

UNIVERSAL NEWSLETTER

DECEMBER 2024

UCB LAUNCHES NEW UK BUSINESS DEGREE



On November 17th 2024 UCB launched a new Business & Marketing degree from the University of Central Lancashire (UCLan). Students will be able to complete all three years of this prestigious UK Bachelor of Science, with Honours degree in Dhaka, or choose to study for part of their degree in the UK. Professor Hew Gill, President & Provost of UCB said, "We are delighted to offer this amazing UK Business degree in Bangladesh. Students from across Bangladesh can join the programme, including HSC students from Bangla medium. There will be another intake in January 2025 and we shall also be launching new BSc degrees in Cyber Security and Software Engineering."

The first batch of UCLan Business & Marketing students was welcomed to their orientation by Professor Muhammad Ismail Hossain, UCB Dean of Academic Affairs who said "This Business & Marketing degree teaches the international skills that will make students successful in their careers. UCB students will receive degree certificates awarded by UCLan, which are exactly the same as the certificates awarded in the UK. Students who complete any UCLan degree at UCB can pursue Masters programmes at highly reputed global universities overseas."

Shabaz Ali Mahmood, Lecturer in Digital Marketing, School of Business at UCLan, said, "The UCLan programme offers Bangladeshi students a great opportunity to earn a prestigious UK degree without

leaving home. UCLan believes in eliminating borders and barriers for students, and enabling them to get top paying jobs."

Mr. Abhishek Chakravarty, UCLan Programme Coordinator at UCB, provided an in-depth overview of the new degree, explaining the cutting edge curriculum, and the skills students will develop, preparing them for successful careers in various fields. Mr. Shafik Waes, Deputy Registrar, led a crucial session on attendance and academic integrity policies. Ms. Marzia Al-Hakeem, Psychosocial Counsellor, and Ms. Sushama Mahmuda Ananna, Lecturer in Psychology, introduced Student Services, including the numerous student clubs and organisations that promote engagement and community building on campus.

The programme at UCB follows UCLan's internationally renowned curriculum for a full three-year Bachelor of Science Honours degree. The programme is highly rated, with 5 QS Stars (Excellent) for internationalisation and inclusiveness. The Centre for World University Rankings places UCLan in the top 7% of universities worldwide. Admission is open to students from HSC Science, Commerce and Arts divisions, IB, A2 Levels, or international foundation programmes. For more details and admission enquiries visit UCB's <https://ucbbd.org/> or call 01886-333222

JUNIOR ENGINEERS AT UCB VISIT A LEADING NATIONAL INDUSTRY



Science is better explored through its diverse, real-life applications, especially for the engineers who are to revolutionize technologies for the existing and forthcoming generations. Monash College Diploma (MCD) Engineering students studying at UCB attended a very successful industrial tour recently on 6th November 2024. Right after finishing their classes for the day a team of MCD Engineering students, under the supervision of their unit leader Dr Sadia Afreen, Assistant Professor, held a trip to Zaber & Zubair Fabrics Ltd, one of the leading manufacturing industries in Bangladesh.

The purpose of this trip was to visit their wastewater treatment plant (W/WTP) to learn about the physical, chemical, and biological processes involved in effluent treatment. As junior engineers, the MCD students showed commendable enthusiasm and participated in discussions with the plant engineers to understand the design aspects and challenges of maintaining a WWTP. This visit was part of their MCD Engineering study program for the Monash Engineering Design unit where students are required to design water treatment plants suitable for Australia's remote regions, combining innovative solutions to improve the quality of water that is used for drinking and disposal into the environment. The Chairman of the industry, plant engineers, and media journalists who interviewed the UCB Engineering students were present during this event.

At the end of the program, students with Dr Sadia had a meeting with the General Manager (GM) of Human Resource Department of the plant to discuss the potential of UCB students for industrial internship and job opportunities. The GM said, "We highly value such academic engagements and believe they play an important role in bridging the gap between industry and academic knowledge. We are confident that this visit has contributed positively to the students' academic development."

