



## 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.

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### 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.



## Fareast International University

Up To

# 100%

Scholarship  
On Tuition Fees

## SPRING 2026

# ADMISSION FAIR

**Undergraduate:**  
 BBA | Tourism & Hosp. Management | EEE | CSE | Civil & Env. Eng. | Textile Eng. | B.Arch. | English | Islamic Studies | LL.B

**Graduate:**  
 MBA | EMBA | CSE | Chemistry MPH | LL.M | English | Soil, Water & Environment | Islamic Studies

**Date: 14 - 29 November, 2025**

**Special Gift for Admission Fair**

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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[www.fiu.edu.bd](http://www.fiu.edu.bd)

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