

# Transforming Students into DIGITAL-AGE DECISION MAKERS

## Daffodil International University

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**“Entrepreneurship is a growing focus, strengthened by interactions with industry leaders such as Nazrul Islam Helali, Chairman of Golden Trade Int. BD, and Tania Sharmin, CEO of Trust Regional Equity Ltd. Their candid accounts of challenges and success have inspired students to develop business ideas, join competitions, and pursue entrepreneurial training.”**

**DR MD. AZIZUR RAHMAN**  
 Associate Professor and Associate Head  
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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.

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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 Sharir 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 Sharir 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.



Ronny says, "Choosing Marketing seemed a good way for me to explore creativity and a variety of opportunities."

So, if you love numbers and analysis, finance can be a natural fit whereas marketing will lead you to various fields with more creativity and less boredom. Both stress that campus competitions, short internships and conversations with alumni help students match curiosity with real work.

### WHERE ENTRY JOBS WAIT

Look at the jobs when you plan your major. In Bangladesh marketing and finance open the most entry-level roles. Marketing teams in FMCG and retail, sales functions in telecoms and brand teams in e-commerce hire fresh graduates often. Banks, microfinance institutions and corporate finance departments recruit