Department of Media Studies and Journalism

Internship Report

Nuzhat Fairuz Nobonie

ID: 191012071

Term: Spring 2023

Host Organization:

Date of Submission: 7th May, 2023

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Student Details	
Name	Nuzhat Fairuz Nobonie
Student ID	191012071
Department	Media Studies and Journalism
Major Concentration	Digital Journalism
Minor Concentration	English
Career Goal	To enhance my skills, strengthen my knowledge and realize my potential as a communications professional. I am willing to explore a wide variety of opportunities that can help me gain perspective.

Internship Details	
Host Organization	Center for Enterprise and Society
Host Organization	House#75/A, Road# 5/A Dhanmondi, Satmasjid Road, Dhaka 1209
Name of Supervisor	Iftakhar Ahmed
Designation of Supervisor	Senior Research and Admin Officer
Internship Start Date	February 1, 2023
Internship End Date	April 30,2023
Number of weeks	12 weeks

Acknowledgment

Above all, I would like to extend my deepest gratitude to Almighty Allah for His blessings in the completion of this report.

This endeavor would not have been possible without the invaluable patience and feedback of my advisor, Md. Farhad Rahman. Likewise, I am deeply indebted to my internship supervisor, Iftakhar Ahmed, for his unparalleled guidance and support.

I would also like to express my deepest appreciation to the Center for Enterprise and Society (CES) for giving me a chance to be employed at Bangladesh's first university-based research center committed to doing entrepreneurial and business research with an emphasis on ethical, environmental, and social sustainability. My experience with CES has been immensely fruitful and illuminating for my aspiration to be a skilled communication professional. I could not have asked for a better first employment opportunity.

Special thanks to my beloved teachers, Dr. Abdul Kabil Khan Sir, Mohammad Aminul Islam Sir, Dr. Din Mohammad Sumon Rahman Sir, Dilshad Hossain Dodul Ma'am, and Abantee Harun Ma'am for their profound belief in my abilities and their unwavering support throughout my academic journey at ULAB.

Last but not least, I would be remiss in not mentioning my family, especially my parents, and friends. Their faith in me has kept my spirits and motivation strong throughout this ordeal.

Plagiarism Declaration

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.

2. I acknowledge and understand that plagiarism is wrong.

3. I understand that my research must be accurately referenced.

4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.

5. I have not allowed, nor will I in the future allow anyone to copy my work with the intention of passing it off as their own work.

Name: Nuzhat Fairuz Nobonie
ULAB ID: 191012071
Signature:

Nobonie

MSJ042

Internship Report Approval Form

Student Name Nuzhat Fairuz Nobonie
ID No. 191012071
Major: Digital Journalism
Year: 2023
Local Phone: 01766299646
Email: nuzhat.fairuz.msj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION
Internship Organization: Center for Enterprise and Society
Semester (Tick one): □ Spring 2023 □ Summer 2023 □ Fall 2023

Advisor APPROVAL
(Please place a Tick)
□ Approved □ Not Approved □ Partial Re-write □ Full Re-write
Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature: Farhad Rahman Date: 07/05/23

Name: Md. Farhad Rahman Title: Adjunct Faculty

E-mail: farhad.rahman@ulab.edu.bd Phone: +8801617539753

Introduction

The past 4 years of studying at ULAB's flagship Department of Media Studies and Journalism have been an extraordinary journey of self-discovery and enlightenment. I began my education at ULAB with the dream of becoming an audacious journalist, however, I eventually realized I was much better suited to be a communications specialist.

I had this epiphany while working as the Head of Creative at PR4U, a Public Relation based apprenticeship program of ULAB. Here I not only learned how to create engaging social media graphics and the particulars of video post-production, but I also learned how to develop and publish press releases and gained experience in copywriting and editing.
Moreover, I developed an interest in research through the course Communication Research and thus, I became keen to cultivate my skills as a researcher and facilitate social change and development through my work.

Therefore, interning at the Center for Enterprise and Society (CES) was a dream come true for me, since here I could enhance my skills as a communications professional as well as an aspiring researcher. At CES, I assisted in the data summarization of research projects, drafted, and edited press releases, and created visual content for social media,

Willingness to learn and cooperation was a significant part of my job. Hence, I learned to be more accommodating and inquisitive.

Expectations and Objectives

As I began my internship, I anticipated developing my existing skills and learning to familiarize myself with the role of a communications professional in the industry. Although I was anxious about the daunting tasks that lay ahead of me, I was also eager to become more skilled and experienced. Thereby, I was excited to be able to put the expertise and insights I had gained over the previous four years into practice.

Upon completing the internship, I expected to:

- Learn to thrive under pressure.
- Improve my knowledge of digital media and content management.
- Be an active listener.
- Acquire problem-solving skills.
- Enhance my writing skills.
- Develop my graphic design skills.
- Participate in conducting research.
- Gain expertise in data collection and translation
- Learn time management and coordination.

Host Organization

The Center for Enterprise and Society (CES) was founded in 2012. In only the last six years, they have organized 60 events and have produced 60 papers, among which 15 are in Scopus-indexed journals. They have implemented donor-funded projects worth $500,000 from prestigious US and UK-based donors, including the State Department, UK High Commission, FCO UK, etc. They have worked with Ivy League Faculty, CXOs of leading multinationals in Bangladesh, the World's number one ranking think tank, Chatham House, and have also been ranked 39 globally, for our project activities, by WURI World Rankings 2021. CES is led by Sajid Amit, who is an alumnus of Dartmouth College, SOAS, and Columbia University, having worked at Morgan Stanley New York and KPMG in India.

The mission of CES is to produce high-quality research and knowledge in order to bridge the theoretical and empirical interface between enterprises and society. Its vision is to enable an entrepreneurial society in Bangladesh, built on ethical foundations.

CES has a staff of full-time, part-time, and affiliated researchers with deep experience in private sector research in industries such as financial services, consumer goods, energy and power, pharmaceuticals, textiles, leather, transportation, infrastructure, real estate, light engineering, information technology, and e-commerce. The Center's research staff are also experienced in development sector research in areas such as skill development, financial inclusion, governance, regulatory reform, human rights, water sanitation and hygiene (WASH), health, and social enterprises.

With regard to capabilities, CES has a strong track record of economic research, policy research, social research, and survey research using both qualitative and quantitative techniques. Our survey

research abilities are built on the deep experience of the Center's Staff in this field, many of whom have garnered research experience in leading global and Bangladesh-based universities and research organizations before joining the Center.

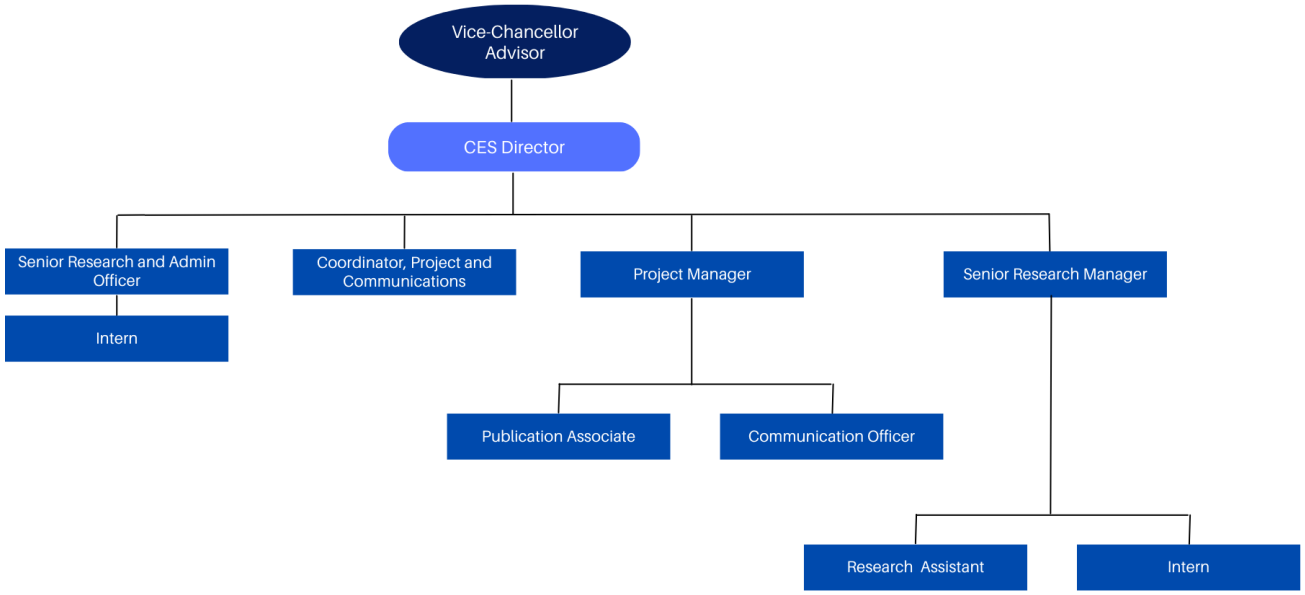
The University of Liberal Arts Bangladesh's Center for Enterprise and Society (CES) seeks to advance understanding of the opportunities and challenges to entrepreneurship and enterprise development in Bangladesh through objective, academic study.

Why "enterprise and society "? The solutions to the challenges confronting enterprise development in Bangladesh go far beyond entrepreneurs and the private sector. At the most basic level, Bangladesh's business development depends on improving its human resources. In addition, civil society and average ordinary citizens have an important role to play in overcoming a host of challenges impacting our business climate. These range from traffic problems to power availability, to urban planning. As such, we believe there is a strong relationship between enterprise and societal development.

