



Boardrooms
to breakthroughs

WHY THE BBA IS BACK IN BUSINESS

Once upon a time, a BBA degree was your golden ticket to a desk job in banking or a corner office in corporate finance. Fast forward to today. Welcome to a brave new world of business education, where the BBA isn't just about balance sheets, but about beating the algorithm, decoding the data, and mastering the art of people.

A recent study from BRAC's BIGD reveals employers favour BBA and MBA graduates because they're "practically oriented, easier and cheaper to train, smarter, more presentable," and equipped with stronger communication skills.

In Bangladesh, the last two years have been a crash course in disruption. AI is changing jobs faster than we can pronounce "ChatGPT," turning some roles obsolete while creating new ones like AI auditors, digital brand storytellers, and sustainability strategists. The BBA sits right at this intersection: a launchpad for startup founders, NGO leaders, corporate strategists, and social

impact champions. With Bangladesh's private sector aggressively innovating from fintech to green supply chains, the demand for adaptive, forward-thinking business talent has never been higher.

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.



ADMISSION SPRING 2026

Admission Test: January 02, 2026

Application Deadline: December 31, 2025

Apply Online: admission.uiu.ac.bd



Degrees Offered

BBA II BBA in AIS II BS in Economics II BSc in CSE
BSc in Data Science II BSc in EEE II BSc in Civil Engineering
BA in English II BSS in Media Studies & Journalism
BSS in Environment and Development Studies II B.Pharm
BS in Biotechnology & Genetic Engineering
MBA II EMBA II MSc in CSE II MS in Economics II MDS

Result Based
25% to 100%
Scholarship
in every semester

Transports
from major
locations
of Dhaka city

Strong
line up with
70+ full time
Ph.D faculty
members

100%
Tuition fee waiver
for meritorious and
financially insolvent
students

For details of tuition waiver and scholarship policy, please scan:



United City, Madani Avenue, Dhaka-1212
01759039498, 01759039465, 01759039451
01550704732, 01914001470

09604-848 848 (Ext-1301-5)

www.uiu.ac.bd [/uiuinfo](http://uiuinfo)



AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH

where leaders are created

Bangladesh's First QS 4-Star University

ADMISSION SPRING 2025-26

PROGRAMS WE OFFER

UNDERGRADUATE PROGRAMS

Faculty of Arts and Social Sciences

- 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

Faculty of Business Administration

- Bachelor of Business Administration (BBA) in
 - 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

Faculty of Engineering

- 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)

Faculty of Health and Life Sciences

- Bachelor of Pharmacy
- B.Sc in Biochemistry & Molecular Biology

Faculty of Science and Technology

- Bachelor of Science in Computer Science & Engineering (CSE)^①
- Bachelor of Science in Data Science
- Bachelor of Science in Computer Network & Cyber Security

GRADUATE PROGRAMS

Faculty of Arts and Social Sciences

- Master of Arts in English
- Masters in Development Studies (MDS)
- Master of Laws (LL.M.)

Faculty of Business Administration^②

- Master of Business Administration (MBA) in
 - Accounting
 - Agri-Business
 - Business Analytics
 - Business Economics
 - Innovation and Entrepreneurship Development
 - Finance
 - Management
 - Human Resource Management
 - Marketing
 - Management Information Systems
 - Operations and Supply Chain Management
 - Tourism and Hospitality Management

Executive Master of Business Administration (EMBA)

- Master of Engineering in Telecommunications (MTEL)
- Master in Electrical and Electronic Engineering (MEEE)

Faculty of Health and Life Sciences

- Masters in Public Health (MPH)

Faculty of Science and Technology

- Master of Science in Computer Science (MSCS)

^① 1st Internationally Accredited University in Bangladesh by PAASCU in 2012.

^② AJSE is the only scopus indexed journal in the field of science and engineering from Bangladesh.

^③ Ranked 2nd among all universities in Bangladesh (THE Impact Rankings 2025).

^④ Globally ranked 3rd in Generative AI Application, 16th in Infrastructure/Technology and 38th in Industrial Application. Worldwide ranked 121 among Global Innovative Universities (2024).

^⑤ Ongoing Accreditation process of BAC.

♦ Accredited by IAB ♦ Accredited by BAETE-IEB

▼ Member of ACBSP, AACSB, AMDISA, ACCA, ICAB, IAA



Apply online:

admission.aiub.edu

Application deadline: 01 December 2025

Admission exam: 04 December 2025

[Except: B.Pharm. & LL.B.]

where leaders are created