At the beginning of the visit the team bumped into a friendly elephant on the road, an event which made the trip even more memorable. Or could it be a serendipity indicating the growth and excellence that we are looking forward to from our engineering students at UCB! This was exactly reflected by the GM's again- "We were impressed with the UCB students' enthusiasm, their thoughtful questions, and their keen interest in learning about the technical and environmental aspects of effluent treatment. It was evident that they had a genuine desire to understand the complexities of sustainable practices in industrial operations, and we were pleased to facilitate their learning experience."



UCB VISITS SYLHET



Universal College Bangladesh organized an event for the students of Sylhet entitled "Explore the best of UK Education in Bangladesh with UCB". The event was held at the famous Grand Palace Sylhet Hotel, on 9th November 2024.

Prof. Hew Gill, President & Provost of UCB was present along with Mr. Kingshuk Gupta, Chief Operating Officer, Mr Tanzil, Marketing Manager, and Miss Tahmina and Miss Jesmin, Senior Enrolment Counselors from UCB. It was a very busy day with students from various schools all over Sylhet coming with their parents and teachers for personalised advice on their higher education options and how to make their university dreams come true.

Professor Hew took a special session with the students on "Careers of the Future", in which he explained how students can get better jobs with skills from international education. He also shared with the students that UCB could help SSC, HSC, and O/A Level students pursue international education options right here in Bangladesh at the UCB campus in Dhaka. Students were particularly interested in the next intake in January 2025 for the Business & Marketing, Cyber Security, and Software Engineering degrees from the University of Central Lancashire.

UCB SCIENCE CLUB CELEBRATES WORLD INNOVATION DAY



Once again! UCB Science Club (USC) celebrated World Innovation Day for the year 2024 on Monday 11th November. As we know UCB holds both educational and recreational events on campus to mark the important days of the year, so the celebration of World Science and Innovation Day was an obvious choice for UCB communities of students and staff.

The event commenced with an introductory speech by the senior lecturer Mr Dewan Yazdani on the importance of science, technology, and innovation. The event was held at the UCB Library & Resource Centre in the presence of students and academics from across the Science & Engineering, Business & Marketing Faculties. Students formed four groups to participate in a competition to build a durable structure that could support a mobile phone for 30 seconds with simply spaghetti and marshmallows! The best structure prize was won by a team from the newest MCD Engineering students who built a tower that could even hold a heavy book. The competition was rigorous and fun at the same time. The event was judged by Ms. Marzia, Student Support Head, Mr Dewan Yazdani, Senior Lecturer, and Prof Hew, President & Provost of UCB. All groups of students who participated received accolades and participation prizes at the end. Ms Ananna, Executive Coordinator to the President of UCB coordinated the game session and provided logistic support for the event. Special thanks go to the science club student members who volunteered to support this event: Adeena, Sayeed, Tasnim, and Gregory.

BANGLADESH YOUTH LEADERSHIP CENTRE VISIT AND AWARD EVENT

BYLC is one of the pioneer leadership development institutions in the country. On November 6th, 2024, Professor Hew, President & Provost of UCB, was invited to attend the closing ceremony of the Empowered Youth Labour Force (EYLF) Project hosted by BYLC at Lakeshore Hotel. The EYLF Project aimed to integrate a tailored Sexual and Reproductive Health and Rights (SRHR) curriculum into existing youth training programs, helping young people gain vital knowledge alongside leadership skills.

During the event, Professor Hew engaged in meaningful conversations with key leaders, including Tahsina Ahmed, Executive Director of BYLC, Professor Sabina Faiz Rashid, Mushtaque Chowdhury Chair in Health & Poverty and Director of the Centre for Gender & SRHR at BRAC University, Susan Vize, Head of Office and UNESCO Representative to Bangladesh, and Mushfiqa Zaman Satiar, Senior Policy Adviser for SRHR. The insightful discussions highlighted the importance of youth empowerment and leadership development in Bangladesh.

A week later, BYLC invited UCB to discuss potential collaborations. Tahsina Ahmed, the Executive Director, along with the Communication team, module developers, and impact assessment officers, joined for a productive meeting. They shared details of the leadership and career programs they are offering to



school, college, and university students across the country. The conversation opened doors to promising opportunities for collaboration, with a focus on empowering youth through integrated education and leadership initiatives.

