



## NEWSLETTER

### Editorial

As regular readers of our newsletters know, the campus of East West University is abuzz with activities every semester, but two events stood out in the Summer 2008 semester: EWU signed an agreement with Navana Construction Limited on 23 July for the construction of its permanent campus at Aftab Nagar and the construction work was inaugurated the very next day at the construction site by Mr. Jalaluddin Ahmed, President, Board of Directors of EWU. The consequence of these events is that we will have our own permanent campus by June 2011, something to look forward to!

The other happening of the semester that everyone associated with EWU can be proud of its news that EWU was ranked first among all private universities of Bangladesh and third among all the universities of Bangladesh, by Webometrics, Spain, in July 2008. We have done it again! For a university which is only twelve years old surely this is outstanding feat and it speaks volumes about the effort put in by EWU administrators, faculty members, staff and students to make this university an outstanding place for study and research.

As readers will note from this issue, our students are being readily recruited by leading companies of the country, But that, perhaps, is not surprising at all for an institution going places and determined to be the best not only in the country but also in the region. Let's keep up the good work then and continue to fill these pages with good news and news of a campus buzzing with activities and successes in the future too!



**EAST  
WEST  
UNIVERSITY**

*excellence in education*

## **East West University Ranked First among Private Universities for Second Time**

East West University earned the unique distinction of becoming No.1 among private universities and No.3 among all public and private universities in Bangladesh, only preceded by Bangladesh University of Engineering and Technology and Dhaka University, according to Webometrics ranking of 100 top universities belonging to the Indian subcontinent region in July 2008.

The survey was undertaken as an initiative of Cybermetrics Lab, July 2008-regional and global ranking of Indian region, CCHS-CSIC, Madrid, Spain. (The result can be reached at [www.webometrics.info](http://www.webometrics.info))

East West University also secured the top position among the private universities and 3rd among all public and private universities of Bangladesh according to the survey undertaken by the same organization in July 2007.

The ranking is based on research activities, visibility of the university nationally and internationally, volume of scholarly documents created and published, and size and impact of the web presence. This ranking is widely accepted all over the world.

East West University started in September, 1996 with 20 students and six faculty members. Currently more than 5000 undergraduate and graduate students are studying in different disciplines.



## New Campus Construction Project of EWU inaugurated

East West University inaugurated its new campus construction project on 25 July at Aftabnagar, Dhaka.

Mr. Jalaluddin Ahmed, President, Board of Directors of EWU, formally inaugurated construction work at the Aftabnagar site. East West University has signed an agreement with Navana Constructions Limited on 23 July 2008 on the new campus construction project at Aftab Nagar.

The EWU administration also arranged Milad and Doa mahfil following this ceremony. Mr. Shafiu Islam, Chairman of Navana Constructions Limited, was also present on this occasion.

Mr. Jalaluddin Ahmed, President of EWU-BOD, Dr. Rafiqul Huda Chaudhury, Dr. Saidur Rahman Laskar, members of Board of Directors, Professor Kamrul Hasan, Acting Vice-Chancellor, Treasurer, Deans and faculty members attended this inauguration ceremony. Afterwards, they took part in a tree plantation program in the new construction area of EWU. It is expected that the construction work of the permanent campus at Aftab Nagar will be completed by 7 June 2011.





## EWU Signs Agreement with Navana on New Campus Construction Project

East West University signed an agreement with Navana Constructions Limited on 23 July for the construction of its permanent campus at Aftab Nagar, Dhaka.

On behalf of the University, Professor Md. Kamrul Hasan, acting Vice Chancellor of EWU, signed the agreement with Mr. Shafiqul Islam, Chairman of Navana Constructions Limited. Mr. Jalaluddin Ahmed, President, Board of Directors, Dr. Rafiqul Huda Chaudhury, Dr. Saidur Rahman Laskar, Mr. M. A. Mumin and Mr. H.N. Ashequr Rahman, members, Board of Directors, Treasurer and Deans were present and witnessed this signing ceremony.

## Graduate Orientation at EWU

East West University held a graduate orientation for its freshers admitted in summer 2008 on 15 May. A total of 260 students enrolled in different graduate programs in this semester.

Mr. Jalaluddin Ahmed, President, Board of Directors of EWU, graced the occasion as the Chief Guest, while Vice Chancellor Professor Mohammed Sharif chaired the session. The President emphasized the quality of education offered at EWU and told newly admitted students that they could consider themselves very lucky to have the opportunity to study at EWU. He told the students to avail of the opportunities offered at EWU to develop themselves as skilled professionals for the job market.

In his concluding remarks, Vice Chancellor Professor Mohammed Sharif advised students to be serious about their studies, emphasizing on developing themselves professionally and morally. He also pointed out that learning is an interactive process and therefore students should be mixing with each other freely. East West University is committed to providing the best education to students, he added.

Among others, Dr. Md. Kamrul Hasan, Pro-VC, Professor Md. Abdul Hye, Dean, Faculty of Business and Economics, and Professor Anisul Haque, Dean, Faculty of Science and Engineering, Colonel Shah Murtoza Ali ( Retd), Registrar of EWU, Dr. Nazrul Islam, Coordinator, MBA Program, and Dr. Tanbir Ahmed Chowdhury, Chairman, Business Administration, also spoke on this occasion.



Mr. Jalaluddin Ahmed, President, Board of Directors of East West University received a number of valuable books on 4 June as donations from Mr. Khalid Shams, former Deputy Managing Director of Grameen Bank. Among them, three books were written by renowned educationist Professor Muhammad Shamsul Huq, former Foreign Minister of Bangladesh.



## Merit Scholarship Awarding Ceremony at East West University

The Merit Scholarship Ceremony of East West University for Summer 2008 was held on 26 August at the university auditorium. In the ceremony, 60 students received full and half-tuition merit scholarships.

Dr. Rafiqul Huda Chaudhury, Acting-President, Board of Directors of EWU, graced this occasion as the chief guest and handed over scholarship certificates to students. Congratulating the students on their outstanding result, Dr. Chaudhury urged them to dedicate themselves to nation building activities so that they could play a vital role in every aspect of life from the family to the community level.

In his concluding remark, Vice Chancellor Professor Mohammed Sharif also pointed out that the receipt of such a

scholarship is the reward for their dedication to study. He told the students that they should be aware of their responsibility to contribute to society. He also praised the contribution of faculty members and employees of EWU, who have made the University as the No.1 among all private Universities of Bangladesh.

Welcoming the Merit Scholarship holders, Colonel Shah Murtoza Ali (Retd), Registrar of the University, congratulated the Merit Scholarship winners for their outstanding achievements and thanked the founders of the University and the pioneers who introduced such a program for students.

## Undergraduate Orientation at East West University

East West University accorded a gala reception to freshers in different undergraduate programs admitted in summer 2008 at the University premises on 14 May. A total of 648 students enrolled in eight disciplines in this semester.



Mr. Jalaluddin Ahmed, President, Board of Directors of EWU, graced the occasion as the Chief Guest. He underscored the quality of education offered at EWU, and noted that the newly admitted students were lucky to get the opportunity to study at EWU. He pointed out that the university has skilled and cooperative faculty members. Students should take the opportunity to develop their learning skills and develop themselves.

In his concluding remarks, Vice Chancellor Professor Mohammed Sharif advised students to be serious about their studies, and urged on developing character and a sense of morality. He also emphasized on abiding by the strict rules and regulations of the University.

Among others, Professor Md. Abdul Hye, Dean, Faculty of Business and Economics, and Professor Anisul Haque, Dean, Faculty of Science and

Engineering, and Colonel Shah Murtoza Ali (Retd), Registrar of EWU also spoke on this occasion.



## Prof. M. H. Rashid visits EWU

Prof. Muhammad Harunur Rashid, Fellow IEEE (USA) and IET (UK), Department of Electrical and Computer Engineering, University of West Florida, visited East West University on July 1, 2008. Prof. Rashid is the author of 16 books and 130 technical papers and is an authority on engineering education. Prof. Md. Kamrul Hasan, Pro-Vice Chancellor, East West University, introduced Prof. Rashid to faculty members of the Faculty of Sciences and Engineering. In the meeting Prof. Rashid talked about the accreditation requirements of engineering programs. In particular, he discussed about the roles an engineer is expected to play in society, international engineering alliances and engineers mobility forums, the desired attributes of an engineer and ABET (Accreditation Board for Engineering and Technology, USA) curriculum and design requirements. His presentation was followed by a lively discussion on designing engineering curriculums and accreditation within the context of Bangladesh.

## Deputy Vice-Chancellor of Central Queensland University of Australia met Pro-Vice Chancellor of EWU

A high powered delegation headed by Professor Angela Delves, Deputy Vice-Chancellor of Central Queensland University of Australia, visited East West University on 30 June 2008. They met Pro-Vice Chancellor of EWU Professor Md. Kamrul Hasan, at the conference room of the Vice Chancellor's office at 10:00a.m.

Bilateral issues like linkage programs, student-exchange programs, teacher-exchange programs, scholarship opportunities for both undergraduate and graduate students, research collaboration between the two universities etc were discussed in the meeting. The meeting concluded that the Central Queensland University will organize a visit to EWU soon and will give a seminar after studying the programs and degrees offered by EWU. The Pro-Vice Chancellor of EWU thanked the members of the delegation for showing interest in establishing a linkage program with EWU.

Professor Anisul Haque, Dean of the Faculty of Sciences and Engineering of EWU, Dr Tanbir Ahmed Chowdhury, Dean (acting) of the Faculty of Business and Economics of EWU, and Dr Nazrul Islam, Coordinator of Graduate Studies of EWU, were also present in the meeting.

## EWU to host Asian Universities Debating Championship (AUDC) 2009

East West University has won the bid to host Asian Universities Debating Championship (AUDC), which will be held in May 2009. The University won by a clear margin of 35 to 24 votes, beating CSB University from Manila, the Philippines. The AUDC council members have unequivocally put their trust in EWU and Bangladesh ability to organize this event. Institutions from different part of the world will participate in this competition.



## Shadow Parliamentary Debate Competition inaugurated at EWU

The Anti-Corruption Commission Chair Lt Gen (ret'd) Hasan Mashhud Chowdhury inaugurated the Shadow Parliamentary Debate Competition at EWU on 5 August 2008. Some 350 students from different universities of the country took part in this competition.

He said corruption would have to be eradicated through logic, rather than emotion. As he put it, "Not guided by emotion, rather corruption will have to be eradicated through logic. This is our goal." "Corruption is our shame, corruption is our insult. It is also a shame and insult for our country," the ACC chairman said, adding that if this truth could be presented before the people of the country, there would be success in combating corruption. He urged the young to take vows to make people conscious against corruption and take the anti-graft campaign forward.

