

# IBA GRADUATION 1999

## 3<sup>RD</sup> BBA & 31<sup>ST</sup> MBA

### GRADUATION CEREMONY

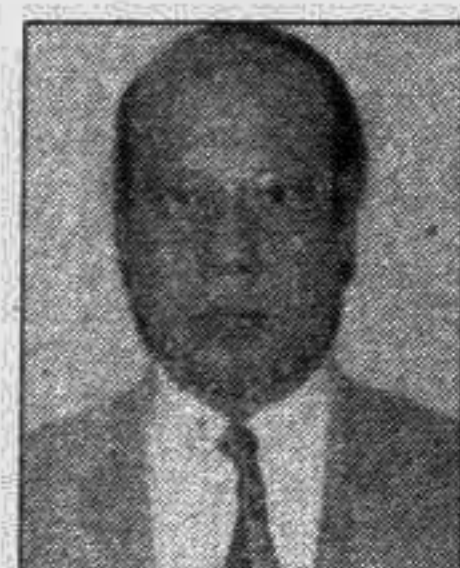


## Institute of Business Administration University of Dhaka

20 August 1999, Friday

SPECIAL SUPPLEMENT

Design by : Nishu Advertising



Professor A K Azad Chowdhury  
B.Sc. (Hons.), M.Sc. (Dhaka), Ph.D. (Manchester)  
Vice-Chancellor, Dhaka University

### MESSAGE

It is a great pleasure that the Institute of Business Administration (IBA) is celebrating today the certificate awarding ceremony of the 3rd BBA and 31st MBA graduates. This is indeed an auspicious occasion and a day of great significance for IBA as well as for the University of Dhaka.

As the prestigious Institute of University of Dhaka, the oldest and the largest University of the country, IBA offers high quality professional business education in the country. The business community finds our graduates most useful in meeting the demand for young professionals. I feel happy that IBA has been able to bridge up the gap between its curriculum and the expectation of the business community.

The University of Dhaka has already embarked upon an ambitious plan of qualitative and quantitative improvement in education and research to meet the expectation of the society and to prepare the students of the country for facing challenges of the next millennium. I hope, the future students community of the University of Dhaka will take a ride on IBA's success.

Graduates of IBA are assured of a very high quality education. IBA's curriculum is highly demanding; it is focused on practical issues and real world problems. The educational environment at IBA fosters the growth of the mind through its curricular and co-curricular activities. The graduating students have put in a lot of time and efforts in their studies and in grooming themselves in the best tradition of IBA. They can certainly feel proud that they are graduating from the prestigious IBA of the renowned University of Dhaka.

Both the IBA and the University of Dhaka can take pride in the graduates as they have achieved an enviable and valuable academic degree. On behalf of both the University of Dhaka and on my own behalf I wish the Graduates a successful life and a rewarding career.

*Azad Chowdhury*  
Prof. A K Azad Chowdhury  
Vice-Chancellor

20 August 1999

### IBA : A Center of Excellence

IBA (Institute of Business Administration) symbolizes an identity of professional management education achieved through academic excellence and outstanding performance of its graduates. IBA, with a unique approach to education, real life exposure, continuous endeavor for improvement and an unparalleled administrative system, upholds its long tradition as a center of excellence. It encourages participatory learning, nurtures a behavioral grooming process, averts political activities, treasures the most brilliant business mentors, strives to serve the business society the most and spares no effort to produce the most promising business graduates. A peerless combination of rich inputs, dynamic processes, modernized support facilities and well-thought changes has made IBA the most prestigious and adept business school in the country.

#### Genesis of Today's Leading Business School

In 1960s, both the public and private sector enterprises in Bangladesh started to feel the need for professionally trained managers. The owners, the managers, the staffs, the civil servants - none of these categories of the business community had any kind of professional training. This felt need was materialized when IBA was set up in 1966 as an autonomous institute of Dhaka University under the direction of Professor M. Safiullah. IBA was initiated with the technical collaboration of the Graduate School

Academic Programs	Student Support	Facilities
BBA MBA M.Phil. Ph.D.	MBA Office, BBA Office Placement Office Career Services, Scholarship Alumni Office	Academic Library Computer Journal Support Canteen Residence Auditorium
<b>Centers in IBA</b>		
Center for Population Management and Research (CPMR) IBA Computer Center (ICC) Center for Management Research and Publications (CMRP) Center for Entrepreneurship and Small Business Development (CESBD) IBA Case Development & Clearing Center (ICDC)		
<b>Professional Development Programs</b>		
Management Development Program (MDP) Management Consultancy Program (MCP) Women Development Program (WDP)		



