazi Mohammad Shafiqul Islam Degree College”

As a part of the social responsibility and commitment for the students' sustainable capacity development, American International University –Bangladesh (AIUB) organized an academic outreach program for the students of Kazi Mohammad Shafiqul Islam Degree College, Islampur, Brahmanbaria, on Monday, February 11, 2019. The main objective of the event was to assist the students to enhance their academic and extracurricular capabilities to ensure a smooth and successful entrepreneurship/ corporate career in the near future.

A Team from AIUB [FASS and FBA] composed of Dr. Md. Taufiqul Islam, Professor & Head, Department of Social Science, Dr. A.B.M Rahmatullah, Associate Professor & Head, Department of Economics, Mr. Mohammad Faridul Alam, Associate Professor & Head, Department of Accounting, Mr. Md. Shofiqul Islam, Assistant Professor, Mr. Hamidul Islam, Sr. Asst. Professor, Dept. of Marketing, Mr. Tusher Nabi Khan, Lecturer, Dept. of MMC.

Upon arrival at the college premises, Mr. Md. Shafiqur Rahman, Principal, and Mr. Zahir Uddin, Vice Principal greeted the team members and facilitated for hosting the sessions. The team then separated into two groups and conducted two parallel sessions for the H.S.C. and Honors students respectively. The team members delivered their speeches on different topic areas such as the scope & importance of higher education, sector wise business & career development, local & multinational companies' requirements for selecting candidates etc. The students participated in the dialogs with their enthusiastic and interactive performances. At the end of the discussion, a round of quiz was arranged and prizes were distributed among the winners.

The event came to a conclusion with a Vote of Thanks from the Principal on behalf of the beneficiary students, teachers, and the college managing committee. He appreciated the visiting team members' efforts to organize and manage the event successfully and showed his sincere interest to visit AIUB campus along with his students of different classes.





## AIUB Outreach Program Organized for BAF Shaheen English Medium School both for Students and Faculty

The Outreach Program of the American International University- Bangladesh objectives to convey to the teachers and students of BAF Shaheen English Medium School in Dhaka both technical and practical teaching approaches to the teachers and career orientation to the students. A Team from AIUB (FBA) composed of Dr. Khondaker Sazzadul Karim, Associate Professor and Head, Department of Marketing; Mr Faridul Alam, Associate Professor and Head, Department of Accounting; Mr Ashfaq A. Mohib, Associate Professor and Head, Department of Operations and Supply Chain Management; Mr Stanley Rodrick, Senior Asst. Professor, Department of Marketing; Ms. Anisa Sultana, Senior Asst. Professor, Department of Management & HR; Ms. Yesmin Sultana, Asst. Professor, Department of Marketing; and Ms. Sabrina Rahman, Asst. Professor, Department of Tourism & Hospitality Management. The Principal, Group Captain Ferdous Mannan, psc and some teachers were on hand to receive the team and made arrangement for the planned interventions. Twenty-seven teachers attended the Pedagogy training conducted by Ms. Anisa Sultana, Dr. Khondaker Sazzadul Karim, and Mr. Ashfaq A. Mohib, while the rest of the team members were with 80 senior students to embrace workshop on Career introduction and quizzes on general knowledge. After the activity, the students were given orientation about AIUB and academic program offerings particularly in the Faculty of Business Administration through a power point presentation. The accomplishments of AIUB and its quality and excellent programs were underscored during the orientation. A Certificate of Training was distributed to the teachers after the Pedagogy seminar. The outreach program was very much appreciated because of the nature of the approach and the type of intervention provided to the students and teachers. This is AIUB's method for contacting to the educational institutions whose graduates are potential students in the university.



