An international advertising firm, Grey Worldwide takes in people in four divisions, namely, Media, Creative, Accounts and Servicing. "For matters related to finance, we obviously look for graduates with a major in Finance and the like," adds Ahmad. "However, most of our recruits have to be qualified in presentation, communication and writing skills, not to mention the ability to do multitasking."

Tanzirul Dilshad Ditan, an Account Executive of Grey Worldwide, graduated from a reputed private university majoring in BBA. "I had to go through a probation period for six months," she says. "In those six months, my ability to create, come up with innovative ideas, handling pressure and managing different kinds of tasks at one time were examined and scrutinised by the authorities. It also gave me a chance to learn my work and see if I was ready for this hectic job."

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What most of the private corporations look for in the recruits, is the ability to communicate well in both English and Bangla, especially issues involving foreign dealings as well as excellent presentation and interaction skills. Nishat Anwar, the Recruitment and Training Manager of Banglalink thinks that graduates coming into the company have a lot of scope to learn the basics of such skills. "Courses in universities covering presentation skills, writing techniques, business communication skills are very useful," she says. "Presentation and writing skills can make a lot of difference for a fresh graduate while competing to enter the company and also after joining."

"In my university, we had to take up a few 100 and 200 level courses dedicated to presentation skills, business communication and advanced writing," says Simin Saifuddin, Senior Account Executive at Unitrend for the last two years after graduating magna cum laude from a reputed private university. "Even though these courses were probably never