### MESSAGE

Professor Nurur Rahman  
Director  
Institute of Business Administration  
University of Dhaka

Today we are celebrating the graduation of 141 students of the BBA and MBA programs of the Institute of Business Administration (IBA). These graduates have fulfilled the degree requirements of the Institute. We are committed to prepare today's students into tomorrow's managers and we strive for excellence in our efforts.

Today's graduation is the last one we are celebrating in the twentieth century. This marks our preparation for the next millennium. We are marching forward towards the twenty-first century. Our graduates are prepared to assume the challenges of the next millennium.

The Institute of Business Administration was the first to introduce the MBA program in the country in 1966. Since its inception the Institute has been playing a pioneering role in business education. In the early 1990s, IBA introduced the four-year BBA program. The Institute is acclaimed for taking up challenges and successfully meeting them.

We appreciate the support and assistance of the business community in providing opportunities for on-job internships and for the employment of its graduates. Our continued relationship with the business community gives us the confidence and motivation to strike out into new directions to better equip the students for meeting the challenges ahead.

May the Almighty bless all of us for a better tomorrow.

20 August 1999

*Nurur Rahman*  
Professor Nurur Rahman  
Director

#### An Active Learning Process

As a professional training institute, IBA uses a down-to-earth approach to business teaching and learning. It implements this approach in a deliberate, planned fashion. It is a model of using an active learning process in preparing its graduates so that they independently assume responsibility in their work place. A good match between resources and methods is worked out to use the active learning process. The Institute possesses necessary elemental inputs for practicing active learning process. It combines in itself best student inputs, highly trained professionals as core faculty members, state-of-the-art processes, appropriate logistic facilities, and a supportive institutional culture for professional learning and growth.

#### IBA Provides Pro-People Education

IBA realizes the importance of 'people' power in the advancement of any significant aspects: business, economy, lifestyle, ethics, management structure, or national perception. So the Institute tries its best to develop the academic and behavioral standard of the upcoming professionals as they are going to bring prosperity and positive changes in the society. The graduates, with proper application of their learning, education and grooming, help themselves, the national economy, their families, and thus the society.

#### Just-in-Time Programs

Here both students and faculty represent a cohesive group, they interact in an atmosphere of discipline and cordiality. The Institute is less vulnerable to externalities; external influences hardly interfere with its educational culture. IBA works out its own schedule independently to complete its programs on time. Consequently, it has never had any 'session jam' - a four-year program literally takes four years to get completed. Moreover, it

#### SPECIALTIES OF IBA

- Three decades of success in business education
- Professionally qualified and dedicated faculty
- Innovative pedagogy of professional learning
- Motivated students
- Democratic learning environment
- A positive educational culture
- Continuous observation system
- Best infrastructural facilities
- Just-in-time program completion
- Unquestionable social image
- Strategic partnership with business community
- Use of international experience in the national context
- Highly subsidized fee structure
- Alliances and networking with similar institutions home and abroad

milieu. The faculty members spare no efforts in updating the curriculum and course contents to better equip the students to cope with the shifts and changes in the real professional world. IBA believes that efforts to expand learning horizons in a professional business school should never stop. Rather, it is essential to learn from the past, improve the present, and prepare for the future.

#### Bridging the Gap

IBA provides the students with the opportunity to interact with the leading practitioners from all over the country. This assists to expose them to recent trends, issues and practices in various fields of management. Advice and discussions straight from the maestro players of the field obviously supplies effective strategic tips and hikes up the motivation as well. IBA runs two programs: i) Regular Seminar Series, where distinguished personalities from industry and academia are invited to talk on contemporary business issues and topics, and ii) Face the Reality, in which the practicing managers are invited to interact with the graduating students before they leave the 'classroom'. These programs actually bridge the gap between the classroom and career. Moreover, as an innovative teaching method, the Institute uses, on a regular basis, team-teaching approach. The objective of team-teaching is to facilitate application of concepts in solving real-life problems. Courses are designed in one part to give background concepts by an internal faculty and in the other part to demonstrate the application of concepts by a guest faculty from the profession. The process of bridging the gap between the classroom and work place is so important because: (a) it reduces the initial training time of the newly recruited graduates, (b) the learning experience of the students becomes more relevant to their job responsibilities, (c) students develop insights into real life business situations, and (d) students are kept updated with the changes in the environment.

