

# BLUEPRINT FOR LEADERSHIP

Fareast International University

Fareast International University, a growing private university in Bangladesh, which blends practical business education with industry engagement. In this interview, the dean and faculty explain how FIU's BBA grooms career-ready, ethically grounded business leaders.

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

**Md. Nasim Anjum (MNA):** The Business School at Fareast International University (FIU) was established in 2013. Since its inception, the school has witnessed steady growth in enrolment and academic reputation. Starting with a small cohort of 40 students, the BBA and MBA programmes have served more than 800 students, reflecting the growing trust of students and employers in FIU's quality of business education.

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

**MNA:** Currently, there are approximately 300 students enrolled in the BBA programme and MBA programme. The student-to-faculty ratio is around 20:1, ensuring personalised mentoring and effective learning support.

**TDS:** What is the core teaching philosophy of your business school – theory-based, industry-driven, or experiential?

**MNA:** FIU blends theory with practice by emphasising industry-driven and experiential learning; the curriculum integrates real-world case studies, corporate guest



“Our BBA combines rigorous academics with real workplace experience, so graduates lead ethically, innovate confidently, and meet employer needs in a digital, sustainable economy.”

**PROFESSOR DR MD. NASIM ANJUM**  
Dean, Faculty of Business  
Fareast International University

sessions, project-based learning and simulations so students can apply classroom concepts to market realities.

**TDS:** What makes your BBA/MBA program stand out in today's competitive business education landscape?

**MNA:** The programme stands out for its focus on career readiness and ethical leadership, with particular attention to digital transformation, financial technology and sustainability, equipping graduates with contemporary skills valued by employers.

**TDS:** How does your department ensure practical, hands-on learning?

**MNA:** Hands on learning is embedded in every course through case-based teaching, business simulations and entrepreneurial challenges, complemented by industry visits and corporate talks that bridge theory and professional application.

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

**MNA:** Students access international webinars and virtual exchanges while the school explores regional academic mobility. Course modules increasingly cover financial analytics, fintech, and sustainable business practices, preparing students for global competition.

**TDS:** What upcoming new courses, labs, or collaborations will define your next academic year?

**MNA:** Next year FIU will launch a Financial Innovation Lab for data analytics and fintech, a Professional Skills Development Series through career services, and short industry courses on AI for Business and Sustainable Finance.

# A HUB FOR YOUNG BUSINESS MINDS

State University of Bangladesh

At the Department of Business Studies of the State University of Bangladesh, learning is alive. Since its start in 2002, the department has grown into a lively place where ideas meet action. Classrooms buzz with debate. Labs and projects turn theory into real work. Faculty guide students, and students push back with fresh ideas.

Today the department teaches 325 BBA students and 107 MBA students. Twenty-two teachers support them, keeping the class sizes personal and hands-on. First-year intake sits at 160 for BBA and 120 for MBA. These numbers show steady growth and a clear focus on quality education.

What makes State University different is the mix of strong theory and real experience. Lessons include case studies, group projects, simulations and field visits. Internships are not an add-on. They are part of the plan. The university works with banks, firms and development groups to place students in real roles. Alumni also open doors



and help students start careers.

Students do more than study here. Many run small businesses. Each year the campus hosts a business case contest and an innovation challenge. These events let students test ideas, learn fast and meet mentors. The result is graduates who think clearly, lead teams and solve real problems.

Looking ahead, the department is updating its offer. New courses like AI for Business, Digital Finance and Sustainable Business Strategy are

coming. Facilities for data work and an entrepreneurship incubator will help students build and launch projects. Furthermore, more guest lectures and industry ties are planned to bring global views into class.

The Department of Business Studies at State University is simple in aim. Teach well. Give real experience. Help young people step into work ready, confident and curious. That is where business education should start.



# SUSTAINABILITY AND ETHICS

## The next business strategy

RAKIBUL HASAN SANJER

Sustainability and ethics have evolved from optional ideals to core business imperatives. Facing environmental crises, social inequalities, and rising stakeholder expectations, companies are now redefining their operations. Sustainability, rooted in environmental protection, social well-being, and economic health, follows the 'People, Planet, Profit' framework. Ethical practices emphasise transparency, fairness, and respect. Together, these principles create a strategic approach that creates trust, mitigate risk, and drive long-term value creation.

Across the world, businesses are adopting sustainability as a core strategic pillar. According to Oxford School Business, 'Sustainability is not just about reducing harm. It's about creating long-term value by balancing profitability with responsibility.'

In today's global business landscape, sustainability and ethics are no longer just social values or symbolic ideas. They have become core strategic elements.

First, companies worldwide are adopting sustainable practices in their operations and product strategies. Many companies are signing Power Purchase Agreements (PPAs) for wind, solar, and battery storage. At the same time, the circular economy model is gaining traction, and businesses are shifting toward recycling, reusing materials, and minimising waste.

Second, technology has become essential for sustainability strategy. Global companies are using digital innovation, blockchain, IoT, and smart data systems to measure and report environmental and ethical performance. Third, businesses are increasingly integrating nature-based solutions and

biodiversity protection into their strategies. Many companies now use "nature intelligence," which supports ecosystem restoration and strengthens long-term brand image while reducing operational risks.

However, significant challenges persist. A KPMG survey of 750 firms worldwide found three-quarters weren't ready for ESG-related assessments due to lacking appropriate tools, policies, and systems.

Another major challenge is greenwashing, companies claiming sustainability without implementing real change. It threatens stakeholder trust and long-term credibility towards that company. Despite these challenges, momentum is positive. Companies have increased sustainability budgets, compared. This demonstrates a tangible shift from symbolic commitments to measurable investments in ethical and sustainable business practices.

**IUBAT—International University of Business Agriculture and Technology**  
*Founded 1991 by Md. Alimullah Miyan*



**Ranked 4<sup>th</sup> among private universities in Bangladesh in Scopus Publication 2024.**

**7<sup>th</sup> AMONG PRIVATE UNIVERSITIES IN BANGLADESH, QS Asia Ranking 2026**

**2<sup>nd</sup> Position in Bangladesh 126<sup>th</sup> in Asia and 241<sup>st</sup> Globally Impact Ranking 2024**

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