The Center is exploring these themes in three broad areas:

- Conducting academic research
- Encouraging public engagement and debate
- Improving university education

Organogram of CES



My Tasks

My responsibilities as an intern at Center for Enterprise and Society (CES) included the following:

- Drafting and editing press releases.
- Creating designs for social media posts.
- Copywriting.
- Assist in conducting research.
- Provide administrative assistance.

Projects

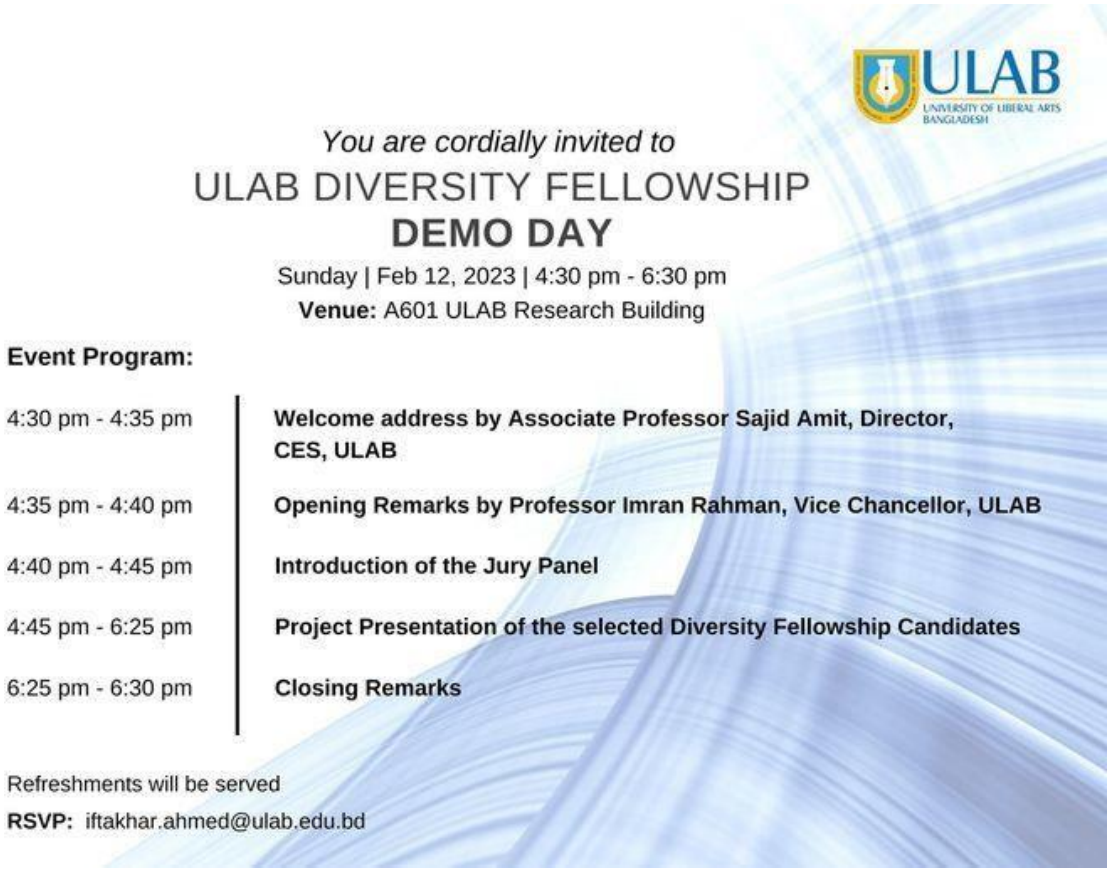
Project 1

Project Title: ULAB organizes Demo Day for ULAB Diversity Fellowship

Project Brief: Center for Enterprise and Society (CES) organized a "Demo Day" for the ULAB Diversity Fellowship, where five fellows were selected. The fellowship was designed for Bangladeshi youth aged 21 to 30, and it provided funding to support project ideas that promote tolerance and diversity. I prepared a press release for the occasion.

My Task: I was assigned to write a press release on the event. So, I asked the Coordinator of Project and Communications at CES, Rezwana Karim, for relevant information regarding the event. This included an itinerary of the event and a list of juries. Once I had all the necessary information, I drafted a press release.

Information Provided:



You are cordially invited to

ULAB DIVERSITY FELLOWSHIP

DEMO DAY

Sunday | Feb 12, 2023 | 4:30 pm - 6:30 pm

Venue: A601 ULAB Research Building

Event Program:

4:30 pm - 4:35 pm	**Welcome address by Associate Professor Sajid Amit, Director, CES, ULAB**
4:35 pm - 4:40 pm	**Opening Remarks by Professor Imran Rahman, Vice Chancellor, ULAB**
4:40 pm - 4:45 pm	**Introduction of the Jury Panel**
4:45 pm - 6:25 pm	**Project Presentation of the selected Diversity Fellowship Candidates**
6:25 pm - 6:30 pm	**Closing Remarks**

Refreshments will be served

RSVP: iftakhar.ahmed@ulab.edu.bd

Final Jury & Mentor List

Professor Imran Rahman (Chief Guest)
Vice Chancellor, ULAB

Abantee Harun
Assistant Professor
General Education Department
University of Liberal Arts Bangladesh

Wafi Aziz Sattar
CEO and Managing Director
Brandsmith Integrated Marketing Communications Limited

Asgar Ali Sabri
Development Activist

Nuzhat Jabin
Programme Manager - Economic Justice
Christian Aid Bangladesh

Imran Newaz Khurshid
Project Coordinator, CES, ULAB

My Draft:

"Demo Day" for ULAB Diversity Fellowship held

On Sunday, February 12th, 2023, the Center for Enterprise and Society (CES) at the University of Liberal Arts Bangladesh (ULAB) hosted a "Demo Day" for the **ULAB Diversity Fellowship.**

The fellowship is intended for Bangladeshi youth aged 21 to 30 and is providing funds to help carry out project ideas that promote tolerance and diversity. The **ULAB Diversity Fellowship** seeks to engage Bangladeshi youth in a more thorough examination of societal issues involving tolerance, diversity, and pluralism, as well as to increase awareness through revolutionary approaches. Diversity encompasses social class, religion, gender identity, ethnicity, and other concepts in addition to race and ethnicity.

The event began with words of welcome by **Associate Professor Sajid Amit**, Director, CES which was succeeded by an introductory remark by **Professor Imran Rahman,** Vice Chancellor, ULAB.

Afterward, the honorable members of the jury panel were introduced. The panel included, **Assistant Professor Abantee Harun**,, General Education Department, ULAB, Wafi Aziz Sattar, CEO and Managing Director, Brandsmith Integrated Marketing Communications Limited, Asgar Ali Sabri, Development Activist, Nuzhat Jabin, Programme Manager - Economic Justice, Christian Aid Bangladesh, and Imran Newaz Khurshid, Project Coordinator, CES, ULAB

The judges panel of industry leaders heard from seven finalists as they pitched their impactful project concepts to foster diversity and tolerance in their individual communities. Their project concepts delved deeper into societal concerns, tolerance, diversity, and pluralism, as well as their attempts to raise awareness in unique ways, irrespective of all socioeconomic class, religion, gender identity, ethnicity, and other components in the concept of variety.

Five fellows were selected for their remarkable, groundbreaking ideas. Monon Muntaka Shova, and Amreeta Lethe Chowdhury from ULAB, Md Mutiul Islam from the University of Dhaka, and Joyee Chakma from North South University were the fortunate selectees.

The session concluded with closing remarks by associate Professor Sajid Amit, director, of CES, ULAB. The event was an extension of CES's ongoing effort at ULAB. Thereby, ULAB was placed 39 in the world in the Ethical Value Category by the World Universities with Real Impact (WURI) Ranking for Global Universities in 2021

Edited Copy:

ULAB organizes Demo Day for ULAB Diversity Fellowship

Five fellows were selected for their remarkable, groundbreaking ideas

Center for Enterprise and Society (CES) at the University of Liberal Arts Bangladesh (ULAB) hosted a "Demo Day" for the ULAB Diversity Fellowship On Sunday.

The event began with words of welcome by Associate Professor Sajid Amit, director, CES, ULAB, reads a press release.

Afterward, the members of the jury panel were introduced.

The panel included Asgar Ali Sabri, development activist, Nuzhat Jabin, program manager - Economic Justice, Christian Aid Bangladesh, assistant professor Abantee Harun, General Education Department, ULAB, Wafi Aziz Sattar, CEO, and managing director, Brandsmith Integrated Marketing Communications Limited, and Imran Newaz Khurshid, project co-ordinator, CES, ULAB.

The jury panel of industry leaders heard from seven finalists as they pitched their impactful project concepts to foster diversity and tolerance in their individual communities. Their project concepts delved deeper into societal concerns, tolerance, diversity, and pluralism, as well as their attempts to raise awareness in unique ways, irrespective of all socioeconomic class, religion, gender identity, ethnicity, and other components in the concept of variety.

Five fellows were selected for their remarkable, groundbreaking ideas. Mehenaz Zaman from Mawlana Bhashani Science and Technology University, Monon Muntaka Shova, and Amreeta Lethe Chowdhury from ULAB, Md Mutiul Islam from University of Dhaka and Joyee Chakma from North South University were the fortunate selectees.

