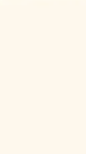


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Today's BBA has evolved from just a degree to a growth mindset. Networking is now ecosystem-building, recruiters want critical thinkers over GPA collectors, and entrepreneurship isn't an "alternative" but rather expected. So whether you dream of scaling up or shaking up, the modern BBA isn't about playing catch-up, it's about playing ahead.



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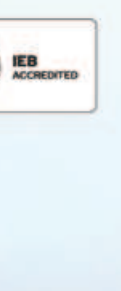
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- Bachelor of Science in Industrial and Production Engineering (IPE)

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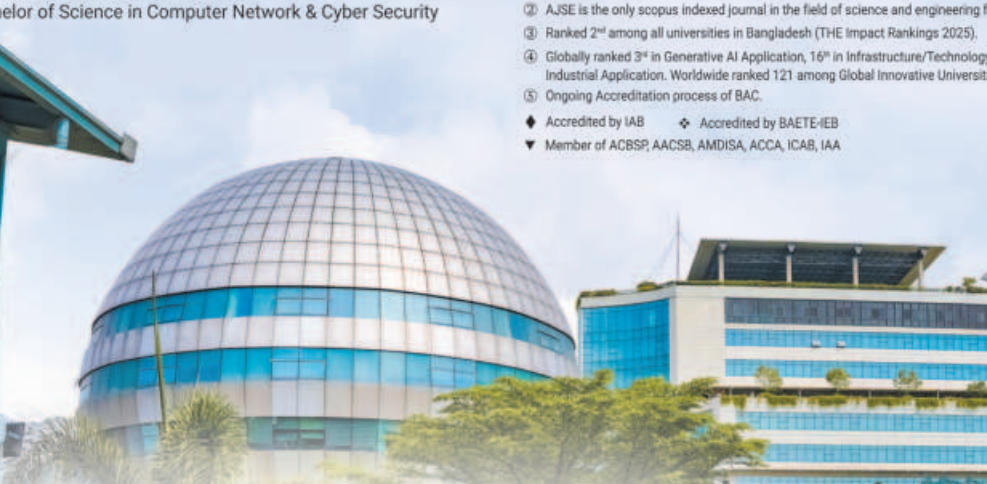
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DR MD. AZIZUR RAHMAN
Associate Professor and Associate Head
Department of Business Administration
Daffodil International University

Launched in 2002 with 62 students, the BBA program grew rapidly to 2,361 by 2015. Like many institutions worldwide, the program experienced a downturn in 2020, with enrolment declining to 1,849 students due to the global COVID-19 pandemic. However, the program has demonstrated strong resilience, as enrolments for 2025 rebounding to 2,321 students, a 20% increase that signals a solid recovery and sustained demand.

Today, the programme operates with a student-faculty ratio of approximately 32:1 and accommodates up to 900 new students annually across three structured intakes.

The Daily Star (TDS): When was the BBA programme launched and how has enrollment changed since then?
Md. Azizur Rahman (MAR): The BBA started in 2002 and experienced very strong early expansion — +97% by 2010 — reflecting heavy initial demand. Growth slowed to +9% by 2015, the intake dropped sharply during the COVID shock (–28% in 2020) and then recovered with +20% by 2025, showing the programme’s vulnerability to external shocks but also its resilience and market relevance as demand rebounded.

TDS: How many first-year seats do you offer and what is the student-faculty situation?
MAR: The programme is sized to admit 900 first-year students (roughly



300 per semester). Reported student-faculty ratios for fall 2025 are 32.48.

TDS: What is the department’s core teaching philosophy?
MAR: The school deliberately balances theory, industry input and experiential learning. Core management theory is taught alongside case studies, industry visits, simulations and micro-credentials co-developed with corporate partners so graduates leave with practical, demonstrable skills rather than only academic knowledge. This blend is framed to make classroom learning directly applicable to employers’ needs.

TDS: How is technology and emerging skill training embedded in the curriculum?

MAR: The curriculum now embeds programming, cybersecurity and AI for business across tracks so students learn managerial thinking plus digital literacy. This hybrid approach trains students both to make data-driven decisions and to recognise digital risks which is a competitive differentiator in today’s job market.

TDS: What practical learning opportunities do students get in your department?
MAR: Practical learning includes industry-academia lectures, business simulations, live client projects, site visits and micro-credentials (e.g., in digital marketing and data analytics). These activities are designed to convert classroom theory into workplace practice and to generate portfolio pieces that students can show to recruiters.

TDS: How extensive are the department’s industry partnerships and internship pipelines?
A: The faculty maintains 40+ corporate partnerships and MoUs that create internship pipelines, placements, joint research and live business challenges. These ties also enable credit transfers, dual-degree pathways and applied projects with companies — a primary route from campus to job.

TDS: What global exposure is available to students?
MAR: Students can access about 100 partner universities worldwide, including the Erasmus programme and roughly 70 European, 10 South Korean, 7 Malaysian and 7 Japanese partner institutions, giving rich exchange and mobility options for academic and cultural immersion.

TDS: How is faculty quality evolving

like teachers with PhDs, full-time hires and international credentials?
MAR: There’s a deliberate push to strengthen academic depth: PhD-qualified faculty are projected to rise from 29.17% (2022) to 74.29% (2027). Full-time faculty are expected to grow from 61.54% (2022) to 79.55% (2027), and faculty with foreign degrees from 34.62% (2022) to 71.59% (2027) — showing investment in research capacity and international experience among teachers.

TDS: Which new courses and facilities will define the next academic year?
MAR: Key additions include Financial Data Analytics, Predictive Analysis using Financial Disclosure, and Marketing Analytics & Decision Making, plus a dedicated Financial Lab to simulate trading and support market-research projects which are all intended to sharpen students’ quantitative and data-driven decision skills.

TDS: What should BBA students prioritise now, and how should employers spot job-ready graduates?
MAR: Students should prioritise (1) analytical fluency — Excel plus basic programming and analytics; (2) real projects — internships or live client work that produce deliverables; and (3) clear communication — concise reports and presentations. Employers should look for concrete outcomes (completed live projects, relevant micro-credentials and substantive internship roles) rather than résumé buzzwords.

WHICH BBA MAJOR WILL LAUNCH YOU?

TAGABUN TAHARIM TITUN

On a humid Dhaka afternoon a final-year BBA class buzzed with more questions than coffee. One student loved numbers but feared missing fast-hiring roles. Another wanted creative work yet worried about steady pay. Choosing a major suddenly felt like picking a ladder rung that might decide the next five years.

EARLY EXPOSURE SHAPES CHOICE
Try different courses and internships before you lock in a major. A former DU-IBA alumnus Zahin Azad Moslem and now the Finance lead of A.O Smith Bangladesh Private Ltd. recalls choosing finance “for finding insights from data analysis,” but adds that finance also covers budgeting, compliance and business stewardship.

E h s a n u r

for operations, treasury, vendor payments and compliance. Typical starting posts include sales executive, branch officer, management trainee and analyst roles that give practical exposure. Firms commonly hiring include Unilever, BAT, Marico, Grameenphone, Robi, bKash, Daraz and major local banks; internships at these places often convert into full time offers when students perform well.

Course theory creates a base but employers prize applied ability. “Excellent Excel and PowerPoint skills and the ability to process large data sets and explain findings clearly are crucial,” warns BUP graduate Farhan Shariar Dipto who is now working in the role of a First

multiple functions. After two to four years graduates often settle into a specialist lane or prepare for an MBA or professional certification such as ACCA or CIMA. Employers value measurable achievements in those early years.

OPPORTUNITIES BEYOND THE COUNTRY
BBA skills travel. Graduates with analytical and communication ability can access remote roles in business analytics, digital marketing and financial

“Let your strengths guide you; pick a major with long term prospects and jobs. Don’t chase labels. Choose something that strengthens everyday business skills and gives you options across sectors.”
Farhan Shariar Dipto
First Assistant Vice President, Prime Bank PLC.