The inaugural function was also addressed, among others, by East West University Vice Chancellor Dr Mohammad Sharif, Prof. Syed Munzoorul Islam of Dhaka University, Stamford University VC Mujibur Rahman, Brac University Pro-VC Dr Saleh Uddin Ahmed and TIB executive director Dr Iftekharuzzaman.

In his speech, EWU Vice Chancellor Professor Sharif stressed the importance of debate activities alongside general education so that it could stimulate our intellectual faculty. He declared "through such debates, the young generation could eliminate corruption from our society."

Anti-Corruption Commission and the Transparency International Bangladesh (TIB) jointly organized this competition as a part of their advocacy among the younger generations of the country.

## Short- Course Certificate Awarding Ceremony Held at East West University

The certificate awarding ceremony for participants in a short course on "Corporate Valuation, Governance and Control" at East West University was held in the University auditorium on 12 June. The aim of the course is to enhance the capability and confidence of mid-level and senior level corporate professionals, especially in taking financial decisions.

Mr. Jalaluddin Ahmed, President, Board of Directors of EWU, graced the occasion as the chief guest while Professor Tanbir Ahmed Chowdhury, Chairman, BBA department chaired the session. Praising the current status of East West University as the number one private university in Bangladesh, the chief guest told students that the University is committed to providing updated knowledge to students to build a knowledge-based society. This short course is a part of such commitment, and this course, he added, would be beneficial in ensuring effective corporate governance in our country, and facilitating the building of a sustainable economy. He also thanked the resource person of the course, Dr. Kabir Hassan, Professor of Finance in the University of New Orleans, USA.



This two week course, jointly organized by EWU and Prime Bank, was inaugurated by EWU Vice Chancellor Professor Mohammed Sharif on 1 June. In his speech, he asked participants to engage in sharing their knowledge and experience. He said that since the global market is changing rapidly, the importance of such short courses has been increasing.

The guest speaker, Mr. Tabarak Hosain Bhuiyan, Chief of HRD, Prime Bank, also pointed out the importance of such a short course, finding it essential to build links between a university and corporate groups. He emphasized on building a triangular relationship among the University, Corporations and Research organizations to create active and need-based human resources for corporations.

In his valuable speech, Professor Nazrul Islam, Coordinator of MBA at EWU, told participants that they had learned here how to analyze and evaluate financial statements, examine the reasons why effective corporate governance is needed, and find out how corporation can be efficiently and effectively controlled and monitored.

Dr. Kabir Hassan, the resource person of the course, Mr. Barun Kanti Saha, Head of Prime Bank, Mohakhali Branch, and Professor Tanbir Ahmed Chowdhury, BBA Chairperson also spoke on this occasion.



## Pharmacy Club Held "Fresher's Welcome" and "Graduate's Farewell"

EWU Pharmacy Club held "Fresher's Welcome" and "Graduate's Farewell" at the University auditorium on 21 August.

Vice Chancellor Professor Mohammed Sharif graced the occasion as the chief guest while Professor Anisul Haque, Dean, Faculty of Science and Engineering was present as the special guest. In his speech, Professor Sharif told students to take preparation from now on for their career. He also advised them to seek any educational support from their teachers to build up their life.

Professor Muniruddin Ahmed, Chairman, Pharmacy Department and Dr. Sufia Islam, moderator, Pharmacy Club, also spoke on this occasion. A cultural program was also organized in the second session of this event.

## IEEE Student Branch Launched at EWU

The Institute of Electrical and Electronics Engineering (IEEE) Student Branch of East West University was formally inaugurated on July 28, 2008. IEEE is the largest international professional body in the world with more than 600,000 members. East West University students have become the youngest members of this prestigious community. Prof. Md. Kamrul Hasan, Acting Vice-Chancellor, was present in the inauguration as the Chief Guest. Engr. Rabiul Alam, CEO, ENERGYPAC Engineering Ltd., Prof. Shahidul Islam Khan, founding chair, IEEE Bangladesh Section and Prof. Md. Aynal Haque, current chair, IEEE Bangladesh Section attended the event as special guests. Dr. Khairul Alam, Branch Counselor and Shaikh Ashraf Hossain, Branch Chair also spoke in the program. A good number of faculty members, students and IEEE members were present in the event.

The inauguration ceremony was followed by a technical talk. Mr. Akter Ul Alam, Deputy General Manager, Grameenphone, gave a presentation on "Next Generation Communication Technology - Changing Our Lifestyle."



# EWU LIBRARY



The EWU Library has grown over the years since its inception in 1996 and is now one of the best university libraries in the country. The library is the backbone of the research and development activities of East West University. It is an integral part of the University and meets the information, research, and curriculum needs of its students, faculty and staff member. The Library provides a variety of services designed to support students, faculty members, researchers, and staff members of East West University. All categories of members of the library like to examine, consult, borrow and browse through any book, journal, printed/non-printed materials, on-line resources, and receive other services of the library. The EWU Library has been acquiring a comprehensive collection to meet the need of its users.

## Collections

It is an axiomatic truth that a library cannot function without an adequate collection. The efficiency of the library service is governed largely by the quantity and quality of its collection. Keeping this truth in mind, the collection of library reading materials of EWU Library is being developed rapidly. The general collection consists of approximately 22,000 volumes, primarily scholarly monographs, related reference books, text books, pure reference materials, journals, magazines, and statistical publications, as well as current newspapers and periodicals. The collection of EWU Library comprises of books and periodicals related to the field of Business Studies, Economics, Liberal Arts, Social Sciences, Electrical and Electronic Engineering, Physics, Pharmacy, Computer Science, Mathematics, English Language and Literature, and Bangladesh Studies.



There is also a collection of reference books like dictionaries, encyclopedias, gazettes, handbooks, manuals, abstracts, indexes, directories, yearbooks, census, govt. publications, dissertations and theses etc. for ready reference and general information. Moreover, the university library subscribes to around 135 journals, both national and foreign. Other journals are obtained from various projects grants or received gratis. Current journals are displayed for use. All publications of the faculty members of EWU are displayed in the library.

## Library collection at a glance

Types	
Books	: 21,937 copies
Local Journals/ Periodicals/ Magazines	: 120 titles
Foreign journals	: 19 titles
Report/ Thesis	: 236 titles
CD-ROMs	: 1,282 copies
Audio Cassettes	: 137 copies
Online journals	: 10,000+ titles
National Newspapers	: 16 titles
Maps (Large Size)	: 6 titles

## Arrangement & display of books

Books are shelved according to the Dewey Decimal Classification Scheme to present them in a helpful sequence and to facilitate easy browsing and location of books sought by users. The library follows the open access system. To assist users in locating the desired books, subject-wise shelf guides and direction are provided in different sections of the library.

Books are placed in open stacks for convenience of use and consultation. EWU Library maintains open access shelves to give enough choices to users so that they can select desired library materials. Users can go directly to stacks and look for their required materials. Library personnel are ready to assist in locating information, answer on-the-spot queries, guide and provide instruction in the use of the catalogue, databases, resources, indexes, and abstracts whenever needed. Users can read books, journals, periodicals, newsletters, newspapers, etc. inside the library and are allowed to pull books from shelves for reading and taking them to the circulation desk so that they can borrow them.

## On-line Journal access:

The library has access to the following online journal databases:

1. ACM (Association for Computing Machinery)
2. AGORA (Access to Global Online Research in Agriculture)
3. HINARI (Health Internetwork Access to the Research Initiative)
4. IEEE (Institute of Electrical and Electronics Engineers)
5. INASP (International Network for the Availability of Scientific Publications)
6. JSTOR, (Business, Language & Literature Collection)
7. OARE (Online Access to Research in the Environment)
8. OUP (Oxford University Press)

The library provides access to more than 10,000 (ten thousand) full-text e-journals/online journals. The links to access these databases are available on the library web page.

## Participation in the consortium

The EWU library has participated in the Bangladesh INASP-PERI Consortium (BIPC) for getting access to full-text articles/abstracts /bibliographical information of online journals of different publishers on different disciplines through the Bangladesh Academy of Sciences (BAS). All users of EWU Library will be able to access these on-line journals from the Local Area Network of EWU.

## Corporate membership

EWU Library is also a corporate member of the British Council Library and Archer K. Blood American Center Library facilities. It facilitates like borrowing online public access catalogues, photocopying services, reference services, internet access and access to online journals. For assistance, users of EWU may contact with the library administration.

## Facilities

EWU Library holds a unique place among the private university libraries of the country. It provides some exceptional facilities to





library users and state-of-the-art techniques and technologies. EWU Library provides the following facilities for library users:

- i) Open for six days a week
- ii) Three spacious floors house separate circulation and reserve and reference sections,
- iii) Fully air-conditioned rooms that can accommodate more than 250 students at a time
- iv) A rich collection of around 22,000
- v) A rich collection of CD-ROMs and audiocassettes on different academic subjects.
- vi) Automated borrowing system
- vii) Automated processing of books, CD-ROMs, book cards, book pockets and barcoding of users' library cards and books.
- viii) Open shelf access system, i.e. Students and teachers have direct access to bookshelves.
- ix) Faculty members can borrow books for the whole semester.
- x) Students can borrow CD-ROMs, audiocassette texts and reference books.
- xi) Students and faculty members can use the web module for study and research purposes.
- xii) Provide Current Awareness Service (CAS) and Selective Dissemination of Information (SDI)
- xiii) Ready reference and Referral services.
- xiv) Photocopy service.
- xv) News clipping services on important subjects on a regular basis.
- xvi) Modern facilities: computers, printers, electric typewriter, etc.
- xvii) Newspaper corner and special collections corner
- xviii) Library users can get back issues of newspapers up to the last two months.

### Library accommodation

The Library can accommodate over 250 students at a time in its well-furnished reading rooms. 2,000 students use it on an average and 800 students make transactions per day. It has three floors for stacking reading materials, accommodating readers in reading rooms and library personnel in the work place. A library pigeonhole with a capacity of 450 holes is located in the ground floor of the foundation building; it is used for keeping bags and other personal belongings of library users.

### In-house activities

In view of the growing needs of the library and demands of users, the whole in-house activities have been divided into several sections to facilitate proper organization and maintenance of the library. The Acquisition Section deals with the procurement of library materials.

The Processing Section deals with procured library materials and allots accession numbers. It does classification, cataloguing, subject analysis etc. With the help of input sheets of the database management software, library materials i.e., books, periodicals, journals, CD-ROMs, and audio-cassettes are processed here and sent to circulation, and reference and reserve section where they are identified and organized for effective use by library users.

