



## Bangladesh Accreditation Council

### Profile of Academic Auditor



1. Name: **Professor Dr. Jude William R. Genilo**
2. Employment Record:  
(starting with the latest)

Designation	Name of the Organization	Duration
Pro Vice Chancellor	University of Liberal Arts Bangladesh – Dhaka, Bangladesh	March 27, 2023 - present
Professor, Dean, School of Social Science and Head, Media Studies and Journalism Department	University of Liberal Arts Bangladesh – Dhaka, Bangladesh	February 01, 2009 – present
Director, Institutional Quality Assurance Cell (IQAC)	University of Liberal Arts Bangladesh – Dhaka, Bangladesh	January 01 2015 - present
Professor and Programme Director, Graduate Programme	London School of Public Relations (LSPR) Communication and Business Institute – Jakarta, Indonesia	January 01, 2006 – January 31, 2009
Research Fellow, Kasetsart University Research and Development Institute	Kasetsart University, Bangkok, Thailand	October 01, 2004 – November 30, 2005
Book Writer and National Book Tour, Community-Based Communication: A New Approach to Development Communication, Great Books Publishing	Great Books Publishing, Quezon City, Metro Manila, Philippines	January 1, 2004 – September 30, 2004
Student (Dissertation, Ph. D. in Communication)	University of the Philippines Diliman, Quezon City, Metro Manila, Philippines	January 01, 2002 – December 31 2003
Lecturer (Adjunct), College of Mass Communication	University of the Philippines Diliman, Quezon City, Metro Manila, Philippines	June 01, 2000 – April 30, 2001
Information Officer, PEMSEA Programme	United Nations (UN) International Maritime Organization (IMO), Quezon City, Metro Manila, Philippines	January 01, 2001 - December 31, 2001
Programme Officer, Small Grants Programme	United Nations Development Programme (UNDP), Metro Manila,	January 01, 2000 - December 31,2000

	Philippines	
Student (Courses, Ph.D. in Communication)	University of the Philippines Diliman, Quezon City, Metro Manila, Philippines	June 01, 1997 – October 31, 1999
Associate Professor/Chairperson, Department of Communication	Assumption College, Makati City, Metro Manila, Philippines	June 01, 1990 – May 31, 1997
Coordinator, Community Communications Programme	PROCESS Foundation, Makati City, Metro Manila, Philippines	June 01, 1990 – February 28, 1992
Coordinator, Research, Publication and Documentation Department	Church-based Consumers Movement, Quezon City, Metro Manila, Philippines	January 01, 1989 - December 31, 1989
Reporter/Journalist	Likha-Sining (Create Art) Publication, Quezon City, Metro Manila, Philippines	January 01, 1986 – December 31, 1988

### 3. Academic Credentials (starting with the latest)

<b>Degree</b>	<b>Subject</b>	<b>Name &amp; Address of the Institution</b>
Doctor of Philosophy	in Communication (Minor in Sociology)	University of the Philippines Diliman
Master of Arts	in Communication (Major in Communication Research)	University of the Philippines Diliman
Bachelor of Arts	in Economics  Bachelor of Science in Commerce in Management of Financial Institutions	De La Salle University Manila
High school (Levels 1 to 4)		Don Bosco Technical Institute Tarlac
Elementary School (Grades 4 to 6)		Don Bosco Technical Institute Tarlac
Elementary School (Grades 1 to 3)		College of the Holy Spirit Tarlac
Preparatory School		Ecumenical School (kindergarten)  College of the Holy Spirit Tarlac (preparatory)

### 4. Training/workshop on Quality Assurance attended as participant (starting with the latest)

<b>QA Areas</b>	<b>Organized by</b>	<b>Year and Duration</b>
Conference on “Innovation and Sustainable Development”.	The Asia Pacific Quality Network (APQN) and by the American International University Bangladesh (AIUB)	2 to 4 November, 2023
International Symposium on “Quality Assurance in Engineering Education”	The Board of Accreditation for Engineering and Technical Education (BAETE).	11 to 12 May 2023 at the Radisson Blu Water Garden Hotel in Dhaka
Conference with the theme “The Future of the University: Challenges and Opportunities”	The Institutional Quality Assurance Cell (IQAC) of North South University (NSU) of Bangladesh.	30 November to 1 December 2022
OBE Curriculum	International Network for Outcome-Based Education (IN4OBE) Bangladesh Chapter	8 January 2022
Online and Blended learning Workshop	University Grants Commission of Bangladesh (UGC)	23 September 2021
Assessing Learning Online- Assessing Application and Solutions for Lab- and Studio-based Courses	US Embassy Dhaka	16 September 2021
Capacity Building of Higher Education Teachers on Using Open Education Resource	UGC	29 to 31 July 2021
Accreditation Standards and Criteria	BAC	14 June 2021
E-Learning in Times of Crisis	Asian Media Information and Communication Centre (AMIC)	3 April 2020
International Higher Education Symposium	British Council	24 February 2020
Rules on Bangladesh Accreditation Council Certificate 2019	Bangladesh Accreditation Council	12 February 2020
Certified ISO Lead Auditor for	Social Vision	November 11 to 13, 2019