### KOICA representative visited AIUB

Professor Kyoung Y. Bae, PhD, representing KOICA (Korea International Cooperation Agency), visited AIUB on Tuesday, January 22, 2019. During his visit he had a discussion with Dr. Carmen Z Lamagna, Vice Chancellor of AIUB regarding possible future collaboration between KOICA and AIUB. During the discussion, Prof. Dr. Siddique Hossain, Dean, Faculty of Engineering, Prof. Dr. Abdur Rahman, Associate Dean, Faculty of Engineering, Prof. Dr. Abdul Mannan, Director, Undergraduate Program, Engineering, Mr. Mashior Rahman, Associate Dean (in-charge), Faculty of Science and Technology, Mr. Manzur H Khan, Director, Office of Student Affairs were also present. Professor Kyoung also had a short tour of the campus later and interacted with the students of AIUB Robotic Crew and Solar Car Project. He is the former Vice Chancellor and currently a professor of the College of ICT Convergence Computer Science of the Sangmyung University, Korea.



## Faculty Research and Publication

### Applying Knowledge Management in Public Health Intervention: A Street Food Safety Perspective

Author: Dr. Iffat Tasnim Haque et al.

#### Brief Description:

Street food safety (SFS) has become an emerging public health concern in most developing countries like Bangladesh. Interventions are trying to improve the sector; however, a lack of coordination and value co-creation between macro and micro-level stakeholders strongly impedes the achievement of long-term benefits. Therefore, community participation is needed to achieve a multi-stakeholder partnership (MSP) and community-based knowledge management (KM) for a successful intervention. The purpose of this study is to identify secondary school students as KM tools to facilitate knowledge management activities. The action research was conducted using community people in two major cities in Bangladesh. Based on the findings, students can act as KM tools who can facilitate coordination and value co-creation process. A conceptual framework has been proposed to understand the MSP and KM concepts where the integrated strategy of those two concepts not only develops a sustainable solution for the SFS system but also can be applied to many other public health issues in developing countries.

Source: <https://www.igi-global.com/gateway/article/224956>

### Case Studies: Private Sector Engagement

Author: Dr. Carmen Z. Lamagna

#### Brief Description:

Partnerships are becoming a commonly used tool for the engagement of universities. Engagement refers to the redesign of “teaching, research, and extension and service functions to become even more sympathetically and productively involved with their communities, however community may be defined. Traditionally, we have emphasized a one-way process through which the university transfers its expertise to key constituents. The engaged university pursues partnerships, two-way streets defined by mutual respect among the partners for what each can contribute to the problem-solving process. Too often in universities, we do not take time to learn. This is particularly true when it comes to the building, nurturing, and terminating of partnerships. We need to take time to identify what contributed to the success, or resulted in the future, and then to develop systems for passing this knowledge along to new partnership participants. Building the partnering skills of our faculty should be a goal of continuing professional development programs. We have much to learn about building responsive, productive, and

sustainable partnerships. Universities can build better partnerships by becoming more like learning organizations, using partnerships as learning opportunities.

As education partnerships continue to grow globally, so do collaborations between the higher education and private sectors, also known as University – Business Collaboration (UBC). Interest in UBCs emerged as societies transitioned from being largely industrialized, to information-based, characterized by increasing globalization, and the prioritizing of services and intangibles, networking organizations and digital technologies. Often applauded and coveted in higher education circles, UBCs reflect the call for universities to extend beyond teaching and research, towards community engagement. In this rapidly changing world, UBCs are becoming recognized as a pathway to sustainability, funding, knowledge transfer and access to resources.

In order to recognize fully the importance of university-private sector partnerships and their role in the rapidly globalizing innovation ecosystem, many studies reviewed various mechanisms to evaluate the effectiveness and productivity of such collaborations, examining the effects of the increasingly globalized nature of the academic and corporate sectors. As a critical part of these studies, several models of university-private sector partnerships were considered, the varied nature of which reflects the diversity of the collaborations, showing that there is no “one-size-fits-all” approach for creating a successful partnership.