The discussion was indeed fruitful, and it showcased a lot of potential areas for future collaboration between UCB and BYLC, fostering leadership development and holistic education for students nationwide.

MCD T3 2024 FEEDBACK



The MCD feedback session for the intake T3 2024 was held on Sunday 10th November 2024 with the participation of students from both Business and Engineering streams. The feedback session included an online survey and a face-to-face discussion with the students. Students shared their valuable remarks and suggestions in the online study and then further shared their experiences in the face-to-face discussion. In the

anonymous survey the students expressed 100% satisfaction with their overall learning experience.

The feedback session was hosted by the MCD coordinators Ms Sumaiya Binte Kabir and Dr Sadia Afreen. Apart from the online survey, students shared their points of view on MCD units and campus facilities including the Library and Cafeteria with the coordinators in the face-to-face discussion. The coordinators also provided some guidelines to the students regarding the importance of attendance and the Student Code of Conduct reflecting a message that students have an important role in making a sustainable academic and learning environment for the students at UCB. Following the feedback session, UCB is committed to improving all areas of the campus environment including campus facilities and teaching methods. Students' constructive feedback in this attempt has always been a driving force for UCB toward its improvement and excellence.

UCB VISITS HERITAGE SCHOOL IN NARAYANGANJ

Universal College Bangladesh organized an event for the students of Narayanganj entitled "Explore the Best of UK Education in Bangladesh with UCB". The event was held at the famous Heritage School in Narayanganj on 16th November 2024.

Prof. Hew Gill, President & Provost of UCB was present along with Mr. Dewan Muhammad Nur-A Yazdani, Senior Lecturer, Mr. Tanzil, Marketing Manager, and Miss Tahmina and Miss Jesmin, Senior Enrolment Counselors from UCB. On behalf of Heritage School, Mr. Pratik Tarafder (Principal), Mr. Mohammad Salim Miah (Director), Ms. Shaila Akter Barna (Vice Principal) & Ms. Sanjida Yasmin (Deputy Principal) were present too.

Prof Hew and Mr Pratik Tarafder had a very productive discussion about the many international education pathways UCB can offer Heritage School students. Professor Hew also took a special session with the senior students of Heritage School on "Careers of the Future". He also shared with the students that UCB could help them pursue international education options right here in Bangladesh at the UCB campus in Dhaka.



UCB BUSINESS ALUMNI TAKES THE HELM AT MONASH



The Monash University Clayton Campus recently hosted a student election. It was an election that involved the Monash Student Association (MSA). The election featured six campaign tickets. The UCB Business Alumni Rafiad Ruhi Jewel contested in the election and the name of his ticket was Change.

After the ballots were counted, Monash students elected our UCB alumnus as a Residential Community Office Bearer in 2025. There was a total of 60,000 students taking part in the election, with 350 students nominated for positions; only 80 students got elected, and Rafiad Ruhi was one of them. The total number of votes cast was 5821, and he alone got 3235 votes. The aim of Rafiad Ruhi and his team is to build a student union that advocates for student rights, fights for their voices, and ensures a student experience that

is memorable for all enrolled students at Monash.

Moreover, they also aimed for 2025 to ensure that there will be freer parking for students, 24/7 accessible study spaces, particularly in the Sir Louis Matheson Library, permanent biweekly food banks, and an increase in paid placements for all international students.

Mr Rafiad has actively advocated for student rights and the significance of taking a political stance. As a Bangladeshi and a Business Alumni, he represented Bangladesh and stood with students at Monash. UCB wishes him every success in his goals for the student union in the upcoming years and hopes that he is able to fulfill his dream to represent Bangladesh in such a high profile role.

ORGANIZATIONAL PSYCHOLOGY SESSION FOR MASTER'S STUDENTS AT DHAKA UNIVERSITY

On November 14th, 2024, Ms. Ananna, Executive Coordinator to the President and Lecturer in Psychology, conducted an engaging session with Master's students of Industrial and Organizational Psychology at the University of Dhaka. The topic was "Mindfulness Practice at the Workplace." Drawing from her experience as an Industrial and Organizational Psychologist, Ms. Ananna guided the students on incorporating mindfulness practices to enhance employee well-being and help them achieve their highest potential.