ISO 9001:2015 QMS		
Project Completion Report Workshop	UGC	July 2, 2018
Communication for Development Curriculum Design Workshop	UNICEF/UGC	June 24 to 28, 2018
E-Learning Course on Communication for Development	UNICEF/Ohio University	March to May 2018
Curriculum Format Workshop	UGC	May 17, 2017
Quality Assurance in Higher Education	Asian Institute of Technology	April 25 to May 6, 2016

5. Training/workshop on Quality Assurance organized as resource person  
(starting with the latest)

<b>QA Areas</b>	<b>Organized by</b>	<b>Year and Duration</b>
Process Management – ISO Basic Documents Workshop	ULAB	7 April 2022
University Governance Training	ULAB	2 September 2021
Training of Trainers (ToT) on Course Outline and Mapping	ULAB	1 July 2021
Toward Sustainable and Smart Flexible Higher Education	Tarlac State University, Philippines	6 May 2021
E-Governance and Student Support Services	City University Bangladesh	27 April 2021
Role of IQAC in Ensuring Quality Education in Pandemic Situation	North South University	22 August 2020
Adopting to Virtual Learning in Bangladesh	Stamford University	4 July 2020
ULAB IQAC Inception Workshop	ULAB	5 September 2016

6. Experience in External quality assessment/External Peer Review of academic program (starting with the latest)

- Bangladesh University of Textile (BUTEX). Textile and Fashion Design Department. 23 to 24 September 2018.
- City University of Bangladesh. Department of Law. 29 June to 2 July 2018.
- Stamford University Bangladesh. Department of Media Studies and Journalism. 3 to 5 October 2017.

7. Other experience that best illustrates your capability as QA professional (starting with the latest)

**Publications on Quality Assurance Areas:**

- Bangladesh Accreditation Council (BAC) accepted research proposal titled “Quality Assurance in Bangladesh Higher Education: A Review of Scholarly Works” in fiscal year 2023-24.
- Bangladeshi Private Universities Satisfaction with Online Teaching and Learning [https://www.mpu.edu.mo/proceedings\\_13th\\_heconf/](https://www.mpu.edu.mo/proceedings_13th_heconf/) Please see pages 37 to 56
- UGC’s Responses to the Pandemic: Role of IQACs in Bangladesh <https://www.emerald.com/insight/content/doi/10.1108/HEED-05-2021-0038/full/html>

**Attendance Quality Assurance Conferences:**

- Presented paper on “Bangladeshi Students’ Feedback on Career Preparation Initiatives of Media Studies and Journalism Schools” at the 14th Higher Education International Conference on Online Teaching and Sustainable Quality Assurance: Challenges and Perspectives held on 29 to 30 November 2022.
- Presented a paper entitled: Bangladeshi Private University Students’ Satisfaction with Online Teaching and Learning in the 13th Higher Education International Conference on Education Innovation and Teaching Quality Assurance organized by the Macao Polytechnic Institute and the Asia Pacific Quality Network 22-23 November, 2021
- Asia-Pacific Expert Meeting: Implementing National Qualifications Frameworks. UNESCO. 23 to 24 November 2017. Bangkok, Thailand.
- International Conference on Quality Assurance in Higher Education. UNESCO. 15 to 16 June 2017. Shenzhen, China
- Asia Pacific Quality Network Conference 2017. National Centre for Public Accreditation of the Russian Federation. 26 to 27 May 2017. Moscow, Russian Federation.
- Asia Pacific Quality Network Conference 2015. Yunnan State University. April 17 to 19, 2015. Kunming, China.

8. Cell no: 01713-092787
9. E-mail: jude.genilo@ulab.edu.bd

Signature: 

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