The Circulation Section looks after the work of registration of borrowers, issue of borrower cards, issue-return of library materials, maintenance of relevant records, reservation of books on demand, collection of overdue charges, issue library clearness and reminds borrowers to return books after the due date. Books are issued to teachers, research scholars, staff and students based on their eligibility to borrow them.

The Reserve Section is full of books that are reserved for users for reading and photocopy only. The first two copies of related reference books and the first three copies of textbooks are reserved here.

EWU Library keeps users informed about new arrivals of books, journals, CD-ROMs on quarterly basis through notice board, electronic mail, etc.

EWU Library offers news clipping services on nineteen different subjects. This service is performed regularly from the sixteen national daily newspapers of which nine are in Bengali and seven are in English. This kind of service is provided basically to update users' knowledge.

### German Language Corner

EWU library has introduced a special corner named German Language Corner located in the Reference and Journal Section. This kind of collection has a great value to students, researchers and others trying to learn German.

### Library personnel

Professionally trained personnel are responsible for the care of EWU Library and its contents, including the selection, processing, and organization of materials and the delivery of information, instructions, and loan services to meet the needs of users. Library personnel apply theory and technology to the creation, selection, organization, management, preservation, dissemination, and utilization of collections of information in all formats and help to manage and mediate access to information that exist only in the electronic format.

### Photocopy Service

The Library provides photocopy services to users. This service is available from 8:30 am to 10:00 pm from Sunday to Thursday with a short break for lunch from 1:30 pm to 2:00 pm. The service is also available on Friday from 8:30 am to 5:30 pm with a break for prayer and lunch from 1:00 pm to 3:00 pm. Request for photocopy of a document must be made in a prescribed form available in the Library.

### Library hours

EWU Library has taken the initiative to keep the library open from Sunday to Thursday from 8:30 am to 10:00 pm without any break and Friday 8:30 am to 5:30 pm with two hours break for Jummah prayer and Lunch. In other words, the library remains open for thirteen and half-hours in a day and seventy-six hours in a week something that is quite unique in Bangladesh.

The EWU Library remains closed on Saturday, public holidays and as per university academic calendar.



# CAREER COUNSELING CENTER

## New Deputy Director of CCC

Mr. Omar Faruq, Assistant Professor, Department of Business Administration, has become the Deputy Director of Career Counseling Center, East West University on 4 June 2008.

## EWU attends Afforestation Programme 2008 of BATB

East West University was invited to attend the Afforestation Programme 2008 organized by British American Tobacco Bangladesh at Krishibid Uddyan Nursery at Agargaon, Dhaka on June 17, 2008. AHM Rezaul Kabir, ndc, Secretary of Ministry of Environment and Forest, was Chief Guest and AKM Shamsuddin, Chief Conservator of Forest, was Special Guest at the event organized to distribute 42 lac saplings by BATB. Omar Faruq, Assistant Professor, Business Administration & Deputy Director, Career Counseling Center attended the event on behalf of East West University and received medicinal, fruit & timber saplings that were later distributed among faculty members & students for plantation.



## Career Talk - "Are You Ready To Get Hired?"

JobStreet.com presented a career talk on 'Are You Ready To Get Hired' on 24 June 2008 at East West University auditorium. The Business Manager, JobStreet.com, Mr. Aslam Parvez, talked about career planning, résumé writing and interview skills. Mr. S I Nusrat A Chaudhury, Head, Career Counseling Center, Mr. Omar Faruq, Deputy Director, Career Counseling Center, and graduates and graduating students were also present in the seminar.

## Mr. S I Nusrat A Chaudhury attended a conference in UK

Mr. S I Nusrat A Chaudhury, Associate Professor, Department of Business Administration, and Head, Career Counseling Center, East West University attended an international interdisciplinary conference on Gender, Family Responsibility and Legal Change Conference 2008 (July 10-12, 2008) at the University of Sussex, UK. He presented a paper titled "Work and Family Role Conflict of Married Women Managers in Dhaka".

## All University Fair 2008

East West University participated in the All University Fair 2008 which was held on 17, 18 and 19 July 2008 at Bangladesh China Friendship Conference Centre, Dhaka organized by Windmill Advertising Ltd.

## Multimedia Presentation of EWU for NDC delegates

A team of National Defense Course-2008 of National Defense College visited East West University on 24 July 2008. For the NDC delegation the CCC offered a 10 minutes presentation, providing an overview of EWU. Special thanks to Ishtiaque Shahriar Shaanto, a student of Business Administration, for developing the EWU multimedia presentation.

## Career Talk - "Your Career & You" by Grameenphone

Grameenphone and Career Counseling Center of East West

University jointly organized a career talk on "Your Career and You" on 31 July 2008 at the University auditorium.

Mr. Matiur Rahman Siddiqui, Deputy General Manager, Strategic Operations Management, Networks, Mr. Issam Kamal, Manager, Software Development & Integration, IT, Mr. Shakil Hassan, Manager, Research & Analysis, Marketing, and Mr. Shariful Islam, Manager, Resourcing & Employer Branding, HR, Grameenphone were the speakers at this event. In the question-answers session, they suggested career pathways to jobs in Grameenphone. Dr. Tanbir Ahmed Chowdhury, Professor and Chairperson, Department of Business Administration, Mr. S I Nusrat A Chaudhury, Head, Career Counseling Center, Mr. Omar Faruq, Deputy Director, Career Counseling Center and other faculty members, graduates and graduating student were also present in the seminar.

## Seminar on SME: A Shift on Focus Change those Occurred

Mr. Abdul Qayum Mohammad Kibriya, Deputy General Manager, BASIC Bank Limited, made a presentation on "SME: A Shift on Focus-changes those occurred" on 11 August 2008 at the East West University Auditorium. The seminar was chaired by S I Nusrat A Chaudhury, Associate Professor of Business Administration and Head of Career Counseling Center. Mr. Omar Faruq, Assistant Professor of Business Administration and Deputy Director, Career Counseling Center, graduates and graduating students were also present at the seminar.

## Résumé writing workshop

Career Counseling Center organized a Résumé Writing Workshop on 11 August 2008. Mr. S I Nusrat A Chaudhury, Associate Professor & Head, Career Counseling Center talked about techniques of preparing a Résumé. The workshop was attended by students who had taken internship or were doing project work.

## "Battle of Minds 2008" preparation

"The Battle of Minds 2008" competition organized by British American Tobacco Bangladesh (BATB) has already taken off in the top universities from both the public and private sector. In this on-going competition, the following nine nominees from EWU were selected to participate in the semi-final round on the basis of a written test for Battle of Minds 2008:

Tasmiah Tabassum Rahman, Ghalib-Al-Labeeb, Kamrul Huda Talukdar, Md. Tasmim Zahid Anwar, Raisa Chowdhury, A.M. Nuruddin Mahfuz, Zahidul Naim Zakaria, Dilruba Hussain, Naveen Ambareen.

The semi-final round will be held on 7 September 2008 at EWU auditorium. The final round takes place in November 2008.

## Campus Career Festival 2008

A press conference was held at Hotel Sonargaon on 21 July 2008 by bdjobs.com to formally announce the programs and events of Bdjobs.com Campus Career Festival. Mr. S I Nusrat A Chaudhury attended the conference on behalf of East West University. A two-days long festival at East West University will be held on 27 & 28 August 2008





## Meeting

Career Counseling Center arranged meetings at the CCC conference room with some distinguished personnels and organizations. Through the team, Mr. S I Nusrat A Chaudhury, Head and Deputy Director, CCC Mr. Omar Faruq met the following:

Mr. H.I.M Baqi Billah, Coordinator, Sales & Promotion and Mr. Syed Md. Hasib Ahsan, Executive, Marketing, Aamra Management Solutions

Mr. Saood Bin Masood, Corporate HR Manager & Business Partner, and Ms. Reenat Akhter, Corporate HR Manager, BATB

Mr. Hasan Mahfuz Chowdhury, Assistant General Manager, e-Hut & New Business Development, BracNet

Mr. Suman Kumar Saha, National Director, The Duke of Edinburgh's Award Foundation, Bangladesh

Mr. Mohammed Shariful Islam, Manager, Resourcing & Employer Branding and Ms. Taslima Hasnat Jaigirder, Officer, Resourcing & Employer Branding, Grameenphone

Ms. Tatiana Pavlosky, JOBS-ICT Private Limited

PeopleScape personnel Ms. Deneb Zeenat Latif, Head of Business and Ms. Adrita Datta, HR Planning & Development Manager, PeopleScape

Mr. Chowdhury Abd-Allah Quaseed, GM, Sun Business and Head of Financial Service Industries, Tech Vally Computers Ltd.

Ms. Fabiha Ashekeen Ahmed, Officer HR, and Ms Masuma Ahmed Tania, Officer Human Resources, Warid Telecom International Limited

Dr. Tanbir Ahmed Chowdhury, Professor and Chairperson, Department of Business Administration, Dr. Muhammad Sirajul Haque, Professor & Chairperson, Department of Economics, Professor Dr. Anisul Haque, Dean, FSE & Chairperson, Department of EEE, Dr. Mohamed Ruhul Amin, Professor & Chairperson, Department of ECE, Dr. Mohammad Ghulam Rahman, Assistant Professor & Chairperson, Department of CSE, Bijoy P. Barua, Ph.D., Associate Professor & Chairperson, DSS, Mr. Harunur Rashid Khan, Assistant Professor & Chairperson, Department of English, Dr. Sofia Islam, Assistant Professor, Department of Pharmacy.

## Promotional Activities

Executives from the following professional organizations visited EWU campus for events/promotional activities -

Unilever Bangladesh, BRAC Bank Limited, The Overseas Study Solution Ltd.

## Special Thanks

A significant number of EWU students got jobs in the following renowned organizations during Summer 2008. On behalf of EWU, we congratulate our graduates for a good start in their careers.

Aamra Networks Limited  
Avery Dennison + PAXAR Bangladesh Ltd  
Banglalink  
BRAC Bank Limited  
Commercial Bank of Ceylon  
DHL

Eastern Bank Limited  
Electra International (Samsung)  
EnergyPac  
Equity Partners Securities Limited (EPL)  
FedEx Bangladesh  
Grameen Phone Ltd.  
HSBC  
Intertek Labtest  
IPDC  
KASHBA Housing Ltd.  
Lalbag Chemical & Perfumery Works Ltd.  
Lanka Bangla Finance Ltd  
LankaBangla Securities Ltd.  
Market Access P. Ltd.  
Mercantile Bank Ltd.  
NextTel Communication  
One Bank Ltd  
Pacific Bangladesh Telecom Limited (CITYCELL)  
Pan Pacific Sonargaon Hotel - Dhaka  
Pubali Bank Limited  
Quantum Market Research Bangladesh Ltd.  
Rangs Properties Ltd.  
Rarul Propertise  
Runner Group  
Standard Chartered Bank  
TIMESCORP  
TM International Bangladesh Limited, AKTEL  
Unilever Bangladesh Ltd.  
Warid Telecom

CCC conveys heartfelt thanks to the management of the following organizations for providing internship to students of EWU.

