

SOUTHERN NEWS

University

Initiator & Founder: Sarwar Jahan
Approved by Ministry of Education Since 2003

Southern University Newsletter, Chittagong, Bangladesh.

Issue 34;

Spring 2016



International conference on Sustainable Development held

A 2-day long international conference on Sustainable Development was held on November 21-22. Founder of the university Mr. Sarwar Jahan in his speech said that the objective of the conference was take combined initiative to adopt effective measures in implementing the target of Sustainable development on the 70th anniversary of the United Nations. Sustainable development goals (SDGs) could be achieved by striking a balance among the environment, economy and social communities, said the speakers. As the chief guest, University Grant Commission (UGC) Chairman Prof Abdul Mannan said that 65 percent of the total population is below 35 years and this young generation can easily achieve SDGs where universities will have to play a vital role in enriching and preparing them with knowledge for this challenge. Vice-Chancellor Prof Mohammad Ali said, "it is indeed a privilege for me to be present at this conference where learned people have assembled to deliberate upon certain issues that vitally concern our world at this time- Sustainable Millennium Development Goals." He also said it was not a little paradoxical that we deliberate on these issues when human civilization appears to have reached its zenith; when man, having conquered the moon, prepares for a manned flight through outer space to the Mars, cloning of man seems to be dangerously close to being a reality and cyber technology makes nonsense of the barriers of space and time. Alongside these mind-boggling achievements, the Millennium Sustainable Development Goals might seem rather mundane. Dr Amiya Bhaumik, Vice Chancellor of Lincoln University College, Malaysia, said, "universities should produce such graduates who will create jobs rather than seeking jobs." Prof Dr. Niaz A. Khan of Dhaka University's development studies mentioned that besides developing in many aspects such as poverty alleviation, maternal and child mortality rate reduction, Bangladesh still laged behind in fulfilling many targets including achieving full employment and tackling unplanned urbanization. Founder of the university Mr. Sarwar Jahan said, Southern University is working for millennium development goal and lasting uplift being involved with different development activities of the UN. Southern is working for the implementation of ten agendas adopted by the UN after being becoming the member of the Academic Impact-an affiliated organization of the United Nations. This type of international conference is being arranged in line with this, he added. Mr. Jahan further said, "Millennium development goal has been ended in prescribed period and this tenure has further been renewed from 2015 to 2030. A total of 17 targets and 169 specific objectives have been included in it. 193 countries have reached a consensus on 17 targets in August 2015. A draft UN proposal on global lasting development goal by 2030 has unanimously been adopted." Distinguished professors and organizational figures from home and abroad have presented different research-oriented papers on lasting uplift. It is worthwhile to mention that Southern University in support of the UN affiliated organization-PRME(Principle for Responsible Management Education) and Academic Impact organized the conference.



21th Syndicate meeting held



21th Syndicate meeting

The 21th Syndicate meeting of Southern University was held at University conference room on Thursday 3 December 2015. Chairman of Syndicate Vice-Chancellor Professor Mohammad Ali, presided over the meeting. Southern University Trust Chairman Al-Haj Khalilur rahman, Treasurer Mr. Sarwar Jahan, Pro-Vice Chancellor (in-Charge)Dr. Sharifuzzman, Vice-Chairman of Southern University Trust Mr. Liakat Ali, Mr. Shafique Uddin, UGC nominated member Professor Dr Jahangir Alam, Registrar(in-Charge) Dr. Ishrat Jahan, Professor Md. Mohiuddin Chowdhury were present in the meeting as the member of Southern University Syndicate. The Syndicate has approved different important agenda: permanent campus, resolution of the 20th Syndicate meeting, proceedings of 18th and 19th Academic Council, appointments, promotion, resignations, study leave, maternity leave, HEQEP project, Collaboration with Overseas Universities, Budget of 2015-16 fiscal year, income and expenditure statement and miscellanies.



From the Desk of Editor

Issue 34; Spring 2016

Happy New Year 2016

Happy Southern Day 2016

From the entire team of Southern University, we would like to accord a warm welcome to the Freshers. Southern University is unflinchingly committed to providing the core values of being a human with the spirits of integrity, honesty and moral uprightness. We would like to recount many achievements that we have had during the past years. This year (2016), Southern University is entering its 14th year. University started its academic program since 1998 and got approval in 2002. Untiring Dedication made possible to achieve quality education and thereby the students have been able to accomplish their full potentials. We are always keenly vigilant to make sure to provide a supportive and positive learning environment in which every member has the opportunity to develop their communication and leadership skills, which fosters self-confidence and overall personal growth.

This is an honest attempt from our end to keep our learners and well-wishers updated with our vision, mission and strategic plan.

In the contest of rapid changing world, we must have unity and patriotism to our beloved country where we live in. As a nation and as individuals, we have the tremendous capacity—to build Bangladesh a much better place.

Wishing you good health and happiness in the Year 2016.

**With regards,
Editorial Team**



Service Level Agreement Signing was held and Prize Giving Ceremony of British Council Book Reading Competition at Southern

Service Level Agreement Signing and the Prize Giving Ceremony of British Council Book Reading Competition was held at University Hall Room on November 1, 2015, jointly organized by British Council & Southern University. Registrar in charge Dr. Ishrat Jahan presided over the program while Vice-Chancellor Professor Mohammad Ali inaugurated the ceremony as the Chief Guest. Among others Program Key speaker Matt Pusey, Deputy Country Director, British Council, Founder of the University Mr. Sarwar Jahan, Pro-VC Dr. Sharifuzzaman, Dean of Business Administration Professor Dr. Abdul Muqtadir, Head of English Department Professor Shamsuzzaman, Library Manager, British Council Bangladesh Sarwat Reza, Resource Centre Officer Masudul Alam, all Departments head, faculties and students were also present in the program. Vice Chancellor, in his short speech recalled with appreciation British Council's close linkage with the educational and cultural scenario of Bangladesh in general and, in particular, its massive help to universities in Bangladesh affected as they were by the war of independence. He also expressed the hope that the signing of Service Level Agreement with Southern would go a long way in helping the universities ongoing efforts to enhance the English Language competence of its students. British Council Book Reading Competition is playing an important role for all the fresh students of Southern. He assured that, Southern would continue the program for the development of students. Mr. Matt Pusey said, "Southern University student's activities are really amazing." The main purpose of the whole program was to improvise the four skills in English by enhancing the reading habit for the students. He also mentioned that the Book Reading Competition has been launched in order to encourage the students as well as to explore the pleasures of reading books. He shows his great satisfaction to Southern University for the program. Founder Mr Sarwar Jahan said, the program initiated by the British Council will play a vital role in enhancing the reading habits of students. He assured that, numbers of student will be increased day by day. He also said that such a competition will help the students to be habituated to reading world-class classics written in simple language. He recalls that English Reading started at Southern in the year 2005. Matt Pusey, Deputy Country Director, British Council, Bangladesh, awarded winners with Certificate & gift. Program was coordinated by Mr Mohammad Hasan., Book Reading coordinator and Lecturer of Business.