The ‘private sector’ can encompass a broad range of actors, from philanthropic organizations to informal traders to multinational companies. However, the private sector is usually used to refer to the commercial, for profit sector; while private philanthropy is treated as a separate domain for engagement. Recent years have seen more structured engagement by the international development community with the private sector as a key investor and actor in economic growth, poverty reduction and human development. But the disparity remains. There is still work to be done and not nearly enough effective initiatives to tackle the problems

There are active campaigns against some forms of private sector engagement in education – most notably, for profit provision of basic education by international companies. There is, however, common ground between opponents and proponents of deeper engagement with the private sector in education. This includes issues such as: (a) the importance of adequate domestic funding for public education; (b) the principle that no child should be denied access to education through cost; (c) the role of the private sector as provider of critical ancillary services (e.g. learning materials, infrastructure, technology); (d) the need for good state regulation.

Research and innovation outputs generated from these projects are converted into tangible and impactful product and services for socio-economic developments. Governments can help universities protect data and intellectual property so that universities can start commercializing outputs of research undertaken. Private sector is looking for skilled competent graduates. One of the contributions they can make is to establish strong research units so that high quality industrial attachments and on-job training can be derived from higher institutions of learning in communities. But in order to achieve that, they need to start working together.



## Networking: Building relations for the long run

Author: Dr. Carmen Z. Lamagna

### Brief Description:

Networking is not just collecting a bunch of visiting cards to add to your list of contacts. It's about building relations for the long run. Exchanging ideas, knowledge, and expertise, across a broad spectrum of industries from academic, corporate, and even social development. As the world continues to grow beyond borders, the opportunities it presents are endless. The world is becoming a smaller yet greater place, with culture and technology converging into a multi-dimensional phenomenon, bridging the gap between worlds. Everything now demands a global presence, and with that a vision to stride forward, paving the way towards the future. And if you're not networking, you're not working.

Everyone you will ever meet, knows something you don't. And every new piece of information you gain, is invaluable, no matter how trivial or irrelevant it may seem at that time. Each bit adds to your growth, both personal and professional. But in a world that still defies yet diversifies in culture, beliefs, and norms, most people are more comfortable settling with the known and traditional, keeping to themselves. It is never easy to make the transition of adapting to change. It's difficult for people to step out of their comfort zones. As easy as it is for, say, an extrovert to strike up a conversation with a complete random stranger, it's just as much of a challenge for an introvert. It's a learning process, to say the least. Networking is essentially 'a process that fosters the exchange of information and ideas among individuals or groups, that share a common interest'. And that requires communication, perseverance, and the ability to engage. And, all of us here, know this better than most that this doesn't happen overnight. Practice makes perfect, right?

Through corporate internships and industry-based projects, the transformation has already begun. Yet, there is more to be done. Both entities must now emphasize on establishing alternative avenues like knowledge transfer, industry-government researches, constructive/specialized summer camps, provision for scale-up operations, entrepreneurial ventures, consultancies, etc. But, in our case, as academicians, our students tend to have a hard time overcoming this fear. And the divide between the academic focus on research and theory and the industrial needs for innovation, continues to drive them further apart. And unless these initiatives find a place in both the academic and the industrial sector, the interaction will remain confined to minimalistic developmental activities at best.

There is a strong mismatch in perceptions of the two, and at present, neither is geared to face the challenge of translating an evolving idea into reality by working together. Today, businesses are in pursuit of innovative solutions, out-of-the-box thinking, and d from the academia to help meet their business needs of higher productivity and lower costs, yet increase efficiencies. A market-driven approach to higher education has to be fostered in order to encourage manpower development from the grassroot level itself. The idea is to involve the private sector in higher

education, reintegrating the void that coexists between graduating students from different institutions and prospective job opportunities in various industries.

As the catalysts of our own organizations, will jointly come together, as we have today, and concentrate our efforts in developing our networks to form stronger linkages that will be met with more and more proactive participation from both the industry and academics, with the aim of rebuilding the global future, one step at a time.