Assistant Vice-President of Prime Bank PLC. Zahin points out that many technical skills are learned on the job and through short online courses. For most entry roles, practical competence in tools and a neat record of internships matter more than perfect academic scores.

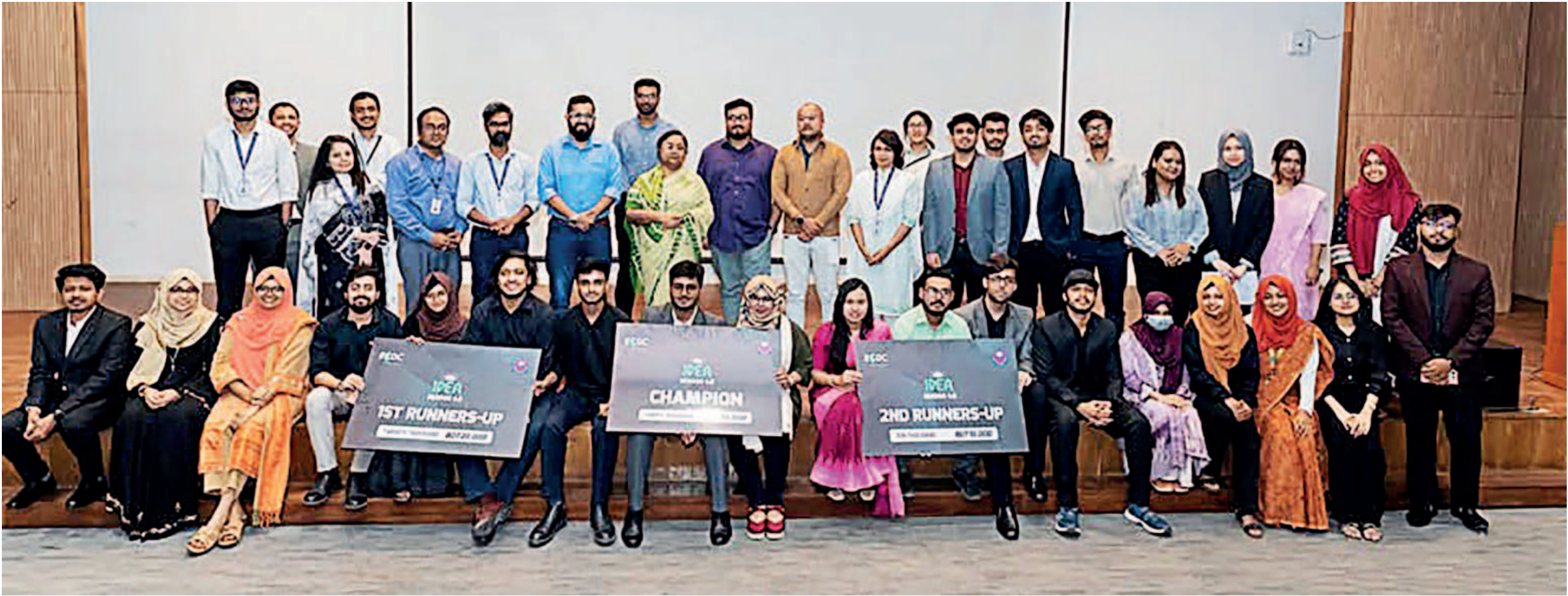
ELECTIVES THAT ADD VALUE
Choose electives to build useful lenses. Zahin took a supply chain elective and learned companies often prefer engineering graduates for core supply chain roles, yet the learning made him “a better finance partner to the supply chain team.” Farhan recommends Corporate Finance and Investment Analysis as electives that map cleanly to common bank and corporate roles. Electives that include projects or client work pay dividends when you apply for jobs.

Most BBA careers begin in operational positions before moving to specialist or managerial tracks. Many companies run management trainee programmes that rotate hires through sales, finance, HR and operations so graduates test

analysis for foreign clients. Freelancing platforms and outsourcing firms connect Dhaka talent to global projects, and regional hubs in various countries hire specialists from Bangladesh for product or operations roles. While most entry jobs remain local, building a digital portfolio and solid language skills can open regional or remote opportunities.

Large firms offer structured learning, stable pay and branded experience. Startups give faster responsibility, broader tasks and exposure to product work but less certainty. Many graduates first join a bank or FMCG to gain discipline, then move to startups or product teams with two to three years of work history.

In conclusion, picking a major is not a permanent box. It is a beginning that you shape with internships, electives and early work. Zahin urges curiosity and steady learning while Farhan calls networking “gold.” Together they stress that a mix of skill, experience and storytelling will get you through the first job door. It is also important to prioritise fields with visible entry roles, practice practical tools and treat the degree as step one in a longer career ladder. Stay curious, track jobs, and remember that a few years of good experience can open many doors.



CHARTING A NEW ERA in Business Education

University of Asia Pacific



“Every great journey begins with a single step – mine began in January 2023, when I joined ECDC as a Sub-Committee Member without any idea of how this club would shape my leadership, communication, and professional identity.”

ATIF SALEHIN, President of ECDC

The School of Business at the University of Asia Pacific (UAP), located at the heart of Dhaka with its own dedicated campus, is home to the Department of Business Administration (DBA). Since its establishment, the department has been shaping the future of business education in Bangladesh through innovative pedagogy, practical learning, and strong industry collaboration. Over the years, it has earned a reputation for producing graduates who combine academic excellence with real-world competence and ethical leadership.

Currently, the Department of Business Administration serves a vibrant academic community with

and EMBA program offers 50 seats per trimester.

TEACHING PHILOSOPHY

UAP DBA follows a theory-informed, experiential, and industry-driven teaching philosophy. Courses are designed to integrate academic rigour with practical exposure through internships, viva voce assessments, and project-based learning. Faculty members include experienced professionals from corporate and public sectors, bringing valuable industry perspectives to the classroom. This approach equips students to connect theoretical frameworks with real



strengthening their leadership, creativity, and problem-solving abilities.

Looking ahead, DBA plans to expand its scope by establishing specialised labs, executive training modules, and international collaborations in high-demand areas such as FinTech, Sustainability, and AI applications in Business. These initiatives are designed to further enhance the MBA and EMBA programs, ensuring that graduates remain globally competitive and ready to lead in an era of digital and economic transformation.

ENTREPRENEURSHIP AND CAREER DEVELOPMENT CLUB

At UAP the Entrepreneurship and Career Development Club (ECDC) stands as a symbol of inspiration, innovation, and leadership. Since its inception, ECDC has been dedicated to nurturing young minds, guiding them toward professional excellence, and creating a bridge between academia and the corporate world.

ECDC organised “Road to Success” in January 2020 to inspire students’ holistic growth and a success mindset. The club then launched the “Meet the CEO” series, which featured prominent industry leaders and provided students with insights into leadership, innovation, and career success, reaching over 250 students in its first edition.

The club achieved new standards through the organisation of “Meet the CEO 5.0.” This event featured a prominent former Managing Director and Independent Director from major corporations, marking a highly impactful chapter in the club’s history.

With every event from “Passion to Profession” to “Meet the CEO 5.0” — ECDC has proven its commitment to empowering students with skills, knowledge, and the confidence to make a difference. The club continues to serve as a bridge between students and industry, fostering opportunities that transform potential into progress.



approximately 1,300 students in the BBA program and 200 students across MBA and EMBA programs. The department maintains a student-to-faculty ratio of 25:1, supported by a mix of full-time, part-time, and adjunct faculty members. This includes experienced academicians as well as professionals with extensive industry experience, ensuring students benefit from both scholarly depth and real-world insight.

