

Private universities and the evolving job market

FROM PAGE S1

Private universities in Bangladesh are increasingly tailoring their courses and curricula to align with the demands of the job market, emphasizing practical orientation. This approach has garnered appreciation from parents, students, and leaders across various sectors such as commerce, business, agriculture, and manufacturing—key employers of these students.

This trend is reflected in the latest data from the University Grants Commission (UGC). In private universities, a substantial 43.90 percent of students are enrolled in engineering and technology programs, while 22.00 percent are in commerce, both of which are highly geared

Agricultural University. It has had a tremendous impact on our agricultural sector and continuously works towards innovation in this field,” shares Prof. Qumrul Ahsan, Vice Chancellor of the University of Asia Pacific (UAP).

Emphasizing the importance of strong communication, IT, language proficiency, and presentation skills further equips students with advantages in the competitive job market. Some private universities have introduced a new model of connecting business leaders with students for guidance, aligning with industry needs and successfully enhancing student placements in the job sector.

“Here at East West University, our strategy could be described as both ‘inside out’ and ‘outside in.’ By ‘inside,’ we mean within the university, and by

has evolved with technological advancements and globalization, now prioritizing skills over qualifications. Institutions like BRAC University are adapting by integrating tech-focused, entrepreneurial, and global perspectives into their curriculum to better prepare students,” shared officials from BRAC University.

A comprehensive education, coupled with counseling and showcasing student performance, along with strategic relationships

SEE PAGES 13

Emphasizing the importance of strong communication, IT, language proficiency, and presentation skills further equips students with advantages in the competitive job market. Some private universities have introduced a new model of connecting business leaders with students for guidance, aligning with industry needs and successfully enhancing student placements in the job sector.

towards the job market. In contrast, only 3.49 percent of students pursue social sciences, and 11.07 percent are in arts and humanities, fields with perceived limited job prospects.

As Bangladesh advances towards becoming a middle-income country, there is a growing need for universities to become more dynamic. This underscores the crucial connection between universities and industry. Consequently, private universities are actively fostering collaboration with industries, aiming to enhance their students’ career prospects.

“The best example of collaboration among universities, industry, and government is the Bangladesh

‘outside,’ we refer to the industry or job market. What this entails is aligning what we teach in the classroom with the needs of the industry. To achieve this, we engage in academic research with industry partners, gaining contextual knowledge that we bring back into the classroom—this is what we call ‘outside in,’” explains Prof. Shams Rahman, Vice-Chancellor of East West University.

“Academic courses at BRAC University are designed to equip students with both theoretical knowledge and practical skills relevant to their career choices. The job market





AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH



Bangladesh's first QS 4-Star university



PROGRAMS WE OFFER

UNDERGRADUATE PROGRAMS	GRADUATE PROGRAMS
<p>Faculty of Arts and Social Sciences</p> <ul style="list-style-type: none"> • Bachelor of Arts in English • Bachelor of Arts in Media and Mass Communication • Mass Communication and Journalism • Television Production and Animation • Bachelor of Laws (LL.B) • Bachelor of Social Science (BSS) in Economics 	<p>Faculty of Arts and Social Sciences</p> <ul style="list-style-type: none"> • Masters in Development Studies (MDS) • Masters in Public Health (MPH) • Master of Laws (LL.M)
<p>Faculty of Business Administration</p> <ul style="list-style-type: none"> • Bachelor of Business Administration (BBA) in <ul style="list-style-type: none"> Accounting Business Analytics Finance Business Economics International Business Human Resource Management Management Innovation and Entrepreneurship Development Investment Management Marketing Management Information Systems Operations and Supply Chain Management Tourism and Hospitality Management 	<p>Faculty of Business Administration</p> <ul style="list-style-type: none"> • Master of Business Administration (MBA) in <ul style="list-style-type: none"> Accounting Agri-business Economics Finance General Management Human Resource Management Management Information Systems Marketing Operations and Supply Chain Management Tourism and Hospitality Management • Executive Master of Business Administration (EMBA)
<p>Faculty of Engineering</p> <ul style="list-style-type: none"> • Bachelor of Architecture (BArch) • Bachelor of Science in Computer Engineering (CoE) • Bachelor of Science in Electrical and Electronic Engineering (EEE) • Bachelor of Science in Industrial and Production Engineering (IPE) 	<p>Faculty of Engineering</p> <ul style="list-style-type: none"> • Master of Engineering in Telecommunications (MTel) • Master of Science in Electrical and Electronic Engineering (MEEE)
<p>Faculty of Science and Technology</p> <ul style="list-style-type: none"> • Bachelor of Science in Computer Science & Engineering (CSE) 	<p>Faculty of Science and Technology</p> <ul style="list-style-type: none"> • Master of Science in Computer Science (MSCS)

Accreditations:  Members:  Candidacy status:  Journal: 

Rankings: 

- 1* Internationally Accredited University in Bangladesh by PAASCU in 2012.
- AJSE is the only scopus indexed journal in the field of science and engineering from Bangladesh.
- Ranked top in SDG8 in Bangladesh and 73rd in the world by THE IMPACT RANKINGS in 2022.
- Globally Ranked 13th in AIR, 44th in Crisis Management and 48th in Ethical Values.
- Worldwide ranked between 101-200 among Global Innovative Universities in 2022.
- Accredited by IAB
- Accredited by BAETE-IEB
- Member of ACBSP, AACSB, AMDISA, ACCA, ICAB, IAA