### Persevering in the Pandemic: AIUB, from Digital to Virtual

Author: Dr. Carmen Z. Lamagna

#### Brief Description:

It is a hard fact that some of the high-risk sites for the spread of the COVID-19 are school, college and university campuses. This evolving situation will not only be vastly disruptive but may also be the driving force for an unprecedented paradigm shift in Higher Education Institutions (HEIs). The virus seems to be increasingly fatal for the aged with underlying health medical issues – quite an apt analogy for the metamorphosis brought on by the pandemic on the HEIs around world.

COVID-19 has become more of a catalyst for online education, along with numerous other sectors like healthcare, commerce, ICT, etc., that were curve, the lack of medical test kits, and the elusive breakthrough for the vaccine, sending students home ensured their safety. But enabling them to finish off their academic term online ensured that no one fell behind. This was of critical importance in order to safeguard the youth of our nation, not only in terms of their health but also the continuity of their pursuit to realize their dreams. It is a light of hope amidst the chaotic darkness that engulfs the world today.

‘Physical distancing’ being a temporary new norm, HEIs are now developing more pedagogical and administrative tools so as to enable operations as a distributed organization. In the long run, this will not only work towards enriching education as we know it but enhancing the learning experience altogether. Unfortunately, in the developing countries like Bangladesh, most HEIs have struggled to adopt into the change brought about by the pandemic. Many faced challenges with ensuring an adept remote workforce for the duration of the lockdown. The means for implementing virtual classes was not something they were prepared for. Unlike the tech sector, HEIs are not exactly built for remote operations, having little or no prior experience in managing such radical shifts.

There is also a financial backlash on this, obviously. Students may not be in the classroom, but some have either typically welcomed the respite or may have actively resisted it. But they are still getting the same curriculum, courses, teachers and administrative staffs, they had initially signed up for. The only thing is, the cost of making the shift to online delivery and augmenting the requisite supports, that undoubtedly adds value to their educational experience under the

current circumstances, adds to the overall cost as well. Contradictorily, one that goes unaccounted for.

No one wants to consider a scenario where this perplexing situation persists well into the next semester, rendering universities unable to reopen. It may not be a likely scenario, but it is definitely a possible one. But that very notion raises difficult questions. Would it be an affordable alternative? A feasible option? A sustainable one? Given the ambiguity we all face now, sadly, we can only prepare for the worst and hope for the best.

As the global events unfolded, the pandemic looming closer, prompted the American International University – Bangladesh (AIUB) to transition online. Since its inception, AIUB, as an institution, had always strived to be digital, but now it had to go virtual as well.

From the 20th of March 2020, AIUB has successfully shifted all the classes of all 4 Faculties, for both undergraduate and graduate programs, onto the virtual platform of Microsoft Teams Application. Initiating one of the very first efforts of HEIs in Bangladesh going online, AIUB enabled students and teachers to conduct and undertake their lectures and assessments within the safety of their homes. Since 2008, AIUB has been affiliated with Microsoft Live@Edu, currently known as Microsoft Office 365 for Education, making it one of most long-standing and constructive collaborations with the technology giant in the country till date.

As a result of this partnership, AIUB students, faculty members, and officials get unlimited user access to many of its applications, including the Microsoft Teams. It is a unified platform for communication and collaboration that combines persistent workplace chat, video meetings, file storage, and application integration. Being one of the first private universities in Bangladesh to make the move within days of the initial outbreak in the country, AIUB has now gone fully virtual with its classes with the licensed MS Teams App that everyone can access using their own university email IDs. With its dynamic interface and diverse features, students and faculties can now participate in a unique teaching-learning experience, MS Teams enables an interactive and versatile system that not only ensures the health and welfare of its students, faculty, and administration, but also encourages the continuity of academic activities even in these difficult times.