The BBA program admits up to 200 students per semester, while the MBA

business practices, preparing them to navigate complex and dynamic market environments.

DISTINCTIVE FEATURES OF THE BBA AND MBA PROGRAMS

UAP’s business programs are grounded in industry-driven curriculum design and caring faculty-student relationships. The BBA curriculum (129 credits) includes multiple concentrations — Accounting, Finance, Marketing, Human Resource Management, Supply Chain Management, Management

Information System.

The teaching approach combines lectures, case studies, seminars, group discussions, and simulation-based exercises, ensuring students apply theory to practice.

PRACTICAL AND HANDS-ON LEARNING

The department strongly emphasises practical learning and professional readiness. Students complete internships, industry visits, seminars, and focused group discussions that simulate real-world problem-solving. The programs are supported by experienced in-house faculty and adjunct professionals from leading organisations, ensuring that learners understand business dynamics from multiple perspectives.

CORPORATE PARTNERSHIPS

UAP DBA maintains strong partnerships with the corporate and professional sectors to facilitate internships, training programs, and collaborative projects. It works closely with the Institute of Personnel Management (IPM). These partnerships reinforce the department’s focus on integrating academic knowledge with practical business skills. The department in collaboration with leading companies regularly organizes industry visits for

practical learning experience.

EMERGING SKILL DEVELOPMENT

DBA has earned international recognition by hosting the International Conference on Business & Technology (ICBT), jointly organised with the Faculty of Business Studies, University of Dhaka, and OTH Amberg-Weiden, Germany. The event brought together international keynote speakers, scholars, and practitioners from across the world to discuss innovations in Artificial Intelligence, FinTech, Sustainable Business Practices, and Digital Transformation. The department also organises Winter School programs offering global exposure and advanced learning in emerging business areas.

STUDENT-LED INITIATIVES

DBA actively nurtures entrepreneurship and innovation. Its students and alumni have founded notable ventures such as the Mastul Foundation, among several other entrepreneurial and social organizations. Many graduates now serve in leadership positions within leading local and multinational firms. The department encourages students to take initiative through business competitions, start-up projects, and consultancy assignments,



Professor Dr. M. A. Baqui Khalily
Dean, School of Business, UAP

What is the single most important piece of advice you would give to a young student aspiring to build a successful and impactful career in the business world?

Be creative in thinking, provide adaptive leadership and make yourself relevant in the organisation with new ideas, better inter-personal relationship and integrity. Senior management in any organisation lacks advancement in knowledge, although they may be more policy-focused to operate in a changing environment. New business graduates with advanced knowledge and learning should demonstrate their relevancy in an organisation.



Mr. Sarwar R Chowdhury,
Head DBA, UAP

How is your institution cultivating “soft skills” like leadership, resilience, and complex problem-solving that are critical for modern business leaders?

At UAP Business School, we have special focus on developing the soft skills of the students; which is very important for the business graduates. Verities of activities, such as different club activities, focus group discussions, organizing events and many other activities are undertaken and conducted by the students under the guidance of the faculties, which enables the students to develop and demonstrate their talents.



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LEADERSHIP AND EXCELLENCE

in Business Education

International University of Business Agriculture & Technology

Established in 1991 by Prof. Dr M. Alimullah Miyan, Former Director of IBA, Dhaka University, IUBAT is one of the first non-government universities in Bangladesh. It is a government-approved, world-ranked institution of higher education in Bangladesh.

With over 8,000 students, IUBAT is globally recognised for academic excellence. It is an internationally ranked university by QS (5th among private universities in Bangladesh in 2025), Times Higher Education for social impact, WURI for Entrepreneurship, GreenMetrics International for an environmentally friendly campus, Scopus (Elsevier) for outstanding research, and so on.

IUBAT Business School (IBS) has firmly established itself in professional business education in Bangladesh, preparing business leaders through its rigorous BBA and MBA programs. Guided by an outcome-based education (OBE) approach, the curricula emphasise practical skills, enabling graduates to manage business functions and strategies effectively and efficiently to achieve organisational goals. The School has submitted its Self-Assessment Report for BBA and MBA programs to the Bangladesh Accreditation Council. Concurrently, it's halfway through the accreditation process with ACBSP.

IBS faculty members employ teaching methods that actively involve students in business problem-solving and decision-making, research, innovation, communication, and human relations. Students also gain exposure to business etiquette, professional conduct, and the real-world business environment. The School further enriches the learning of students through management practitioners serving as guest speakers or adjunct faculty.

Employers value IBS graduates for

their dedication, commitment, and motivation - qualities that significantly contribute to organisational success. To date, more than 3,000 students have earned their BBA degrees, and around 800 have completed the MBA program, securing positions with reputable employers at competitive salaries. Many alumni pursued higher studies abroad and some of them are serving there.

The IUBAT Business School (formerly College of Business Administration) started the BBA program in January 1992. Today, the School offers majors in Finance, Marketing, Accounting, HRM, Management, and Operations Management, supported by highly qualified faculty members, many of whom hold foreign degrees. The visionary leadership of the Founder, Prof. Dr M. Alimullah Miyan, played a crucial role in shaping business education in the country by prioritising professional, market-driven learning.

CAREER-FOCUSED CURRICULUM

IBS's BBA and MBA programs are designed to connect academic learning directly with practical outcomes. This outcome-based approach equips students with the skills, knowledge, and attitude needed to thrive professionally while contributing responsibly to society.

BBA PROGRAM: CULTIVATING ETHICAL, MARKETABLE LEADERS

The 132-credit BBA curriculum blends management theory with practical

technology, preparing students for executive readiness. Nine specialised paths allow students to tailor their education to their career aspirations.

A key feature of the BBA program is the final-semester "practicum," where students undertake a four-month internship in leading organisations. Students prepare comprehensive reports and defend their work before faculty and peers, gaining practical insights into the professional world.

MBA PROGRAM: PATHWAY TO LEADERSHIP

The MBA program offers advanced 40 credit courses for BBA graduates and a 61-credit program for graduates from other disciplines, with up to 21 credits waived for high-performing students. Specialisations in MIS, SCM, International Business, and Entrepreneurship provide students with strategic leadership skills, equipping them to innovate and drive organisational change.

FACULTY EXCELLENCE AND RESEARCH CONTRIBUTIONS

IBS faculty, comprising 35 highly qualified teachers—over 60% holding PhDs from top global universities—actively engage in applied research, annually producing over 200 publications in indexed journals. Supported by the Miyan Research Institute and an annual budget of



through collaborations with ICMAB for CMA education and partnerships with various industries for practical exposure. Internationally, the School has active partnerships with universities in the US, UK, Canada, China and beyond, ensuring students gain global perspectives alongside local expertise.

IBS Promotes Holistic Development through Competitions, Events, and Scholarships.

IUBAT Business School regularly organises a wide range of national and international competitions and events, including debate contests, innovation challenges, business days, entrepreneur fairs, career seminars, alumni gatherings, HR days, and marketing days. The IUBAT Alumni and Placement Office plays a crucial role in building strong relationships between current students and alumni. The IUBAT Business Society (IBS) further enriches student life by conducting in-house and external programs, co-curricular activities, and mentoring opportunities. Outstanding BBA students are recruited as teaching assistants, and each faculty member guides up to 20 students during designated hours, ensuring personalised academic support.



Dr Abdur Rab
Vice-Chancellor, IUBAT

The IUBAT Business School (IBS) celebrated its 35th anniversary this year. Over the years, more than 4000 students have graduated from the BBA program and about 1000 from MBA Program.

All graduates have been absorbed by reputed employers at competitive salaries. Some graduates have turned out to be successful entrepreneurs.