The session concluded with closing remarks by associate professor Sajid Amit, director, CES, ULAB.
The event was an extension of CES's ongoing project by CES at ULAB.

The World Universities with Real Impact (WURI) Ranking for Global Universities ranked ULAB at number 39 worldwide in the Ethical Value Category in 2021 as a result of this CES project.

Publication Link:

https://www.dhakatribune.com/education/2023/02/13/ulab-organizes-demo-day-for-ulab-diversity-fellowship

My Challenges:

It was quite tough for me to write the press release briefly and concisely. I had difficulty including all the details without making the press release too lengthy. However, with the guidance of Rezwana Karim, the Coordinator of Project and Communications, I was able to communicate complicated and nuanced information simply through my words.

My Mistakes:

- My press release was too descriptive, complex, and long.
- I did not consider Search Engine Optimization (SEO) performance while writing.
- I forgot to incorporate multimedia elements into the press release.

My Learnings:

- Press releases must be simple, straightforward, and succinct.
- Utilizing keywords in the headline and summary helps a press release appear in search engines and simplifies access to crucial information.
- Photos, videos, infographics, and other media make a press release more engaging.

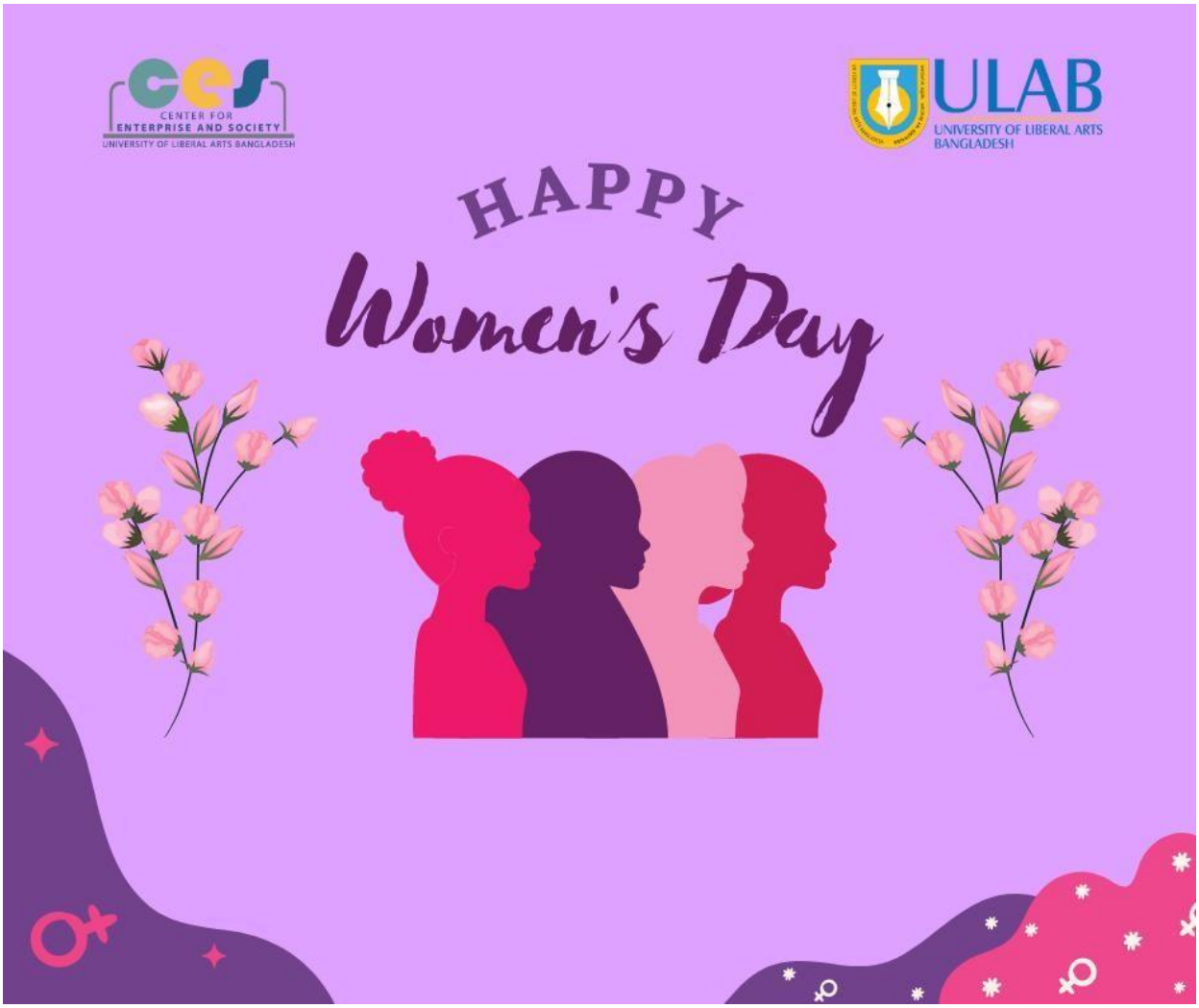
Project 2

Project Title: Women's Day Facebook Post

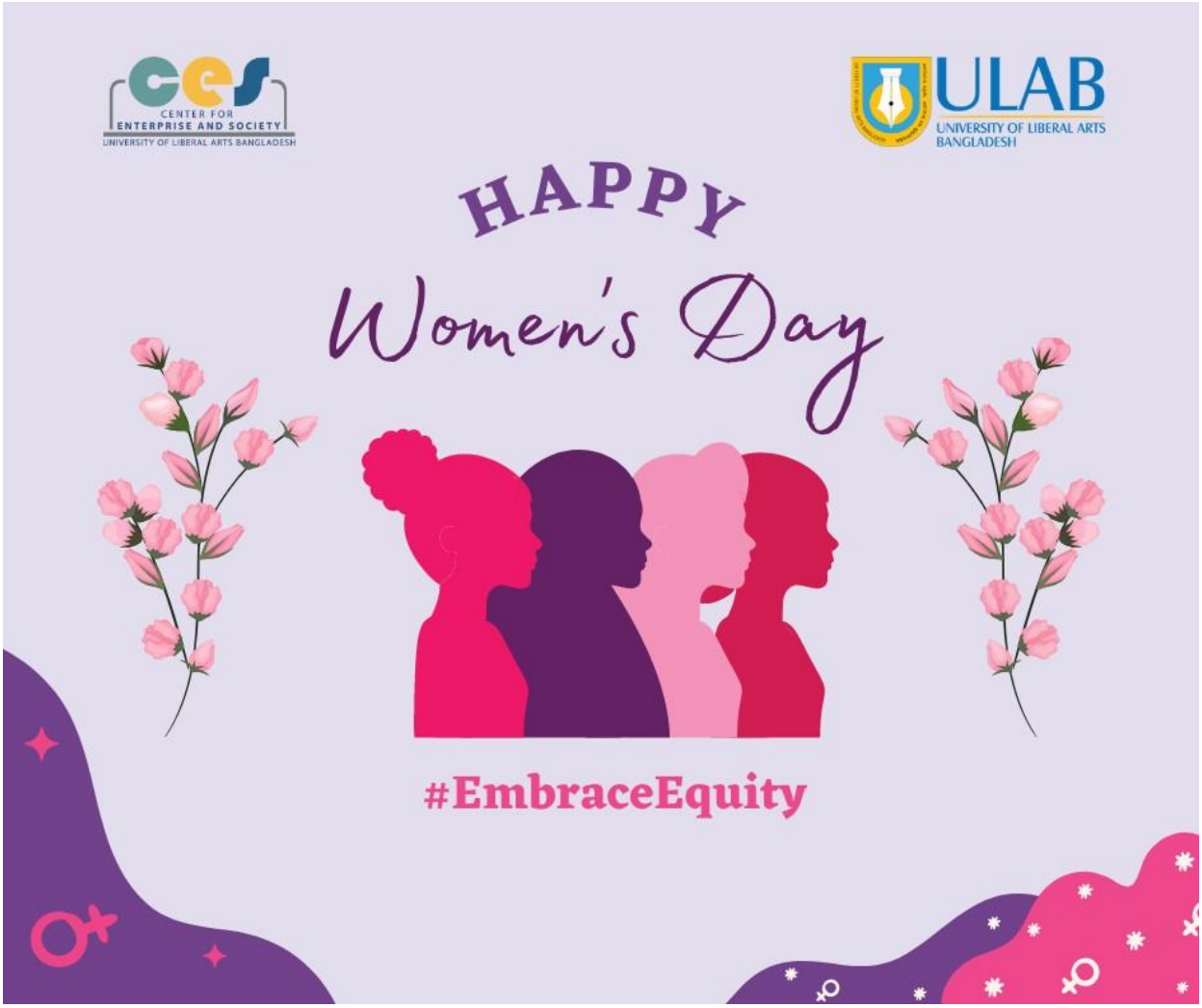
Project Brief: Social media post design for International Women's Day, to be published on CES's Facebook page.

My Task: I was delegated to design a Facebook post for International Women's Day with an appropriate color scheme and relevant logos. Therefore, I created a design using Canva, a free-to-use online graphic design tool.

My Draft:


CENTER FOR
ENTERPRISE AND SOCIETY
UNIVERSITY OF LIBERAL ARTS BANGLADESH
ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH
HAPPY
Women's Day

Edited Version:



Post Link: https://www.facebook.com/photo/?fbid=663970865733216&set=a.503521568444814

My Challenges:

For me, initially, it was tricky to comprehend and learn CES's design preferences. So, I went through previous designs made by CES and studied them carefully. Eventually, I was able to detect a pattern and style in the previous designs and implement them in mine.