Non-Government University Activities Monitoring Committee Chief, Khalilur Rahman

Southern University Board of Trustees Chairman Alhaji Khalilur Rahman has been selected as a Chief of Non-Government University Activities Monitoring Committee in Chittagong. A meeting of Association for Non-Government University Bangladesh (ANUB) was held in Chittagong on 8th October, 2015 and selected Initiator & Founder of Southern University Mr. Sarwar Jahan, Lion Sheikh Kabir Hossain; Chairman, ANUB, Mr. Benazir Ahmed, Secretary General, ANUB, Mr. ABM Mainuddin Chisty, Treasurer-ANUB, Port City Int' University Founder & Chairman Mr. AKM Enamul Hoque Shameem, East Delta University Board of Trustees Chairman Mr. Abdullah Al Noman, Cox's Bazar Int' University Board of Trustees Chairman Mr. Salah Uddin Ahmed (CIP), Chittagong Independent University Board of Trustees Chairman Mr. Towhid Samad, Feni University Board of Trustees Chairman Mr. Abdus Sattar, were present in the meeting.

British Council-Southern University Teachers & Staff Training Workshop' held

Workshop on Staff Training on Sept. 12, 2015, and Teachers Training 'was held on Nov. 11, 2015. Both program jointly organized by Southern University and British Council at Southern Conference Room. Mr Mirza Tarique Beg Trainer of British Council was the Facilitator for both workshop. Both workshop presided over by Registrar In charge, Dr. Ishrat Jahan. Program inaugurated by Pro. VC. Dr. Sharifuzzaman. Mr Mirza Tarique Beg Trainer of British Council was the Facilitator for both workshops. The training workshop focused on the need of skill development in speaking and writing skills. There were about 25 Staff and 25 teachers' of different departments took part in Day Long Workshop. After the successful completion of the workshop certificates were awarded to the participants. The workshops was coordinated and designed by Mr. Mohammad Hasan Lecturer of Business and Resource Centre Officer of Chittagong British Council Masudul Alam





15th Entrepreneurship Fair Fall 2015

Toward Sustainopreneurship Development' a two days long 15th Entrepreneurship Development fair & Business plan competition Fall 2015 was held on 13-14 December at Southern University Mehdiabag Road BLD III. It is worthwhile to mention that Southern University in support of the UN affiliated organization-PRME(Principle for Responsible Management Education) and Academic Impact, Department of Business Administration organized the fair. The speakers at the inaugural function of the 15th entrepreneurs fair stressed on lasting development and called upon the students to build themselves as the worthy entrepreneurs to face the challenges in the coming days. Inaugurated by Well Group Managing Director Sayeed Nazrul Islam as the chief guest, the function was also attended, among others, N Group Managing Director and Barcode Cafe Proprietor Manjurul Hoque, Promotion Media and Communication In charge, Mamata Deputy Director and competition judge Towhid Ahmed, BSM Group DD Abul Masud Chowdhury and Architect Aniket. Sayeed Nazrul Islam said "we are able to utilize our will owing to independence. Businesses should start from small scale which would get greater shape gradually." Paying rich tribute to the martyrs, University Founder Sarwar Jahan said their supreme sacrifices helped establish independent sovereign Bangladesh. He said "we arrange this kind of fair as a part of Academic Impact of the United Nations in each semester." Dr. Israt Jahan said the students would be able to attain the ability of providing job instead of doing through this sort of arrangement. The students displayed various products made from their own idea at 12 stalls in the fair. Triple Trick adjudged as the best stall and awarded. Entrepreneurship Development fair & Business plan competition is part of BBA program conducted by Associate Prof. Kazi Nazmul Huda & coordinated with business faculty members. Fair was largely visited by the students, outsiders, various professionals and the faculty members.



4th Advertising Competition

4th Advertising Competition was held at University on December 15th 2015, of this year "*Stop Corruption for Sustainable Development*". Keeping the theme as core concept of the Advertising Development Project, BBA students have attended in the battle of developing responsible advertising. Total 8 teams of Advertising and Promotion Management Course participated in the program. The Competition was inaugurated by the Dean of Business, Mr. Khaled Hasan Babu, Head of Marketing & Business Development the Daily Suprobhat augmented the fair as chief of the judges panel. Mr. Wasan Khatib, Regional Head of Bikroy.com also attended the program as the member of judge's panel. Mr. Khaled have conducted a long training session after the program. The program ended by certificate awarding session and vote of thanks by head of Business Administration Dr. Israt Jahan. Program coordinated by Mr. Kazi Nazmul Huda, Associate Prof. of Business.

Orientation of Islamic Studies

Department of Islamic Studies organized a orientation program for its students of Fall-2015 held on 11 September, 2015 at hall room. The program was presided over by Faculty member of the Department Sayed Mohammad Jalal Uddin while Former Vice-Chancellor and Dean of the Arts faculty Prof. Dr. Muin-Ud-deen Ahmed Khan grace the program as chief guest. Faculty member of the Department Mohammad Ala Uddin Chowdhury coordinated the program.



BNCC Battalion Training Exercise

Battalion Training Exercise – 2 (BTE 2015) of Battalion 1, 2, 3 under Karnaphuli Regiment was held in University of Chittagong where the Cadets of Southern University have successfully completed their training program and was held in 10th October 2015 to 16th October 2015. There were seven members of Southern Cadets played a remarkable role while they took the training from Battalion Training Exercise, Particularly Southern Cadet Sergeant Md. Mehedi Hasan secured best player award in Volleyball Competition.

Orientation program of Law

Department of Law organized a Fresher's Reception Program on 15 September 2015. Adviser of Law Department, Prof. Mohiuddin Khaled presided over the program while Mr. Sarwar Jahan, founder of the university graced the occasion as Chief Guest. Head of the Department of Law, Mr. Muhammed Atiqur Rahman and all the faculty members took part in the program. All the guests expressed views about the higher quality of the teaching standard of the Department of Law of Southern University. A cultural program organized and participated followed by the students of the Department of Law.

Vice-Chancellor:

Professor Mohammad Ali

Pro-Vice Chancellor:

Dr. Md. Sharifuzaman (In-Charge)

Treasurer: Sarwar Jahan

Registrar: *Dr. Montazul Islam Chowdhury*

Controller of Examinations:



Southern Talent Award Launched

The launching ceremony of “Southern talent award -2015” was held at University campus on 15 October 2015. Regional Director of Bangladesh Radio Mr. S.M Abul Hossain inaugurated the audition round as chief guest. Founder of Southern University Mr Sarwar Jahan, Registrar Dr. Ishrat Jahan, Professor Hasina Zakaria was also present the program. The renowned dramatist Mr. Pradip Dewanji, well-known singer Ranjit Roxit and renowned reciter Prabhat Pal were initiated the coordination as judge at audition round. The talent award was divided into six categories and there were about 250 participants participated in the competition. Moreover 100 successful competitors got the yes cards and selected for the next round. Dr. Shakhawatullah Chowdhury, Head of GED was coordinated the overall the program.

Faculty & Departmental Head

Department of General Education

Coordinator of the Department-
Dr. Shakhawat Ullah Chowdhury

Faculty of Business

Department of Business Administration

Dean of the Faculty
Prof. DrANM Moqtader.
Head of the Department-
Mrs. Ishrat Jahan

Faculty of Science & Technology

Dean of the Faculty
Dr. Md. Sharifuzzaman

**Department of Computer Sc.
Engineering**

Head of the Department-
Professor Dr. Nurul Mostafa.