IBS is committed to preparing business executives and leaders for managing and administering business and other organisations through its BBA and MBA Programs. The "outcome-based education (OBE)" curricula of these programs focus on what the graduates will be able to do to manage the business functions and strategies effectively and efficiently to achieve the goals of the organization. So, the graduates acquire knowledge, skill, attitude, and experience that help them get jobs readily and advance faster in their careers. The employers like them for their hard work, sincere commitment and strong motivation to work, which contribute to the success of the organization. I wish to congratulate the graduates, students, faculty members, officers, staff, program directors, and the School Dean for their relentless effort to make the IBS a brand-name in the business education scenario.



Dr Mozaffar A Chowdhury
Dean, IUBAT Business School (IBS)

Educated in finance and economics from both England and the U.S, with a PhD and over 15 years of experience, my main goal is to guide IBS towards a future marked by global academic excellence, maintaining high-quality standards.

IBS is a thriving centre for more than 1,100 BBA and MBA students. Our strength is our distinguished faculty of 36 members, with over 60% possessing PhDs from prestigious global universities - our target is to achieve 80%. This high academic calibre guarantees quality teaching, and we are striving to improve our student-teacher ratio from 1:30 to 1:25, ensuring personalised learning.

This dedication has shown concrete results, with over 90% of our graduates securing employment soon after graduation. We offer specialised BBA and MBA programs in nine disciplines, tailored to meet the demands of modern business. Our global outlook is evident in our determined efforts to attain international ACBSP accreditation (USA-based), with assessments scheduled for February 2026. This will equip the next generation of business leaders for success on a worldwide scale.

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LEARN FROM THE BEST
At IUB, quality is never compromised. With 99% of faculty members holding PhDs and a wealth of real-world experience, students receive a blend of academic rigor and practical business insights. Whether it's corporate strategy, digital transformation, entrepreneurship, or financial planning, your classroom will reflect what's current and what's coming next in the business world.

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One of the highlights of IUB's MBA or EMBA programs courses are offered in the evenings and on weekends – ideal for those balancing work, family, and personal commitments. And depending on your academic background, you may even be able to complete the MBA within just one year.

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A CAMPUS THAT INSPIRES
Located in Dhaka's Bashundhara Residential Area, IUB's campus offers modern academic facilities, a strong research culture, and a thriving

community of students, faculty, and alumni. The university has been a trusted name in private higher education since 1993 and continues to set standards in teaching, learning, and industry collaboration.

THINK CAREER. THINK GLOBAL.
IUB's MBA and EMBA programs are internationally accredited by the Accreditation Council for Business Schools and Programs (ACBSP), ensuring that your degree meets global academic and professional standards. With strong alumni networks and industry partnerships, you'll find opportunities to grow—locally and internationally.

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United International University

The Daily Star (TDS): In which year was your Business School or BBA programme established, and how has student enrolment grown since inception?



**PROFESSOR
DR MOHAMMAD MUSA**
Dean, School of Business and
Economics
United International University



MM: Practical learning is embedded across courses through case studies, business simulations, research assignments, field visits, guest lectures and mandatory internships guided by

MM: We will introduce advanced labs in Business Analytics, Innovation Management and Digital Transformation and deepen partnerships with industry and international institutions.

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BBA, FBA program cultivates
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BBA, AIUB is expanding its curriculum to include future-focused skills like AI in business,



digital supply chain, ethics, and sustainability. Recent and planned infrastructural enhancements, such as the new THM Lab and upcoming Business Analytics and Supply Chain Simulation Studios, will boost hands-on and simulation-based learning. The program is also actively refining its quality assurance, pursuing accreditation with PAASCU and the Bangladesh Accreditation Council (BAC)-BBA. Faculty of Business Administration is an Educational Member of AACSB (Association to Advance Collegiate Schools of Business) & ACBSP (Accreditation Council for Business Schools and Programs).

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Smart campus, skilled graduates

International Standard University

Business education has become increasingly popular as organisations around the world seek graduates who can navigate complex markets and lead diverse teams. Modern MBA and BBA programs, with their balanced and practical curricula, inspire students to pursue clear career goals. Whether they aim to launch enterprises or rise as executives in established firms, business graduates now find their skills in high demand. Their proven performance has encouraged recruiters to hire them at rising rates, and many pursue positions in specialised institutions after graduation.

ISU'S COMMITMENT TO EXCELLENCE
Following in the footsteps of leading global business schools, the Faculty of Business Studies at International Standard University (ISU) is committed to delivering high-quality education. Under the guidance of Dr Muhammad Kamruzzaman, the department has designed a curriculum that reaches beyond traditional local models and aligns with international standards. The university recruits skilled faculty who combine academic depth with modern teaching methods,

and institutional partnerships with reputable universities at home and abroad bolster academic and research opportunities.

BRIDGING EXPERIENCE AND OPPORTUNITY
A common challenge for fresh graduates in Bangladesh is the scarcity of part-time work, which leaves many with little practical experience and sometimes



frustrated when employers expect prior exposure. To bridge this gap, ISU's Department of Business Administration actively engages students in practical learning. The department assigns industry-orientated projects and organises industrial tours while promoting co-curricular and extracurricular activities that build applied

The university's close relationship with its mother organisation, Standard Group, and other leading business houses helps secure internships and part-time placements, giving students tangible workplace experience before they graduate.

MODERN CAMPUS AND RESOURCES
ISU's campus provides an environment designed to support learning and professional growth. Smart classrooms feature multimedia projectors and sound systems, language labs strengthen communication skills, and campus-wide Wi-Fi keeps students connected. The libraries, both digital and physical, hold current textbooks, reference volumes, journals, and periodicals, and include dedicated study spaces for group work. Security and comfort are priorities across the campus, creating a setting where students can focus on developing the knowledge and competencies that employers value.

Together, these strengths position ISU to prepare future leaders who can contribute meaningfully to national development and compete confidently on the global stage.



The BBA Job PLAYBOOK

TAGABUN TAHARIM TITUN

Bangladesh produces thousands of BBA graduates every year, and the first question many final-year students ask is simple: where do I start? The short answer is practical. Sales, marketing and finance remain the main entry lanes for business graduates. These functions are the backbone of most organisations and they hire at scale across banks, FMCG, telecoms, retail and NGOs. According to a report published by Bangladesh Bureau of Statistics (BBS), in 2024 one in three graduates had remained unemployed for upto two years after finishing their graduation. With roughly 9 lakh unemployed graduates in 2024, competition is fierce.

TOP LOCAL ROLES TODAY
For many employers in Bangladesh, management trainee, sales executive and junior finance roles are standard entry titles. Sales and marketing hires in FMCG and retail are abundant; banks and microfinance groups recruit heavily for branch operations and credit teams. Practical roles such as HR officer, procurement executive and supply chain assistant are common in conglomerates and manufacturing. Entry-level titles include credit officer, audit assistant and operations executive, and a few years of field experience often unlocks higher posts. Zahin Azad Moslem of A.O. Smith Bangladesh says, "Graduates often kick off in sales, marketing, or finance – think sales executive for an FMCG brand or junior accountant in a bank." Practical field work teaches customers, territory dynamics and targets which are skills that translate into promotion-ready achievements.

CLIMBING THE CORPORATE LADDER
A typical early trajectory is straightforward. After two to three years in an executional role, a driven graduate can move into a specialist or supervisory post. Management trainee tracks in banks and MNCs usually include rotations that reveal where your strengths lie, and promotions commonly follow strong performance. Many graduates later pursue MBAs or professional certifications to accelerate progress. Zahin advises, "Sharpen your Excel, accounting or digital marketing skills early. Take initiative in projects. That makes you stand

out for promotions." Employers reward clear, demonstrable outputs on your CV more than vague statements of ability.

If stability and benefits matter, government roles and state-owned enterprises remain viable options. Candidates often aim for public service or state-bank recruitment exams, including the BCS and specialised bank officer exams, which require preparation and patience. For those who value predictable career paths, public sector postings in accounts, administration, procurement and regulatory roles can offer long-term security. Some graduates begin in government and later transition to the private sector once they have a steady foundation and experience with formal processes.

