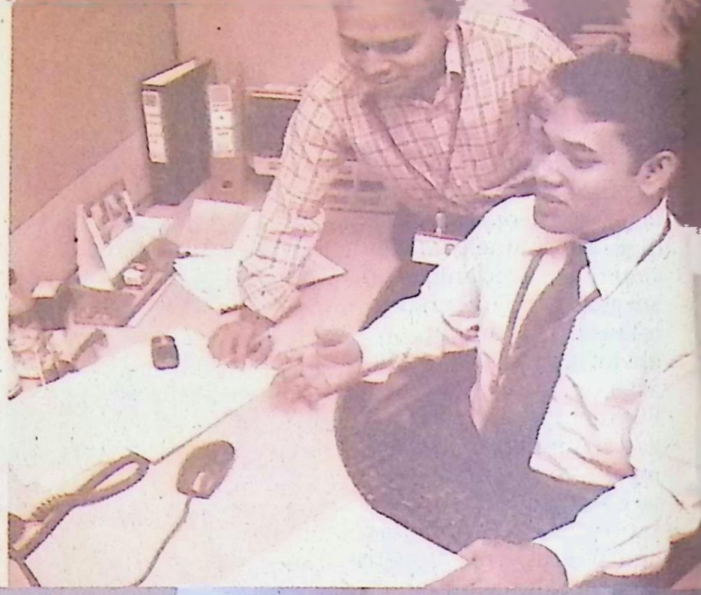
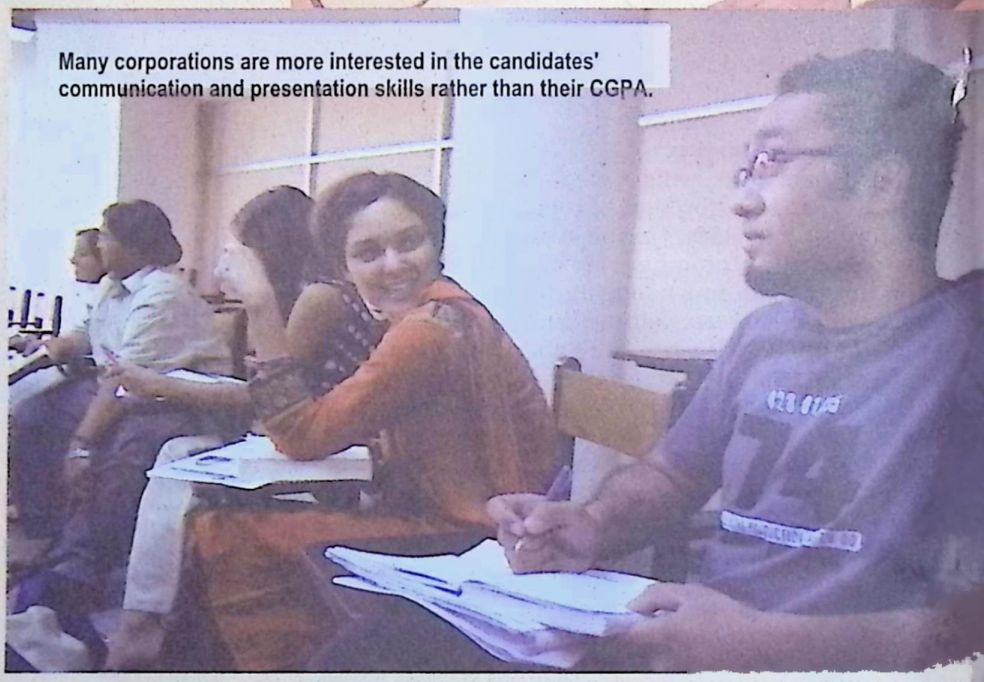
taken very seriously by any of us, I realise now how helpful they are, especially since I now have to apply the concepts in my workplace."

Zulfiqar Ahmed, the Managing Director and the CEO of Unitrend, an advertising agency, says that they have recently introduced a concentrated training session for new recruits. "It's true that students from certain private universities are now at par with the students graduating from major public universities, namely IBA and Dhaka University," he says. "However, young people being the impulsive lot that they are, most people graduating from private universities seem to be very indecisive. That is why we have decided to go through a few meticulous training programmes for the sake of these fresh recruits and watch their work over the six-month probation period."





Many corporations are more interested in the candidates' communication and presentation skills rather than their CGPA.

It has been noticed that many renowned private universities are concentrating more on subjects related to business, which does not seem justifiable by many students studying for non-business majors. "A sales/marketing career still dominates the job market in Bangladesh," explains Nishat Anwar from Banglalink. "Hence, we see more graduates majoring in Marketing. However, due to the recent growth of the telecom industry, a demand has been created for electrical and civil engineering students as well, which is why we see private universities coming up with engineering courses as well."

Certain multinationals seem to have their eye on particular institutions. For instance, Grameen Phone has been recruiting students from North South University and Unilever's first choice has always been IBA graduates. "This might be true, considering the fact that a maximum number of graduates were recruited from these universities accordingly into the mentioned companies over the last couple of years," says a Unilever employee. "However, this might also be because students graduate at different time periods within a year from different institutions. For instance, IBA and other public intuitions have students graduating just once a year; where as NSU and other private universities have students graduating at least three times a year, because of the American semester/trimester system that they follow. This does not necessarily have to match with a company's recruitment period, since most companies recruit only when there is a vacancy."

Arif Shahriar is the Head of Human Resources at British American Tobacco Bangladesh (BATB). "We see graduate recruitment and people development as part of our business strategy, ensuring that our company is equipped with managers of the highest calibre," says Shahriar. BATB provides a wide array of opportunities for graduates from different disciplines, for example they recruit Business Graduates for Marketing, HR, Finance and Corporate Affairs, Engineers for our Manufacturing department, Graduates with Agricultural and Soil Science background for the Leaf department and Computer Science graduates for IT department. "Graduates can also join as Management Trainees under our 'We Challenge You' programme which gives them a compre-