Department of ECE/ EEE

Advisor: *Professor Ahmed Hossain*
Head of the Department-
Haydaet Ullah

Department of Pharmacy

Head of the Department –
Professor Mohiuddin Chowdhury

Department of Civil Engineering

Advisor: *Professor Mozammel Hoque*
Head of the Department- *Prof. Engi Ali Ashraf*

Faculty of Arts, Social Sc. & Law

Dean of the Faculty
Professor Dr. Muin-ud-Din Ahmad Khan

Department of Law

Advisor: *Professor M. Khaled*
Head of the Department- *Md. Atiqur Rahman*

Department of English

Head of the Department –
Professor AZM Shamuzzaman Khan

*Institute of Management & Information
Technology (iMiT)*

Southern University Legal Advice Center
Southern University Research Center
Southern University Press
Career Planning & Development Center
Bangladesh National Cadet Corps (BNCC)



**Grand Finale of Intra Department Debate
Competition-2015 held**

Department of Civil Engineering started *Intra Department Debate Competition-2015* in both Bangla and English medium with the slogan of. ‘*Debaters Today, Leaders Tomorrow*’. The final round and price giving ceremony was held in auditorium. Total 16 teams in Bangla medium and 8 teams in English medium participated in the competition. The head of Civil Engineering *Prof (Engr.) M. Ali Ashraf* chaired the price giving ceremony on 27th December, 2015. Mr. Osman Gani monsur, The editor of the daily purbodesh was present as a chief guest. He said, “Debate helps students to improve reading, listening, speaking and writing skills, develop critical & logical thinking skills and intellectual curiosity, increase engagement with other students, excel academically and personally. A successful debater of today will eventually become a successful leader in real life”-said Prof (Engr.) M. Ali Ashraf. The convener of the competition Engr. Oli Afaz Chowdhury said, “Speech and debate prepares students for careers and life. It gives them the social and academic confidence they need to grow as individuals, achieve educational goals, pursue meaningful work, and improve the lives of others and our world.” On the grand finale of the competition CE 09/B won against CE-15 & RCE-07 in English and Bangla respectively. At the end of the program, the chief guest handed over the crest and certificate to the winners.



**Southern Warriors runner up at
the O R Nizam Cricket Fest 2015**

Southern University cricket team Southern Warriors became the runner up at the O R Nizam Cricket Fest 2015, the tournament was held from December 24-27, where 12 team took part. Southern Warriors cricketer Raton Das also received highest six hitter trophy in this tournament.



Day long cricket game show

To increase the popularity of cricket a day long Robi Cricket Mania ‘play and win’ game show was held at Southern University campus on 08 December, 2015. Robi Axiata Limited and southern University jointly organized the program. Founder of the University Mr. Sarwar Jahan inaugurated the program. Pro VC Dr. Sharifuzzaman, Professor Dr. Nurul Mostafa, Head of Computer Sc., Assistance prof. Md. Jahangir Alam, program coordinator Mr. Rezaul Karim were also presents in the inauguration session.

Workshop on “*Service for the 21st Century Customers*” was held on 19 September 2015 at University’s Conference Room and organized by Department of Business Administration. Head of Business Administration Dr. Ishrat Jahan presided over the program while Pro-VC Dr. Sharifuzzaman inaugurated the workshop as chief guest. Muhammed Mehdi Hasan Chowdhury, Regional Customer care Operations & Manager was the Session Facilitator of the program. Mr. Hasan Chowdhury said, facing the 21st Century challenges in the field of Business World, there is no alternative without being an effective communicator. Believe it or not, be proactive, active listener, & be positive which will always welcome you to face the competitive job environment. Being a student of Business they are different from other students. After completing studies in Business they will directly meet to the challenges of many competitors in the job market. Now days, Employers are very choosy while they select the candidates because they will serve the customers every day. Facing the round to the customers mindset they should know the classes of customers such as : Stable, Dominant, Influential and compliant etc. As the session Facilitator Mr. Hasan Chowdhury also said that to understand self-weakness and be positive with self-attitudes otherwise they will face many challenges in professional field. At the end of session he invited the Branch Manager Mr. Sarkar Mehdi Reza – NRB Bank, to share his professional experiences from his real life. About 35 students participated in the workshop and after the successful completion of the workshop certificates were awarded to the participants. The Workshop was coordinated by Faculty member Mohammad Hasan.



Workshop



Workshop



A daylong workshop on “*Key Account Management of Advertising Firm*” was conducted on 28th September 2015, in the Campus to enrich the knowledge of the students of Advertising & Promotion Management Course of BBA. Mr. Wasan Khatib, Regional Head of Bikroy.com facilitated the program and discussed different issues of Key Account Management more specifically, agency management, client management, client service management etc. Total 30 students of BBA program have participated the workshop and gained practical knowledge on the subject matter. The program ended by certificate awarding session and vote of thanks by the coordinator of the program Mr. Kazi Nazmul Huda, Associate Prof. of Business Administration.

Workshop



Workshop on *Youth Leadership in Community Social Work* was held on November 28, 2015. Part of Academic Impact in Action: for Sustainable Development Goal on Quality Education. ProVC Dr. Sharifuzzaman was inaugurated the workshop as chief guest. The Youth Leadership Workshop is an initiative of Southern that helps youth develop leadership skills and explore leadership opportunities. Students learn leadership is a process that involves collaboration with the community and taking part in positive social change. The Workshop Covers: Opportunities for youth involvement at the Kanthasailey (A Cultural platform of Southern University) and Southern University Theater. Effective project planning strategies. How to get engaged with the community Goal setting Leadership and interpersonal skills. The workshop is conducted by Mr. Subir Das, Advance Trainer, Youth Leadership Bangladesh and coordinated by Dr. Shakhawat Ullah Chowdhury, Head, Department of Ged.

Workshop



Youth Leadership in Community Development : Southern University organized workshop on December 5, 2015 at the Department of Social Services Auditorium , Roufabad, Chittagong. *Leadership Is Not A Matter of Chance, But A Matter of Choice* Leadership is about achieving the desired result through collective commitment. It is both a science and an art which can only be perfected over a period of time through continuous learning efforts and on the experience. There is no perfect leadership style, only one that is the most ideal in the situation based on the organizations culture and the specific job function and team players involved. This would be intensely participative one day training course that will both explain the key facets of the leadership skill as well as provide ample opportunities for delegates to practise and become familiar with the technique using generic and real life examples. The workshop conducted by Mr. Faridul Alam, District Social Services Officer and coordinated by Dr. Shakhawat Ullah Chowdhury , Head, Department of GEd,

Workshop



A daylong workshop on “*Industrial Products Marketing*” was conducted on 5th September 2015 to enrich the knowledge of the students of MBA program. Mr. Mir Moinuddin Ahmed, DGM, Aramit Group (Cement) facilitated the program and discussed different issues of Industrial Products Marketing practices more specifically, marketing of cement, MS Rod, Corrugated Sheet etc. He mostly covered the issues like industry analysis, formulating marketing strategies and marketing mix practices of aforementioned industrial products. Students of MBA program have participated the workshop and gained practical knowledge on the subject matter. The program ended by certificate awarding session and vote of thanks by the coordinator of the program Mr. Kazi Nazmul Huda, Associate Prof. of Business Administration.

Workshop on *Teaching Methodology* ‘was held at University Conference Room on December 28, 2015. A knowledge sharing discussion on *Teaching for Today and Tomorrow: The classroom and beyond* was conducted by Mrs. Denis Sharif, College of Professional Studies and Musa Sharif, College of Management from University of Massachusetts (UMASS) Boston. Dean of Business Administration Professor Dr. A.N.M presided over the program. In the discussion, speakers focused on bridge the gap between classroom and real world. Faculty members from Department of Business Administration and Pharmacy were present. The workshop was coordinated and designed by Registrar in Charge Dr. Ishrat Jahan,



Workshop

A daylong workshop on “*Implementing Effective Performance Management systems for Organizational Development*” was conducted on December 2015, in the University Campus to enrich the knowledge of the students of Organizational Development and Change Course of MBA program. Mr. Mizanur Rahman, Performance Management Specialists of BSRM Group facilitated the program and discussed different issues of Performance Management of an Organization. Mostly he highlighted on Performance management tools, KPI and KRA issues, 360 degree performance assessment and Balance Score Card Model. Total 45 students of MBA program participated the workshop and gained hands-on experience on the subject matter. The program ended by certificate awarding session and vote of thanks by the coordinator of the program Mr. Kazi Nazmul Huda, Associate Prof. of Business.





