



ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Events Report BBA Program

SUMMER 2023

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PUBLICATIONS & OTHERS

- Ahmad, A. F. W.** (2023) 'Insider trading: Policy responses and compliance among the stakeholders of Bangladesh', *Business Spectrum*, 13(1), pp. 1-22, <http://admin.iaasouthbengalbranch.org/journal/31.pdf>
- Ahmad, A. F. W.**, & Arif, M. Z. U. (2023) 'Insider Trading Recognition among the stakeholders of Bangladesh and Adequacy of the Regulations' *International Journal of Finance, Entrepreneurship & Sustainability*, 3(1). <https://doi.org/10.56763/ijfes.v3i.168>
- Ashrafi, D.M.** & Easmin, R. (2023) 'The Role of Innovation Resistance and Technology Readiness in the Adoption of QR Code Payments Among Digital Natives: A Serial Moderated Mediation Model', *International Journal of Business Science and Applied Management*, 18 (1), pp.18–45.
- Ashrafi, D. M.**, & Kabir, M. R. (2023) 'HUMAN OR AI? UNDERSTANDING THE KEY DRIVERS OF CUSTOMERS' ADOPTION OF FINANCIAL ROBO-ADVISORY SERVICES: THE ROLE OF INNOVATION RESILIENCE', *Journal of Global Business and Technology*, 19(1), pp. 18–40
- Dada, M., **Reaz, M.T.**, Ribero, J. J. (2023) 'Displaying Colourful Products in Physical Stores and E-Commerce Sites Without Impacting Color Blind People' *Finance, Accounting and Law in the Digital Age*, Part of Contributions to Management Science book series, Springer, Cham, pp. 635-647, https://doi.org/10.1007/978-3-031-27296-7_58
- Mortuza, S., **Ahmed, M.U.** (2023) 'The Case for Just Transitions in the Energy, Agricultural, and Ready-Made Garments Sectors in Bangladesh', *Climate Strategies*. https://climatestrategies.org/wp-content/uploads/2023/07/FINAL_CS_S2S_Report-Just-Transition-Bangladesh_DEF.pdf.
- Thottoli, M. M. M., Islam, M. A., Marniati, **Ahamad, S.**, and Hassan, M. S. (2023) 'Does E-Learning Enhance Accounting Students' Employability Skills? A Qualitative Study of University Students in Oman', *Business, Management and Economics Engineering*, 21(1), pp. 46-58, DOI: 10.5281/zenodo.7538588

PUBLICATIONS & OTHERS

Uddin, M., Rashid, M. H. U., **Ahamad, S.**, & Ehigiamusoe, K. U. (2023) 'Impact of militarization, energy consumption, and ICT on CO2 emissions in G20 countries', *Environment, Development and Sustainability*, 1-23. <https://doi.org/10.1007/s10668-023-03483-8>

Chowdhury, M.F. (2023) 'Risky Business in the Rag Trade', The Mint Magazine. Available at: <https://www.themintmagazine.com/risky-business-in-the-rag-trade/>

Dr. Shamsuddin Ahamad has been appointed as the reviewer and advisory member for the "25th Malaysian Finance Association International Conference," organised by the Malaysian Finance Association and Taylor's University Malaysia, As part of the appointment, he has reviewed some research papers and acted as an advisory member at the conference.

*All journal publications listed here are of the International category.

EVENTS

Event 1: A Talk on Data Detectives - A Storybook



DATE: 31 MAY, 2023

VENUE: ULAB MAIN CAMPUS

ORGANIZED BY: BBA PROGRAM OFFICE

Professor Zaki Eusufzai from the Economics Department at Loyola Marymount University, USA, delivered an informative session on Data Analytics for BBA students. He discussed the concept of 'data detectives' and their role in investigating and analyzing data. Data detectives refer to individuals or organizations that specialize in gathering, analyzing, and interpreting data for various purposes, such as solving crimes, uncovering fraud, or identifying trends. These detectives use a combination of technical skills and investigative techniques to extract insights from large datasets, making them an essential resource in fields like cybersecurity, forensic science, and business intelligence.

The talk explored how data detectives use different techniques and tools to uncover insights and patterns in complex data sets. This informative event was engaging, offering attendees an opportunity to learn more about the field of data analysis and its applications. This talk was a valuable resource to anyone interested in data analysis or who wants to understand how data detectives can contribute to decision-making and problem-solving.

SDG IMPACT



Event 2: Integrating Technology & AI in Students' Teaching & Learning



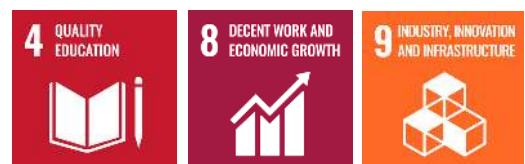
DATE: 25 MAY, 2023

VENUE: ULAB MAIN CAMPUS

ORGANIZED BY: DR. FAISOL CHOWDHURY, BBA PROGRAM DIRECTOR & COMMUNICATIONS OFFICE

This workshop aimed to provide educators with valuable insights and practical strategies for effectively incorporating technology and artificial intelligence into the teaching and learning process. More than fifty teachers from different renowned colleges of Dhaka and the faculty members of the USB attended this event recognizing the significance of Artificial Intelligence (AI) in today's learning. Organized by Dr. Faisal Chowdhury and the Communications office, the discussion explored different tools, apps, and software that can be utilized in the classroom to enhance student engagement and facilitate personalized learning. The discussion highlighted the significance of familiarizing teachers with AI software which would empower them to effectively embrace and utilize this technology to enhance teaching and learning experiences while being cautious about its limitations and implications.