AB Bank Limited  
Al-haj Group of Industries  
Ascent Group  
Asian Consumer Care (Pvt.) Ltd.  
Bank Asia Limited  
BASIC Bank Limited  
Berger Paints Bangladesh Limited  
BOC Bangladesh Ltd.  
British American Tobacco Bangladesh  
Carrotcomm  
Citibank N.A  
Dhaka Stock Exchange Ltd.  
Dutch-Bangla Bank Limited  
GlaxoSmithKline Bangladesh Limited  
Grameenphone  
HSBC  
Ideal Textile Mills Ltd.  
IFIC Bank Limited  
Islami Bank Limited  
Keya Cosmetics Ltd.  
Mediacom Limited  
Mercantile Bank Limited  
Modern Erection Limited  
National Bank Limited  
NCC Bank Ltd.  
Nestlé Bangladesh Limited  
Oval communication limited  
Premier Bank Limited  
Prime Bank Limited  
Prime Finance & Investment Limited  
Rahimafrooz Batteries Limited  
S.M. Group  
Shahjalal Islami Bank Limited  
Social Investment Bank Limited  
Sonia Limited  
Square Pharmaceuticals Ltd.  
Standard Chartered Bank  
The City Bank Limited  
The City Bank Limited  
Times International  
Trust Bank Limited  
Warid Telecom International Limited  
Xerox Operations in Bangladesh

# FACULTY UPDATE

## Department of Business Administration

### External Referee

Dr. Tanbir Ahmed Chowdhury, Professor and Chairperson, Department of Business Administration has been selected as the external referee to examine the Ph.D Thesis entitled " Financial Performance of Handloom Weavers'Co-operative Societies in Karur District-A Study" of Ganhighram Rural University (Accredited with five star status by NAAC),India.

### Publications

Sharmina Afrin, Dr. Nazrul Islam, and Dr. Shahid Uddin Ahmed, (2008), A Multivariate Model of Micro-Credit and Rural Women Entrepreneurship Development in Bangladesh, *International Journal of Business and Management*, Vol. 3, No. 8, August 2008 Issue, ISSN 1833-3850, Australia.

Muhammad Z Mamun and Nazrul Islam, (2007), Challenges and Opportunities of Health Insurance in Rural Bangladesh, *Journal of Business Administration*, IBA, University of Dhaka, Vol. 33, No. 3 & 4, July & October, 2007 (Published in July 2008).

Nargis Akhter,Ph.D., "Compensation of the Employees of Local Private Manufacturing Enterprises in Bangladesh" in *Business Review: A Journal of Business Administration Discipline*, Vol. 05/No.02; 2008, Khulna University, Bangladesh. ISSN: 1811-3788.

Nargis Akhter,Ph.D. & Md. Mizanur Rahman, "Saleswomen in Bangladesh: A Case Study of the Metropolitan Khulna City" in *Social Change, A Journal for Social Development*. Vol. 1, No. 1, 2008. pp.103-114. ISSN: 1997-938X.

A case study titled "Monon Moves On" written by Md.Wahidul Habib, Adjunct Faculty, Department of Business Administration and Abdul Kader Nazmul and Ahmed Shahriar Ferdous , has been published in *Management Case Studies*.In Balvinder Shukla, Sanjeev Prashar and Harvinder Singh(eds), Amity Business School and Excel Books Private Limited,New Delhi,India, First Edition:2007,pp.465-469(ISBN 81-8323-016-4)

Dr. Dilip Kumar Sen, Professor of Accounting & Finance, School of Business, Independent University, Bangladesh, Sardana Islam Khan Senior Lecturer in Management, Department of Business Administration, East West University , "An Analytical Study on Leadership Challenges for Human Service Administrators", *East West University Journal*,2008, ISSN 1998-1600, Vol. I, no.2, pp. 44-60. &#61656;

Sardana Islam Khan & Taskina Ali, "The Impact of Emergency Price Control Measures on Small Importers of Essential Commodities and Subsequent Long Term Affect on National Economy", *Small and Medium Enterprise Development in Bangladesh*, ISBN 984-300-001895-5, 1st Edition, 2008, pp. 147-174, 2008

Mohammad Abdur Razzak, Senior Lecturer, Department of Business Administration, published an article "Foreign Jurisdiction Clause" in *Bangladesh Legal Decisions*, March 2008

### Conference Papers

Dr Nazrul Islam and M. Akbar Ali, (2008), A Study on Service Quality of the Bangladesh Police, Published in the *proceedings of GLOGIFT 2008 of The Eighth Global Conference on Flexible Systems Management*, held in Stevens Institute of Technology, Hoboken, New Jersey, USA, 14-16 June 2008, pp. 817-827.

Alam Sayeed, Chaudhury A Nusrat, "Women Entrepreneurs In Dhaka : Some Barriers To Success" paper presented at the International Conference on Social Sciences and Humanities (ICoSSH'08) organized by Universiti Sains Malaysia, Penang, Malaysia, on 18-20 June, 2008..

Alam Sayeed, Chaudhury A Nusrat, "Work and Family Role Conflict of Married Women Managers In Dhaka" at the Gender, Family Responsibility and Legal Change Conference organized by the University of Sussex, on 10-12 July 2008.

### Committee member and reviewer

M Sayeed Alam, Assistant Professor, Business Administration has been nominated to be a committee member to review the preliminary papers on "The Globalization of Chinese Enterprises: Transformational Politics, Business Strategies, and Future Paths". This conference will be held on October 9-10, 2008 at the Harvard Kennedy School, Cambridge, Massachusetts.

## Department of Electrical and Electronic Engineering

### Seminars

Dr. Samir Iqbal, Assistant Professor, University of Texas at Arlington gave a talk on From MEMS to NEMS: Engineering Smart Sensors on June 23, 2008 at the East West University Auditorium. The talk was jointly organized by the EEE Department and IEEE Electron Devices Society, Bangladesh Chapter. In this talk Dr. Iqbal discussed advances in nano-fabrication and research at the cross roads of engineering and biological science. An overview was given of some novel frameworks that have been used for the detection of important biological species like DNA and proteins. More than 100 faculty members and students of the engineering departments attended the talk.

"Dr. Zia Karim, Director, Business Development and technology, AIXTRON Inc., USA gave a talk on Atomic Layer Deposition Technology for the Semiconductor and Nanotechnology Industry - Challenges and Opportunities on July 6, 2008 at the East West University Auditorium. The talk was jointly organized by the EEE Department and IEEE Electron Devices Society, Bangladesh Chapter. In this talk Dr. Karim discussed the fundamentals of Atomic layer Deposition Technology and its applications. More than 75 students and faculty members of the engineering departments attended the talk.

### EEE Students Qualify for IEEE International Future Energy Challenge Competition

The proposal submitted by the joint BUET-EWU student team has qualified for the IEEE International Future Energy Challenge (IFEC) competition 2009. The EWU team consists of four senior undergraduate students of the EEE Department. IFEC is a year long international student competition sponsored by IEEE Power Electronic Society. The topic of the competition is design and construction of a low cost power electronic interface converter for wind turbines.

### Publications

" Khairul Alam, "Gate dielectric scaling of top gate carbon nanoribbon (CNR) on insulator transistors," *Journal of Applied Physics*, 2008 (in press).

### Other activities

1. Prof. Anisul Haque will serve as a member of the Technical Committee for the International Conference on Electrical and Computer Engineering (ICECE 2008), to be held in Dhaka during December 20 - 22, 2008.

2. Dr. Khairul Alam served as a peer reviewer for IEEE Transactions on Electron Devices.

3. Ms. Tahseen Kamal served as a judge in the Shadow Parliamentary Debate Competition jointly organized by Transparency International Bangladesh and Anti-Corruption Commission.

## Department of English

### Papers

Dr. Muhammed Shahriar Haque, Assistant Professor, Department of English, has published the research article "Critical Discourse Analysis and the Rational Faculty", in *East West University Journal*, Vol. 2, 2008.

Farzana Akhter, Senior Lecturer, Department of English published a paper titled "Quest for Home in Amitav Ghosh's *The Glass Palace*" in *Spectrum* (Journal of the Department of English, University of Dhaka), Vol. 5, June 2007, pp 151-159.

### Presentation:

Dr. Muhammed Shahriar Haque has presented a research paper titled "Accountability - Passion, Fashion or Materialism: Teachers and Students in the English Departments" at the conference entitled "English for today" 2008 (20-21 June), organized by the Department of English, Jahangirnagar University, held at Jahangirnagar University auditorium.

Sonia Sharmin, Lecturer in English, East West University presented a paper on "A Window to the World of the World: Naipaul's Women in a Multi-Ethnic Society" with Nahid Kaiser of Daffodil University at Jahangirnagar University in June. The name of the seminar was "english for today" and it was held at Jahangirnagar University.

Harunur Rashid Khan, Chair and Assistant Professor of English Department, took part in an international training on Leadership and Mentoring held in Almaty, Kazakhstan on 27- 31 May 2008. This training was part of a British Council project called "Strengthening Teachers Association" involving 10 countries from South and Middle Asia. Mr Khan participated with 15 other teacher leaders from eight countries of the region.

Mr Khan made a power-point presentation titled "English Pronunciation - Does it Matter?" in a language festival held in St Joseph Higher Secondary School on 5 July 2008. About two hundred young participants from different schools and many English teachers attended the session.

Mr Khan made another power-point presentation titled "Developing Active Listening Skills" - a monthly event that was organized by the Bangladesh English Language Teachers Association (BELTA) and was held in Dhaka British Council Auditorium on 17 July 2008. About one hundred English teachers from different institutions of the city attended the event.

### Seminar-Series:

"Of Paradoxes and Misrepresentations: Identity Politics / Inquiry in V. S. Naipaul's *Half a Life* and *Magic Seeds*" was presented by Md. Manzur Alam, Senior Lecturer, Department of English, EWU, on 9 June 2008

"Shaman in the Common: Poetics and Praxis in Contemporary Britain" was presented by a guest academic, Dr. Shamsad Mortuza, Chair & Associate Professor, Department of English, Jahangirnagar University, on 9 July 2008

"TVCs in Bangladesh, Semiotics and the Middle Class" was presented by Mr. Amiruzzaman, Graduate Teaching Assistant, Department of English, East West University, on 14 August 2008

### Departmental Activities

**Condolence Meeting:** Isthiaque Ahmed, a student of the English Department, ID # 2005-2-40-020 passed away on 13th June due to heart failure. The Department of English organized a condolence meeting on June 22, 2008. The meeting started by observing one-minute silence to pay tribute to the memory of the Isthiaque. Professor Fakrul Alam, Mr Harunur Rashid Khan, Dr. Shahriar Haque, some friends, and a brother-in-law (of the departed) reminisced about the rare qualities of Isthiaque as a student, as a human being and his other outstanding creative talents.