Seminar on “Ferro cement jacketing at Civil Engineering”

A seminar on “Ferro cement jacketing: A means of column retrofitting” was held at the department of Civil Engineering, on 24th November 2015. Engr. Mahmuda Mostafa, Lecturer, Department of Civil engineering, presented the key note paper. The seminar was presided over by Dr. BijoySonkarBarua, Assistant Prof. of the department and was largely attended by the civil engineering students, professional engineers and the faculty members. Engr. Mahmuda Mostafa exhibited her alacrity on the fact that how RC column improves when jacketed with ferrocement in the seminar. The program was anchored by Engr. Oli Afaj Chowdhury, lecturer, department of Civil Engineering. Damages of RC structure is one of the common problem that are being faced. Damages are likely to happen to the members like Slab, Beam, column, wall etc. These damages poses great threat to the occupants and the people surrounding it and even lead to complete collapse. To recover the damages of the building one of the most effective way is to retrofiting. Retrofitting Also can be used for enhancing performance of the building or for future deterioration. Surface treatment, addition of bracing, grout and epoxy injection, addition of infill wall, Base Isolation are the method being used for retrofiting. Among the surface treatment Ferrocement jacketing method which poses a great potential to solve damaged structural member especially in the developing countries, as it is very economical, materials are easily available and doesn't need advance techniques. Besides low material cost, especially fire and corrosion protection features. The study was carried out experimentally first and then numerically using ANSYS, a finite element method software. In this study comparison of determined results from analysis was made with those obtained from experimental study. It is seen that analytical result closely satisfy the experimental one that the strength and ductility improve in the ferrocement jacketing specimens. Engr. Mahmuda Mostafain her investigation found that damage possesses great threat to the occupants and the people surrounding it and even lead to complete collapse. To recover the damages of the building, one of the most effective way is to retrofit. Retrofitting using ferrocement jacketing can be effective retrofiting tool in developing countries like Bangladesh.

Seminar on “Sea Port & Civil Engineering”

Seminar on “Sea Port & Civil Engineering” was held at the department of Civil Engineering, on 2nd December 2015 at 3:00 pm. Engr. Mohammed A. Sabur,; presented the key note paper. The seminar was presided over by Prof. (Engr.) M. Ali Ashraf, Head, Department of Civil Engineering, Civil engineering students, professional engineers and the faculty members attended the seminar. Engr. Mohammed A. Sabur exhibited his alacrity on the fact that how the port capacity can be increased using Civil Engineering knowledge in the seminar and he also talked about the necessity of building a new deep sea port in Bangladesh for future needs. In Bangladesh, over the past four decades population has been almost doubled but the capacity of Chittagong has not increased significantly over this time period. Expansion of Chittagong sea port is not possible due to space limitation. Chittagong port has an average annual handling capacity of over 45 million tones, which is almost 97 percent of the country's sea borne trade traffic; while it is growing at 9.2 percent per annum. Container traffic is growing at 11.2 percent per annum. Business forecast said if the trend continues the annual sea-borne trade volume may shoot up to 70 to 80 million tons by 2020 making it clear that Chittagong port will not be able to handle it with any amount of expansion of its existing facilities. Engr. Mohammed Sabur gave emphasizes on deep sea port especially he discussed about the necessity of deep sea part in Sonadia. This is the deepest point of the bay which would allow the approach of big ships closer to land. Sonadia is a narrow deep water strip in the Bay with a natural depth of 14m in the off-shore of Cox's Bazar in south-east of Bangladesh. This is the deepest point of the Bay which would allow the approach of big ships closer to the land. But as the island is becoming a highly strategic location to some other countries like the USA, China and India, a decision is increasingly becoming difficult. Sonadia stands on the vortex of the Bay of Bengal, to dominate the sea access to the entire region including the seven north-eastern states of India, Kunming city in China and the Rakhine states in Myanmar. We hold the view that a deep sea port at Sonadia may be able to provide the port facility to all parties, in addition to catering to the growing needs of the country's external trade.



Seminar



Seminar on “Modification of Pavement Binder Using Waste Polyethylene”

A seminar on “Modification of Pavement Binder Using Waste Polyethylene” was held at the department of Civil Engineering, on 15th December 2015 Engr. Md. Jibon, Lecturer, Department of Civil engineering, presented the key note paper. The seminar was presided over by Professor Engr. M. Ali Ashraf, Head of the department and was largely attended by the civil engineering students, professional engineers and faculty members. Engr. Md. Jibon exhibited his alacrity on the fact that how the existing road condition of Chittagong city area can be increased by using waste polyethylene as a modifier in the seminar. The program was anchored by Engr. Oli Afaj Chowdhury, lecturer, of the department, Bitumen as a binding material is commonly used in our country for roadway pavement construction. The polyethylene is biologically non-degradable and has severe adverse environmental impact being reused in the field of transportation engineering for enhancing the properties of bitumen binder. The amount of inert drawn from quarries can also be reduced by recycling waste polyethylene. In this investigation, waste polyethylene as sort of binder is used to investigate the potential prospects to enhance binder properties and to check the design criteria of bitumen mixture at optimum binder content. The investigation concentrated on the test of modified binder properties and Marshall mix design was used to determine the optimum binder content, further to test the modified mixture properties. Some of the measured properties were within the acceptable limits and as well as enhanced. On the basis of experimental result, it is concluded that the bitumen binder with waste polyethylene up to 3% can be used for flexible pavement construction from standpoint of enhanced properties. Engr. Md. Jibon opined in his presentation that waste management for City Corporation is going difficult day by day because of increased amount of waste polyethylene generation in garbage. If this waste polyethylene can be recycled by using it in pavement construction then that will be environment friendly solution for disposal of these waste. Pavement constructed by using this plastic also shows the resistance to water related damage that is road under water will not totally damaged.

ACADEMIC CALENDAR 2016

Southern operates on a semester system consisting of three semesters per year: Spring, Summer & Fall.