WHERE STARTUPS FIT IN

Start where you can learn: accept entry roles that teach the business end to end, invest in practical skills, and commit two years to mastering the fundamentals.

ZAHIN AZAD MOSLEM
Finance Lead
A.O. Smith Bangladesh Private Limited

Startups present an alternative with faster responsibility and broader scope of work. In smaller firms a single hire may handle marketing, operations and strategy, which can accelerate learning considerably. The trade-off is variability in pay and progression. Many students choose to gain two years of footing in corporate roles before exploring startups so they carry both discipline and practical know-how into riskier environments.

Recruiters continue to intake talent in banks, consumer goods, telecoms, logistics and

e-commerce. Financial services and fintech are expanding operational teams, compliance units and customer support desks. Retail and FMCG are hiring in sales, distribution and trade marketing. Local conglomerates run management trainee programmes that intake batches of fresh graduates every year and feed the market with trained junior managers. Manufacturing and RMG firms hire HR assistants, procurement officers, export documentation officers and supply chain coordinators.

GLOBALLY AVAILABLE OPPORTUNITIES
Ambitious graduates who look beyond borders often step into a predictable set of entry-level roles where a BBA is immediately useful. In the United States many begin as junior financial analysts, client services associates or consultancy trainees; in Australia graduate rotations, operations analyst roles and marketing coordinator posts are common gateways; in Canada management trainee positions, risk and compliance associates and operations roles open doors into larger corporate ladders. Multinational firms and consulting houses routinely recruit BBAs as business analysts, product or marketing coordinators and operations associates which are positions that teach commercial judgement, reporting discipline and stakeholder management. Remote and outsourced teams also hire for finance operations, digital marketing and analytics roles, and those opportunities become reachable when candidates combine recognised short certifications with polished communication and a professional, internationally formatted resume and good language skills.

Therefore, begin your career by choosing roles that deliver measurable responsibility and clear outputs, because demonstrable impact in the first two years becomes the strongest argument in favour of faster promotion. Cultivate alumni and recruiter contacts who can translate performance into interviews, and treat any postgraduate degree as a deliberate investment to make only after two to three years of experience so that further study is targeted, affordable and directly tied to the career path you have begun to build.



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Choosing the Right Business Program for You

Choosing a business school is one of the biggest investments you'll make for your future. But with so many BBA programs out there—each with its own unique vibe and strengths—finding the perfect fit can feel overwhelming.

KNOW YOURSELF FIRST

Before diving into program rankings and university brochures, the most crucial step is to know yourself. Why are you pursuing a BBA? Are you looking to gain a foundational understanding of business, explore various functional areas? Having a clear understanding of your motivations is important.

Assess your profile: Take a candid look at your high school academic record, extracurricular activities. Understanding your strengths and interests will help you identify programs where you are a competitive applicant and where you can thrive.

Consider academics & program: The core of your BBA experience is the curriculum and the faculty who deliver it. Look for programs that align with your interests and career aspirations.

Curriculum and specialisations:

Research the total cost of attendance, including tuition, fees, and living expenses for the duration of the program. Explore the availability of scholarships, grants, and other forms of financial aid offered by the university and the business school.

Beyond the core business fundamentals, what specialised tracks, minors, or concentrations does the program offer? If you have an early interest in marketing, entrepreneurship, or supply chain management, for example, ensure the school has an offering in that area.

Faculty expertise: The quality of the faculty is a critical component of your education. Research the professors. Are they engaging educators with relevant academic or industry experience?

Program structure and flexibility: Consider the program's structure. Does it allow for double majors, minors outside of business, or opportunities for study abroad? Flexibility can enhance your overall undergraduate experience.

CAREER GOALS & OUTCOMES

For many, a primary driver for attending a business program is preparing for a successful career. Therefore, a thorough evaluation of a school's career services and alumni network is essential.

Career services and support: Look for a strong career services office that can be an invaluable resource, providing guidance on internships, resume building, and interview preparation for entry-level roles. Look

into the school's relationships with companies that recruit BBA graduates and the on-campus recruiting opportunities they provide.

Alumni network: A supportive alumni network can offer mentorship and open doors to early career opportunities. Research the strength and engagement of the alumni network in your desired fields.

Speaking with current students and recent graduates is a great way to gauge the community's support.

Employment reports: Look at the program's employment reports to understand the career outcomes of recent BBA graduates. Look at key metrics such as the percentage of graduates employed within six months of graduation, the industries and companies they join, and their average starting salaries.

CULTURE & COMMUNITY

The "fit" of a business program extends beyond academics and career prospects. The culture and community of a university and its business school will significantly shape your undergraduate years and the network you build.

Collaborative vs. competitive: Consider the learning environment you prefer. Some programs are known for their highly competitive atmosphere, while others pride themselves on a collaborative and supportive community.

Diversity and campus life: A diverse student body enriches the learning experience. Look into the overall campus life, student organizations, and opportunities for involvement that align with your interests.

FINANCIAL CONSIDERATIONS

A university degree is a significant financial undertaking. It's crucial to consider the cost of the program and the potential return on your investment.

Research the total cost of attendance, including tuition, fees, and living expenses for the duration of the program. Explore the availability of scholarships, grants, and other forms of financial aid offered by the university and the business school.

BRINGING IT ALL TOGETHER

Once you have a shortlist of programs that align with your personal and professional goals, the application process begins. This is your opportunity to tell your story and demonstrate why you are a strong fit for their program. By taking a holistic approach that considers not just rankings but also your individual goals, learning style, and desired community, you can find a program that will be a transformative experience.

Building entrepreneurial, ethical, and future-ready leaders

University of Liberal Arts Bangladesh

At the University of Liberal Arts Bangladesh (ULAB), the Bachelor of Business Administration (BBA) program is more than a degree—it is a launchpad for the next generation of entrepreneurial thinkers and ethical leaders. Rooted in liberal arts education, the program empowers students to think creatively, act decisively, and lead responsibly in an ever-changing global business landscape.

AN ENTREPRENEURIAL MINDSET AT THE CORE

The ULAB BBA program is designed to cultivate curiosity, innovation, and initiative. Students learn to identify opportunities, take calculated risks, and turn ideas into impactful ventures. Every course, project, and activity encourages independent thinking and creative problem-solving—hallmarks of an entrepreneurial mindset. Whether students aspire to start their own business or lead in multinational organisations, ULAB ensures they develop the mindset to create, adapt, and inspire.

FLEXIBLE, INDUSTRY-DRIVEN, AND FUTURE-FOCUSED

The four-year BBA program follows an open

credit system, allowing students to design their own academic path. They can complement their business major with minors in fields such as Computer Science, Media Studies, or Sustainable Development—broadening their perspective and employability. The curriculum blends academic rigour with real-world learning through case studies, simulations, industry visits, and internships, preparing students to navigate the challenges of global business with confidence.

SUSTAINABILITY AND ETHICAL LEADERSHIP

ULAB's BBA program integrates the UN Sustainable Development Goals (SDGs) into its curriculum, nurturing responsible leaders who balance profit with purpose. Students learn to view business as a force for good—creating sustainable value for people, the planet, and the economy. This commitment to ethics and sustainability has earned ULAB recognition in the Times Higher Education (THE) Impact

Rankings.

GLOBAL FACULTY, VIBRANT CAMPUS, AND EXPERIENTIAL LEARNING

ULAB's internationally trained faculty bridge theory and practice, guiding students toward global competence. Beyond classrooms, students engage in entrepreneurial initiatives through the ULAB Business Club, Entrepreneurs' Fair, and YES Club—developing leadership, collaboration, and strategic thinking skills. With over 20 active student clubs, ULAB offers a dynamic campus experience that builds confidence, creativity, and lifelong learning.