My Mistakes:

- My design was too colorful and had low contrast.
- I used multiple typefaces.
- I did not include International Women's Day 2023 campaign theme: #EmbraceEquity in my design.

My Learnings:

- For consistency, multiple tones of the same hue should be used by altering brightness for contrast.
- For simple and effective graphic design, easy-to-read typefaces should be chosen when picking a typeface or font for headers, subtitles, and body text.
- Extensive research on the design subject must be done before I start designing.

Project 3

Project Title: ULAB research centres arrange seminar with JNU professor.

Project Brief: Saugata Bhaduri, Professor at the Centre for English Studies, Jawaharlal Nehru University, New Delhi gave a talk titled "'India, that is Bharat, shall be a Union of States': Of Unity in Diversity and Diversity in Unity" at a seminar arranged by the University of Liberal Arts Bangladesh (ULAB), on Monday, March 6 from 1:15 p.m. to 2:30 p.m. The Centre for Enterprise and Society (CES) and the Centre for South Asian Studies (C-SAS) co-hosted the seminar. I composed a press release for this event.

My Task: I was assigned the responsibility to write a press release regarding the lecture. So, I asked Rezwana Karim, CES's Project and Communications Coordinator, for any relevant event material, which consisted of an event brochure. After acquiring all of the pertinent information, I drafted a press release.

Information Provided:

Guest Speaker

Dr Saugata Bhaduri

Professor
Center for English Studies,
Jawaharlal Nehru University

Event Purpose

Dr Bhaduri's visit is a part of a bilateral exchange initiated by CES with the participation of the Center for South Asian Studies (C-SAS) at ULAB. The purpose of this exchange of ideas is to imbue values of diversity, tolerance, and pluralism by allowing Bangladeshi and Indian students to understand the roots and background of these aspects in both countries, and the challenges to these impulses in the two countries.

Seminar on

"India, that is Bharat, shall be a Union of States": Of Unity in Diversity and Diversity in Unity

Time & Date

Monday, Mar 6, 2023

1:15 PM to 2:30 PM

Room PD 105, ULAB
Permanent Campus

Biography

Saugata Bhaduri is Professor at the Centre for English Studies, Jawaharlal Nehru University, New Delhi. He has served as Visiting Professor at many universities and colleges in Europe, UK, and the USA, and has been recipient of several international research grants and awards.

His areas of research interest include the cultural history of colonial Bengal, literary and cultural theory, popular culture, and translation and comparative literature studies. His latest books are Polycoloniality: European Transactions with Bengal from the 13th to the 19th Century (Bloomsbury 2020) and the forthcoming A Critical History of Bengali Literature (Orient Blackswan).

His earlier books include Transcultural Negotiations of Gender: Studies in (Be)Longing (Springer 2015), Literary Theory: An Introductory Reader (Anthem 2010), Perspectives on Comparative Literature and Culture in the Age of Globalization (Anthem 2010), Negotiating Glocalization (Anthem 2008), and Translating Power (Katha 2008).

My Draft:

ULAB hosts event to encourage diversity and pluralism

The Center for Enterprise and Society (CES) and the Center for South Asian Studies (C-SAS) at the University of Liberal Arts Bangladesh (ULAB) co-organized a bilateral exchange seminar in Dhaka.

The event was organized on Monday, March 6, 2023, from 1:15 pm to 2:30 pm at the ULAB Permanent Campus.

Dr. Saugata Bhaduri, Professor at the Center for English Studies, Jawaharlal Nehru University delivered a talk titled, "'India, that is Bharat, shall be a Union of States': Of Unity in Diversity and Diversity in Unity" at the event.

The lecture concentrated on how India's other-regarding ethics, oriented at hospitality and tolerance of plurality, but also at active solidarity with the 'other,' is to be cherished and reinforced in order to continue to live with conflict.

Bhaduri's talk was followed by an interaction with students and faculty.

This exchange of ideas attempts to instill principles of diversity, tolerance, and pluralism by helping Bangladeshi and Indian students to grasp the roots and history of these attributes in both nations, as well as the obstacles to these impulses in both countries.

The bilateral exchange was part of an ongoing CES, ULAB project funded by the US State Department.

Through these events, CES is implementing the "Building Resilient Universities Project" (BRUP) to engage students and alumni of various universities in promoting diversity and tolerance. The project is currently in its fifth phase.

The World Universities with Real Impact (WURI) Ranking for Global Universities ranked ULAB at number 39 worldwide in the Ethical Value Category in 2021 as a result of this CES project.

Edited Copy:

ULAB research centres arrange seminar with JNU professor

The lecture is a part of an ongoing donor funded project being implemented by CES, an award-winning research centre at ULAB

The Centre for Enterprise and Society (CES) and the Centre for South Asian Studies (C-SAS) at the University of Liberal Arts Bangladesh (ULAB) on Monday co-organized a seminar at their permanent campus with a visiting scholar from Jawaharlal Nehru University, Professor Saugata Bhaduri.

Professor Bhaduri is professor at the Centre for English Studies, JNU and he delivered a talk titled ‘India, that is Bharat, shall be a Union of States': Of Unity in Diversity and Diversity in Unity, according to a press release.

The lecture is a part of an ongoing donor funded project being implemented by CES, an award-winning research centre at ULAB.

Bhaduri's talk was followed by an interaction with students and faculty.

Publication Link:

https://www.dhakatribune.com/bangladesh/2023/03/06/ulab-research-centres-arrange-seminar-with-jnu-professor

My Challenges:

Due to lack of revision, I wrote the date and time incorrect in my first draft. Luckily, Rezwana Karim, the Coordinator of Project and Communications, pointed out my error and I corrected it. Additionally, I was still learning how to make my writing short and simple, and with practice, I was able to overcome this shortcoming.

My Mistakes:

- My press release was overly descriptive, convoluted, and lengthy.
- I did not edit my press release thoroughly.
- Not writing a valuable headline.

My Learnings:

- Press releases must be clear, easy to understand, and compact.
- Before sending out a press release, it should be extensively revised and edited; it should be looked for typos, misspelled names, inaccurate dates, and missing information.
- Headlines should be precise and detailed, telling the reader what the story is about while also compelling them to read the piece.

Project 4

Project Title: ULAB research centre arranges seminar with renowned author.

Project Brief: Ghazala Wahab, award-winning writer, and FORCE magazine editor, gave a lecture titled "Born a Muslim: Home Truths About India's Pluralism" at a seminar arranged by the University of Liberal Arts Bangladesh (ULAB), on Monday, March 13 from 1:15 p.m. to 2:30 p.m. The Centre for Enterprise and Society (CES) and the Centre for South Asian Studies (C-SAS) co-hosted a seminar. I composed a press release for this event.

My Task: I was tasked with writing a press release about the seminar. So I approached Rezwana Karim, the Project and Communications Coordinator of CES, for any pertinent information about the event; which consisted of an event brochure. I wrote a press release after gathering all of the essential details.

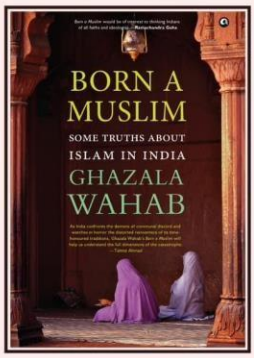
Information Provided:

Guest Speaker

GHAZALA WAHAB

Award-Winning Author, Editor of FORCE

The Award-Winning Author Of



Seminar on

Born a Muslim: Home Truths About India's Pluralism

Time & Date

Monday, Mar 13, 2023

1:15 PM to 2:30 PM

Room PD 105, ULAB
Permanent Campus

Event Purpose

Ms Wahab's visit is a part of a bilateral exchange initiated by CES with the participation of the Center for South Asian Studies (C-SAS) at ULAB. The purpose of this exchange of ideas is to imbue values of diversity, tolerance, and pluralism by allowing Bangladeshi and Indian students to understand the roots and background of these aspects in both countries, and the challenges to these impulses in the two countries.

Biography

Ghazala Wahab is an award-winning author, and Editor of FORCE, a magazine that specializes in defence and security issues. She is the author of Born a Muslim: Some Truths About Islam in India, published in 2021). The book has won two major Book of the Year (non-fiction) awards in South Asia: Tata Lit Live and AttaGalatta. She co-authored Dragon on our Doorstep: Managing China Through Military Power with Pravin Sawhney, and published in 2017. She has written extensively on matters of regional security and is a columnist. Before launching FORCE in 2003, she worked in the Delhi bureau of The Telegraph. She began her career at The Asian Age.

My Draft:

ULAB research center arranges seminar with renowned author

The Centre for Enterprise and Society (CES) and the Centre for South Asian Studies (C-SAS) at the University of Liberal Arts Bangladesh (ULAB) co-organized a seminar on Monday, March 13 at their permanent campus with Ms. Ghazala Wahab, an award-winning author, and Editor of FORCE, a magazine that specializes in defense and security issues.

Ghazala Wahab delivered a talk titled, “Born a Muslim: Home Truths About India’s Pluralism.”

The purpose of this seminar is to exchange ideas to imbue values of diversity, tolerance, and pluralism by allowing Bangladeshi and Indian students to understand the roots and background of these aspects in both countries and the challenges to these impulses in the two countries.

