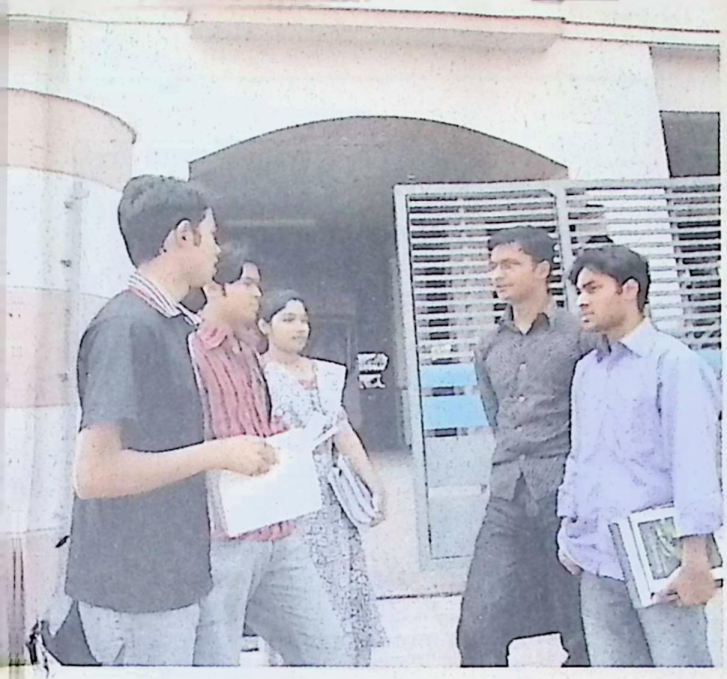
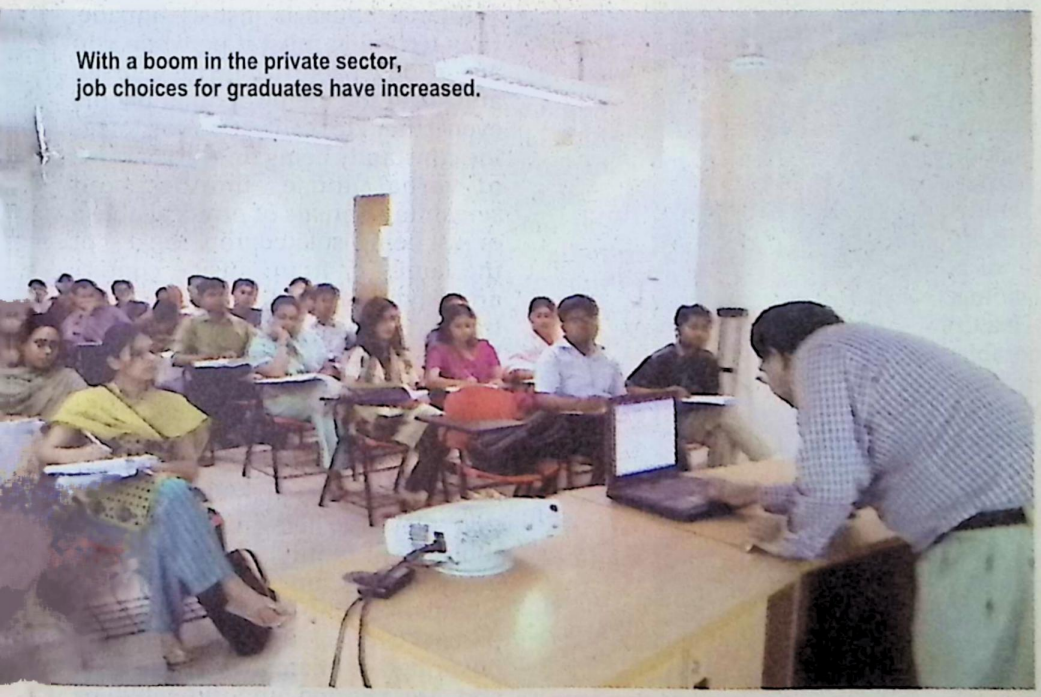


In spite of the fact that private universities are successful in offering well designed courses and practical knowledge, a private university still comes after a public institution on a student's list of choices. One of the biggest reasons behind this is the money involved in a private university education. The fact still remains that parents, for the sake of their children's education today, make a huge amount of investment. "I spent about ten lakhs, paying tuition fees for my daughter," says Dr. G. R. Chowdhury, whose daughter graduated from the School of Business from a reputed private university. "Initially, I had made an estimation of about 6-7 lakhs, however, there were times when my daughter had to retake certain courses or take up extra courses for extra credit. What would make sense to me now is for her to get into a multinational company and earn enough so that she can stand on her own feet."

Once again, private establishments like multinationals and the various telecom companies have come to the rescue. Most graduates getting into these companies get a start up salary of at least 15,000 - 20,000 taka per month, after they complete the required probation or training period, though it also depends on the nature of the job and the employee's job experience. "We offer competitive remuneration packages to attract the desired candidate for each position," says Zulfiquar Hussain from Citycell. "There are several factors to determine the level of salary given, for instance the job nature, internal comparison, external competitiveness i.e. market going rate and finally individual performance including competence and potential of an employee. Usually, top performers are rewarded with a higher increment." Recently though, BATB recruited a number of fresh BBA graduates from both private and public universities for the position of Territory Officer, where each officer is sent to a particular section of the country to promote the respective product. These recruits are now enjoying a 50,000 taka salary a month, along with cell phone and transport services.



With a boom in the private sector, job choices for graduates have increased.

With the emergence of so many private companies, the job prospects for young people are looking up. There has been a significant change in the way people view higher education. The conventional notion that the ultimate goal of a young person is to go abroad to study and settle has given way to a different perspective. Though certain institutions dominate certain job descriptions, there are now plenty of jobs for graduates. With growing competition top private and public universities are preparing their graduates to meet with not just local challenges, but with a demanding global environment. The development of the private sector has definitely created a shift and there are now ideal careers available in various industries right here in Bangladesh.