



From twelve to thousands

United International University

United International University's School of Business and Economics blends North American-style learning with industry engagement, shaping confident, career-ready leaders through applied curricula and robust industry partnerships.

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

Mohammad Musa (MM): The BBA launched in Fall 2003 with just 12 students. Enrolment rose to 107 in



2004 and peaked at 1,466 in 2012. Numbers dipped after our campus moved from Dhammconi to Uttara, but recent annual figures were 511 in 2020, 348 in 2021, 733 in 2022, 603 in 2023 and 662 in 2024.

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

MM: In Summer 2025 the BBA and BBA in AIS programmes together enrolled 1,800 students while MBA/EMBA programmes enrolled 150 students. The undergraduate student-to-faculty ratio stands at about 34 to 1.

TDS: What is your highest seat capacity for the first year in the BBA/MBA program?

MM: We do not impose a fixed cap due to our spacious modern campus, but our target is to sustain about 1,000 first-year BBA/BBA in AIS entrants and 200 MBA/EMBA entrants annually.

TDS: What is the core teaching philosophy of your business school?

MM: UIU practices a balanced blend of theory, industry and experiential teaching, integrating values and standards with applied learning, entrepreneurial thinking and global readiness.

TDS: How does your department ensure practical, hands-on learning – for example, through case studies, business simulations, or live projects?

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

faculty mentors.

TDS: What kinds of corporate partnerships, MoUs, or internship pipelines directly benefit your business students?

MM: Our Career Counseling Center places students with leading employers such as Unilever Bangladesh, Grameenphone, BRAC and Nestlé, and we maintain MoUs with national and international universities and industry partners.

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

MM: UIU has exchange programs with 8 (eight) universities, mainly with US universities. A good number of BBA students have already taken advantage of these exchange programmes. They went to some of these universities to take courses for at least one semester and pursue higher education.

TDS: Can you share a student-led initiative or success story that reflects the innovative and entrepreneurial spirit of your business school?

MM: A UIU business team finished runner-up at Reto 2024, a global business simulation contest – the first time a Bangladeshi business school reached that stage.

TDS: What new courses, labs or collaborations are planned for the next few years?

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



Through applied learning and industry partnerships, our BBA shapes ethical, tech-savvy graduates ready to solve real business problems and lead with measurable impact.

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

such as the Dhaka Chamber of Commerce & Industry (DCCI), Bangladesh Brand Forum (BBF), City Alo, Bangladesh Society for Human Resource Management (BSHRM), Institute of Chartered Accountants of Bangladesh (ICAB), Institute of Cost and Management Accountants of Bangladesh (ICMAB), Institute of Chartered Secretaries of Bangladesh (ICSB), Huawei ICT Academy, and others.

Its impactful Business Plan Competition helps students develop concepts into prototypes and startups. The AIUB Business Club further enhances this through events like the Business Idea Competition, Corporate Insight, and Youth Leadership Summit.

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



GLOBAL EXPOSURE

Through academic linkages and faculty-student exchange programs with institutions such as the University of Gävle in Sweden, along with South Asian partner universities, students gain valuable insight into international perspectives on business and governance.

Participation in the AIUB International Conference on Business and Management (AICBM) further connects students with global scholars and practitioners, strengthening research capacity and networking.

BEYOND CLASSROOM

BBA, FBA program cultivates entrepreneurship and leadership.

Business education at FBA is deeply interactive. Courses are complemented by dynamic academic platforms such as Business Week, HR Carnival, Biz-Tech, Research Colloquiums, the highly anticipated Business Plan Competitions, and the iconic THM Culinary Fair.

CORPORATE PARTNERSHIPS

FBA's strong corporate partnerships play an equally vital role in shaping student experience. Collaborations with organizations

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Application Deadline

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