The lecture is part of an ongoing donor-funded project being implemented by CES, an award-winning research center at ULAB.

Wahab's talk was followed by an interaction with students and faculty.

Edited Copy:

ULAB research centre arranges seminar with renowned author

The lecture is part of an ongoing donor-funded project implemented by CES, an award-winning research centre at ULAB

The Centre for Enterprise and Society (CES) and the Centre for South Asian Studies (C-SAS) at the University of Liberal Arts Bangladesh (ULAB) co-organized a seminar on the campus in Dhaka on Monday.

The seminar was attended by Ghazala Wahab, an award-winning author, and editor of FORCE, a magazine that specializes in defence and security issues, according to a press release.

Ghazala Wahab delivered a talk titled “Born a Muslim: Home Truths About India's Pluralism”.

The purpose of the seminar was to exchange ideas to imbue values of diversity, tolerance, and pluralism by allowing the students to understand the roots and background of these aspects in both India and Bangladesh, and the challenges to these impulses in the two countries.

The lecture is part of an ongoing donor-funded project implemented by CES, an award-winning research centre at ULAB.

Wahab's talk was followed by an interaction with students and faculty members.

Publication Link:

https://www.dhakatribune.com/bangladesh/2023/03/13/ulab-research-centre-arranges-seminar-with-renowned-author

My Challenges:

Since I was unfamiliar with Dhaka Tribune's style guide, I wrote my press release in American English. This resulted in a few spelling errors. After its publication, I noticed that Dhaka Tribune publishes its news in British English, and I became mindful not to repeat this oversight.

My Mistakes:

- My draft was written in American English.
- I did not include any quotes.
- Not using enough keywords.

My Learnings:

- Dhaka Tribune writes its news stories in British English
- Including quotes in a press release adds a personal touch to an otherwise objective news story.
- The use of keywords in the headline and summary improves the visibility of a press release in search engines and streamlines access to essential information.

Project 5

Project Title: Bengali New Year's Day Facebook Post

Project Brief: Social media post design for Bengali New Year's Day, to be published on CES's Facebook page.

My Task: I was assigned to create a Facebook post for Bengali New Year's Day that had a suitable color scheme and relevant logos. As a result, I made a design with Canva, a free online graphic design tool.

My Draft:

CENTER FOR
ENTERPRISE AND SOCIETY
UNIVERSITY OF LIBERAL ARTS BANGLADESH
ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH
শুভ নববর্ষ

Edited Version:

Post Link:

https://www.facebook.com/photo?fbid=689573179839651&set=a.503521568444814

My Challenges:

Capturing the essence of Bengali New Year while producing a unique design was pretty challenging. I researched several designs created for Bengali New Year by other organizations before getting to work. This enabled me to create a design that was attractive as well as dynamic.

My Mistakes:

- My design did not include the Bengali new year.
- I did not incorporate any quote or greeting.
- Designing continuously without taking a break.

My Learnings:

- Following relevant news pages on social media is a good way to stay up to speed on topical content, obtain important information, and keep one's knowledge base updated.
- Including a greeting or quote in a design makes it more engaging.
- Given that relaxation increases energy and productivity, taking a break to refresh the mind and revitalize the vision can be beneficial.

Project 6

Project Title: ULAB hosts webinar with Rituparna Roy on Kolkata Partition Museum Project

Project Brief: Rituparna Roy, author and academic and the initiator of the Kolkata Partition Museum Project, spoke at a webinar titled "The Kolkata Partition Museum Project: A Talk with Rituparna Roy" arranged by the University of Liberal Arts Bangladesh (ULAB), on Sunday, April 16 from 4:30 p.m. to 5:30 p.m. The Centre for Enterprise and Society (CES) hosted the webinar. I composed a press release for this event.

My Task: I was entrusted with developing a press release regarding the webinar. So, I asked Rezwana Karim, CES's Project and Communications Coordinator, for any useful information about the event, which consisted of an event brochure. After obtaining all of the necessary information, I wrote a press release.

Information Provided:

CES Webinar

'The Kolkata Partition Museum Project: A Talk with Rituparna Roy'

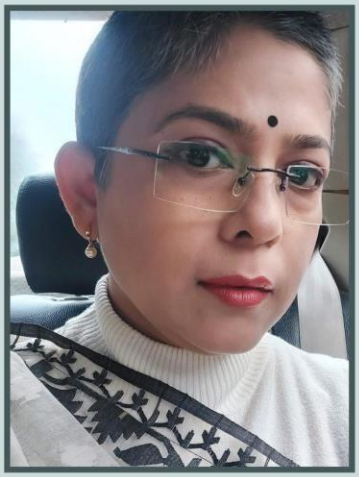
Time & Date

Sunday, Apr 16, 2023

4:30 PM to 5:30 PM

LIVE Dhaka Tribune

DhakaTribune



Guest Speaker

PROF. RITUPARNA ROY

Initiator of the Kolkata Partition Museum Project

Biography

Rituparna Roy is Initiator of the Kolkata Partition Museum Project that aims to establish a Partition Museum in Kolkata. An alumna of Presidency College and Calcutta University, she did her doctoral research in India (with two UGC Fellowships) and her postdoctoral research at Leiden, the Netherlands. She has taught at several institutions in Kolkata, Leiden, and The Hague.

She is the author of South Asian Partition Fiction in English: From Khushwant Singh to Amitav Ghosh (2010) & co-editor of the ICAS Volume, Writing India Anew: Indian English Fiction 2000-2010 (2013). Roy blogs and writes features and reviews for online portals and magazines. Her maiden collection of shorts, Gariahat Junction, was published in 2020 by Kitaab International, Singapore. She is currently working on a non-fiction book and a co-edited volume of essays on the Bengal Partition.

My Draft:

CES, ULAB holds webinar called "The Kolkata Partition Museum Project: A Talk with Rituparna Roy"

On Sunday, April 16, 2023, Center for Enterprise and Society (CES) at the University of Liberal Arts Bangladesh (ULAB) organized a webinar titled "The Kolkata Partition Museum Project: A Talk with Rituparna Roy". Rituparna Roy is the initiator of the Kolkata Partition Museum Project which aims to establish a Partition Museum in Kolkata.

Associate Professor Sajid Amit, Director, CES, ULAB moderated the webinar. It included a live discussion between Rituparna Roy and Sajid Amit which centered on the Partition of India and the inception of the Kolkata Partition Museum Project.

Roy is the author of South Asian Partition Fiction in English: From Khushwant Singh to Amitav Ghosh (2010), as well as the co-editor of the ICAS volume Writing India Anew: Indian English Fiction 2000-2010. (2013). She blogs and contributes features and reviews to websites and periodicals. Gariahat Junction, her first collection of short stories, was released in 2020 by Kitaab International in Singapore. She is currently working on a nonfiction book and a volume of essays co-edited by her on the Bengal.

In the webinar, Rituparna Roy shared how she envisioned the Kolkata Partition Museum Project (KPMP) in early 2016. KPMP is dedicated to memorializing the significance of Bengal's Partition history and its aftermath in the most concise way possible; to highlighting the continuities between West Bengal and Bangladesh - in terms of language and literature, food, fabric, and the performing arts - and to inspire collaboration between them. And it intends to accomplish so by incorporating the public in its programs and tailoring all of its actions to make them more accessible and appealing to the general public.

The session concluded with closing remarks by associate Professor Sajid Amit, director, CES, ULAB. The event was an extension of CES's ongoing project by CES at ULAB.

The World Universities with Real Impact (WURI) Ranking for Global Universities ranked ULAB at number 39 worldwide in the Ethical Value Category in 2021 as a result of this CES project.

Edited Copy:

ULAB hosts webinar with Rituparna Roy on Kolkata Partition Museum Project

The famous author talked about the project that highlights the continuities between West Bengal and Bangladesh

The Center for Enterprise and Society (CES) at the University of Liberal Arts Bangladesh (ULAB) organized a webinar titled “The Kolkata Partition Museum Project: A Talk with Rituparna Roy” on Sunday.

Rituparna Roy is the initiator of the Kolkata Partition Museum Project which aims to establish a partition museum in Kolkata, reads a press release issued on Monday.

Associate Professor Sajid Amit, director, CES, ULAB moderated the webinar that included a live discussion between Rituparna Roy and Sajid Amit, centring on the partition of India and the inception of the Kolkata Partition Museum Project.

Rituparna Roy is an author and co-editor who has written “South Asian Partition Fiction” in English and Indian English. She has also released a collection of short stories called Gariahat Junction.

In the webinar, she talked about her vision for the Kolkata Partition Museum Project (KPMP), which aims to memorialize the significance of Bengal's partition history and highlight the continuities between West Bengal and Bangladesh in terms of language, literature, food, fabric, and the performing arts.

The project intends to involve the public in its programs and make them more accessible and appealing to the general public.

Roy is currently working on a nonfiction book and a volume of essays co-edited by her for the Bengal.

The session concluded with closing remarks by Associate Professor Sajid Amit.

CES is a leading research center in Bangladesh based out of ULAB.

The World Universities with Real Impact (WURI) Ranking for Global Universities ranked ULAB at number 39 worldwide in the ethical value category in 2021 as a result of this CES project.

Publication Link: https://www.dhakatribune.com/bangladesh/2023/04/17/ulab-hosts-webinar- with-rituparna-roy-on-kolkata-partition-museum-project

My Challenges:

I had to conduct extensive research on Kolkata Partition Museum Project because I had no prior knowledge of it. Hence, I explored the Kolkata Partition Museum Project's website and read relevant articles on it. This aided me to write an informative press release.

