hensive exposure to all the departments of the company over a period of two years," Shahriar adds.

"BATB's recruitment process is a unique global practice followed in all 180 operating companies of BAT," continues Shahriar. "We do not accept paper CV, but rather, interested applicants post their CV on our job portal www.bdjobs.com/batb." The applicants also go through a four-step recruitment process including an interview, a rigorous case study and presentation sessions. "We look for potential leaders and hence apart from academic background, it's important for the applicant to be involved in extra-curricular activities that demonstrate leadership potential," concludes Shahriar.

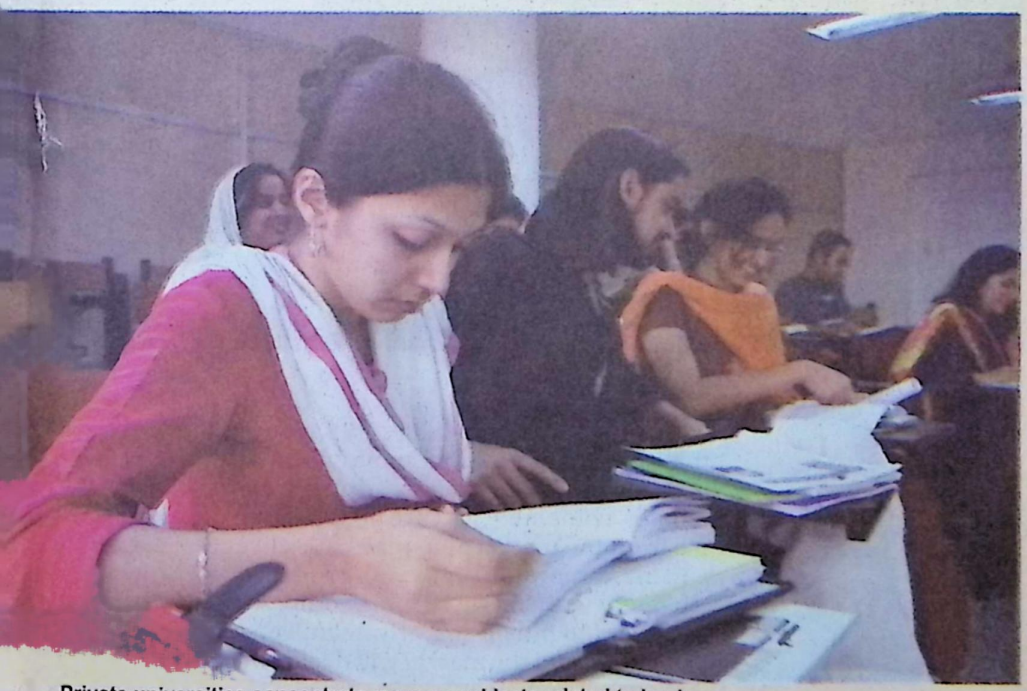
According to Sarfaraz Al-Amin (not his real name), who recently got a job at BATB as a Territory Officer immediately after graduating from IBA, at least four others from his class, along with him, were appointed as Territory Officers in various points in the country, where as just a couple of graduates were selected from NSU and IUB put together. "However, about six-seven months back, when we were busy preparing for our finals, at least seven graduates from private universities were appointed as Territory Officers, and just two from public intuitions," he remarks. "This was just a matter of timing, I believe."

So, are graduates from public universities losing their market? "That is not necessarily true," says Zulfiqar Ahmed from Unitrend. "Private university students still have a long way to go to reach the standards set by students from IBA and other public institutions." In that case, what are these standards and how long will it take private universities to reach them?

According to Shahriar Akbar Chowdhury, the Head of HR Development of Grameen Phone, some private universities have definitely reached these standards, if not all. "In recent times, graduates of private universities are doing reasonably well in comparison to their colleagues from public universities in this competitive job market of our country. However, as a pattern graduates of a small number of private universities are doing much better than the rest. On the other hand, it is also observed that some private universities have earned certain prominence over others in a particular discipline, i.e. business, IT, engineering, etc," he explains.

"Without mentioning any names, leading private university graduates have established themselves well in the job market as candidates with an all rounded personality with applied knowledge, good communication skills and open mindedness. The diversity in curriculum and extra-curricular activities in the private universities could be the reasons behind such output. However, till date top favourites for business, IT or engineering are graduates of certain public universities."

As a former faculty of a leading private university, Chowdhury is confident that in due time private universities may also command such dominance. Private universities he says need to focus on two issues - transparency and justice in student and faculty recruitment and placing more emphasis on academic standards rather than commercial gains.



Private universities concentrate more on subjects related to business.

"However, young people being the impulsive lot that they are, most people graduating from private universities seem to be very indecisive...."

-Zulfiqar Ahmed