Adapting to this new normal was not easy. Integrating Microsoft Solutions together with the pre-existing infrastructure, AIUB was able to make the remarkable transition from on-campus to online with over 10,000 active student users, faculty members, and administrative staff onboard within 4 days! Users have been accessing the online platform, utilizing it to its full capacity for real-time online class lectures and team-based work projects. Faculty members are delivering lectures through video conferencing with embedded PowerPoint presentations, Microsoft Learn, Microsoft Stream, Microsoft Administration, Microsoft Forms for quizzes, Gradebook, Assignments, whiteboard incorporations, attendance monitoring and desktop sharing options. Students can communicate with them through video, audio, or message boards for queries,

clarifications, and class participation, as required and appropriate. They can also undertake various means of assessments like quizzes and assignments online on MS Teams.

The Microsoft 365 Education has amplified the efficiency and productivity, which in retrospect of the lockdown is an incredible feat in itself. The institution has been able to re-create the physical classroom learning experience for the students and teachers, improving the collaboration in the pandemic. This unanticipated shift as expanded horizons, to a phase where we are now considering a hybrid approach to education, with lectures being engaged in both virtual and physical classrooms, post-pandemic.

And AIUB did not just digitalize its academics, but even took its co-curriculars online as well. The AIUB Performing Arts Club (APAC), the AIUB Drama Club (ADC), the AIUB Oratory Club (AOC), the AIUB Social Welfare Club (Shomoy), the AIUB Arts Club (AAC), the AIUB Photography Club (AIUBPC), the AIUB Business Club (ABC), the AIUB Film Club (AFC), the AIUB Computer Club (ACC), the IEEE AIUB Student Branch (IEEE-AIUB SB), the AIUB Community of Engineering Students (ACES), the Engineering Students of Bangladesh – AIUB Unit Face (ESAB-AIUB), AIESEC in AIUB, are amongst some of the prominent student organizations at the university. Even in the current pandemic, under lockdown, the student clubs have kept the streak alive of continuously striving for enhancing and enriching the club community and the student body at AIUB. Proactive since the beginning of the lockdown, there have been over 43 competitions, 101 webinars, 143 workshops, and 187 interactive development meetings held by the student clubs during the pandemic, using numerous virtual platforms like Facebook, Messenger, Google Meet, Zoom, Cisco WebEx, Jitsi, Discord, etc. In addition, there were also several national conferences, alumni sessions, cultural programs as well as international participations, collaborations, features, and recognitions amongst the student organizations.

AIUB commemorated the International Mother Language Day through a unique initiative that showcased amazing musical performances that honored the heritage of folk music across borders – “Folklore 2021: Resonating through the Lockdown”. The virtual international celebration paid tribute to native languages, cultures, and traditions from 10 different countries around the world through 30 musical performances by students of 17 higher education institutions. The program brought together the incredible rhythms of young talents, emphasizing diversity that does not divide, but unites. Keeping with that very notion, amidst the unprecedented uncertainty that we are going through today, AIUB organized “Stories of Pandemic – Resonance Beyond the Horizon”, a virtual international collective showcase of incredible stories from around the globe amidst the pandemic. The program brought together over 100 awe-inspiring short stories, poetry, short films, artwork, photography, and musical performances of 19 esteemed institutions from 10 different countries around the world. These numerous remarkable moments, from amazing milestones to grievous losses & suffering to life lessons of that have left a mark on the young lives, here and abroad, commemorated with the global higher education community joining in to be a part of the event. The program shared the numerous remarkable moments, from amazing milestones to grievous losses & suffering to life lessons of that have left a mark on the young



lives, here and abroad, with the global higher education community joining in to be a part of the event.

To date, around 45 academic webinars were organized by the various departments at AIUB, along with the “International Webinar on Higher Education in the New Normal”, co-organized with the Mykolas Romeris University of Lithuania, as well as the “International Conference on Robotics, Electrical & Signal Processing Techniques (ICREST 2021)”, arranged by the Faculty of Engineering at AIUB. And in light of the ever-evolving changes in the global landscape of higher education, AIUB took another step towards as a signatory of the Magna Charta Universitatum 2020, an initiative by the Magna Charta Observatory marking its 900th Anniversary.