#### IBA Graduates: Serving the Industry

Every one of our graduates is employed. Not even a single IBA graduate is unemployed. These graduates are working as highly successful managers in different organizations. At least 100 of them have reached the top management cadre; they work as CEOs of various enterprises. Those graduates, who have started business on their own, or have joined their continuing family business, have become highly

successful entrepreneurs. Almost 10% of the graduates are self-employed. Over the past three decades, IBA has made a significant progress in giving the management picture of Bangladesh a professional and systematic look through the proficient contribution of its adept and creative graduates. On the eve of the next millennium, IBA reassures the nation that it will meet the requirement of professional managers of tomorrow.

#### Linkage and Collaborations

IBA has well established networking and alliances with institutes of repute, home and abroad. It still maintains very informal linkage with the Indiana University, its initial collaborative partner. In the late 1970s the Institute had collaborative arrangement with the Manchester School of Business mainly for faculty development under ODA (British Government) financial assistance. At the planning stage of the introduction of the BBA program, a collaborative arrangement was worked out in late 1980s with the University of New Brunswick, Canada under CIDA funding for the purpose of faculty training and orientation. Apart from project-based technical and financial collaboration, IBA has had both national and regional (SAARC) network. At the initiative of IBA a national network of management schools and training institutes called AMDIB (Association of Management Institutions of Bangladesh) was formed with the main objective of developing faculty members of the member institutions. The Institute is a member of AMDIB and the Director, IBA as the President of AMDIB is giving the leadership. It is also playing an active role as a member of AMDISA (Association of Management Institutions in South Asia) towards the development of management education in the SAARC region. IBA through its Center for Population Management and Research has a linkage with almost all regional and international organizations and agencies of Population Management and Research. IBA exchanges its journal with 43 institutions, home and abroad.

#### Looking Forward To

Since its inception, the Institute was determined to serve the industry with the very best. The history of IBA is replete with pioneering events; it did never suffer from organizational inertia. It has been growing and grooming itself up to keep with the rising success. IBA realizes the challenges ahead but it stands poised to strive for turning Bangladesh into an industrial society. Let the nation take a ride on IBA's success.

of Business, Indiana University, Bloomington, Indiana, USA and was financially assisted by the Ford Foundation. Initially, the principal objective of the Institute was to offer a two-year MBA program. The other important objectives were: i) to provide continuing education for the on-job executives who had no formal business education, and, ii) to extend consultation and advisory services to the business community.