The session was attended by 32 master's students and featured various mindfulness exercises, including Breathing Mindfulness, Body Scan Mindfulness, 5 sense Mindfulness Meditation, and Mindfulness for Self-Development. Discussions covered the common attitudes that mindful individuals strive for, such as composed, non-judgment, self-reliant, self-compassionate, and so on. The students were actively involved in exploring these practices and learning how they could be used to improve workplace environments.



The session highlighted the importance of mindfulness in fostering a healthier, more productive work culture, and equipped the Master's students with the skills needed to incorporate mindfulness into their practice.

LIFE SKILLS CERTIFICATE PRESENTATION

UCB organized a certificate giving ceremony for students who attended and completed the Life Skills course in their Monash University Foundation Year (MUFY) and UCB International Foundation Year (UIFY) programs. The Life Skills module is an integral part of UCB foundation programs because it includes all the essential practical and soft skills that students will need when transferring to university-level degree programs. Ms Marzia, Student Support Head and Lecturer in Psychology, conducts the Life Skills classes in the first semester of each foundation program.

On 20th November, the MUFY 2A 2024 batch and the UIFY 01 2024 batch were presented with their certificates for maintaining high and consistent attendance at all the Life Skills classes. Professor Hew Gill the President & Provost of UCB gave an opening speech in which he highlighted the significance of Life Skills in university life and its lifelong benefits. Ms. Marzia shared her experience and observations regarding the students' performance throughout the semester. Students shared their experience and feelings regarding this course. One student expressed that this course helped him understand the comprehensiveness of Life Skills.

The MUFY 2B 2024 batch will receive their Attendance Certificates early in the January 2025 semester.



UCB VISITS RISE-ROYAL INSTITUTE OF SMART EDUCATION IN SYLHET

Prof. Hew Gill, President & Provost of UCB, visited the RISE-Royal Institute of Smart Education school on 10th November 2024. During his visit Prof Hew met with the Principal of RISE, Ms. Farzana Karim, for a discussion about the international qualifications offered by UCB and how best to help RISE students on their educational journey.

Professor Hew also took a special session with the senior students about the inner workings of their brains, and showed them some exciting demonstrations of their thinking. He briefly shared with the students that UCB could help them pursue international education options right here in Bangladesh at the UCB campus in Dhaka. Students were particularly interested in the possibilities of taking the new degrees in Cyber Security and Software Engineering from the University of Central Lancashire.



CELEBRATING INTERNATIONAL CHILDREN'S DAY- BRING OUT YOUR INNER CHILD WITH JOY AND PLAYFULNESS!



Children's Day reminds us to cherish our playful side—to laugh more, imagine wildly, and find beauty in the simplest of things, just like a child would. On November 21st, 2024 UCB celebrated International Children's Day with joy and enthusiasm at the cafeteria premises. The theme of the day was to "Bring Out Your Inner Child," and the students took this theme to heart, organizing an array of fun games under the supervision of Ms. Ananna.

The event kicked off with the Boys' Musical Chair competition, filling the room with laughter, excitement, and the beat of lively music. The energy was infectious, drawing everyone's attention to the playful competition. Following that, the "Throw the Ball" game showcased the participants' focus and skill, with everyone gathered around cheering on their friends. The sight of the crowd rooting for each throw was heartwarming.

Next, students raced in the Balancing Game, where they balanced a marble in a spoon while running towards the finish line. The blend of teamwork, competitiveness, and laughter truly brought out the child in everyone. The event concluded with the Girls' Musical Chair competition, followed by a prize-giving ceremony for the winners of each game. The presence of Professor Hew, President & Provost of UCB, added a special touch to the day, making the celebration even more memorable.

The entire day was filled with fun, laughter, and the joy of reconnecting with our inner child—a perfect reminder of the simple pleasures that make life beautiful.