Nearly 149 research and article publications were made by numerous faculty members on a wide range of topics relevant to the pandemic and higher education. This has been a steady increase following the 53% increase in 2020 compared to the regular average in the pre-pandemic. Several online meetings of the Vice Chancellor with the academic and administrative-support staffs are held regularly. The Academic Council, Syndicate and Board of Trustees meetings are held either in MS Teams or Zoom. The MS Teams platform has unlocked a dynamic set-up as an alternate medium to the conventional in-class teaching and learning environments, augmenting another layer of advanced digitized education in the modern world today. The initiative safeguarded the students from incurring the loss of the semester, giving them the leverage and flexibility to pursue their degrees and achieve their goals, while giving their parents and guardians a peace of mind in these precarious times. To date, positive feedbacks are relayed by the teachers, along with the enthusiasm shown by the students, to continue improving the education experience, prioritizing the learning objectives, teaching methods, and student outcomes with the utmost attention and consideration.

With dedicated leadership from the people who truly make the institution come to life, technology can indeed revolutionize the curriculum and better prepare students for the new world of work. Unleashing their full potentials and harnessing their talents, such radical changes can catalyze and catapult them into greater heights even in this challenging landscape. It is now a tried and tested fact today, that digital transformation of institutions has the capability to provide equality, accessibility, and empowerment to all, making the previously impossible, possible.

Agility, resilience, and adaptability aren’t just fundamental skills for the 21st century students. They’re imperative skills for the 21st century educational institutions as well — especially in an era when disruptive pathogens and natural calamities are predicted to become all the more common. Whether or not COVID-19 subsides quickly, the life as we knew it, has been irrevocably altered. Tumultuous times have a way of reordering reality and, in the process, opening doors to new opportunities and mind-sets. At the end of the day, every cloud, no matter how stormy, may have a silver lining. It all depends on how we look at its perspective.

## Recent Multidisciplinary Research on Digital Transformation of Bangladesh and Beyond

Author: Dr. Carmen Z. Lamagna

### Brief Description:

Most business leaders believe that the digital economy will have a significant impact on their respective industries, but less efforts are exerted on actually working on a viable digital strategy. You cannot delegate digital transformation in your organization – everyone has to be involved, from administration to the executives! Emerging technologies must be infused, ingrained, and integrated into the very system of an organization. After all, it is not the strongest of species that survives, nor the most intelligent, but rather those who are the most adaptable to change.

And that is true for all businesses, whether they are corporations or non-profits, of products or services, national or international. And an educational institution is no different. There are consumers (our students), our customers (their parents/guardians), we have our service (teaching and awarding undergraduate and graduate degrees), which comes at a cost (income – expenses = revenue), which is reinvested into the operations, targeting growth (increase in number of students enrolled per semester), developing strategies and policies to ensure it focusing on various factors (marketing, accounting, finances, human resource management, information systems, economics, international markets/business, etc.).

And success in the world of business, across the board and borders, requires learning as fast as the world is changing. With every passing moment, if something works today, tomorrow, it's obsolete. You must keep up with the pace if you want to be relevant and remain in the game. It is no longer sufficient to just know business by the book. One must master the dexterity of reading between the lines. And not just for business students or faculties, no. It is no longer a demand for those pursuing careers in engineering, science, or arts - it has become a basic need for them all. Because in today's world, everything is business. Everything is management. Everything is affected by economics and financial accounting. Money is no longer the currency of the realm we once believed. Information and communications technology have driven itself to become the more valuable currency now. Every new piece of information you gain, is vital, no matter how trivial or irrelevant it may seem at that time. Digitalized more and more, throughout the years, in their creation, exchange, and application. And we at the American International University – Bangladesh (AIUB), have long understood that.

