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Government of the People's Republic of Bangladesh  
Improving Computer and Software Engineering Tertiary Education Project (ICSETEP)  
Project Management Unit (PMU)  
University Grants Commission of Bangladesh

**Terms of Reference (ToR)**  
**Industry Relations Expert (Package No. PMU/S-9A, DPP package: SD-9)**

**A. Background of the Project**

1. The Government of Bangladesh (GoB) has secured a loan of \$100 million from the Asian Development Bank (ADB) to implement Improving Computer and Software Engineering Tertiary Education Project (ICSETEP). The main objective is to improve industry responsiveness of tertiary level computer science, software engineering and information technology (CSE/IT) education. The project will contribute to improved socio-economic condition of Bangladesh by establishing a more relevant higher education in CSE/IT Programs in terms of quality, efficiency and equity through increasing job ready graduates and cutting-edge research capacity to meet the challenges of Fourth Industrial Revolution (4IR) and develop technology entrepreneurship to lead of the country in information technology and information technology enabled service (IT/ITES) sectors.
2. The ICSETEP will be implemented at the Institute of Information Technology (IIT) at University of Dhaka (DU); (ii) computer science and engineering (CSE) department at Bangladesh University of Engineering and Technology (BUET); and (iii) CSE department at Jashore University of Science and Technology (JUST). The objectives will be achieved through the following four outputs:  
  
Output 1: Modern learning, research and startup facilities establishment.  
Output 2: Quality and industry relevance of CSE and IT programs enhancement.  
Output 3: Research and development and technology entrepreneurship strengthen.  
Output 4: Project management capacity strengthen.
3. The Secondary and Higher Education Division (SHED) of the Ministry of Education (MOE) through the University Grants Commission (UGC) is the executing agency of the ICSETEP. A Project Management Unit (PMU) is established in UGC to coordinate and support the project activities. Besides, each of the three public universities there is a Project Implementation Unit (PIU) that will implement university specific activities under the overall coordination of the PMU. The procurement under the PMU includes most of the consultancy services of the project including several firm consultancies.
4. An industry relations expert position has been included-for better implementation of the project activities in improving industry responsiveness of their CSE/IT education.

**B. Objective and Purpose of the Assignment**

The industry relations expert will assist PMU and PIUs in improving industry responsiveness of their CSE/IT education.

**Scope of Work**

The scope of the Expert includes providing assistance to establish the student service centers, explore opportunity for industry attachment programs, prepare guidelines and action plan for implementing industry attachment program, facilitate consultations and partnership arrangement with key industry associations and large companies for key areas for collaboration. He/she will also facilitate research collaboration with industry to develop research-based product and their commercialization, as well as support PMU and PIUs to organize job fairs.



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### **Detailed Tasks and/or Expected Output**

The expert must support but not limited to-

- Provide support (as required) to incubation/start up established in universities;
- Facilitate consultations and partnership arrangement with key industry associations and large companies for key areas for collaboration such as demand analysis, inputs to curriculum development, industry-oriented research, internship arrangement, etc.;
- Coordinate and conduct workshops, seminars, and training involving industry partners;
- Support the universities PIUs and student service and industry relations centers in exploring various partnership or collaboration opportunities with industry;
- Coordinate with other experts, such as gender specialist women IT leadership program specialist, Higher Education Specialist, as well as women entrepreneurship, etc to explore opportunities to promote female graduates' employment in IT/ITES industry;
- Explore opportunity for industry attachment programs (internship or capstone projects) for undergraduates.;
- Prepare guidelines and action plan for implementing industry attachment program.;
- Provide inputs to establish the student service centers to cater service to the graduates for internship/job placement;
- Facilitate research collaboration with industry to develop research-based product and their commercialization and helping spinoff/startup initiation process;
- Providing inputs to curriculum development;
- Support PMU and PIUs to organize job fairs;
- Generate reports like graduate demand analysis, industry-oriented research scope, and internship arrangements, etc.;
- Preparation of featured stories or report on industry collaborations;
- Assist in any relevant works that may be assigned by PMU and PIUs.

### **C. Qualification Requirements**

- Master's in business administration, CSE/IT or related areas;
- 15 years of general experience;
- 10 years 'experience in business development, communications, partnerships, coordination etc;
- Experience in startup ecosystem and software product development and commercialization
- Good understanding of domestic and foreign industry structure and leading companies' need for skilled workers and their required skill and qualifications;
- Regional/Country Experience

### **D. Deliverables**

- MOU between UGC/universities and key industry associations or companies;
- Inputs into the annual implementation plan;
- Quarterly activity report on industry-related activities for PSC review;
- At least three featured stories or case studies of industry collaboration activities per year for publication or dissemination through SNS and project website.

The following mandatory reports are required with the above:

- Inception Report: Due within 15 calendar days after Contract Signing with tentative work plan over the contract duration and briefly providing methodology and comments on ToR, if any.
- Monthly Activity Plan: Due before commencement of each calendar month (except 1st and last month of engagement) briefly providing key activity plan for the upcoming month.
- Monthly Activity Report: Due within 5 working days after each calendar month (except 1st and last month of engagement) providing brief on: (i) achievements against planned key activities for the month, (ii) dates of working days performed during the month, (iii) summary of progress of key outputs as per ToR, and (iv) explanation if there is any delay or any challenge or issue for attention of the PMU.
- Final Report: Due before closure of the Contract briefly providing summary of progress of key outputs as per ToR and overall recommendations/suggestions for the project, if any

### **E. Assignment Duration and place of Assignment**

Indicative duration of the Assignments: 24 (twenty-four) months

Place of Assignment: PMU of ICSETEP, UGC, Dhaka, Bangladesh.