My Mistakes:

- I misspelled the guest's name on one occasion.
- My headline was too descriptive.
- Writing redundantly.

My Learnings:

- Before distributing a press release, it should be thoroughly revised and edited, looking for typos, misspelled names, incorrect dates, and details that are missing.
- Headlines should be striking, concise, and clear.
- The press release should contain unique information and flow together to show that the event is newsworthy.

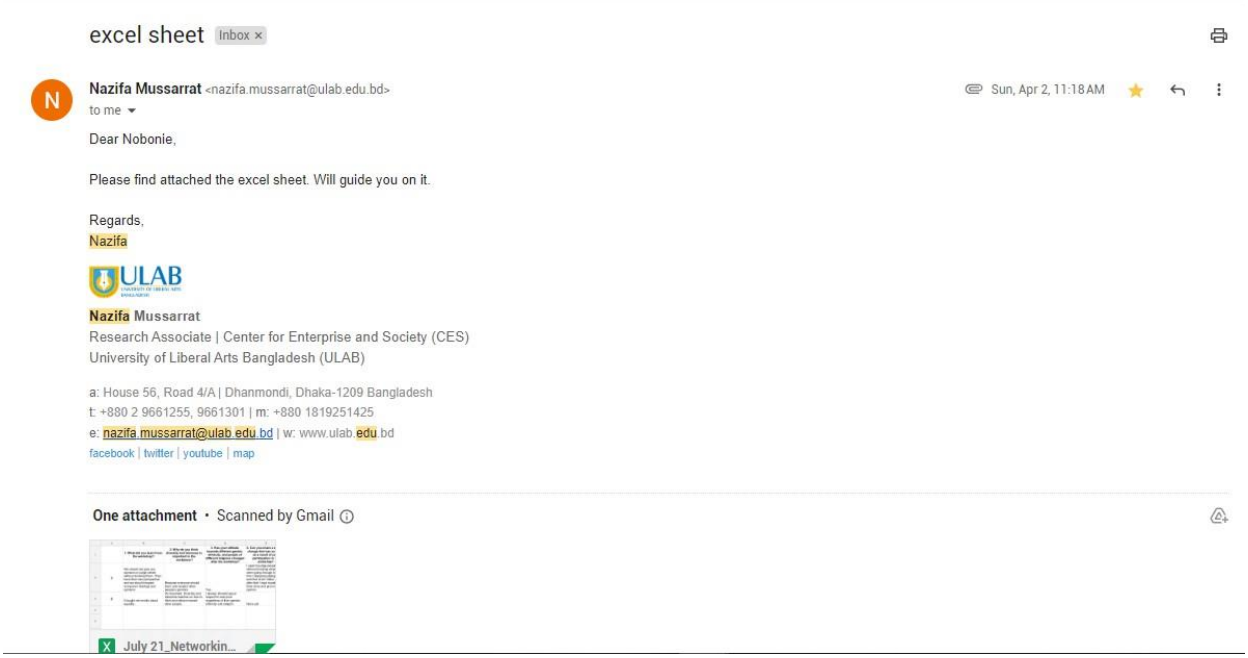
Project 7

Project Title: Summarization of survey responses by the participants of the "Diversity Fellowship Workshop at American International University - Bangladesh (AIUB)"

Project Brief: On July 21, 2022, AIUB hosted the Diversity Fellowship workshop for the fifth phase of the Building Resilient Universities Project (BRUP), with approximately 50 students in attendance. The majority of these pupils were in their fourth year of study. The AIUB Faculty Ambassador moderated a segment to help participants comprehend what diversity and tolerance entailed and why they should work on these issues. After completing the workshop, the participating students responded to a survey questionnaire, I was tasked with summarizing the responses.

My Task: Nazifa Mussarrat, Research Associate at CES gave me the task of briefly summarizing the responses by the participants of the "Diversity Fellowship Workshop at American International University - Bangladesh (AIUB)". So, I did as she asked.

Information Provided:



My Work:

1. What did you learn from the workshop?

The following were the responses given by the participants:

-People should not be judgmental and discriminatory of others' opinions.

-The majority of the participants emphasized that they learned about diversity and tolerance in various spheres of life.

-Few participants replied that they learned about the history of Bangladesh.

-Two of the participants shared that the workshop was a great way to be taught hands-on skills because it offers participants a chance to try out new methods and fall into a safe environment.

2. Why do you think diversity and tolerance are important in the workplace?

The following were the responses given by the participants:

-Valuing others' uniqueness is what draws us all together and can be the key to a successful, vibrant workplace and fair work culture.

-No workplace can function well without diversity and tolerance because there is no mutual respect and understanding.

-Tolerance is essential for a pleasant work atmosphere, and diversity contributes to stronger teamwork.

-To keep the workplace safe.

-To keep the workplace peaceful, it is critical to recognize different differences and not belittle anyone.

-Diversity in the workplace aids in better understanding the mindset or perspective of consumers.

-A diverse workshop is a great resource since it recognizes each employee's unique strengths and the possibilities they provide.

3. Has your attitude towards different gender, ethnicity, and people of different religions changed after the workshop?

The following were the responses given by the participants:

-The majority of the participants answered that after the workshop, their attitudes about diverse genders, ethnicities, and people of other religions shifted.

-Three of the participants claimed that their perspectives towards different gender, ethnicity, and people of different religions did not change after the workshop.

4. Can you share a story of a change that has occurred as a result of your participation in the workshop?

The following were the responses given by the participants:

-The greater part of the participants remarked that taking part in the workshop made them be more inclusive and empathetic.

-While some of the participants responded that they did not have a story to share.

5. What are some of the conscious efforts you make to accommodate and encourage diversity at your place of study or work?

The following were the responses given by the participants:

-By making the workplace more inclusive and educating employees about the benefits of diversity in the workplace

-Becoming mindful of unconscious prejudice and emphasizing the necessity of bias management.

-Listening to everyone and giving equal weight to everyone

-Frequently communicating so that the other person does not feel uncomfortable or alone

-Incorporating everyone's point of view, especially those who are underrepresented.

-By creating policies and interacting with everyone.

-Valuing all forms of diversity.

-Respecting and empathizing with all viewpoints, regardless of gender, caste, religion, etc.

-Making certain that they are given the same degree of priority and respect.

-Attempting to reassure almost all types of religious believers and assisting them in communicating with everyone.

-Defending someone who is mocked because they are an outsider.

A few participants shared that they did not take any deliberate steps to incorporate and promote diversity at their place of study or employment.

6. How do you think the workshop has prepared you for promoting diversity in the workplace?

The following were the responses given by the participants:

-One participant answered that they thought it was a little prejudiced because nearly all of the presenters were speaking on only one or two issues. They believe racism, sub-cultural discrimination, religious discrimination, men biased, or women-biased workplace are all sub-sectors of diversity. Many of these should have been highlighted in their opinion. -Nevertheless, they hope for the progress of Diversity and Tolerance.

-Companies that value diversity and maintain an inclusive workplace culture may improve the retention of workers with diverse backgrounds and enhance.

-Learned to communicate properly with people with confidence

-Became more vocal about tolerance and acceptance of diversity.

-Learned so many things they did not think of or know.

-Made them more aware of others' feelings and the results.

-It gave them the knowledge required to know how to act and be sure they can follow its teachings and spread their learnings at the same time.

-They think it has prepared them well enough to share their own thoughts & perceptions of promoting diversity.

-They learned about different cultures and traditions, and the tendency to work with everyone.

-They got to know various strategies on how to promote diversity around them - by imparting important tolerance knowledge, making people comprehend because of its in-depth storytelling and analysis, and by communicating the teachings.

My Challenges:

As I had never done a task similar to this before, I was a little nervous about doing the job correctly and according to the preferences of Nazifa Mussarrat, the Research Assistant. Thankfully, she constantly monitored my progress and reassured me that I was doing it right.

My Mistakes:

- Creating a complete overview of the content in a manner that it was informative but not lengthy was quite difficult for me.
- I had some grammatical errors in my first draft.
- Getting overwhelmed by the task at hand.

My Learnings:

- Removing unnecessary descriptors, descriptions, and examples from the summary to make it comprehensive and concise.
- Rereading the original text to check that my synopsis accurately represented the important themes of the data.
- Keeping oneself relaxed and focused by taking short breaks while working.