TRANSFORMING STUDENTS INTO CHANGEMAKERS

At ULAB, students don't just study business—they live it. The BBA program transforms learners into entrepreneurs, innovators, and responsible leaders who can shape the future of business, society, and the world.





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We are pleased to announce that Fareast International University (FIU) is shifting to its Permanent Campus at Uttara (Plot- 1 & 2, Road- 1 & 2, Sector- 16/I, Uttara, Dhaka-1230). To celebrate this significant milestone, we are organizing a special Admission Fair for Spring 2026 semester.



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Fareast International University (FIU)

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BLUEPRINT FOR LEADERSHIP

Fareast International University

Fareast International University, a growing private university in Bangladesh, which blends practical business education with industry engagement. In this interview, the dean and faculty explain how FIU's BBA grooms career-ready, ethically grounded business leaders.

The Daily Star (TDS): In which year was your business school or BBA programme established, and how has student enrolment grown since inception?

Md. Nasim Anjum (MNA): The Business School at Fareast International University (FIU) was established in 2013. Since its inception, the school has witnessed steady growth in enrolment and academic reputation. Starting with a small cohort of 40 students, the BBA and MBA programmes have served more than 800 students, reflecting the growing trust of students and employers in FIU's quality of business education.

TDS: How many students are currently enrolled in your BBA and MBA programmes, and what is your student-to-faculty ratio?

MNA: Currently, there are approximately 300 students enrolled in the BBA programme and MBA programme. The student-to-faculty ratio is around 20:1, ensuring personalised mentoring and effective learning support.

TDS: What is the core teaching philosophy of your business school – theory-based, industry-driven, or experiential?

MNA: FIU blends theory with practice by emphasising industry-driven and experiential learning; the curriculum integrates real-world case studies, corporate guest



“Our BBA combines rigorous academics with real workplace experience, so graduates lead ethically, innovate confidently, and meet employer needs in a digital, sustainable economy.”

PROFESSOR DR MD. NASIM ANJUM
Dean, Faculty of Business
Fareast International University

sessions, project-based learning and simulations so students can apply classroom concepts to market realities.

TDS: What makes your BBA/MBA program stand out in today's competitive business education landscape?

MNA: The programme stands out for its focus on career readiness and ethical leadership, with particular attention to digital transformation, financial technology and sustainability, equipping graduates with contemporary skills valued by employers.

TDS: How does your department ensure practical, hands-on learning?

MNA: Hands on learning is embedded in every course through case-based teaching, business simulations and entrepreneurial challenges, complemented by industry visits and corporate talks that bridge theory and professional application.

TDS: What opportunities do students have for global exposure, exchange programmes, or emerging skill courses?

MNA: Students access international webinars and virtual exchanges while the school explores regional academic mobility. Course modules increasingly cover financial analytics, fintech, and sustainable business practices, preparing students for global competition.

TDS: What upcoming new courses, labs, or collaborations will define your next academic year?

MNA: Next year FIU will launch a Financial Innovation Lab for data analytics and fintech, a Professional Skills Development Series through career services, and short industry courses on AI for Business and Sustainable Finance.

A HUB FOR YOUNG BUSINESS MINDS

State University of Bangladesh

At the Department of Business Studies of the State University of Bangladesh, learning is alive. Since its start in 2002, the department has grown into a lively place where ideas meet action. Classrooms buzz with debate. Labs and projects turn theory into real work. Faculty guide students, and students push back with fresh ideas.

Today the department teaches 325 BBA students and 107 MBA students. Twenty-two teachers support them, keeping the class sizes personal and hands-on. First-year intake sits at 160 for BBA and 120 for MBA. These numbers show steady growth and a clear focus on quality education.

What makes State University different is the mix of strong theory and real experience. Lessons include case studies, group projects, simulations and field visits. Internships are not an add-on. They are part of the plan. The university works with banks, firms and development groups to place students in real roles. Alumni also open doors



and help students start careers.

Students do more than study here. Many run small businesses. Each year the campus hosts a business case contest and an innovation challenge. These events let students test ideas, learn fast and meet mentors. The result is graduates who think clearly, lead teams and solve real problems.

Looking ahead, the department is updating its offer. New courses like AI for Business, Digital Finance and Sustainable Business Strategy are

coming. Facilities for data work and an entrepreneurship incubator will help students build and launch projects. Furthermore, more guest lectures and industry ties are planned to bring global views into class.

The Department of Business Studies at State University is simple in aim. Teach well. Give real experience. Help young people step into work ready, confident and curious. That is where business education should start.



SUSTAINABILITY AND ETHICS

The next business strategy

RAKIBUL HASAN SANJER

Sustainability and ethics have evolved from optional ideals to core business imperatives. Facing environmental crises, social inequalities, and rising stakeholder expectations, companies are now redefining their operations. Sustainability, rooted in environmental protection, social well-being, and economic health, follows the 'People, Planet, Profit' framework. Ethical practices emphasise transparency, fairness, and respect. Together, these principles create a strategic approach that creates trust, mitigate risk, and drive long-term value creation.

Across the world, businesses are adopting sustainability as a core strategic pillar. According to Oxford School Business, 'Sustainability is not just about reducing harm. It's about creating long-term value by balancing profitability with responsibility.'

In today's global business landscape, sustainability and ethics are no longer just social values or symbolic ideas. They have become core strategic elements.

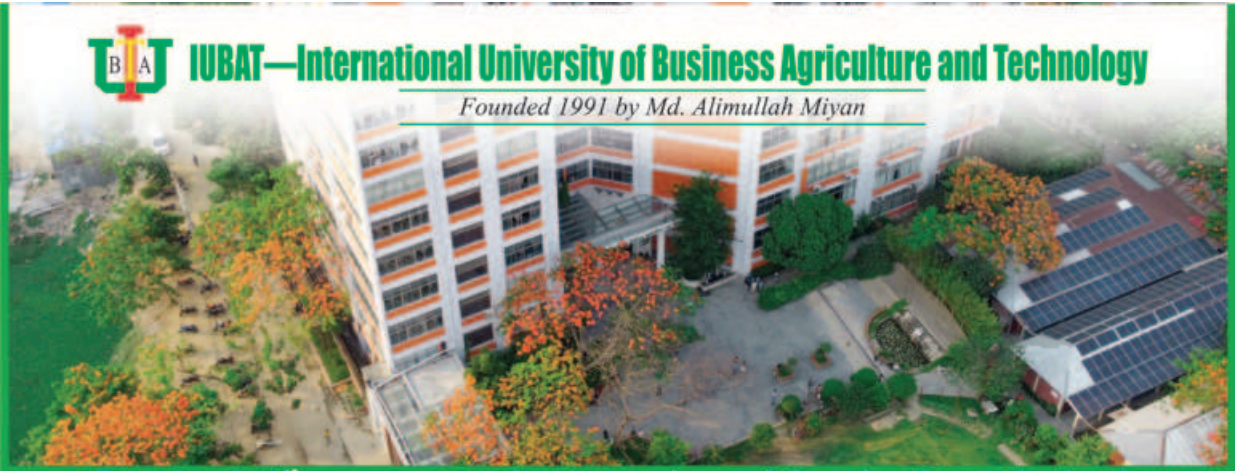
First, companies worldwide are adopting sustainable practices in their operations and product strategies. Many companies are signing Power Purchase Agreements (PPAs) for wind, solar, and battery storage. At the same time, the circular economy model is gaining traction, and businesses are shifting toward recycling, reusing materials, and minimising waste.

Second, technology has become essential for sustainability strategy. Global companies are using digital innovation, blockchain, IoT, and smart data systems to measure and report environmental and ethical performance. Third, businesses are increasingly integrating nature-based solutions and

biodiversity protection into their strategies. Many companies now use "nature intelligence," which supports ecosystem restoration and strengthens long-term brand image while reducing operational risks.

