

## 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.

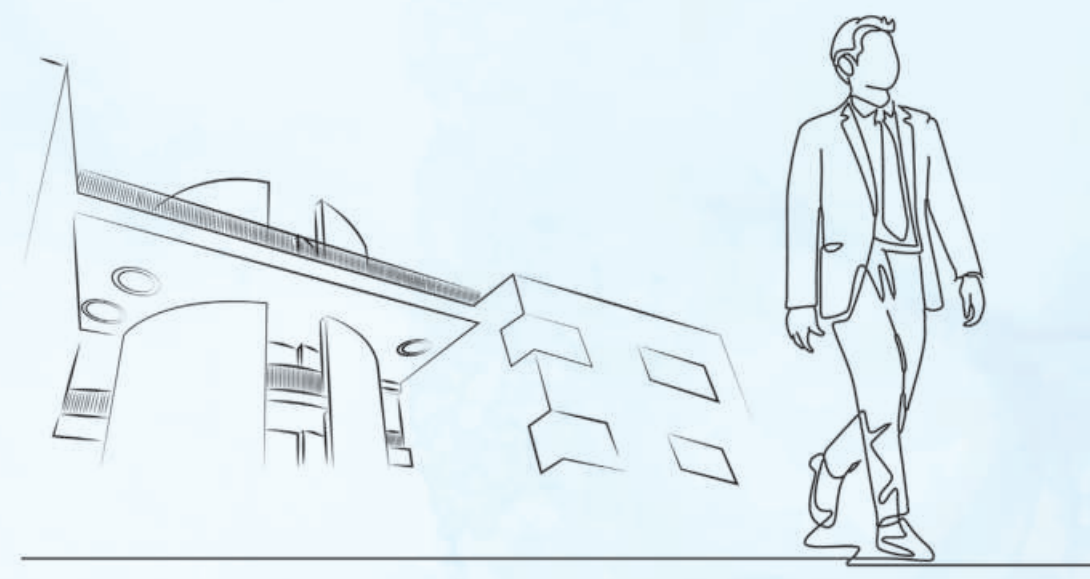




## We Create Business Leaders.

ULAB BBA turns ideas into action and students into business leaders.

Spring 2026 Admission Open



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