



**Higher Education Quality Enhancement Project
University Grants Commission of Bangladesh
Academic Innovation Fund
Window 1
Complete Proposal (CP)**

**Improvement of Teaching-learning at Undergraduate and Master's
Level**

**1. Sub-project Title: Capacity Building to Enhance Quality of Teaching and Learning
through Technology Integration**

2. a. Sponsoring/Endorsing University:

University of Rajshahi
Rajshahi-6205, Rajshahi
Website: www.ru.ac.bd/marketing/

b. Proposal Submitting Entity:

Department of Marketing,
University of Rajshahi, Rajshahi-6205

c. Total Cost of the Sub-project (in Taka): 95,00,000/= (Ninety five lakh Only)

d. Implementation Period: Two Years

i. Commencement: April 2012

ii. Completion: March 2014

3. General Objectives of the Sub-project

New and emerging technologies have been challenging the traditional process of teaching and learning, and the way education and learning process are managed. To cope with the changing environment the general objectives of the sub-project are as follows:

1. Integrating technological innovations in teaching and learning;
2. Facilitating the use of innovative technology driven models for teaching and learning;
3. Providing online access to variety of learning resources for the teachers and students.

4. Specific Objectives of the Sub-project

- 4.1 To identify the nature of technology integration important for better teaching and learning;
- 4.2 To equip class rooms and computer Lab with IT faculties including multimedia and audio-visual systems;
- 4.3 To make students familiar with the use of computer aided models and simulation software for business analysis and decision making;
- 4.4 To enhance the teaching skills and learning capabilities;
- 4.5 To enhance career portfolio of the graduates providing skills and knowledge through hands on experience of using IT devices; and
- 4.6 To enhance the competencies of graduates and sustainable competitive advantage in job market.

Complete Proposal No. 2450

Sub-project Manager: Professor Dr. A. K. M. Golam Rabbani Mondal.