Spring Semester 2016

Jan 01 : English New Year

Jan 05 : Semester Orientation

Jan 06 : Semester Classes Begin

Jan 14: Observe Southern University Day

Jan 20: Fall 2015 Grade Published

Feb 09: Last Date Drop for Tri-Semester Spring course

Feb 21: Holiday (International Language day)

Feb 22: Semester Mid-Term Exam Start

Feb 23: Last Date Drop for Bi-Semester Spring course

Mar 08 : Observe International Women's Day

Mar 16: Civil & Pharmacy Mid-Term Exam Start

Mar 17: Holiday (Birthday of Bangabandhu)

Mar 26: Holiday (Independence Day)

Apr 07 : Observe World Health Day (Blood Donation)

Apr 14: Celebration Bangla New Year

Apr 20 : Last Date of Enrollment (summer 2016 Old student)

Apr 21: Semester Final Exam Start

Apr 26-29: Summer 2016 Evaluation Test

Summer Semester 2016

May 1 : Holiday (May Day)

May 05 : Observe Lailatul Miraz

May 09 : Summer Semester Orientation

May 10 : Summer Semester Class Begin

May 10 : Last Date of Enrollment for Civil & Pharmacy Fall '16 Old Students

May 20 : Semester Spring 2016 Grade Published

May 21 : Holiday (Budda Purnima) *

May 23 : Holiday (Lailatul Barat) *

June 05 : Observe world environment day

June 06 : Ramadan*

June 10 : Last Date Summer Semester Course Drop

June 20: Civil & Pharmacy Final Exam Start

June 22: Summer Semester Mid-Term Exam Start

June 26 : Observe, International Anti Drug Day

July 01 : Jumma-tul-Bida *

July 03 : Lailatul Qadar *

Jul 05-09: Eid Ul Fitr Break *

July 10 : Civil & Pharmacy Fall Semester Class Begin

Aug 12: Last Date Courses Enrollment Fall 2015 (old Student)

Aug 15 : Holiday (National Mourning Day)

Aug 20 : Semester Spring 2016 Grade Published (Civil & Pharmacy)

Aug 24 : Semester Final Exam Start

Aug 25: Holiday (Jarman Austomi) *

Aug 25-30: Fall 2016 Evaluation Test

Fall Semester 2016

Sep 8 : Observe World Literacy Day

Sep 05 : Semester Orientation

Sep 06 : Semester Classes begin

Sep 11: Civil & Pharmacy Fall Semester Course Drop Last Date

Sep 11-15: Holiday Eid-ul- Azha*,

Sep 18: Civil & Pharmacy Fall Semester Mid-Term Exam Starts

Sep 20 : Observe World Peace Day

Sep 20: Summer 2016 Grade Published

Sep 20 : Observe World Tourism Day

Oct 03 : Holiday Durgapuja*

Oct 5 : Observe World Teacher's Day

Oct 12: Holiday Muharram (Ashura)*

Oct 13 : Fall Tri-Semester Course Drop Last Date

Oct 13 : Observe Arabic New Year

Oct 26 : Semester Mid-Term Exam Starts

Dec 1 : Observe World AIDS Day

Dec 08 : Last Date of Enrollment Spring 2015(old Student)

Dec 10 : Observe Human Rights Day

Dec 12: Holiday (Milad-un-Nabi)*

Dec 14 : Observe Intellectual Martyr Day

Dec 15 : Civil & Pharmacy Semester Final Exam Start

Dec 16 : Holiday Victory day

Dec 22 : Tri Semester Final Exam Start

Dec 25 : Holiday Christmas

Dec 26-28: Spring Semester 2017 Evaluation Test



Southern University founder joins AUPF Conference

Initiator & Founder of Southern University Mr. Sarwar Jahan participated in 14th Asian University President Forum (AUPF) conference in China, held from 5th November to 8th November 2015, focusing on: Asian Higher Education Connectivity- Vision, Process and Approach. Guangdong University of Foreign Studies (GDUFS) organized the AUPF Conference and also celebrated GDUFS 50th Anniversary. On the 2nd day of the conference Mr. Sarwar Jahan also chaired a session where 7 speakers from 4 countries including Mehedi Shahnewaz Jalil, Lecturer of Business Administration of Southern University submit a paper and gave presentation on Ancient education and colonial education systems of Bangladesh: Pros and Cons. Mr. Sarwar Jahan meet Professor ZHONG Weihe, President, GDUFS and other high officials. A total of 171 representatives from 26 countries and 80 University participated the conference.



Reception to two faculty members of Business

The Southern family accorded reception to two gallant teachers of the university at a function held recently. Dr. Ishrat Jahan and Dr. Kamrul Islam of the Department of Business Administration were accorded reception as they have completed PhD from the University of Chittagong. Chaired and sponsor by Prof. Dr. Abdul Moqtadir, attended, among others, by Vice-Chancellor Prof. Mohammad Ali, university Initiator & founder Sarwar Jahan, Pro-VC Dr. Sharifuzzaman, Prof. Dr. Khaleda Hanum, former Chairman of the Department of Bengali of CU, former VC Prof. AJM Nuruddin Chowdhury, Prof Dr. Saleh Jahur Prof. Engr. Ali Ashraf, Prof. Md. Mahiuddin Chowdhury, Prof. Shamsuzzaman Khan, Prof. Dr. Nurul Mostafa and Prof. Hasina Zakaria. Vice-Chancellor in his address of the chief guest said he was amazed as two illustrious teachers of his varsity enriched their store of knowledge further with attaining doctorate degree. Mr. Sarwar Jahan said his dream is to make the Southern into an internationally standard one and educate the nation with qualitative education. Prof. Dr. Abdul Moqtadir said "fragrance of knowledge should be spread all over so that an immense positivity could emerge." Dr. Ishrat Jahan and Dr. Kamrul Islam highlighted the story behind attaining the PhD degree and expressed gratitude to those who extended whole-hearted cooperation in crossing over the voyage. Dr. Ishrat Jahan worked on *Portfolio Management Policy and Performance of Some Asset Management Companies in Bangladesh – An Evaluative Study*. Both dissertation supervisor was Professor Dr Saleh Jahur.



Department of Civil Engineering holds Farewell Program

The farewell program of newly graduates of Civil Engineering was held at Engineering Institute of Chittagong on 16 October 2015. The program was presided by Prof. Engr. M. Ali Ashraf, Head of Civil Engineering Department while Chittagong City Corporation Mayor A J M Nasir Uddin was present there as the Chief Guest. Chief Guest Mayor A J M Nasir Uddin said that the country needs qualified manpower to achieve success through concerted efforts and leadership of the graduates. He also expressed the hope that the graduates would be moved by the spirit of patriotism, honesty and sincerity to work for safeguarding the interest of the nation. Among other VC of Chittagong University Prof. Dr. Iftekhar Uddin Choudhury, Dr. Md Moinul Islam, Initiator & Founder of Southern Mr. Sarwar Jahan, Dean of Science and Engineering Prof. Dr. Sharifuzzaman and Registrar (Acting) Dr. Ishrat Jahan also spoke at the occasion. Various programs including seminar, discussion, enthralling cultural program and raffle draw was held at the event. Around six hundred students of the Civil Engineering Department and around two hundred invited -guests including Engineers, Teachers, Doctors, Journalists and Businessmen were present at the event.

A seminar on “on Effect of Chloride on Concrete Compressive Strength of Recycled Aggregates” was held at the department of Civil Engineering, on 8th September 2015 at 4:00 pm. Engr. Md. Rashadul Hoque, Lecturer, of the Department, presented the key note paper. The seminar was presided over by the departmental head Prof. Engr. M Ali Ashraf, P Eng. and was largely attended by the civil engineering students, professional engineers and the faculty members. Engr. Md. Rashadul Hoque in his presentation evinced his alacrity on the fact that how much the compressive strength of concrete could be affected from sea water intrusion and as well as if the normal aggregate is replaced by certain percentage of recycled aggregate. The program was conducted by Engr. Md. Ibrahim Mostazid, lecturer of the department. Every year a lot of newer structure is rising and making the land for construction smaller day by day which leads the construction heading towards the coastal areas. But seawater intrusion in coastal regions has a great impact on the strength of concrete structures. Again recycled aggregates of demolished concrete are being wasted without any beneficial use. These recycled aggregate can be reused in concrete construction in the coastal regions if it is possible to gain a rational percentage of strength after some specified curing periods. So to study the optimum percentage of recycled aggregate on recycled concrete in marine environment, three types of variables are used in this study. Percentage of recycled aggregate, curing period and concentration of saline water are those three variables involved. For this study 3 various percentage of recycled aggregate used in concrete casting which are 30%, 40% and 50% recycled aggregate. For the 3 different types of aggregate samples 3 different types of concrete has been cast in 100 mm cube specimen and cured in 3 different concentrations of 1N, 3N and 5N curing water. The specimens are then tested for compressive strength for curing periods of 28 days, 60 days and 90 days. The results of compressive strength test of these recycled concrete are then compared with the compressive strength of plain concrete with 0% recycled aggregate cured in plain water by considering it as a standard. From the investigation work it has been found that concrete cast with 30% recycled aggregate achieves 95.4% compressive strength for 28 days curing in 1N concentration of saline water, which is comparatively higher among other recycled concrete used here. Engr. Md. Rashadul Hoque in his investigation found that percentage of strength achievement are higher for 28 days curing but it starts to decrease with the increase of curing period in saline water compared to the strength of concrete cured in plain water. Compressive strength decreases with increasing percentage of recycled aggregate and increasing concentration of salinity. He also opined that up to 30% percentage of recycled aggregate can be utilized effectively in marine structures only when curing in high saline water can be avoided as much as possible. If we can do so, recycled aggregate from demolished structure will get salvage value for reuse which in term lead us to hazard free environment.