Since its inception, AIUB has been working towards digitalizing its approach to teaching and learning, and with the push of the pandemic, we have had to transition into the virtual arena. We have always strived for continuous improvement, keeping ourselves on our toes, embracing challenges, developing ourselves, and keeping pace with time. Perhaps that was one of the major reasons why we were able to shift our entire operations online within days – AIUB went fully online in 4 days! As it would seem, the 4 walls of a classroom cannot confine the teaching-learning process today. In most cases, the 4 borders of a screen, has the potential to unlock new

gateways, branching out into multidisciplinary aspects, expanding the horizon. We, as educators, must teach them to keep learning. To keep adapting. To keep evolving.

The Covid-19 pandemic disrupted higher education worldwide. Both national authorities and decision makers in HEIs needed to adapt very rapidly to both the crisis and a completely new environment. To what extent were they prepared to deal with such an unprecedented situation? What are the factors that allowed some systems and institutions to adapt more rapidly and effectively than others in terms of prevention, preparedness and responses? In other words, what are the factors that foster resilience in HE, and what should we take into account the future of planning HE.

Covid-19 has brought about several institutions like to welcome 'resilient teaching models' to better equip our students and staff for the post-pandemic world. In a way, we have been incorporating ideas from designing for extensibility, flexibility, and redundancy, facilitating the learning experience to become more dynamic in responding to disruptive environments. In essence, it advocates redesigning the tools, content, and forms of interaction between teachers and learners, which is a predominant factor in the current context of education today. It has become a necessity to rethink our teaching-learning model now, identifying key collaborations that must be enhanced, developing a revised and robust course plan, evaluate the technological mechanisms that support the permutable terrain of educational services.

AIUB has been affiliated with Microsoft Live@Edu for the last 12 years, currently known as Microsoft Office 365 for Education, making it one of most long-standing and constructive collaborations with the technology giant in the country till date. And that very strategic partnership has enabled us to be the first to respond to this crisis amongst HEIs in Bangladesh, and we take great pride in being able to witness the agility of our institution. From the 20th of March 2020, AIUB has successfully shifted all the classes of all 4 Faculties, for both undergraduate and graduate programs, onto the virtual platform of Microsoft Teams Application. Initiating one of the very first efforts of HEIs in Bangladesh going online, AIUB enabled its network of around 13,000 students and teachers to conduct and undertake their lectures and assessments within the safety of their homes.

At AIUB, we have strived to establish a learner-centered approach to designing a holistic online learning experience, with a strategic design that addresses a wide range of multifaceted courses across the spectrum. We have committed to an instructional framework that values both diversity and inclusiveness, ensuring both equality and equity in the access to higher education in Bangladesh, by assimilating the curriculum to digitalization. And that effort is not restrained within the pandemic, but rather is aimed to be implemented on a blended-hybrid format well beyond it.

"By learning you will teach, and by teaching you will learn. And those who dare to teach must never cease to learn." Teaching has long been considered a noble profession, that requires a rather special skill set of being able to essentially transform knowledge. Merely transferring or

transposing the knowledge would no longer suffice. Nor would retaining the same knowledge be of any use. Just as the knowledge base must develop with time, so should the methods of teaching and the context of learning. Assimilative learning, where students merely acquire new information that is processed to easily fitted into their preset boxes of knowledge, is no longer conducive. With the advancement of academic levels and progression of practical applications, it is becoming increasingly difficult to organically sustain growth and development in education, without transformative learning, especially in this digital era with emerging technological advancements. The role of learners must emphasize on proactively engaging with challenges and opportunities alike, instead of just being passive recipients of content, while teachers need to become enablers who not only disseminate data, but rather empower and inculcate the avid learners. And in the context of the world today, that entire process, undergoing multiple transitions over the years, a paradigm shift has been made from analog to digital to now, virtual.