**Workshop:** The Department of English organized a workshop on "Updating Service English Courses" on July 16, 2008. Coordinators of the four service English courses presented many facets of their current

contents and practice of their respective courses while other colleagues made some useful suggestions. The meeting decided unanimously that next semester course outlines would be updated in the light of workshop discussions and suggestions. Mr. Harunur Rashid Khan, Chair of the English Department, moderated this interactive session.

**Class observation:** Observing each other's classes is one of the most useful ways of improving our teaching. Keeping this view in mind, all faculty members of the English Department observed each other's classes and gave short but constructive feedback on them.

## Department of Economics

A. K. Enamul Haque and Ahmed Taneem Muzaffar, "Cost of Corruption: An Investigation into the Rationality of Paying Bribe", *The Jahangirnagar Economic Review*, Vol 19, June 2008, ISSN 1990-2492.

Iftekharul Huq, Mehnaz Rabbani, and Biva Arani Mallik, "Programs for the Hard Core Poor - Preliminary Assessment of the Alternative Approaches", *The Jahangirnagar Economic Review*, Vol 19, June 2008, ISSN 1990-2492.

S. S. M. Sadrul Huda, Ahmed Taneem Muzaffar, and Jashim Uddin Ahmed, "The Perception on Food Quality among Urban People", *American International University Bangladesh Business and Economics Working Paper Series*, Working Paper No AIUB-Bus-Econ-2008-17, May, 2008.

Md. Abid Hossain Khan, Ahmed Taneem Muzaffar, and Abdul Kader Nazmul, "Corporate Financial Reporting on Internet: Global Developments and an Appraisal of Practices in Bangladesh", *American International University Bangladesh Business and Economics Working Paper Series*, Working Paper No AIUB-Bus-Econ-2008-25, June, 2008.

Sajjad Zohir, Mehnaz Rabbani, Biva Arani Mallik, Iftekharul Huq, and Raisa Afsana, "Exclusion and Poverty: An analytical approach for understanding exclusion and assessing programmes targeting the very poor in Bangladesh", Working paper jointly published by BRAC Research and Evaluation Division and Economic Research Group, April, 2008.

Sinha, A.K., Muntasir Chaudhury, A.H.M.R. Imon, "Income Elasticity of Time Deposit in the Context of Bangladesh", *International Journal of Business Management*, Vol. 3, No. 12(Accepted for Publication), 2008

Sinha, A. K., Md. Rakibul Hasan, A.H.M.R. Imon, Bhattacharjee, S.K., "One Sample Proportion Test with Vague Prior in Predictive Approach", *Pakistan Journal of Statistics*, Accepted for Publications, 2008

Sinha, A. K., A.H.M Rahmatullah Imon, Bhattacharjee, S. K., "One Sample Proportion Test with Vague Prior in Predictive Approach is a Special Case of Test with Beta Prior", *Journal of Statistical Studies*, Vol.27,pp.47-49,2008

## Department of Computer Sciences & Engineering

Mozammel H A Khan, Nafisa K. Siddika, and Marek A Perkowski, Minimization of Quaternary Galois Field Sum of Products Expression for Multi-Output Quaternary Logic Function using Quaternary Galois Field Decision Diagram, Proceedings of 38th IEEE International Symposium on Multiple-Valued Logic (ISMVL 2008), 22-24 May 2008, Dallas, TX, USA, pp.

125-130.

Mozammel H A Khan, "Reversible Realization of Quaternary Decoder, Multiplexer, and Demultiplexer Circuits", *Proceedings of 38th IEEE International Symposium on Multiple-Valued Logic (ISMVL 2008)*, 22-24 May 2008, Dallas, TX, USA, pp. 208-213.

Md. Ershadul H. Choudhury, Md. Nawab Yousuf Ali, "Framework for Synthesis of Universal Networking Language", *EWU Journal*, Volume 2, 2008

Md. Nawab Yousuf Ali, Dr. Jugal Krishna Das, Dr. S.M.,Abdullah Al-Mamun, "Specific Features of a Converter of Web Document from

Bengli to Universal Networking Language", International Conference on Computer and Communication Engineering, 2008

Firoz Anwar, Syed Murtuza Baker, Mohammad Shoyaib, Taskeed Jabid and Md. Mehedi Hasan "Identification of Gene using Machine Learning Technique", The 2008 World Congress in Computer Science Computer Engineering and Applied Computing, Las Vegas, USA July 13-17, 2008.

Taskeed Jabid, Mohammad Shoyaib, Syed Murtuza Baker, Firoz Anwar and Md. Mehedi Hasan "Protein-Protein Interaction Detection from Primary Structure using Support Vector Machine", the 2008 World Congress in Computer Science Computer Engineering and Applied Computing, Las Vegas, USA July 13-17, 2008.

Sazia Mahfuz "Prospects of grid in the current voter registration scenario of Bangladesh" International Conference on e-Business 2008, Porto, Portugal, 26-29 July 2008

## Department of Electronic and Communication Engineering

### Journal Papers:

Md. Imdadul Islam, S. Jahan, and M.R. Amin, "Optimum Location of a Switching Station of an Urban Network", *IETECH Journal of Communication Technology*, vol. 2, no. 1, pp. 28-34, 2008.

Mustafa Hussain, R.R. Joyee, S. Jahan, and M.R. Amin, "Implementation of Space Time Block Code Using Base Station Repeater Diversity", *IETECH Journal of Communication Technology*, vol. 2 no. 3, pp. 170-174, 2008.

Md. Imdadul Islam, Mohammad Zulhasnine, and M.R. Amin, "Performance Evaluation of Rake Receiver of DS-CDMA under AWGN Environments", *Journal of Discrete Math. Sci. & Cryptography*, vol. 11, no. 3, pp. 267-279, 2008.

M. Mofazzal Hossain, Yaochun Yao and Takayuki Watanabe, "A Numerical Analysis of Plasma-Particle Heat Exchange During In-Flight Treatment of Granulated Powders by Argon-Oxygen Induction Thermal Plasmas", *Thin Solid Films*, vol. 516, pp. 6634-6639, 2008.

Yaochun Yao, M. Mofazzal Hossain, Takayuki Watanabe, Tomoyuki Tsujimura, Fuji Funabiki and Tetsuji Yano, "Effects of Feed Rate and Particle Size on the In-Flight Melting Behavior of Granulated Powders in Induction Thermal Plasmas", *Thin Solid Films*, vol. 516, pp. 6622-6627, 2008.

Y. Yao, M. M. Hossain, T. Watanabe, T. Matsuura, F. Funabiki and T. Yano, "A Multi-phase AC arc Discharge and Its Application in In-Flight Thermal Treatment of Raw Glass Powders", *Chemical Engineering Journal*, vol. 139, pp. 390-397, 2008.

Yao Yaochun, M. M. Hossain, T. Watanabe, F. Funabiki and T. Yano, "Application of In-Flight Melting Technology by RF Induction Thermal Plasmas to Glass Production", *Plasma Science and Technology*, vol.10, No.3, Jun. 2008

Md. Abul Kalam Azad, Md. Bazlur Rahman and A.S.A Noor, "Lattice of Finitely Generated  $n$ -ideals Which Forms a Normal Lattice", *South East Asian Bulletin of Mathematics*, 2008. China.

K. Roy, G. Mandal and P. Chatterjee, "Solitary Waves in a Four Component Dusty Plasma with Nonthermal Electron", *Wesleyan Journal of Research*, vol.1, pp. 59-65, 2008.

M. Ameer Ali, Gour C Karmakar, and Laurence S Dooley, "Fuzzy Image Segmentation Considering Surface Characteristics and Feature Set Selection Strategy", *IETECH Journal of Advanced Computations*, in Press, 2008.

M. Ameer Ali, Gour C Karmakar, and Laurence S Dooley, "Review on Fuzzy Clustering Algorithms", *IETECH Journal of Advanced Computations*, in Press, 2008.

A.B.M. Faruquzzaman, Nafize Rabbani Paiker, Jahidul Arafat, and M. Ameer Ali, "A Survey Report on Image Segmentation Based on Split and Merge Algorithm", *IETECH Journal of Advanced Computations*, in Press, 2008.

Md. Riazur Rahman, M. Ameer Ali, and G. Sarwar, "Significant Point Generation Technique", *IETECH Journal of Advanced Computations*, vol. 2 (2), pp. 107-116, 2008.

### Conference Papers:

Md. Asif Hossain, S. H. Shah Newaz, Sarwar Jahan, M. M. Hussain and M.R. Amin, "A Proposal for Enhancing The Security System of Short Message Service in GSM", International Conference on Anti-counterfeiting, Security, and Identification (2008 ASID), Guyang, China, IEEE Xplore, August 2008.

Md. Arifur Rahman, Ahmedul Haque Kabir, K.A.M. Lutfullah, Zahedul Hassan, and M.R. Amin, "Performance Analysis and the Study of the Behavior of MPLS Protocols", Proceedings of the International Conference on Computer and Communication Engineering (ICCE08), May 13-15, Kuala Lumpur, Malaysia, , vol. I, pp. 226-229, 2008.

A.B.M. Faruquzzaman, Nafize Rabbani Paiker, Jahidul Arafat, Ziaul Karim, and M. Ameer Ali, "Object Segmentation Based on Split and Merge Algorithm", IEEE TENCON, 2008.

A.B.M. Faruquzzaman, Nafize Rabbani Paiker, Jahidul Arafat, M. Ameer Ali, and Golam Sorwar, "Literature on Image Segmentation based on Split and Merge Techniques", International Conference on Information Technology and Applications (ICITA), 2008.

M. A. Rahman, A. H. Kabir, K. A. M. Lutfullah, Z. Hassan, and M. R. Amin, "Fair Comparisons of Different TCP Variants for Future Deployment of Networks", International Conference on Electronics, Computer and Communication (ICECC 2008), June 27-29, Rajshahi Chapter, Rajshahi, Bangladesh, 2008.

### Seminar:

In association with EWU Telecom Club, ECE Department organized a seminar on "VOIP: Voice over Internet Protocol". The seminar was conducted by Mr. Mustafa M. Hussain, Assistant Professor, ECE Department. He talked about the technical prospects and future opportunities in VOIP and Call Centers. A large number of faculty members and students were present at the seminar.