Seminar on Career Opportunities in BPO Sector

Seminar on Career Opportunity in Business Process Outsourcing (BPO) sector was held at University Hall Room on 29 November, 2015. On the occasion of “BPO Summit Bangladesh 2015”- the First ever BPO Summit of Bangladesh scheduled on 9th and 10th December 2015 at Dhaka. Professor Dr. Nurul Mostafa, Head of Computer Sc. presided over the seminar while Founder of the University Mr. Sarwar Jahan inaugurated the program as chief guest. Registrar (In charge) Dr. Ishrat Jahan, Teachers and Student were also presents the seminar. Towhid Hossain, Secretary General, Bangladesh BACCO ,Munir Hasan, Secretary General ,Bangladesh Mathematical Olympiad Committee, Mr. Misha Ali Director, Bikroy.com, Solaiman Shukhon, Head of Business ,amra smart solutions were present as trainer. The focus of the seminar was to bring awareness about the new job opportunities in the in the outsourcing industries to the qualified students/graduates.

Best Project award achieved by department of EEE

Southern University Team became the ‘Artificial’ champion of the Inter-University Project Show competition which was held on the occasion of “EEE Day 2015 Redefined” organized by the BUET EEE Department. The competition was held on the 8th December at the premises of ECE Building, BUET. More than 20 teams from 16 universities across the country participated in the competition. IUB team was the second team and the BUET team became the third team in the competition. The competition was held in two categories: Senior and Junior. The first and second year students were in the junior category and senior category was for the university students of third year or above (this category includes post-graduate students as well. ‘SUB Artificial’ Team with their “self-balancing platform” project participated in the senior category. Judge panel as well as the coming visitors expressed their ambition about this project, team Captain Abdullah Al Noman said. Two more projects from Southern University Bangladesh took part in the project competition. Abdullah Al Noman, received the award on behalf of the Southern teams

Southern University Free Legal Advice Center
Organized by Department of Law

KAFCO: Karnaphuli Fertilizer Company (KAFCO) is one of the largest multinational companies jointly operated by Bangladesh, Japan, Netherlands and Denmark located in Chittagong, Bangladesh. An industrial tour has been conducted in KAFCO factory on December 5, 2015. A team of 52 students lead by Associate Prof. Kazi Nazmul Huda, and 4 Lecturers Mr. Rashedul Hasan, Md. Shajjad Hossain, Md. Atiqur Rahman Imran and Mehedi Shahnewaz Jalil from the department of business went to visit the factory. The tour included briefing sessions on the background of KAFCO, overview of Urea and Ammonia plants, storage facilities and security measures prior to physical visit to the factories. Then the students were facilitated by their field authorities in visiting the production of Urea plant, Ammonia plant, storage facility, control center and packaging of fertilizers. During the visit the students were interacted with the real life scenarios of supply chain management & logistics, operations and storage systems. Later, the students and faculties of Southern handed a token of appreciation from the university to Sk. Shafi Ahmed, Chief Operations Officer (COO) of KAFCO. Directed by Major Anis Md. Ershadul Hoq (Retd.), Chief of Security of the KAFCO factory, the tour was coordinated by Mehedi Shahnewaz Jalil.

Universal Jeans & Hkd: Universal jeans is one of the sister concerns of Pacific Jeans, a nationally renowned garments company of Bangladesh while HKD International manufactures tents at Chittagong export processing Zones(CEPZ). An industrial tour has been conducted in both of these factories on December 7, 2015. A team of 50 students led by faculties; Md. Hasan, Asma Jerin, Sharmin Sultana and Mehedi Shahnewaz Jalil from the department of business went to visit the factory. The tour started with the factory visit at Universal Jeans, familiarizing with operation process, demonstrating the different stages. Then the officials answered various questions posed by the students. A token of appreciation then handed to General Manager Md. Salim Mia by the students and faculties. Second tour was arranged in HKD International where students were familiarized with the production of tents. Officials also answered the queries of the students after the visit and a token of appreciation then handed to General Manager and a Southern Alumni Md. Roshangir Alam, Ph.D. Both organizations praised the students as they showed remarkable attitude in learning the processes. During the visit the students were interacted with the real life scenarios of supply chain management & logistics, operations and storage systems. Directed by Md. Salim Mia and Md. Roshangir Alam, Ph.D, the tour was coordinated by Mehedi Shahnewaz Jalil.

Reckitt & Benckiser: Reckitt & Benckiser is a British multinational operating in Bangladesh for a long time. Previously no university was able to conduct an industrial tour to the Chittagong factory. For the first time Southern University had the honor of conducting an industrial tour to the factory on December 10, 2015. A team of 42 students led by Assoc. Prof. Kazi Nazmul Huda and lecturers; Md. Hasan, Shimul Das, Tasnim Islam and Mehedi Shahnewaz Jalil from the department of business administration went to visit the factory. The tour started with the brief idea of the safety and the facility itself. Then the team was divided into two groups and visited the Harpic and Mortin coil production facilities. Officials then answered the queries of the students after the visit and a token of appreciation then handed to Plant Manager Md. Abedur Rahman. The officials also praised the students as they showed remarkable attitude in learning the processes. During the visit the students were interacted with the real life scenarios of supply chain management & logistics, operations and storage systems. Directed by Md. Abedur Rahman, the tour was coordinated by Mehedi Sha. Jalil.

Aramit Group: An Industrial training has been conducted by the students of 41st batch (Final Semester) from BBA program to Aramit Group at Kalurghat Heavy Industrial Estate, Chittagong on December 15, 2015. The objective of this training was showing the students various activities of business plan, production plan, production process and effective management of operations of large manufacturing plant. Student visited Aramit Cement Plant and they were supervised by the authority of various department of Cement Plant. Training was coordinated by C. M. Atiqur Rhaman, Lecturer of Business Administration.