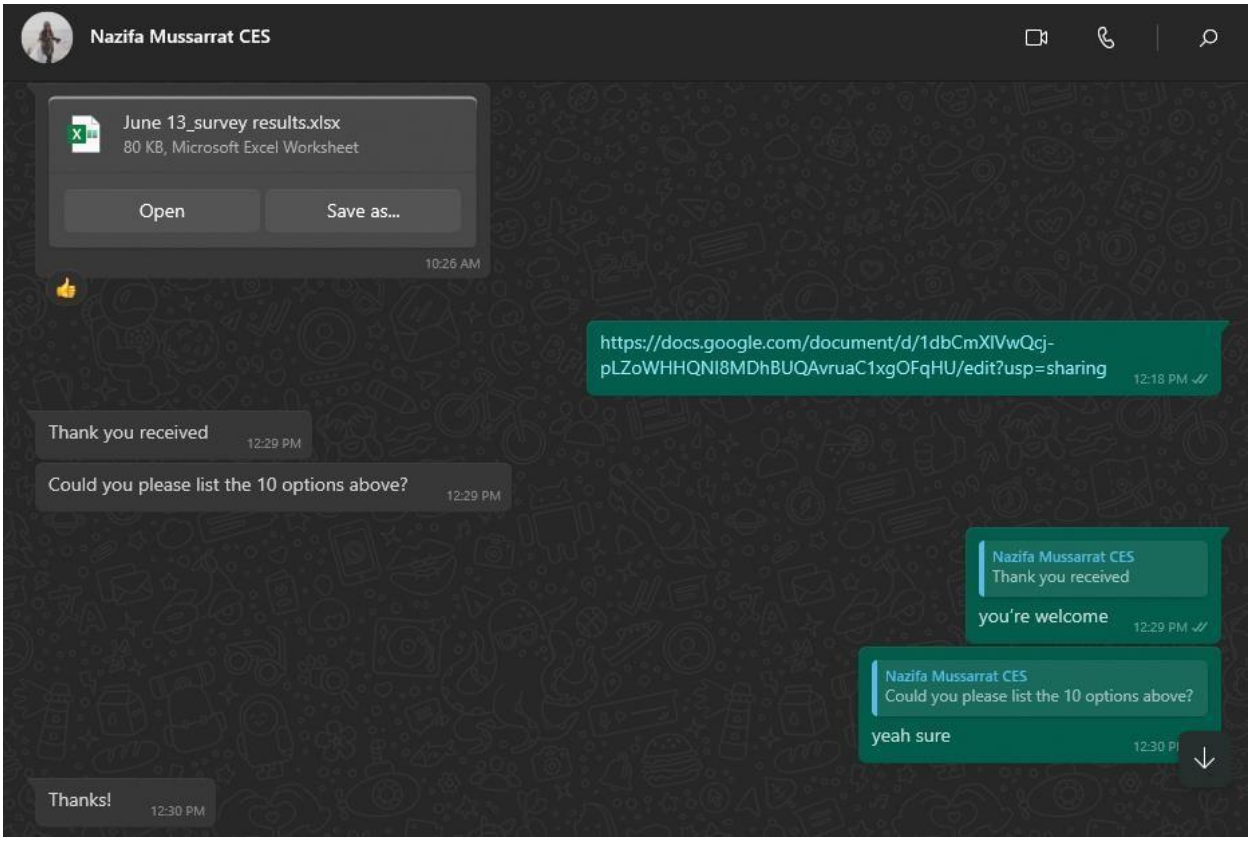
Project 8

Project Title: Summarization of survey responses by the participants of the “Diversity and Tolerance in Bangladesh: Challenges and Opportunities” workshop

Project Brief: On June 16, 2022, a BRUP Community Building Event was held in the ULAB Chancellery to bring together students from partner universities who signed up for and completed the MOOC after attending workshops at partner universities. "Diversity and Tolerance in Bangladesh: Challenges and Opportunities" was the theme of the event. Students learned at this event through conversations with professionals and sharing their real-life experiences with the issues of diversity and tolerance. Following the session, the participants completed a survey form, and I was entrusted with summarizing the results.

My Task: I was assigned the duty of concisely summarizing responses received from the attendees of the "Diversity and Tolerance in Bangladesh: Challenges and Opportunities" by Nazifa Mussarrat, Research Associate at CES. So, I followed her instructions.

Information Provided:



My Work:

Please choose the response most applicable for you in relation to the statement below. You can choose multiple responses.

Option 1. The course has made me significantly more conscious of injustices in society.
Option 2. The course has broadened my horizons about challenges to diversity and tolerance globally.
Option 3. The course has opened my eyes about challenges to minorities in Bangladesh.
Option 4. The course has increased my empathy towards women.
Option 5. The course has increased my empathy towards sexual minorities.
Option 6. The course has increased my empathy towards racial and ethnic minorities.,
Option 7. The course has increased my empathy towards religious minorities.
Option 8. The course has influenced me to work to promote tolerance and diversity in my community. and in the household.
Option 9. The course has inspired me to pursue careers in areas that can promote tolerance, diversity and pluralism in Bangladesh.
Option 10. I am already working to promote diversity and tolerance in my own community.

The participants chose the following options:

- 11 out of 74 participants chose option 1,
- 2 out of 74 participants chose option 1 and option 2.
- 1 out of 74 participants chose option 1, 2 and 3.
- 1 out of 74 participants chose option 1, 2, 3 and 10.
- 3 out of 74 participants chose option 1,2,3,4,5,6,7 and 8.
- 3 out of 74 participants chose option 1,2,3,4,5,6,7,8 and 9.
- 2 out of 74 participants chose option 1,2,3,4,5,6,7,8,9 and 10.
- 1 out of 74 participants chose option 1,2,3,4,5,7,8 and 9.

- 1 out of 74 participants chose option 1,2,3,4,5,7 and 9.
- 2 out of 74 participants chose option 1,2,3,4,7 and 9.
- 1 out of 74 participants chose option 1,2,3,4 and 8.
- 1 out of 74 participants chose option 1,2,3,5,6,8 and 9.
- 1 out of 74 participants chose option 1,2,3,6,7,8,9 and 10.
- 1 out of 74 participants chose option 1,2,3,6 and 8.
- 1 out of 74 participants chose option 1,2,3 and 8.
- 1 out of 74 participants chose option 1,2,3 and 9.
- 1 out of 74 participants chose option 1,2,7,8,9 and 10.
- 1 out of 74 participants chose options 1,2,8,9 and 10.
- 1 out of 74 participants chose options 1,2 and 9.
- 1 out of 74 participants chose options 1,3 and 10.
- 1 out of 74 participants chose options 1,3 and 4.
- 1 out of 74 participants chose options 1,3,4,5 and 6.
- 1 out of 74 participants chose options 1,3,4,5,6 and 7.
- 1 out of 74 participants chose options 1,3,4,5 and 7.
- 1 out of 74 participants chose options 1,3,4,5 and 9.
- 1 out of 74 participants chose options 1,3,4,6,7,8 and 9.
- 1 out of 74 participants chose options 1,3,5,6,7,8,9 and 10.
- 1 out of 74 participants chose options 1,3,6,7 and 8.
- 1 out of 74 participants chose options 1,4,5 and 10.
- 1 out of 74 participants chose options 1,4,5,6 and 9.
- 1 out of 74 participants chose options 1,4,5,7 and 10.
- 1 out of 74 participants chose options 1,4,6,7 and 8.
- 1 out of 74 participants chose option 1,4,6 and 8.
- 1 out of 74 participants chose options 1,5,7,9 and 10.
- 2 out of 74 participants chose options 1 and 6.
- 1 out of 74 participants chose option 1 and 8.
- 1 out of 74 participants chose options 1,8 and 9.
- 2 out of 74 participants chose option 2.

- 1 out of 74 participants chose option 2 and 3,
- 1 out of 74 participants chose option 2,3,4,6,9 and 10.
- 1 out of 74 participants chose option 2,3 and 8.
- 1 out of 74 participants chose options 2,3,8 and 9.
- 1 out of 74 participants chose options 2,4,5,7 and 10.
- 2 out of 74 participants chose options 2,4,6,8 and 10.
- 2 out of 74 participants chose option 3.
- 1 out of 74 participants chose option 3,4 and 5.
- 1 out of 74 participants chose options 3,4,5,6,7 and 8.
- 1 out of 74 participants chose options 4 and 5.
- 1 out of 74 participants chose options 4,5,7,8 and 10.
- 1 out of 74 participants chose option 6.
- 1 out of 74 participants chose option 7.
- 1 out of 74 participants chose option 8.

My Challenges:

I was working on multiple assignments at that moment, and I underestimated what could be accomplished in a short period of time. Subsequently, I had a tight schedule, and I was afraid of missing the deadline for this project. Fortunately, I was able to complete my task in time by dividing my time effectively and getting everything done.

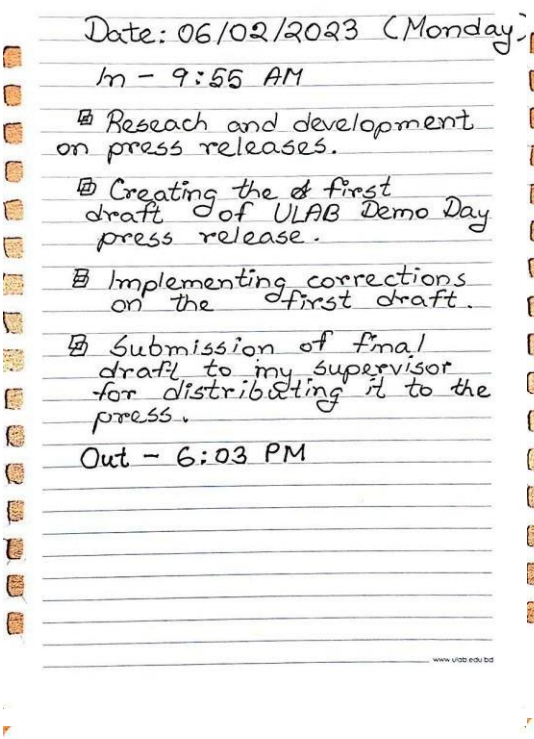
My Mistakes:

- Putting together a comprehensive overview of the dataset while keeping it straightforward and explanatory.
- Losing track of time
- Not asking for help often.

My Learnings:

- Simplifying and describing a data set.
- Time management and meeting deadlines.
- Asking for assistance repeatedly if required.