However, significant challenges persist. A KPMG survey of 750 firms worldwide found three-quarters weren't ready for ESG-related assessments due to lacking appropriate tools, policies, and systems.

Another major challenge is greenwashing, companies claiming sustainability without implementing real change. It threatens stakeholder trust and long-term credibility towards that company. Despite these challenges, momentum is positive. Companies have increased sustainability budgets, compared. This demonstrates a tangible shift from symbolic commitments to measurable investments in ethical and sustainable business practices.



IUBAT—International University of Business Agriculture and Technology
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Ranked 4th among private universities in Bangladesh in Scopus Publication 2024.

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LAND YOUR FIRST MTO ROLE NOW

“Fresh graduates often lack hands-on knowledge of how an industry operates. This experience taught me resilience, discipline, and respect for the people who keep it running every day. It is where I learned the value of teamwork and problem-solving in its most practical form.”

SANZANA TABASSUM
Former Management Trainee (Supply Chain), Unilever Future Leaders Programme
Unilever Bangladesh

NAVID FARUQUE

For ambitious fresh BBA graduates in Bangladesh, securing that first meaningful job can feel like navigating a maze. While dozens of entry-level positions promise career growth, few offer the accelerated learning and leadership opportunities that Management Trainee Officer (MTO) programs provide. These structured pathways are designed to transform promising graduates into future business leaders and they have become the gold standard for launching a successful corporate career.

WHAT IS AN MTO PROGRAM?
A Management Trainee Officer (MTO) program is a fast-track initiative meant to prepare graduates for manager and leadership roles. Unlike regular entry-level positions, MTO programs move you through rotations across core business functions, such as sales, operations, finance, marketing, and supply chain management. As Sanzana Tabassum, a former Management Trainee of Supply Chain at Unilever Bangladesh, explains: “For a fresh graduate, these programs offer an opportunity to collaborate with multiple teams over a few years and gain firsthand experience of how different parts of the organization operate.”

Most MTO programs in Bangladesh run for 12 to 24 months. During this time, trainees work on projects, receive guidance from senior leaders, and go through evaluations that often lead to promotions into managerial roles.

TOP MTO PROGRAMS IN THE COUNTRY
Management trainee programs are the fastest route from campus to real responsibility. Below are the major programs, their usual recruitment months and typical program lengths.

Gramenphone : Next Business Leader (NBL): recruits around October; 12-month program.

Unilever : Future Leaders Programme (UFLP): opens in November; 15-month program with international exposure.

Robi : Young Talent Program (YTP): recruits November–December; intake once or twice yearly.

PRAN-RFL, ACI Motors, MGH Group: multiple MTO intakes across the year.

City Bank, BRAC Bank, DBBL, Premier Bank: competitive annual recruitments, often with



last-quarter of the year deadlines.

WHAT MTOS ACTUALLY DO
The beauty of an MTO program lies in its diversity. Rather than being pigeonholed into one role, trainees experience exposure to varied work through structured rotations. Sanzana notes: “All management trainees go through mandatory training in Customer Development (Sales), which helps understand how operations connect to products reaching consumers.” Beyond rotations, MTOS work on projects, receive guidance, and attend leadership workshops. Regular mentoring from senior leaders is part of most programs as well. Some programs, like Unilever’s UFLP, even offer international assignments. Sanzana shared her experience of working in Mumbai, gaining insights into large-scale supply chain operations.

WHAT DO MTO PROGRAMS OFFER?
MTOS are fast-tracked into leadership positions. Most programs conclude with promotions to

managerial or senior officer positions, roles that would typically require 3-5 years of experience to reach through conventional career paths. Besides, the cross-functional exposure uniquely positions MTOS as well-rounded business professionals. Additionally, these programs provide career clarity by enabling graduates to experience multiple roles before specialization, while also building networks with senior leaders and peers. As Sanzana recalled, “After completing my rotations, I was particularly hoping to join the Customer Service Excellence (CSE) team as it felt like the ideal opportunity to apply my programming skills (where I was eventually placed). Afterwards, I transitioned to a newly formed unit called the Supply Chain Center of Excellence, where our focus was on driving automation initiatives across the company.”

HOW TO PREPARE AND APPLY
Most programs require a minimum CGPA of 3.0. Sanzana recalled, “In university, my first

priority was studies, but I also participated in extracurricular activities, including clubs, competitions (BizMaestros, Battle of Minds etc), and research.” Technical proficiency is equally critical. “Every graduate should be well versed in Microsoft Office, particularly Excel and PowerPoint, and be able to present ideas clearly and confidently,” she advises. Beyond academics, relevant internships also demonstrate commitment.

Therefore, ideally, one should begin preparing 3–6 months before application deadlines, focusing on quantitative skills, communication, and industry knowledge. The process often includes online assessments, aptitude tests, group discussions, and interviews. Since most programs recruit between August and December, keep monitoring campus recruitment events, company LinkedIn pages, and career portals; early applications often receive more attention, so do not wait until the last minute.

NAVIGATING THE CHALLENGES
MTO programs can be demanding, especially when moving into technical departments. Sanzana shares: “For me, the most challenging part of the program was the rotation in manufacturing. Working in a factory environment is very different from an office. You are on the shop floor, coordinating with technicians, engineers, and operators to ensure production targets and safety.” She adds: “It can be overwhelming at first, especially since fresh graduates often lack hands-on knowledge of industrial machinery.”

However, overcoming these hurdles is precisely where the MTO program’s value is realized. “Looking back, two skills that improved the most for me were problem-solving and collaboration. I learned that operations are highly dynamic—you may be assigned to one project but often have to manage several parallel tasks that aren’t directly related to it,” Sanzana reflected on her growth.

Ultimately, MTO programs serve as a launchpad for graduates seeking growth. Learning, exposure, guidance, and quicker promotion make these programs competitive. So if you have a strong academic record, a willingness to learn, leadership potential, and resilience for tough rotations, an MTO program may set you on a path toward leadership in the corporate sector.



Where Futures Lead

Bangladesh University of Business and Technology

Since its 2003 founding under the Private University Act, Bangladesh University of Business and Technology (BUBT) has become a dynamic centre for business education. Modelled on the North American system and guided by the UGC and Ministry of Education, BUBT combines transparent assessment, strong infrastructure and an outcome based education framework to serve thousands of aspiring students.

PRACTICAL OUTCOME BASED LEARNING
The Faculty of Business and Social Sciences emphasises a balanced pedagogy that blends foundational theory with industry insights and experiential learning. The BBA spans eight semesters and 132 credit hours, while BBA and MBA enrollments together now reach roughly 2,800 students. Coursework features case studies, simulations and a mandatory 12-week internship that culminates in presentations, sharpening analytical, reporting and communication skills.

ROBUST INDUSTRY PARTNERSHIP NETWORK
BUBT’s curriculum is underpinned by extensive corporate linkages and international collaborations. Memoranda of understanding and industry ties facilitate internships, joint training and research projects, giving students direct exposure to contemporary business practices and a reliable



pipeline to employers.

SKILLS FOR GLOBAL MARKETS
Majors in accounting, finance, marketing, human resource management and information and communication technology allow students to specialise in or pursue dual majors for added versatility. Short courses and exchanges in AI, fintech, sustainability and digital tools expand global readiness and future-proof graduates for changing market demands.

PREPARING FUTURE-FOCUSED PROGRAMS
Student led initiatives—business clubs, innovation challenges and community

“Our Business degree blends rigorous theory with hands on internships, preparing graduates to lead ethically and innovate across industries.”

projects—reflect a strong entrepreneurial culture. BUBT plans to expand offerings with targeted tracks such as supply chain management and other industry-responsive programmes, reinforcing its forward-looking vision.