Industrial Training



Bay Terminal to help Ctg Port notably, experts opine

A seminar on `Bay Terminal Project of Chittagong Port 'was held at University Hall Room on October 31, 2015. Head of Civil Engineering Department Professor Engineer Ali Ashraf presides over the seminar while CPA member (admin & planning) and joint secretary of Chittagong port Md Zafar Alam was present the seminar as a key note Speaker. Teachers and students were also present the seminar. After completion, the Bay Terminal Project of Chittagong Port Authority (CPA) will contribute significantly to the port's containerized cargo handling activities, experts and officials opined. The terminal has tremendous prospects of development regarding vessels' turnaround time, draft of vessels calling at the port, dead weight tonnage (DWT), container carrying capacity, berthing facilities, connectivity, coal and clinker handling, and unloading of fuel oil, Mr Zafar Alam said the terminal project has been taken as part of the port's modernization and expansion plan. The terminal has been projected in CPA's 30-year Strategic Master Plan (2013-2043), formulated by German firm HPC, Hamburg Port Consulting with technical support of the Asian Development Bank (ADB).He also said present capacity of the country's prime maritime port's container handling is 1.7 million TEUs (twenty feet equivalent unit) annually. But the port has handled 1.867 million TEUs in the financial year (FY) 2014-15.According to projection of the plan, which is now in the final stage of completion, the port is likely to handle 2.0 million TEUs of containers in FY 2015-16.Its container handling capacity will be around 2.36 million TEUs by 2017, when New Mooring Container Terminal will operate in full swing with installation of 10 ship-to-shore gantry cranes and other equipments. The port will handle 2.646 million TEUs by 2019 when its container handling capacity will remain 2.38 million TEUs, showing a capacity deficit of 0.266 million TEUs.The deficit will rise to 1.052 million TEUs by 2022, which necessitates urgent undertaking of the Bay Terminal Project. Its construction is likely to be completed by 2023 with construction of another container and general cargo terminal at Laldiar Char, Patenga. Professor and Head of Department of Civil Engineering Ali Ashraf said, low draft and low DWT vessels are not economical in competition with the heavy tonnage vessels (50,000 tones DWT and above).Larger vessels are now anchoring near Kutubdia and in the outer anchorage, and from there feeder vessels are carrying cargo to Chittagong Port. This has added to cost and operation time of vessels. "If we can provide berthing facilities for larger vessels, Chittagong Port will go one step forward in global competitiveness". He said the proposed bay terminal near Kattali coastline has around 11 km wide channel with about eight meter depth during ebb and about 13 meters during high-tide. Beside, the channel is straight, unlike Chittagong Port. These facilities will allow larger vessels to enter the terminal easily.



Ibrahim Hossain Babul Call for utilizing law profession in people's cause at Farewell 23rd batch of Law

Md. Ibrahim Hossain Chowdhury Babul, member of the Bangladesh Bar Council and noted lawyer called upon the students of the Law to utilize this profession for the service of the people. He made this call while speaking at the adieu function of the 23rd batch of the Law Department held recently at the Southern hall room. Presided over by Prof. Md. Mahiuddin Khaled, the function was also attended by University Initiator & Founder Mr. Sarwar Jahan, Chittagong District Ainjibi Samity President Mujibul Hoque and Pro-VC Dr. Sharifuzzaman. Urging the outgoing law students to be vocal against all sorts of injustice, Mr Babul said if they carry out their responsibility with honesty and devotion nobody could be deprived of good justice. Mr. Mujibul Hoque said "you have to make hard labor for success. Because, reaching desired destination is impossible without hard labor."Mr. Sarwar Jahan said Southern always believes in qualitative education. The students will be enlightened with the knowledge they achieved from the University and at the same time would also enlighten the Southern. Dr. Sharifuzzaman said reputation and tradition rest upon the students. Because they will represent the varsity in home and abroad. Later, the guests unveiled the cover of the souvenir and the function was ended in a colorful musical soiree.

New theories through research a must : Managing Director of Meghna Petroleum

Managing Director of Meghna Petroleum Dr. Sharif Ashrafuzzaman said, new theories should be spread over the society research. He made this call while addressing at a fresher's reception of the BBA 51st batch of Southern University held in the varsity hall room on 17 September 2015. Dean of the Business Dr. ANM Abdul Moqtadir, , Pro-vc Dr. Sharifuzzaman, former VC Prof. AJM Nuruddin Chowdhury, Prof. Saleh Jahur, Prof. Showkatul Mehar and Dr. Ishrat Jahan attended the program. Underscoring the need for proving worthiness, the chief guest called upon the students to spread over newer theories in the society through research. He, in this context, referred to the real history of exploration of oil and highlighted his tale of success to the students. Later he handed over the book written by him to the varsity and committed to providing computer for the university lab. Prof. Dr. ANM Abdul Moqtadir said that harnessing knowledge is the prime objective of the students. Because, real utilization of time should be made for individual achievement and spreading reputation of the Southern as well





Debate Competition on "Protection on Violence Against women Girls Children

Gender Equality: Intra-Department Debate Competition on "Protection on Violence Against women Girls Children" at University was held on December 7, 2015. The program was chaired by Dr. Ishrat Jahan while Assistance News Editor of The Daily Prothom Alo Mr. Omar Qaisar graces the program as a chief guest. He rightly recognized the necessity of debates on such important issues for the students and highly appreciates for taking such steps. Engineer Ali Ashraf, Prof. Hasina Zakaria, Director of Chittagong Women Chamber of Commerce Mrs. Sultana Nur Jahan Rozy and faculty members were also present at the program. Department of Civil Engineering became the Champion.

Career Summit 2015

Career Summit-2015 was held at BGMEA Auditorium, Chittagong on 17th October 2015 jointly organized by Southern university-JobmarketBD. The program was presided over Chief Executive Officer of JobMARKETbd.com Mr. Abu Horira. Initiator & Founder of Southern University inaugurated the Summit as chief guest. The objectives of career summit-find a Career that really excites, Setting Career Goals, Discovering and Removing Obstacles in Job Search, Entrepreneurship opportunities, etc are the issues that university students are mostly thinking about. It is important to consider what options are available to develop their career. Considering the importance of Career planning and associated factors of the corporate arena. Several successful professionals and entrepreneurs joined the program as guest speakers. Program was coordinated by Mr Mohammad Hasan Lecturer of Business.

New Members @ Southern

1. Dr. Mohammed Shafiullah Mir, Asst. Registrar, joined Aug.02,'15
2. Mohammad Rasal TA BUS joined Sep.6,'15
3. Sayed Abu Mohammad Irfan, TA Computer Sc. joined Oct 01, '15
4. S.M. Muslem Uddin Lecturer joined Oct 01, '15
5. Nazmun Nahar Khan TA joined Oct 01, '15
6. Joyeeta Biswas TA joined Oct 01, '15
7. F.M. Tahazibul Hasib TA joined Oct 01, '15
8. Mohammad Shihab Uddin Lecturer Law joined Oct 01, '15
9. Tasnia Tabassum TA Computer Sc. joined Oct 04, '15
10. Md. Zahedul Alam Chowdhury, Jr. Admin. Officer joined Dec.01. '15

Seminar on "Model Predictive Control of Induction Motor with Time Delay Compensation: An Experimental Assessment".

Departments of EEE & ECE. Organized a seminar on 16th November conducted by Engr. S.M. Muslem Uddin, Lecturer, of the Department on "Model Predictive Control of Induction Motor with Time Delay Compensation: An Experimental Assessment". Mr. Muslem Uddin discussed the recent trends of predictive control mechanism of motor. The talk was followed by an interactive question answer sessions where the speaker answered the queries of students. Dean, Faculty of science & Engineering Dr. Md. Shariffuzzaman, Advisor of department of EEE Prof. Ahmad Hossain and Head of the Department, were also present in the seminar. Participation of all the faculty members, distinguished guests and senior students of the department made the seminar interactive and successful. Mr. Haadate Ullah, Head Department of the EEE & ECE, thanked all who attended in the seminar. He is optimistic that this type of program will be held in the future continuously and announced the end of the program by then.