Workplace Log



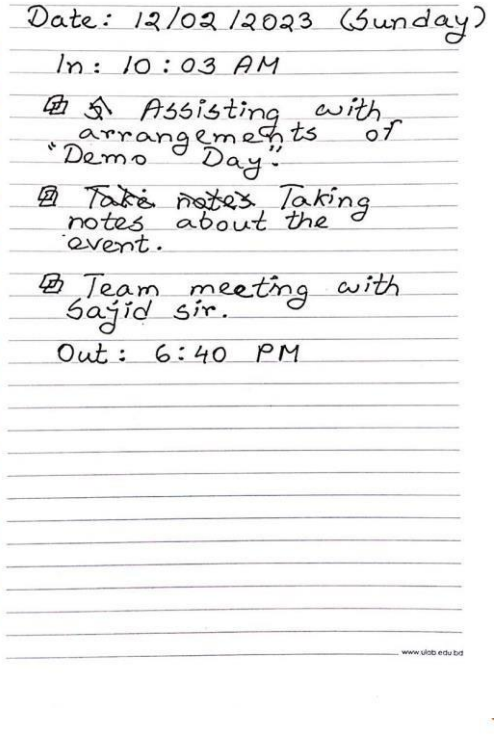
Date: 06/02/2023 (Monday)

In - 9:55 AM

- Reseach and development on press releases.
- Creating the ~~a~~ first draft of ULAB Demo Day press release.
- Implementing corrections on the first draft.
- Submission of final draft to my supervisor for distributing it to the press.

Out - 6:03 PM

www.ulab.edu.bd



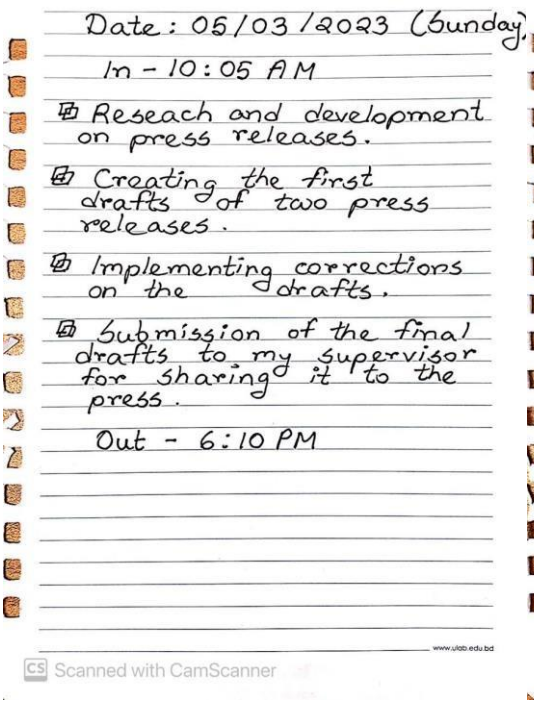
Date: 12/02/2023 (Sunday)

In: 10:03 AM

- Assisting with arrangements of "Demo Day".
- ~~Take notes~~ Taking notes about the event.
- Team meeting with Sajid sir.

Out: 6:40 PM

www.ulab.edu.bd



Date: 05/03/2023 (Sunday)

In - 10:05 AM

- Reseach and development on press releases.
- Creating the first drafts of two press releases.
- Implementing corrections on the drafts.
- Submission of the final drafts to my supervisor for sharing it to the press.

Out - 6:10 PM

www.ulab.edu.bd

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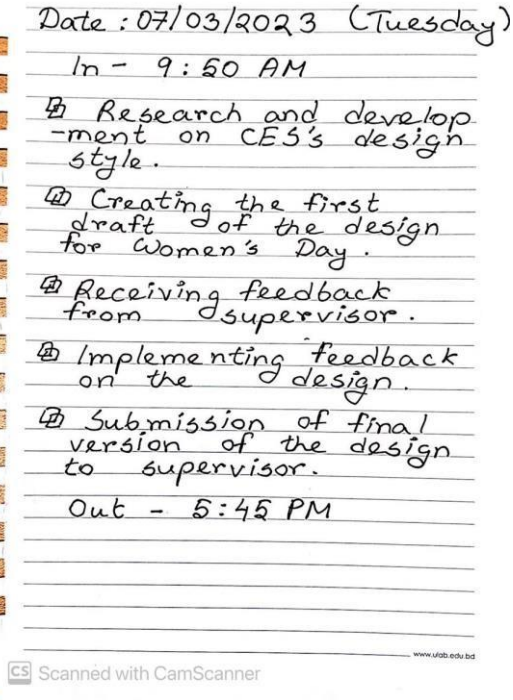

Date: 07/03/2023 (Tuesday)

In - 9:50 AM

- Research and develop-ment on CES's design style.
- Creating the first draft of the design for Women's Day.
- Receiving feedback from supervisor.
- Implementing feedback on the design.
- Submission of final version of the design to supervisor.

Out - 5:45 PM

www.ulab.edu.bd

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Date : 26/02/2023 (Sunday)

In - 10:00 AM

- Assisting with arrange-ments for "Meet the CEO" webinar.
- Making phone calls to webinar attendees to ensure participation.
- Taking notes during the event.

Out - 6:16 PM

Date : 03/04/2023 (Monday)

In - 8:55 AM

- Meeting with Nazifa Mussarat apu on data summarization.
- Draft of data summary sent to Nazifa apu.
- Receiving feedback on the draft.
- Making necessary changes and corrections as asked by Nazifa apu.
- Submission of data summary to Nazifa apu.

Out - 3:58 PM

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Date : 13/04/2023 (Thursday)

In - 9:05 AM

- Research and develop-ment on Bengali New Year design styles.
- Creating the first draft of the design for Bengali New Year.
- Receiving feedback.
- Implementing feedback on design.
- Submission of final version of the design to supervisor.

Out : 3:40 PM

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MSJ043

Self-Assessment Form

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern:___Nuzhat Fairuz Nobonie_____

University ID:_____191012071_____

Name of the Institute/Organization:	ULAB CES		
Corporate Office Address:	House#75/A, Road# 5/A Dhanmondi, Satmasjid Road, Dhaka 1209		
Email:	ces@ulab.edu.bd	Web:	https://ces.ulab.edu.bd/

1. During a typical week, approximately how many hours did you dedicate to your internship?

40 hours

2. Was your internship paid? If yes, how much?

Yes, 10 thousand taka monthly

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐Not at all ☐Slightly ☐Moderately ☐Quite a bit ☐A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	4
2	I believe in my ability to make a difference.	5
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	4
5	I can recognize my personal strengths.	5
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	4
8	I have the ability to persevere in difficult tasks	4
NO	CRITERIA (Social/Interpersonal Impact)	

9	I demonstrate concern for the welfare of others	4
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	4
12	I have the ability to communicate effectively	4
13	I have increased my ability to be a leader	4
14	I feel more connected to my community	4
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	4
16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	4
19	I have the ability to connect academic subject matter to the real world.	4
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialized technical skills for a specific job function	4
21	I broadened my future employment possibilities	4
22	I received an opportunity to explore a specific career	4
23	I developed realistic ideas about the work world	4
24	I narrowed my future possible career choices.	4
25	**What is your average score on this test?**	4.5

5. General Comments

Nobonie

Signature of Intern

Internship Outcomes

- At ULAB Center for Enterprise and Society (CES), I observed how entrepreneurial and business research is carried out with an eye on moral, ecological, and societal sustainability.
- I attained overall efficiency by regulating my workload and functioning better during stressful situations and time limitations. This will undoubtedly aid me in my upcoming ventures.
- I gained expertise on how to work collectively in everyday life and accomplish goals by contributing and lending a hand when necessary.
- In several instances, I had to demonstrate my distinctive skill range independently, this enabled me to nurture my capabilities as an individual.
- I improved my awareness of diversity and learned how to create an inclusive workplace that actively accepts and empowers different points of view.
- My experience at CES also helped me set short and long-term career objectives and find opportunities for self-advocacy and professional development.

In all, I was able to improve my writing, design, research, and communication skills throughout my internship with CES. I felt that assisting in research was particularly beneficial in strengthening my data overview and translation capabilities. Although it was a struggle at times to study and work simultaneously, I found it useful in furthering my career as a communication professional with an interest in research.

Professional Competencies

Professional competencies are abilities, expertise, and characteristics that are highly appreciated by one's organization of employment. At ULAB Center for Enterprise and Society, I developed the following competencies:

Attributes

- Professionalism - Demonstrating integrity by showing dedication to my work and being responsible for myself, through my professional reputation, and moral conduct.
- Critical Thinking - Analyzing situations, making decisions, and coming up with creative solutions by using rational thought.
- Communication - Expressing concepts and perspectives verbally and in writing.
- Teamwork - Creating mutually beneficial and successful relationships with coworkers to achieve fruitful results.

Skills

- Graphic Design - Using design tools such as Canva and Adobe Illustrator, brushing knowledge of typography, and design principles, and maintaining brand guidelines.
- Data Summarization - Summarizing data in a detailed, meticulous, and concise manner.
- Writing - Crafting short and simple press releases that garner attention.

Knowledge

- Research Process - Learning that research work involves identifying a question, acquiring information, reviewing, and assessing evidence, forming conclusions, and spreading the knowledge acquired.
- Technology and Data - Managing and using information and technology to develop and solve challenges in a productive way.

Snippets from my time at CES

Figure 1 At ULAB Family Day

Figure 2 At ULAB Family Day

Thank You.