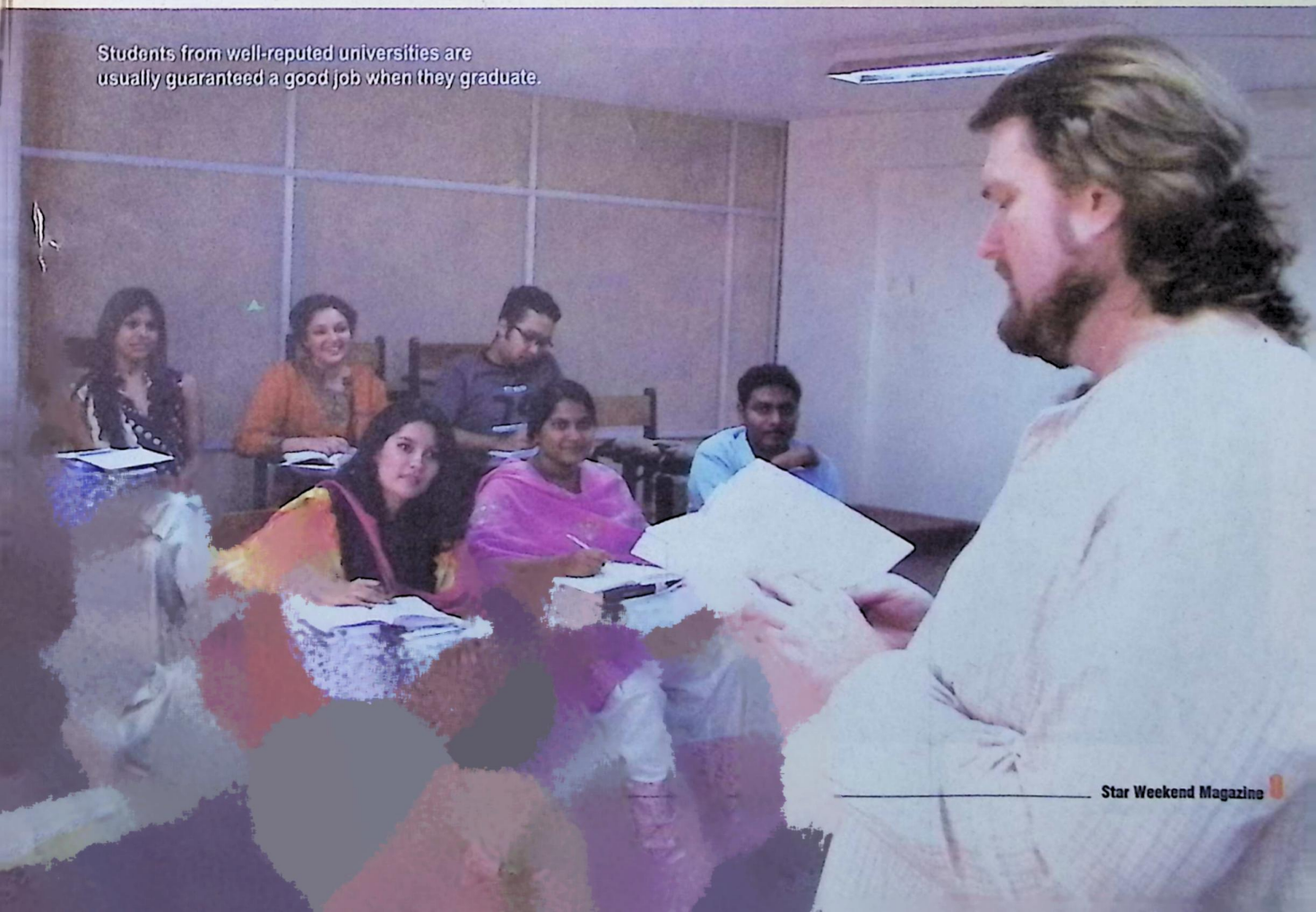
The Bangladeshi middle class dream these days includes a BBA degree followed by an MBA, a top ranking 9 to 5 job preferably at a bank and a first-rate salary. A couple of decades ago, this privilege was enjoyed by a handful of students who acquired first class marks from reputed public universities. Studying at a public institution like the Institute of Business Administration (IBA) or Dhaka University was a-dream-come-true for most students and their parents alike. Getting a degree from one of these institutions was like clinching a one-way ticket to a perfect life. The remaining graduates with less brilliant marks would make do with less attractive jobs or start a small-time business on their own.

The market for graduates has changed quite a bit since then. More and more corporations are looking towards well-reputed private universities to pick their prized candidates.

In 1993, the establishment of the first private university in Bangladesh, North South University (NSU) was received with a degree of scepticism. "Back then, those who were unable to get a seat in the public institutions, made their way towards NSU," says Syed Showkat Hussain, a marketing officer of a private firm and himself a graduate of that institution. "The curriculum was still developing and most of the kids just wanted to transfer their credits abroad to complete a foreign degree and for a better life there."

Over the years, the scenario changed. After the establishment of North South University, many more private institutions began to come up in Dhaka, namely Independent University of Bangladesh (IUB), Presidency University, East West University (EWU), American International University of Bangladesh (AIUB) and many more. "Most of these universities follow a standard and an up-to-date curriculum in the subjects that they offer, especially Bachelors in Business Administration (BBA)," says Irum Saha, a BBA graduate from a reputed private university now working in an advertising agency. "These universities are now recognised all over and the students are getting their worth."

Along with a growing number of private universities has been the emergence of more and more private corporations and multinational companies. Hundreds of graduates come out of private universities every year and fortunately enough, as compared to past years, these fresh graduates are getting jobs and the huge amount of money spent to get a decent education from a private university seems to be paying off. Private banks, telecom companies and multinational firms are taking the market for fresh graduates by storm, taking their pick from both public and private universities alike. "These private



Students from well-reputed universities are usually guaranteed a good job when they graduate.