### Talk:

Dr. Rafiqul Islam, Professor of Engineering and Technology, Northwestern State University at Natchitoches, Louisiana, USA gave a talk on "Wireless Application in Biomedical Engineering and Technology Programs and its Impacts on Enrollment and Economy" on August 05, 2008 (Tuesday) at 5:00 pm. The lecture was organized by the ECE Department. In this lecture, Dr. Rafiqul Islam discussed the prospects and future of Biomedical Engineering and Wireless Applications in Biomedical Engineering. More than 50 faculty members and students of the engineering departments attended the lecture.

### Colloquium:

Prof. Mohammad Ali Asgar, Visiting Professor, EWU gave a lecture on "Interface of Physics and Technology" on August 7, 2008 (Thursday) at 4:45-5:45 pm. In the lecture, Prof. Mohammad Ali Asgar discussed the relationship between Physics and Technology. Several faculty members and students of the engineering departments attended the Colloquium. The Colloquium is a research talk organized regularly by the ECE Department.

### Internship:

The ECE Department encourages all of its students to participate in Internship/Industrial attachment programs. It provides them with information that will assist them in identifying telecommunication internship opportunities. It also works closely with telecom industries. This has enabled it to be in a position from where it can request different telecom companies to recruit its graduates.

Some students have already confirmed their jobs within a few months in companies such as Grameen Phone, Aktel, BanglaLink, Warid Telecom, Huawei etc during their internship program.

### Fresh Appointment:

Dr. M. Mofazzal Hossain, Associate Professor, Dept. of Electronics and

Communications Engineering, joined ECE department recently. He was an Associate Professor of the Department of Electrical and Electronics Engineering, Chittagong University of Engineering and Technology (CUET). He has his Ph.D. & M.Sc. in Electrical and Electronic Engineering from Kanazawa University, Japan and B.Sc in EEE from BUET. His research interests are Nanoscience and Technology, Materials Science and Engineering etc.

## Department of Social Science

### Paper

Dr. Sudhangshu Sekhar Roy, Assistant Professor, Department of Social Sciences, has published an article entitled "The Press: The Fourth Estate or the Wing of the Govt.?" in *BJR (Bangladesh Journalism Review)*, volume 4, Issue 3, June 2008, a journal of BCDJC (Bangladesh Centre for Development, Journalism and Communication), Dhaka, Bangladesh.

### Presentation

Ehsanul Haque, Adjunct Faculty, Department of Social Sciences, East West University, presented a paper entitled "Giving Voice to the Voiceless: The Role of Mass Media" at an International Conference on "Make the Marginalized Speak!", organized by the New German Psychological Society held at the Free University of Berlin, Berlin, Germany during July 28-30, 2008.

### Conference attended

Mr. A. I. M. Jakaria Rahman, Assistant Librarian, attended the International Conference on "Role of Library and Library Professionals in Knowledge Society", held in 17-19 March 2008 in North Eastern Hill University (NEHU), Shillong, Meghalaya, India. He presented a paper entitled 'Library Education for Preparing the Professional in Bangladesh: an Analytical Study of Undergraduate Levels in the University of Dhaka'.

## EWUCRT

### a: Research Competition

The following research proposals have been selected for funding.

Research Proposal 1: "An Appraisal of the Problems and Prospects of SME in Bangladesh" by Dr. Tanbir Ahmed Chowdhury and Ms. Kashfia Ahmed, Department of Business Administration, EWU.

Research Proposal 2: "Environmental Adaptation of Rakhaine Communities in the South East Coast of Bangladesh" by Mr. Rayyan Hassan, Department of Social Sciences, EWU

### b. Symposium:

August 14, 2008

Professor Mohammed Sharif, Vice Chancellor of EWU, addressed the symposium in the Academic Building of the University. In his address, he applauded the contribution of faculty members committed to scholarly research while teaching. He believed that the researchers would generate new knowledge and contribute to our society and accelerate the learning process.

### Session 1

Mr. Rayyan Hassan, Lecturer, Department of Social Sciences presented his research proposal entitled "Environmental Adaptation of Rakhaine Communities in the South East Coast of Bangladesh." After his presentation, Dr. Fazlur R. Khan, Professor of Social Sciences, gave his views on the subject as a discussant of the session. The session was moderated by Dr. Bijoy P. Barua, Executive Director of the EWUCRT.

### Session 2

Dr. Tanbir Ahmed Chowdhury Professor and Chairperson, Business Administration, and Kashfia Ahmed, Lecturer, Business Administration, presented their research proposal entitled "Appraisal of the Problems and Prospects of SME in Bangladesh." Dr. Nazrul Islam, Professor and

Coordinator of Graduate Studies, Business Administration, delivered his views as a discussant. Dr. Bijoy P. Barua, Executive Director of EWUCRT, was present as the moderator of the session.

### c. Journal

EWUCRT recently published *East West University Journal*, Volume 1, No. 2, 2008. The Journal contains ten research papers, a note and a book review.

Abstract Series: EWUCRT published 2nd volume (2007) of Abstract of published papers in April 2008.

Call for Research Proposal: Call for Research Proposal (Round 4) will be announced in the Fall of 2008.

## Appointment and New Assignments

### Newly Recruited Faculty

#### Department of Business Administration

- |                              |                 |
|------------------------------|-----------------|
| 1. Gazi Saleh Uddin -        | Adjunct Faculty |
| 2. Md. Shajahan Mia -        | Senior Lecturer |
| 3. Mr. Sumon Bhattacharjee - | Lecturer        |

#### Department of CSE

- |                          |          |
|--------------------------|----------|
| 1. Ms. Shaila Sharmeen - | Lecturer |
|--------------------------|----------|

#### Department of English

- |                                |          |
|--------------------------------|----------|
| 1. Ms. Sonia Sharmeen -        | Lecturer |
| 2. Ms. Farhana Zareen Bashir - | Lecturer |

#### Department of Pharmacy

- |                                  |                 |
|----------------------------------|-----------------|
| 1. Prof. Muniruddin Ahmed, Ph.D. |                 |
| 2. Dr. Shamsunnahar Khan -       | Asst. Professor |

#### Department of ECE

- |                              |                     |
|------------------------------|---------------------|
| 1. Dr. M. Mofazzal Hossain - | Assistant Professor |
|------------------------------|---------------------|

### Newly Recruited Administrative Staff

- |                                    |                                |
|------------------------------------|--------------------------------|
| 1. Ms. Sabrina Hussain -           | Assistant Chief, HR            |
| 2. Mr. Moorarje Deshai Barman -    | Registration Officer           |
| 3. Md. Selim Ahmed -               | Asst. Registration Officer     |
| 4. Md. Abdullah Al Mamun -         | Asst. Registration Officer     |
| 5. Ms. Iqbalunnesa Moona -         | Asst. Admission Officer        |
| 6. Md. Shafkath Sateed Choudhury - | Administrative Officer         |
| 7. Md. Sheikh Rizwan Rashed -      | Asst. Administrative Officer   |
| 8. Md. Abul Kaiser -               | Department Secretary, Pharmacy |
| 9. Md. Arifur Rahman -             | Lab Officer                    |
| 10. Md. Abdul Motin -              | Software Engineer              |

# CLUB UPDATE

## Computer Club

EWU Computer club is one of the oldest clubs of East West University, which helps students to improve their technological expertise. Here students can gain knowledge about ICT & build their minds through different IT activities. Each year this club arranges extracurricular events for students. In the last semester, it successfully arranged an Intra-University Gaming Contest, which was held on 7th August 2008. The main purpose of this contest was to discover some of the best gamers of this university. This was a good opportunity for upcoming gamers to show their talents so that they could compete in other gaming contests in the future. More than hundred students participated in this contest. Amongst them only the top four contestants were awarded. Fahad Abdul Gaffur, Tonmoy De Costa, Nazmul Alam Sabbir and Shawon Asad held the first, second, third & fourth position respectively and received exclusive prizes from the club moderator Firoz Anwar after the event.

### Moderators:

Nawab Yousuf Ali  
Maheen Islam  
Firoz Anwar

### Executive Committee:

President Theea Mohammad  
Vice President Kazi Asad Robin  
General Secretary Md. Abir Hossain  
Treasurer Md. Syfur Rahaman  
Event Coordinator Md. Elias Hossain

## Pharmacy Club

2008 has been a busy year for the Pharmacy club because of the new initiatives it has taken. In the first four months, the club arranged a blood donation camp, a seminar, and a workshop and participated actively in the day-long celebration of Pahela Boishakh. In the coming months, too, the club plans more interesting and varied activities.

The club also organized a program to bid farewell to pharmacy graduates as well as a reception to newcomers to the EWU pharmacy department on 21st August, 2008 at 3.30 p.m.

### Moderator:

1. Dr. Sufia Islam  
Assistant Professor, Dept of Pharmacy, EWU  
2. Abu Taiab Md. Jamaluddin  
Lecturer, Dept. of Pharmacy, EWU

### New committee:

President: Tamzid Zaman  
Vice president: Ashfaqur Rahman  
Treasurer: Abdullah-al-masum  
General Secretary: Md. Moidul Islam

## Programming Club

Programming club enables students to develop their computer programming skills. Through this club, students can strengthen their knowledge in programming. This club organizes training programs and contests each semester to develop the skills of students. It successfully arranged an Intra-University Programming Contest, this semester which was held on 9th July 2008. The main purpose of this contest was to identify potential programmers of this university. This was a good opportunity for interested programmers to prove their skills, so that they could be trained to compete in Inter-University contests in the future. Amongst the participants, the top six were awarded prizes. Joseph Armond Baroi, Md. Hafizul Asad Dipu, Tonmoy Majumdar, Md. Rashidul Hasan, Md. Riasat ullah and Abu Shalha Musa were placed the first six positions respectively and received exclusive prizes from club moderators.

It should be mentioned here that our programming teams have performed very well in regional contests held so far. EWUPC has always arranged training programs to groom contestants for such contests. The Training Program was launched on 23rd July, 2008 and continued for the rest of the semester. The contestants were trained by Shamim Hafiz, EWU alumnae, regular problem setter in ACM site, Valladolid.

### Moderators:

Taskeed Jabid  
Syed Murtuza Baker  
Firoz Anwar  
Sazia Mahfuz

### Executive Committee:

President: S.M. Omar Faruq  
Vice-President: Rokibul Hassan Chowdhury  
Treasurer: Abdullah Muhammad Zubair  
General Secretary: Anjon Kundu  
Organizing Secretary: Imtiaz Kabir  
Organizing Members:  
Mehedi Hasan  
Khaled Bin Yousuf





## Creative Marketing Club

CMC stands for Creative Marketing Club, which was established to carry out a wide range of marketing activities. The objective of this club is to discover hidden talents and nurture them. Updating people about a marketing world which is new, non-traditional and dynamic in nature and developing leadership in marketing is one objective of this club. This club will also work to act as the Brand Ambassador of East West University.