#### Stepping Forward along with Growing Needs

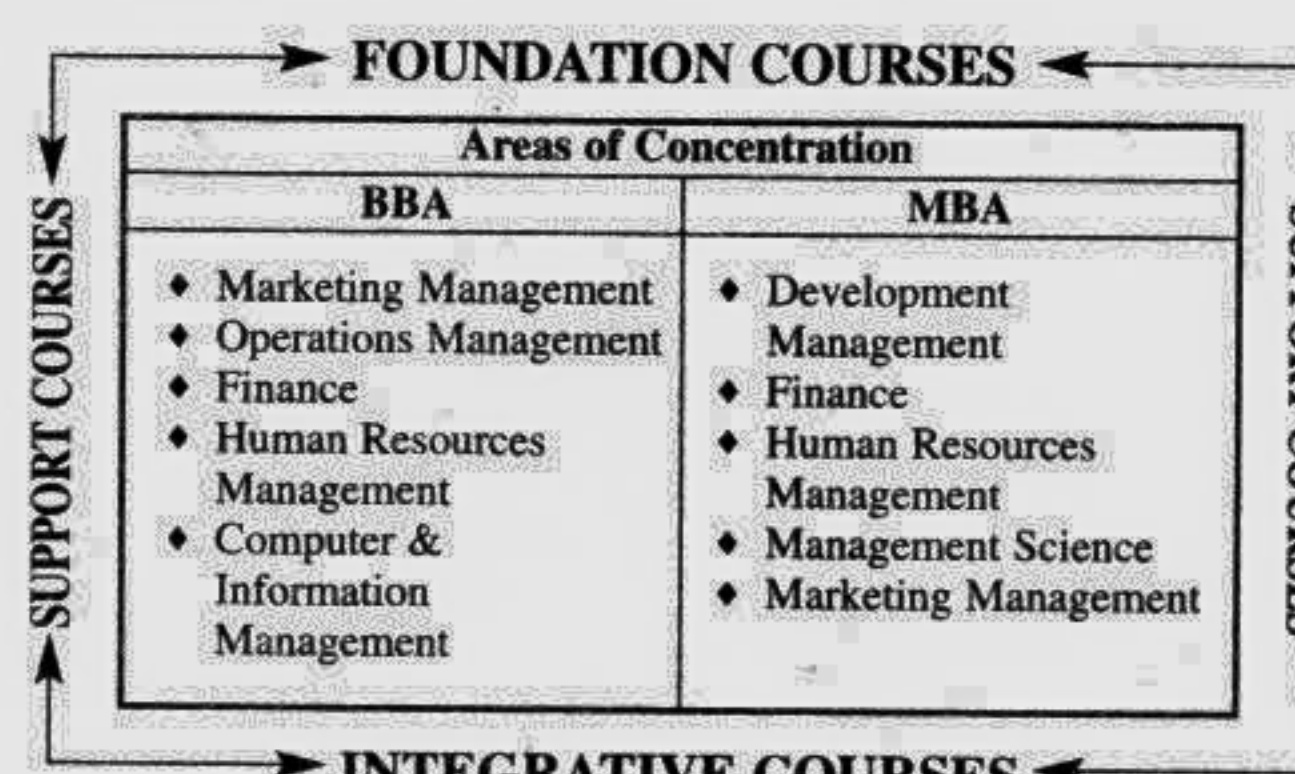
Eventually IBA mastered the art of assuming the growing need of the business arena of Bangladesh. It subsequently added M.Phil, Ph.D. and lately BBA programs to meet the demand of the time. Particularly, introduction of BBA program in 1993 was a milestone for the Institute; in 1990s when the nation was heading towards the market economy, it was felt that the BBA stream of graduates should be able to fill the increasing vacuum of young professional in management. The Institute is designing an executive MBA program for the practicing managers having no formal business degree and for the BBAs who might be willing to pursue further studies after a few years of their job experience. It is also planning to introduce DBA (Doctorate in Business Administration), a post-experience degree program for the senior practicing managers having a Masters degree in business or management.

#### Rich Resources : Reason for Success

The key factors behind this triumphant history of IBA lies in the selective and careful use of effective and rich resources. A multi-staged admission process is designed to select a small subset of the best quality students from a very large set. A team of 41 highly trained experienced full time faculty members forms the nucleus of IBA professional expertise. Being full time core faculty they are committed to building of the Institute as a center of excellence. The faculty members have had extensive contacts and interactions with various professional organizations and business communities. The Institute uses most modern pedagogical tools such as group learning, case studies, role playing, faculty-student collaborative projects, computer-based assignments, and simulations in order to facilitate comprehensive learning and reflective thinking. Use of appropriate teaching logistics make the processes more effective. Resources used in the learning process include a full-fledged business library, a computer laboratory for teaching purposes, and a lot of class room communication methods. Over the many years since its inception IBA has developed a rich tradition and a support seminars and workshops. In order to facilitate students' longer stay on campus, facilities like library, computer centers, and canteen are kept open for extended hours.

#### Tailoring to Get Better-Shaped

The Institute derives immense benefits and reinforcing supports from its Academic Board and Board of Governors which comprise of members, who are renowned academicians, corporate leaders, and business experts. Moreover, as an ongoing process, IBA conducts research to find out new directions to improve the present picture and plan for a more efficient future. IBA, being the pioneering institute, believes that it



has a definite role to play toward the improvisation of BBA and MBA curriculum for Bangladesh as well as the SAARC region. Culture for learning and grooming of today's students into tomorrow's managers. The learning process requires the students to spend more time on the campus using library and computing facilities, working in groups, and attending seminars.

has a very quick admission process; semester starts within seven days from the date of selection.

#### Change is the Only Constant

IBA is an institution which recognizes the changing needs of the commercial society and is open to change from a need-based perspective. It strives to adapt proactively to the rapid changes in the local as well as global business

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