WHY CHOOSE BUBT
With nearly 80 committed faculty members, practical learning pathways and growing international ties, BUBT positions graduates to compete locally and internationally while contributing to national development.

Launch your BBA Finance Career

Eastern University

For BBA students who want practical finance skills with a values driven focus the Islamic Finance, Banking and Insurance (IFBI) program at Eastern University prepares you for fast moving careers in banking finance and insurance. The coursework connects core business theory with Shariah compliant instruments so one can learn how profit and loss sharing works in real deals, how asset backed financing is structured and how takaful and Sukuk operate in practice. This makes classroom concepts directly usable during internships and in entry level roles.

PROGRAM STRUCTURE AND BENEFITS
IFBI combines classroom lectures case studies and hands on projects. One can expect modules on Islamic contract types financial statement analysis for Islamic banks



DR FARHANA KHAN
Association Professor and Director
Islamic Finance, Banking and Insurance (IFBI)
Eastern University

“With its vision, leadership, and academic excellence, Eastern University continues to shape future leaders in the fields of Islamic Finance, Banking and Insurance.”

risk management and Shariah governance. Faculty bring industry experience and guest speakers from banks and takaful firms run live case competitions and supervise applied projects that you can include on your CV. Practical training increases your market readiness and helps you stand out when applying for graduate roles.

CAREER PATHWAYS AND INTERNSHIPS
Graduates can start as relationship officers credit analysts takaful associates compliance officers or microfinance officers in Bangladesh financial institutions. Internships arranged through university networks often convert into full time jobs. But, they need to apply early for industry projects and ask faculty for referrals to get field experience during semester breaks.

SKILLS AND INDUSTRY LINKS
Students will gain technical skills such as Islamic product structuring financial modelling and basic regulatory compliance alongside

soft skills like client communication and ethical decision making. Eastern University’s industry links provide mentorship workshops and job fairs which expose you to recruiters from Islamic banks and conventional banks with Islamic windows.

CHALLENGES AND LEARNING
The sector needs skilled professionals and clearer governance. The program addresses this by offering specialised courses on Shariah compliance and by encouraging internships with regulatory bodies and Shariah advisory panels. Students learn to translate academic knowledge into practical solutions for real business problems.

IFBI at Eastern University is practical career focused and affordable. For BBA students seeking internships clear entry level roles and the ability to work across Islamic and conventional finance this program builds relevant skills industry exposure and networks that can help to launch a career in Bangladesh financial services.

FAISAL BIN IQBAL

With that in mind, let's take you through four modern skills that every business student must have.

There's no doubt that AI is the one skill that everyone should be mastering right now, irrespective of their academic background or profession. Business students must also adapt to this reality.

However, while common technical AI skills are vital, business students must also focus on building leadership skills that will enable them to follow up on the AI boom in their respective workplaces.

A McKinsey report, *Superagency in the Workplace: Empowering People to Unlock AI's Full Potential*, found that nearly every company is investing in AI, yet only one percent believes they've reached true maturity. The report suggests that the biggest barrier isn't the workforce; it's leadership that hasn't yet caught up.

To prepare, business students should go beyond learning the tools and technologies. They need to stay curious about how AI is reshaping industries, understand its real-world impact, and build the vision and adaptability to lead in this rapidly changing landscape.

Companies today sit on mountains of data, but not all of them know how to use this data with purpose. The future belongs to those who can extract meaning from the numbers. Data storytelling is now a leadership skill. Here, one gets to explain things like why the data was collected, how it was done, what purpose the data and the analyses driven from it serve, and so on.

A business graduate who understands data visualisation tools and ethical use of information becomes a translator between analytics and leadership. People who work with data use numbers as narratives. Basically, you'll be presenting pitches, ideas, and performance metrics using data dashboards instead of Canva or PowerPoint. That's how you impress people in the modern business world.

As I am writing this, there's a viral trend where brands are posting fake "apology letters," the kind that go, "We're so sorry for making our products too good to resist." Cute? Maybe. Cringe? Absolutely.

Sure, anything can be used as a marketing tool these days if you're willing to ignore the consequences. But here's the thing: some companies should genuinely be apologising for poor service or subpar products, not pretending to be cheeky about their "greatness." If you work in marketing for one of those businesses, you need to pause before joining the internet

Not every trend deserves your logo slapped on it. Ask yourself: does this fit your brand's tone? Will it make sense to your target audience, or will it just look desperate for clicks?

Even though AI is now seamlessly built into tools like Microsoft Excel and Google Sheets, mastering these platforms yourself remains an essential professional asset. Think of it like learning to drive: just because modern cars can park themselves doesn't mean you shouldn't know how to operate the vehicle safely. You need to understand the underlying mechanics to verify accuracy, troubleshoot errors, and customize solutions when automation lacks the necessary context.

At the very least, sharpening your manual Excel and Sheets skills ensures you are prepared for high-pressure moments, such as technical interviews.

When a hiring manager asks, "What's the formula for calculating a final account balance?" they aren't just asking for a specific function; they are testing your logic and data literacy. You don't want to rely on AI to bridge that gap. Nailing the answer on your own proves you have the foundational knowledge to validate AI-generated insights, making you a driver rather than just a passenger.

REFERENCE: McKinsey & Company (January 28, 2025). Superagency in the workplace: Empowering people to unlock AI's full potential.

BGMEA University of Fashion and Technology

BGMEA University of Fashion and Technology (BUFT), a leading institution for fashion and business education in Bangladesh, blends industry-focused curricula with hands-on learning. BUFT's BBA programme is shaping agile, future-ready business leaders for a competitive global market.

The Daily Star (TDS): In which year was your Business School or BBA programme established, and how has student enrolment grown since inception?

Md. Muinuddin Khan (MMK): BUFT's Department of Business Administration began its BBA in 2013 and has grown into a multidisciplinary faculty that blends industry



focus with academic rigor to produce workplace-ready graduates.

TDS: Which programs are offered and how large are intakes?

MMK: The department runs BBA and MBA programs. Annual intakes are capped to protect quality, with current enrollment levels reflecting steady growth and selective admission.

TDS: How experienced is the faculty?
MMK: The school fields a large faculty body including many PhD holders, combining academic scholarship with practical industry experience to mentor students closely.

TDS: What teaching approach does BUFT use?

MMK: Teaching is experiential and applied: live projects, case studies, business simulations and industrial visits ensure students connect classroom theory with market realities.

TDS: How does BUFT ensure employability?

MMK: Strong industry linkages, targeted specializations, internships and guest lectures create a direct pipeline from classroom to employers, especially in garments and manufacturing sectors.

TDS: Which specializations stand out?

MMK: Programs emphasize clothing merchandising, supply chain management and entrepreneurship—areas aligned with Bangladesh's economic strengths and employer demand.

TDS: What learning facilities and student support exist?

MMK: Blended learning options, scholarships, credit waivers for high performers, and executive courses for professionals widen access and support diverse learner needs.

TDS: Does BUFT provide global exposure?

MMK: Yes. International MoUs, exchange programmes, short study tours and collaborative research give students global perspectives and opportunities for cross-border learning.

TDS: How is innovation and new skills integrated?

MMK: Emerging topics like AI, fintech and sustainability are being woven into curricula. Student innovation challenges and startup support translate classroom ideas into market ventures.

TDS: What are the school's future priorities?

MMK: BUFT plans new postgraduate diplomas in Garments Business Management and Supply Chain Management, expanded global partnerships, and upgraded labs focused on sustainable technologies to deepen interdisciplinary learning.

TDS: Why choose BUFT's Business School?

MMK: For those seeking industry-relevant specializations, strong employer ties and a practical learning environment that prepares graduates to compete locally and globally, BUFT offers a focused, career-ready pathway.



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