There will be internal and external activities. The major focus of this club is on the creative sector. That's why advertising will be a major concern of this club and different creative, innovative and differentiated advertising ideas will be generated through it. It will also try to promote ideas for the corporate world with an aim to establishing them in different media while at the same time building an excellent corporate link.

Activity: Workshop in collaboration with Asiatic Advertising Ltd.

East West University Creative Marketing Club organized a workshop on "Moving Minds to Move Markets" in collaboration with Asiatic Advertising Ltd on 9 August 2008 at EWU Auditorium. The workshop covered areas like Behavioral Economics and Advertising Practices.

Aditya Kabir, head of strategic planning of Asiatic Advertising Ltd. began his presentation in front of a large audience comprising of BBA students having Marketing as a major. It was a very lively presentation. He covered topics such as value innovation, value pricing and value proposition. His presentation included illustrations from national and international advertisements and he analyzed their impact on customers.

Next, Mr. Ferdous Hasan, Executive Director, Asiatic Advertising Ltd. presented on "Application of Behavioral Economics on Marketing Activities". He discussed a lecture on the impact of pricing on consumer behavior, the demand and supply fallacy and the impact of décor. His presentation was very informative and the audience was totally absorbed.

The last session was the most interesting one. The audience was divided into 10 groups. Each group was assigned a name such as "Dream Catcher", "Alomelo" etc. Each of these groups was assumed to be an advertisement agency and was asked to sell their agencies to the audience through a radio commercial. The groups were given 5 minutes of preparation time and 2 minutes to present their advertisement. The presentation of all the groups showed their creativity. The audience enjoyed their advertisements very much. Participants received certificates for participating in the workshop.

### Moderator:

Md. Farhan Faruqui



## Poetry & Drama Club

In Summer 2008, East West University Poetry & Drama Club organized a three day workshop on advanced acting. This was the second time the club has organized such an workshop. It was conducted by Shahadat Hossain (Center for Asian Theatre), Dilip Chakrabarty (Desh Natok) & Rokeya Prachi (Nagorik Natto Shomprodaye). Almost fifty students from various departments of the university participated in the workshop.



On 3 August, 2008, East West University Poetry & Drama Club celebrated its third birthday with a program organized by members of the club. Famous media and theatre artist Rokeya Prachi was present in the event as the chief guest. It began with the song "Tobe shuru hok jatra" from the club's latest production "Bangobalar Hatey". Then the program went on with a "Puthi Path" which described the last three years of the club. Then, certificates were given to participants who attended the workshop on advanced acting by Rokeya Prachi. The old heroes of EPDC were also applauded by the club. The highlight of the program was "Khaytir Birambona", a play written by Rabindranath Tagore and directed by Ashikur Rahman. This was the fourth play staged by the club. But this time the design and the characters were particularly innovative.

### Moderator:

Hasan Al Zayed

### Club's Committee:

1. President: Muntasir Shahriar (Dhrubo)
2. Vice President: Ishtiaque Alam (Tonmoy)
3. General Secretary: Ahmed Hossain Sabbir
4. Treasurer: Sadia Sumaia Chowdhury
5. Chief Coordinator: Asif Imran Ruben



## Electronics Club



The motto of this club is to "Explore Electronics and Explode ideas".

EWU Electronics Club organized a three-day workshop on PSpice (circuit simulating software) for students on demand once again. The workshop was arranged for 64 students. Dr. Ishfaqur Raza, Associate Professor, Department of EEE, who conducted the workshop basically talked about software, its uses and applications. Practical exposure to software was given by Mr. Rifat Ahsan, Mr. Avijit Hira, Mr. Shakhawat Hossain and Mr. Shaik Ashraf Hossain, all students of the Department of EEE.

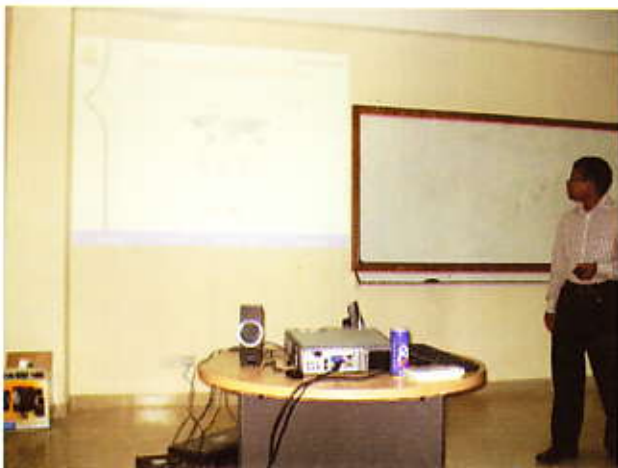
In Summer 2008 the EWU Electronics Club also organized a study tour to the Savar factory of Rahimafrooz Batteries LTD. There were 33 students from various engineering departments. Students were guided by Ms. Tahseen Kamal, Lecturer, Department of EEE. The study tour was successful as the students were exposed to a new industry. The Production Manager of Rahimafrooz also talked about recruitment policy and opportunities for students.

### List of club moderators:

1. Mr. Kazi Atiqur Rahman, Senior Lecturer, Dept. of EEE
2. Ms. Tahseen Kamal, Lecturer, Dept. of EEE

### List of Executive Committee Members:

1. President- Hossain Al-Mamun
2. Vice President- Zubaier Shams
3. General Secretary- Imran Ahmed
4. Treasurer/Event Coordinator- S.M. Tanjilul Islam



## Sangskritik Shangha

Star Search 2008



East West University Sangskritik Shangha (EWUSS) is one of the most popular and largest clubs of the University. Every semester it organizes many cultural events on special occasions. This semester it organized a three day program titled "STAR SEARCH-2008" from 3rd -5th July, a yearly event of the club.

The purpose of this program is to bring out the hidden talent in university students. It is one of the most popular programs of the university, and students wait for it every year. The best 3 performers are selected from 5 different segments to perform in programs such as convocation, annual day etc. This time Ad impression and Boisakhi TV channel joined the search to find out new talents for their daily-based program "Pran e Je Gaan Baje". The segments were instrumental, anchoring, recitation, acting, songs (classical and modern). The best three in each segment were selected by eminent personalities in different fields. In Instrumental music the judges were the members of the band Warfaze. In Anchoring, Ashraar Hossain ( Asst manager, FedEx), Khan Md. Fazal-E-Alahi (Executive, Gentry Corporation LTD) and Mr. Topu (winner Star Search -2005) judged the winners. In recitation, drama, classical song and in modern song segments the judges were Rejina Wali, Najmun Nahar Chumky, Milon Mahmood and the band "D Elimination" respectively. Representatives of Boisakhi TV channel were present in the event.



### COMMITTEE MEMBERS:

- President: Sanjida Suma  
Vice President: Tapan Mahmud  
General Secretary: Shahriar Hossain  
Treasurer: Md Atiqul Haq Khan  
CLUB MODERATOR: Farhana Farid

# Telecommunications Club

East West University Telecommunications Club (EWUTC) is a student club operating under the guidance of the ECE department of East West University, organizing various telecommunication/computer networking-related activities. With the help of the department's advisory board and business contacts, the club enhances the knowledge and experience of its members by organizing events such as inviting renowned figures from the telecommunication/networking industry as guest speakers, organizing discussions about employment opportunities and arranging field trips to observe the applications of technology in the industry. The club also helps members unwind from the pressure of studies by arranging recreational tours along with providing ample support to students in their curricular activities by hosting study groups and workshops on selected topics. Throughout the academic year, the club plans to host and participate regularly in events both on and off the campus. This group, being the virtual representation of the club, works as a bridge of communication with its members through the World Wide Web.

## Activities

During the summer 2008 semester for the months of May-August, EWUTC arranged the following events:

### Seminar on VoIP

Presented by Ms. Anika Imam, CEO of CRM Incorporation, and Sr. Manager in Product Development and Customer Application at Apple Computer Inc, USA and Mr. Mustafa M. Hussain, Assistant Professor of the ECE department, East West University, this event was held on 29th July, 2008 at 5.00 P.M at the EWU Auditorium. It was attended by both faculty members and students. Dr. Ruhul Amin, Chairperson of ECE Department, was the chief guest. The seminar focused on different aspects of VoIP, its working procedures, prospects, and implementation in the country and included a thorough discussion on call centers that covered topics such as call center's characteristics, benefits, establishment operational processes etc.

## Indoor games competition for female students

On 11th June 2008, a fun competition entitled "Time for girls" was arranged at the ECE study room in the academic building for female students of the ECE Dept. The competition included games such as threads and needles, recipe writing, mehedi designing, searching and finding and putting tinsel (Tip) on proper spot. In the thread and needle game, the 1st place was secured by Rahima Akter, the 2nd place went to Rehnuma Afroz and the 3rd place to Nusaiba Nahin. In the recipe writing game, Nusaiba Nahin got the 1st place. She was followed by Amina Tasneem in the 2nd position, and Afsana Umme Hani in the 3rd one. In the most artistic and skillful competition-the mehedi designs-the 1st place went to Amina Tasneem, Taslima Fairouz Konika came second and Farima Sultana was placed 3rd. For the game of "Luck-Putting Tinsel" (Tip) on proper spot, the 1st place winner was Nipa Sarkar while the 2nd place went to Rahima Akter, and Sharia Nafia merited the 3rd position. In the game of "Searching and Finding", the 1st place went to Amina Tasneem while Farzana Nigar stood 2nd and Fatima Sultana took the 3rd winning spot.

## Participation in TeleMpaid'08

East West University Telecommunications Club secured two first positions and one second position out of four groups in the Telempiad-08 held at North South University from 26 to 29 July 2008.

Mr. Sajib Ray of EEE Dept. became 1st in Electronics group and Ms. Nazia Chowdhury of ECE Dept. got the 1st position in the Essay Writing group. In the Physics group, Mr. Anirban M. Joy of CSE Dept. secured 2nd position. This competition was organized by North South University Wireless Forum.

### Moderator:

Mustafa M Hussain  
Sabiha Rahman Juthy

### Executive Committee

President	Biplob Ghosh Rahul
Vice President	Md. Sanjid Hossain
General Secretary	Md. Golam Gaus
Organizing Secretary	Jahirul Islam
Treasurer	Syed Yasin Emon
Event coordinator	Tasnuva Islam





## Photography Club

**INTERNATIONAL INTER-UNIVERSITY PHOTOGRAPHY EXHIBITION**  
East West University Won 4 International Awards in International Inter-University Photography Exhibition 2008 in the following categories.