MONASH UNIVERSITY APPLICATION DAY – A SEAMLESS PATHWAY FOR UCB GRADUATES

On 23rd November 2024, UCB hosted a dedicated Monash Application Day designed to support students who have recently completed their Monash University Foundation Year and Monash Continuing Degree programs in their journey to Monash University. The event offered a unique opportunity for UCB students to receive expert guidance and assistance with the Monash application process, ensuring a smooth transition to one of the world's top universities.

The event attracted many students from UCB, all eager to explore their options at Monash. Attendees had the chance to meet with a team of expert advisors, who were on hand to walk them through the various steps involved in applying to Monash University. This included everything from visa applications and completing university forms, to finding accommodation and booking travel.

A special highlight of the day was the presence of Ms. Azra Karim, the Monash University Representative in Bangladesh, who shared her valuable insights with students. Alongside Ms. Karim, representatives from Eduko Bangladesh were also present, further enhancing the support available to students.

UCB is proud to offer guaranteed pathway programs to



Monash University through its foundation and associate degree programs. These pathways enable UCB students to seamlessly transition into full degree programs at Monash, ensuring that they can continue their academic journey at one of the most prestigious institutions globally.

We are excited to continue providing UCB students with the opportunities and support they need to succeed at Monash University and beyond!

THE AGA KHAN ACADEMY DHAKA ATTENDS HARVARD SESSION AT UCB



Students from The Aga Khan Academy Dhaka attended an amazing, certified course session on Presentation Skills Development, curated by Harvard Business Publishing Education, at Universal College Bangladesh on 9th November 2024.

The session was conducted by Mr. Dewan Muhammad Nur-A Yazdani, Senior Lecturer in the Business & Marketing Faculty at UCB. Drawing on his own

international teaching experience and the excellent Harvard materials, Mr Yazdani showed the students some very valuable techniques that they can use in their own presentations. At the end of the session all the students were delighted to receive their certificates from Mr. Yazdani. Special thanks to the Senior School Team of The Aga Khan Academy Dhaka.

INTERNATIONAL DAY FOR ELIMINATION OF VIOLENCE AGAINST WOMEN

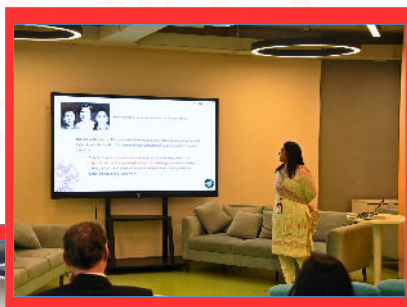


25th November is the International Day for Elimination of Violence Against Women. This year's theme was "Every 10 minutes, a woman is killed. #NoExcuse". Ms. Sushama Mahmuda Ananna, the Executive Co-Ordinator to the President and Lecturer in Psychology, arranged a seminar for the students and staff of UCB as part of observing this important day in the calendar.

The session included a presentation by Ms Marzia Al-Hakeem, the Student Support Head and Lecturer in Psychology, and some quizzes to make the session interactive. Professor Hew Gill gave a speech on highlighting the necessity of eliminating violence against all people. In her presentation, Ms Marzia pointed out why this international day to eliminate violence against women (VAW) was announced, and gave an overview of the data on different types of violence happening around the world and in Bangladesh. The audience shared their views and opinions regarding violence against women.

Ms Marzia also mentioned what women and girls can do to deal with different types of abuse and she stressed using the national helpline: 109, that is currently functional in Bangladesh. If anybody faces any kind of violence, they can reach out to this helpline to ask for help. There were several live online quiz questions which asked the audience questions like what are the barriers to eliminate VAW. The participants gave feedback that they enjoyed this kind of interaction.

UCB regularly arranges this kind of session to raise awareness among the students with the aim of developing them as responsible citizens. There will be similar sessions to mark significant international days and important issues in future.



Events in December

As usual, the UCB Student Club and campus will be very busy with lots of events in December.

- **Christmas Tree Decorating**
- **Event Participation Award and Certificate Presentations**
- **Victory Day Celebration and Competition**
- **Christmas Semester Break**

