



NURTURING DREAMS

How Private Universities Propel Students towards Successful Careers

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In today's ever-evolving world, the pursuit of higher education has become a cornerstone for success and personal growth. While public universities have long been recognized as bastions of knowledge, it is crucial to acknowledge the remarkable strides made by students from private universities in shaping the future of our nation.

These institutions have emerged as dynamic hubs of learning, not only equipping their students with academic prowess but also providing them with the necessary

tools to navigate the path to prestigious job placements.

The journey of students from private universities has been marked by a smooth transition into the realm of professional life, propelling them towards promising careers. Recognizing the significance of practical experience and industry exposure, these universities have taken on the role of facilitators, bridging the gap between academia and the demands of the job market.

By implementing a range of initiatives, they empower their students to not only compete but thrive in the competitive job market, fostering the development of socially aware and

conscious citizens along the way.

The Tracer Study of Graduates of Universities in Bangladesh, conducted by the Bangladesh Institute of Development Studies (BIDS) in 2019, reveals that the rate of employment is higher among private university graduates, standing at 44 percent, compared to public university graduates, at 32 percent. The study, based on interviews with 2,549 university graduates, also indicates that

more male graduates of private universities tend to be self-employed, as opposed

to those from public universities.

According to the study, the job support services offered by private universities outperform those provided by public universities, as reported by the graduates. Additionally, private university graduates secure more positions in the multinational sector, while public university graduates tend to find more opportunities in the government sector.

Siban Shahana, one of the members of the study team, highlighted that the interviews were conducted with the most recent graduates, revealing that many public university students tend to wait for government service positions, while private university students swiftly enter non-government jobs without wasting time.

Fahim Mashroor, the CEO and co-founder of Bdjobs.com, a leading career management site in the country, echoed Siban's sentiment. He stated that the majority of public university students usually show disinterest in pursuing jobs in the private sector.

He further emphasized that private universities emphasize the importance of students having strong communication, IT, and presentation skills, which provide them with advantages in the job market.

Fahim mentioned that the highest number of private university students are entering the IT sector, banking, and the garments sector.

Tareq Omar, Assistant Director of State University of Bangladesh, mentioned that they have a career development center where CEOs from different renowned companies and associations visit the campus and share their experiences with students. On many occasions, these CEOs discuss with the university the type of graduates they require, and if necessary, the university adjusts its curriculum. Through these programs, they establish an academy-industry linkage.

The university's HR department

maintains close contact with the HR departments of various companies and organizations regarding internship and employment opportunities. Additionally, the university plays a role in fostering a connection between alumni and current students. Their alumni are employed at Google, Facebook, Pran, Akij Groups, and other prominent institutions.

Mohammad Imtiaz, Director of PR at Southeast University, stated that they employ faculty members who hold foreign degrees and preferably have PhD degrees.

Students are provided with opportunities to attend seminars and symposiums with the aim of preparing them for their careers.

The university organizes programs that provide knowledge on various topics, including how to write better CVs, the importance of corporate grooming and business etiquette in the workplace, working in a more professional manner, applying appropriate grooming techniques for a professional outlook, developing positive personality traits, and acquiring skills that employers seek in job candidates, as well as exploring suitable career interests.

Approximately 10 percent of students from the university pursue further degrees or work abroad. Imtiaz shared that many students are employed at Google, Beximco Pharmaceuticals, Square Pharmaceuticals, Care, and other renowned organizations.

Kazi Tareq Ullah, Chairman of Business Administration at Uttara University, stated that the university's clubs provide lessons on leadership and team membership. Many programs have special courses aimed at enhancing students' professional skills and developing the employability of graduates. The university has a career counseling department that maintains contact with alumni and organizations to facilitate student placements.

SEE PAGE S2



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Why IUB?

- #1 private university in Bangladesh in AD Scientific Index 2023
- State-of-the-art labs for life, environmental and social sciences, and engineering
- 4-storied central library with 30,000 printed books, 250,000 e-books, 25,000 online journals
- Globally renowned research centers
- Environment-friendly 3-acre campus with 95 multimedia classrooms
- Up to 100% merit and need-based scholarships
- Secured need-based accommodation for female students
- Career advising, psychosocial counseling, medical center
- Academic Success Center
- Opportunities to learn French, Mandarin, Korean from native speakers
- Support for study abroad
- First ever trading lab at university level in Bangladesh
- Separate gym for men and women, Yoga studio, self-defense
- Spacious Sports Complex for basketball, futsal, badminton
- Student clubs focusing on sports, performing arts, social work, entrepreneurship, innovation and conservation

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