1st Prize in Lifestyle category - Black and White-by Easel Gairik Mortuza

1st Prize in Lifestyle - Color - Ismail Hossain Ferdous

2nd prize in Lifestyle - Color - Safatul Hoq

Special Jury Awards - Architecture - Salman Beg

201 photographers of 47 Universities from 13 countries participated in this competition, which was organized by North South University.

### Moderator:

1. M. Sayeed Alam
2. Mahmud Zubayer
3. Zahid Akhter

### Executive Committee

President Md. Fazlay Rabbi  
Vice-President K.A. Safatul Huq  
General Secretary Raihan Quadir  
Treasurer Isteaque Ahmed Tamim  
Event Coordinator Eresh Rahman  
Public Relation Easel Mortuza



## Science Club

Summer 2008 was a very busy semester for East West University Science Club. The club organized a Mathematics competition and a workshop in this semester.

EWU Science Club organized "EWU Math Olympiad 2008" on June 21, 08 at the university campus where 62 undergraduate students from 14 public and private universities participated. Pro Vice-Chancellor of EWU, Prof. Md. Kamrul Hasan, Ph.D welcomed all participants and coaches of the participating universities and thanked those university authorities for giving permission to participate in this competition. Then he officially opened the event. For the competition in the seminar Prof. Md. Zafar Iqbal, Department of CSE, SUST, Prof. Mohammad Kaykobad, Department of CSE, BUET, Prof. Abu Saleh Abdun Noor, Ph.D, Department of ECE, EWU, Prof. Mohammad Ali Asgar Ph.D, Department of ECE, EWU were the resource persons. The most interesting part of the event was the award giving part, and Mr. Jalaluddin Ahmed, President, Board of Directors, EWU graced the occasion as the chair of this part. Eight students from BUET, one from BRAC University and one from North South University were ranked in the first ten position of the competition. The first ten position holders received prizes, crests and certificates from Mr. Jalaluddin Ahmed.

A workshop on "3D animation" was organized by the Science Club on July 28 and 29, 2008. Eighty students from different departments of EWU participated. The resource person Mahhub, a student of the university, has been working as a professional in this field. Within a short time he covered the basics of 3D animation, showed some recent work and also described nicely the future work of 3D animation. Participants enjoyed the workshop very much.



## Debating Club

East West University has won the bid to host AUDC 2009 in Bangladesh. This historic win featured as a cover story in the Campus magazine of the popular English daily The Daily Star. The magazine captioned this upcoming big event "When Great Minds Will Clash." East West University has earned the highest points among all Bangladeshi teams participating in AUDC 2008 held in IIUM, Malaysia and this win is a part of our continuing service in this field.

East West University Debating Club (EWUDC) had sent two Bangla debating teams, each comprising of 3 members, in the Vigarunnisa Noon National Debate Championship held between 20-25 July, 2008. Our teams reached the second round of this knock-out based debate competition, but then they faced stronger contenders.

EWUDC has also sent four teams to the Notre Dame College National Debating Championship being held till 29 August, 2008. Two English and two Bangla debating teams, each team consisting of 3 members, are participating in this competition.

## EWU Environmental & Social Club

Environment Fair-2008:

World Environment Day, commemorated each year on 5th June, is one of the principal vehicles through which the United Nations stimulates worldwide awareness of the environment and enhances rapid political attention and action. With the slogan 'KICK THE HABIT! TOWARDS A LOW CARBON ECONOMY' and heart, Department of Environment, Bangladesh arranged an Environment Fair-2008 on 5-6 June 2008. EWUESC put up a stall at the second floor of Osmany Hall.

EWU Environmental & Social Club presented a project about "Blue Sky & Green House Effect". For that project EWUESC symbolically displaced the greenhouse effect process, Impact of Greenhouse gases and preventative measure of Greenhouse effect with solar system.

S. S. M. Sadrul Huda, Assistant Professor & Moderator of EWUESC coordinated the project. Besides, Zakaria Newaz, Ahmed Hossain Sabbir, Faria Islam, Tahajjat Begum, Shahedur Rahman, and Mahmudur Rahman actively participated in the project during the two day-long fair.

### FREE SAPLING DISTRIBUTION PROGRAM-2008

Trees are an important component of the natural landscape due to their prevention of erosion and the provision of a specific weather-sheltered ecosystem in and under their foliage. Trees have also been found to play an important role in producing oxygen and reducing carbon dioxide in the atmosphere, as well as moderating ground temperatures. Keeping all these in mind every person must take necessary actions for reducing carbon dioxide. Accordingly, EWUESC has organized a tree distribution program on the campus on June 18, 2008. S. S. M. Sadrul Huda, Assistant Professor & Moderator of EWUESC, supervised the program. Zakaria Newaz, Shahedur Rahman, Mahmudur Rahman and other club members coordinated the program of distributing 4,000 saplings among the faculties, students and staffs of EWU sponsored by British American Tobacco Company Ltd. The distribution took place on the ground floor of Foundation Building of EWU.



## Workshop on 'Tips and Tricks of Facing Job Interviews' @ EWU

Job Interview - is the phase of a student's life where s/he first gets to be introduced to the corporate world. That's why it has an enormous importance in each & everyone's life. To help students to bring out their best in such nail-biting situations, EWU MBA Club arranged a workshop on 'Tips & Tricks of Facing Job Interview' on 29 June 2008 at the premise of EWU. The program was chaired by Dr. Nazrul Islam, Coordinator, Graduate Studies, EWU. Mr. Asif Iqbal COO, ACI Ltd and Ex-Marketing Director of AKTEL, were present as chief guest and Ms. Naila Chowdhury, Group Director, Business Development & HROD, Aamra Group honored us as the guest speaker.

Ms. Chowdhury was very much focused on the topic and gave some useful tips on how to be prepared and how to face an interview board. She also answered participants' enquiries. On the other hand Mr. Asif Iqbal conducted an interactive session and took the audience on a tour to a dreamland.



### Day-long visit of EWU MBA club to Masafi Group

EWU MBA club arranged a whole day visit to Masafi Group on 31 May 2008 to enhance the knowledge of MBA students through it. The newly elected Executive bodies of EWU MBA club are hoping to come out with lots of unique activities which will be fun as well as educative. Arranging the trip to the factories of Masafi Group was their first step on the road to 'Learn with Fun'. EWU MBA Club set a booth to sell tickets and recruit members on the 27th & 28th of June 2008 in the premises of EWU Academic building. Around 50 participants registered for the trip and 75 new members signed up for the MBA club.

The journey started at 9.30am from the EWU campus under the supervision of Dr. Nazrul Islam, Coordinator, EWU MBA club and Mr. Tabarak Hossain Bhuiyan, Head of HR, Prime Bank and adjunct faculty of EWU. Mr. Momtaz Uddin Ahmed, General Manager, Masafi group talked about the production system of biscuits in the factory to participants. He demonstrated the production of high protein biscuits which they manufacture for World Food Program (WFP) and have supplied to Sidr victims, Srilanka, Pakistan etc.



### Study Tour by EWU MBA Students

"Hands-on" way of learning is always considered an effective tool in bridging the gap between what is suggested by a text and what is to be done at ground level. Appreciating this fundamental truth, a group of students of East West University, undergoing 'Entrepreneurship' course went on a field trip to Akij Food & Beverage Ltd. (AFBL) on 12 July 2008 led by Dr. Nazrul Islam, Professor and Coordinator, Graduate Studies and Bijoy P. Barua, Associate Professor & Chairperson, Department of Social Science, EWU.

The main objective of the academic study tour was to offer students a "hands on" experience to students and build a triangular relationship (academic, business and research) with the largest manufacturing plant of Akij Group. At the beginning of the session Mr. Shaikh Abdur Rahim, Sr. General Manager, AFBL, conducted a class on how AFBL managed to be successful after so many obstacles and what competitive advantages they have achieved over other companies in the market. Department of Graduate Studies, EWU, is extremely thankful to AFBL for an academic partnership undertaken for the benefit of students and also for providing research facilities to faculties.

### MBM Graduates Absorbed in Prime Bank

Recently, a number of graduates of MBM program of East West University were recruited directly by Prime Bank Limited as Officers. Prime Bank is the market leader in the banking sector of Bangladesh. Decision of absorbing EWU graduates in such a reputed bank proves that EWU produces qualified MBM graduates who are highly demanded by the financial institutions of the country. Details of the students absorbed in Prime Bank are given below:

- \* Mr. Md. Nahid Anwar Patwary (ID # 2005-2-90-004)
- \* Mr. Ashique Iqbal (ID # 2005-1-90-009)
- \* Ms. Kuntala Dey Sarkar (ID # 2006-1-90-001)
- \* Ms. Shahnaz Pervin (ID # 2006-2-90-002)

## English Conversation Club

The English Conversation Club organized 12 chat sessions for students during the summer semester. Quite a few students from different departments attended the sessions. Club moderator, Mr Harunur Rashid Khan, Chairman and assistant professor of English department, was present and facilitated all the sessions. The club will organize similar programs in fall semester too. Time and venue will be notified in the first week of the semester. Mr Sonia Sharmin, Lecturer in English, has recently taken over as the new moderator of the English Conversation Club.



## Rotaract Club

Rotaract Club of EWU attended a day-long program called "Esho-2008" on 25 July 2008. District installation and award giving as well as cultural program were organized on this occasion. In this program RCEWU received four awards: Best Active President 2007-08, Early Roster Giving Award 3rd position, Sergeant at Arms, and Best Project award 2007-08

RCEWU celebrated its installation program at Western Grill Aircraft Restaurant, Gulshan on 31 July 2008. In this program, Board Members of RCEWU were introduced and the immediate past President handed over his batch to the new President.

RCEWU arranged its first meeting of Rota Year-2008-2009 in East West University campus. In this meeting it discussed how to develop and increase club activities, and also popularize the club among its members.

RCEWU hosted a joint meeting of Rotaract with World University on 9 August. 40 clubs attended this meeting. We felt proud about co-hosting this meeting. And our club successfully competed at the work as a host club.

#### Moderator:

Md. Omar Faruque

#### Executive Committee

Past President- A.K.M Pervez Emam Choudhury (Porosh)

President- Md. Altamash-E-Ferdous (Rifat)

Vice President- Saiduzzaman (Shahin)

General Secretary- Ali Redwone Dhip

Treasurer- Shamsun Nahar (Airin)

Editor- Md. Iqbal Nur

## Bookok

Nazrul Islam and Muhammad Z Mamun, (2000), *Entrepreneurship Development - An Operational Approach (Text and Cases with Special Reference to Bangladesh)*, Published by University Press Limited, Dhaka, Bangladesh, pp. 1-264.



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