Considering one of the major factors towards Bangladesh's growth performance has been the service industry over the past decade or so, the economy has been undergoing significant changes in terms of infrastructure. Transitioning from an agriculture-based nation, Bangladesh has now reached a point where the service sector contributed towards nearly 50% of the country's GDP, resulting in a steady growth in the overall industry and service sector, as well as the nation's overall GDP. With education representing almost 3% of the sectoral share of GDP in the service sector, it has the highest growth rate amongst the service subsectors, at more than 8%. As a labor intensive and repetitive service, education is limited in terms of scalability while being highly dependent on the teaching skills, knowledge, and attitude of the faculty members as much as the students. Amidst the segments of the service industry, the education sector has conducted numerous intensive researches, on the various other segments like retail, banking, health care, operations & supply chain management, but comparatively, there has been little to no studies undertaken on the education sector itself.

With the onslaught of the current pandemic, the sluggish pace of digital transformation in education as a service has been accelerated unprecedentedly over the past few months. Catalyzed by the lockdown that imposed and expedited e-learning in Bangladesh, it enforced academic institutions to redesign their business model altogether. Today, the education service delivery has had to be altered to adapt to an e-design that digitalizes course curriculum and content, streamlines the lecture delivery process, and automates assessment techniques in the virtual platforms adopted for education in Bangladesh. Given the increasingly global and competitive job market and employers demanding high-skilled technical and managerial professionals, the educational system here has long been overdue for a change. But institutions have been struggling to generate graduates with better employability, resulting in persistent unemployment and career deviations. Still, as the economic landscape in Bangladesh transforms from analog to digital to virtual, it has opened up many new opportunities from bridging the prevalent gap in the knowledge, skills, and attitude (KSA) of the prospective workforce in the country. Particularly in the case of the educational service sector this year, embracing uncharted territories of e-learning in a market that suddenly moved online, has enabled institutions to identify means for



delivering their services electronically. And not just academic services like class lectures, quizzes, and assignments, but even administrative services like registration, payments, records, etc., taking the entire service blueprint online. At AIUB, the educational service delivery has been electronically designed to shift from the 'brick and mortar' model, exchanging a physical classroom setting with a virtual one. Now, the lectures, assessments, and counselling are delivered through a technological application, to students by faculties, online. In other words, the service is created, delivered, and consumed virtually – and not just the main academic service, but even the supporting services ranging from processing official document to ordering textbooks for courses, in addition to even co-curricular activities to a certain extent! We have to build the bridge of redesigning the course development and structure to meet the demands of upskilled employability in this digitally transforming world with student, faculty, and institutional support. Service innovation is pertinent to not just succeed, but rather survive in the global arena now.

The challenge for teaching and learning is getting the learners from what they currently known to a point of greater knowledge and understanding. And in most cases, the distance between the two are considerably significant and the path not always a straight line or step up – learners must acquire new skills and information, but 'transform' their approach altogether. Without any prior experience in the field, simply unloading knowledge onto them is a moot point. Teaching must now extract preexisting knowledge, develop it, and enable students to engage with it constructively. Teachers and learners now work in extremely complex environments that are multicultural and technologically advanced focused on in-depth learning, progression, self-regulation, 21st century skills, social and emotional competencies. Both must expand their horizons to accommodate lifelong learning of life skills like critical thinking, creative thinking, collaborating, information literacy, technology literacy, flexibility, and innovative initiatives. And such changes must be made on a broader spectrum so as to widen the access to higher education around the world, considering employment opportunities, entrepreneurship, and innovative in the global landscape.

In conclusion, a learner-centered approach to design and develop online learning experiences must be kept in place, course strategy and design for a wide range of courses across the Learning Management System (LMS), a commitment to design approaches that value both diversity and inclusiveness, which is based on the foundational principle of equitable use and universities' commitment to developing and implementing processes to ensure that online courses are designed with issues of diversity, equity, and inclusion in mind. So, let us come together, as the change agents of our own organizations, as we have today, and pool our efforts in revolutionizing the world we live in today, into the one we wish to see tomorrow.