Workshop on Customer Care for Future Entrepreneurs

Workshop on Customer Care for Future Entrepreneurs was held on December 17, 2015 at Southern University's Conference Room. Associate General Manager Customer Care Operations - Chittagong, Banglalink Digital Communications Ltd. Mr. Muhammed Mehdi Hasan Chowdhury was the facilitator at the Workshop. The Dean of Faculty of Business Administration Professor Dr. A.N.M. Muqtader has inaugurated this Workshop as Chief Guest and he has welcomed all the participants to join this new begins which has played a significant role in their future life. Mr.Mehdi himself a Market Professional, also has presented his life time experience and showing many strategies how to communicate in the market with full of confidence, endeavors and commitment being a Entrepreneur while you will start a Business with new image, new concept as well as new Fortune Teller. He has also added that, without communication skills you cannot survive in any professional field. There are about 25 Students of BBA Professionals (along with 45, 46 & 47 Batch), participated and got new experience in their life. This workshop is aristocratic on the Goal's Eight of SDGs as; (Decent work and Economic Growth) that has shown the new dimension to the young students how to face the customer Care challenges in competitive business environment as entrepreneurs Mr. Mohammad Hasasn - Lecturer of Department of Business Administration has coordinated this Workshop for Business Professional Students.



19th Academic Council Meeting held

The 19th Academic Council Meeting of Southern University was held on 15 October 2015 in Conference Room, under the Chairmanship of Vice-Chancellor Prof. Mohammad Ali. Initiator & Founder Mr. Sarwar Jahan, Dean of Business Administration Prof. Dr.Abdul Muktadir, Prof. Dr. Muin-ud-Din Ahmed Khan, Prof. Engr. Mozzamal Hoque, Prof. Mohiuddin Chowdhury, Prof. Dr. Nurul Mustafa, Prof. Shamsuzzaman Khan, Registrar in charge Dr. Ishrat Jahan, Prof. Dr. Saleh Jahur, Prof. Ahmed Hossain, Prof. Mohiuddin Khaled, Engr. Ali Ashraf, Mr. Atiqur Rahman, Dr. Shakhawat Ullah Chowdhury, Mr. Hadaate Ullah and Controller of Examination Mr. Rezaul Karim, were present in the meeting and participated in the discussion. The meeting started with welcome speech given by the Chair. After that the Academic committee was discussing different agendas like academic performance report, progress in exam tabulation sheet, convocation, award of degrees to successful candidate, syllabus revision and miscellaneous.



Market Survey at Reazuddin Bazar

A market survey has been conducted by the students of BBA 42nd & 45th batch at Reazuddin Bazar, Chittagong on 8th October. The idea of this survey was to interpret the book based marketing knowledge with the real life sales & marketing practices in one of the largest retail markets of Chittagong. Students were divided into 05 groups followed by a questionnaire covering the 4p's of Marketing Mix under the direct supervision of Course Teacher Tasnim Islam assisted by other BBA Faculty members including Md. Gaffar Hossain Shah, Md. Hasan, Md. Shajjad Hossain & Md. Rasel. They were instructed to closely observe the sales & marketing practices of consumer products of different local and international brands including food, beverage, baby food, personal care, home care etc.



Dream vs Goal

We all has dreams and we leave in dreams. We like to see our dream come true. It's good to have dreams, Most of us like to dream but do not realize how to put that dream in action or reality. Dreams are not touchable. But if we want to see our dream come true, we need to set a goal. Dictionary's definitions for dream is – An idea or hope that is unlikely ever to be realized.

Goal is a clear vision of Dream, everyone likes to have luxurious life style. To implement the dream must set a goal. According to Dictionary's definitions for Goal is – Something that somebody wants to achieve; something to aim for.

Whatever dream is, that dream has to be realistic and positive. To transform a dream into a reachable goal must clarify it, action plan with 'W'. What, where, when and why.

There are several necessary elements to setting and achieving goals. Here's a sampling of things that will greatly increase your ability to turn dreams into reality.

- 1) **Determination.**
- 2) **Think big act small.**
- 3) **Believe in yourself.**
- 4) **Make a commitment.**
- 5) **Eliminate distractions.**
- 6) **Constantly evaluate your progress.**
- 7) **Make yourself accountable.**

Only way to change the result of life by changing the way we leave in. Setting up goal(s) means setting up road map to success. Keep in mind "Dreams can inspire, but goals can change life."

Goals are all about action. Goals turn dreams into reality.

What is your Dream ?

What is your Goal ?

Do you know when you will accomplish ?

Sarwar Jahan
Initiator & Founder
Southern University

Department of English celebrated 10th Founding anniversary

Department of English celebrated 10th founding anniversary on December 12, 2015, amid much enthusiasm and festivity. Minister of Housing and Public Works Engineer Mosharraf Hossain graced the program as chief guest. Founding trust member and chairman Mr Khalilur Rahman, Initiator & Founder of the University Mr. Sarwar Jahan, founding trust member Mr Liakat Aki Chowdhury, Mr. Abdus Salam(Mir) and Mr Lokman Hakim, Pro-vc Dr. Sharifuzzaman, Registrar in charge Dr. Ishrat Jahan, faculties, officer and students were also present in the program. Engineer Mosharraf Hossain said, Southern University, is going forward, as far as I know, among the private universities and has already gained a reputation. He congratulated the former and current students of the department. He also added that a university that would not be an intellectual enclave rather, a central part of the wider society, bringing together persons from all parts of the country in pursuit of light, liberty and learning. 'May Southern University and the Department of English continue to enjoy many more years of Education and Research Excellence, he added. Initiator & Founder of the University Mr. Sarwar Jahan said, It is indeed a great pleasure for me to join tonight to celebrate the 10th anniversary of the Department of English this evening. We have come together on this beautiful evening to launch the commemoration of a significant milestone in the history of the Southern University. It will remain as an historic occasion; to celebrate the 10th Anniversary of English Department which was formally established in 2005. Head of English department Professor Shamsuzzaman Khan said, English Department, SUB must remain adaptable and innovative to meet the new challenges in the fast-changing, increasingly interconnected and complex world. The Department is in a very good position to prepare its students for their future careers. He concluded by congratulating all for rendering their cordial help and contributions over the past 9 years. Southern University's English department, celebration 10 year(2005-2015) anniversary. To mark the day, former as well as present teachers, students and employees of the Department took a colorful program and enjoy.

Observed 44th Victory Day

Southern University observed the 44th Victory Day of the nation with due solemnity to pay respect to the freedom fighters and political leaders for their enormous contributions to liberate the country from the occupied Pakistani forces on 16th December 1971. The day started with raising the national flags along with Southern and BNCC flag. A discussion meeting and a cultural program was organized at the University auditorium. Pro-Vice Chancellor(In charge) Dr. Sharifuzzaman, Initiator & Founder of the University Mr. Sarwar Jahan, Dean of Business Administration Prof. Dr. Abdul Moqtadir,. Prof. Engr. Ali Ashraf, Professor Mohiuddin Chowdhury, Professor Shamsuzzaman, Registrar in charge Dr. Ishrat Jahan, also participated in the discussion session. A large number of students, Faculty Members and officials were present in the program. Dr. Shakhawatullah Chowdhury, Head of GED was coordinated the overall the program.



To:

SOUTHERN



সাদার্ন ইউনিভার্সিটি
SOUTHERN
UNIVERSITY
BANGLADESH
Committed to Academic Excellence