SDG IMPACT



Event 3: Education Expo 2023



DATE: 31 MAY, 2023

VENUE: BANGABANDHU INTERNATIONAL CONFERENCE CENTRE

ORGANIZED BY: EDUCATION REPORTERS ASSOCIATION OF BANGLADESH

The Education Expo 2023 was a day-long program that took place at the BICC (Bangabandhu International Conference Centre) located in Agargaon. The Expo provided a platform for students, parents, and educational institutions to interact and gather information about various educational opportunities. It featured exhibits, seminars, workshops, and panel discussions on a wide range of educational topics. The event aimed to showcase the latest trends and innovations in the education sector and provide guidance to students regarding career choices and further education. Participants had the opportunity to explore different study programs, scholarships, and educational resources available to them.

The event saw the participation of prominent figures such as Dr. Dipu Moni, the Honorable Education Minister with Dr. Mamun A Khandekar, Professor of UIU, who served as the keynote speaker. This significant gathering involved the presence of Vice-Chancellors from over 20 universities, and ULAB's booth along with other universities' representations. Mohammad Tawhid Reaz, Senior Lecturer of the USB attended as a representative of ULAB.

SDG IMPACT



Event 4: Seminar on Real Estate Sector in Bangladesh



DATE: 6 JUNE, 2023

VENUE: ULAB MAIN CAMPUS

ORGANIZED BY: BBA PROGRAM OFFICE

The ULAB BBA Program, in collaboration with Bproperty, organized a seminar addressing the real estate sector in Bangladesh. The event featured Mark Nosworthy, Founder and CEO of Bproperty, and Mathew Care, Founder and CEO of Digital Classifieds Group, as speakers. Founded in 2016, Bproperty is a real estate portal in Bangladesh that offers property listing and property management services. It allows users to search for properties based on their preferences, such as location, price range, and property type. Bproperty assists in buying, selling, and renting properties in Bangladesh.

With the rapid growth of the real estate sector in Bangladesh, there is a growing demand for skilled project managers who can oversee large-scale development projects and conduct market research to identify trends and investment opportunities to identify potential returns on investment while making informed decisions. The talk explored opportunities for business students in the real estate sector of Bangladesh including project management, market research, investment analysis and property development, real estate consulting, and brokerage.

SDG IMPACT



Event 5: Integrity Day 2023



DATE: 7 JUNE, 2023

VENUE: THE LAKESHORE HOTEL

ORGANIZED BY: UNITED NATIONS GLOBAL COMPACT NETWORK BANGLADESH

ULAB Vice Chancellor Professor Imran Rahman, BBA Program Director and Associate Professor Dr Muhammad Faisal Chowdhury, and the ULAB Debate Club team participated in the 'Integrity Day 2023' organized by the United Nations Global Compact Network Bangladesh (UNGCNB). As the world's leading corporate sustainability initiative, the UNGCNB aims to mobilize a global movement of sustainable companies and stakeholders to create the world we all want. GCNB celebrated Integrity Day 2023 for the first time in Bangladesh under the theme "Enabling Good Citizenship and Integrity through Collective Action".

The event brought together the private sector, civil society, maritime sector, academia and government represented by the Anti Corruption Commission. It highlighted the areas for greater influence and drove the need for collective action against unethical practices in enabling good citizenship. The event reflected the main themes of participant engagement and good governance, with the aim of accelerating progress on key issue areas by highlighting the roles of each stakeholder and aligning them for effective collective action.

SDG IMPACT



Event 6: Workshop on CV & Cover Letter Writing



DATE: 8 JUNE, 2023

VENUE: ULAB MAIN CAMPUS

ORGANIZED BY: CAREER SERVICES OFFICE

The Career Services Office (CSO) organized an informative workshop on CV and Cover Letter writing for over 80 students of the ULAB BBA Program. The workshop featured Senior Lecturer Mohammad Tawhid Reaz as the speaker. The session aimed to provide valuable guidance and insights on crafting effective CVs and cover letters to enhance students' chances of securing promising employment opportunities. The event proved to be beneficial for the participating students, equipping them with essential knowledge and skills in the job application process.

SDG IMPACT



Event 7: ULAB - WALTON MoU Signing



DATE: 13 JUNE, 2023

VENUE: ULAB MAIN CAMPUS

ORGANIZED BY: BBA PROGRAM OFFICE

ULAB and WALTON Digi-Tech Industries Ltd. signed a Memorandum of Understanding (MoU) to collaborate in joint research and training, campus ambassadorship, internships and job placements, and study tours at Walton establishments. Organized by the BBA Program Office, the event had Parvez Mahmud Rajib, Senior Lecturer of the USB as the speaker.

SDG IMPACT



Event 8: Fostering Good Citizenship and Ethical Values Among University Students



DATE: 15 JUNE, 2023

VENUE: ULAB MAIN CAMPUS

ORGANIZED BY: BBA PROGRAM OFFICE

Organized by the BBA Program Office at ULAB, this workshop was delivered by Juliana Awo Quist Lawson, Coordinator of Stakeholder Engagement at the UN Global Compact Network Bangladesh (UNGCNB) and Olive Kwao, an Educational Consultant from DexServe Bangladesh, aimed to raise awareness among BBA students about corruption and its adverse societal impact.

The event successfully achieved its primary objectives, which included helping students understand the significance of good citizenship and ethical values, providing practical examples of applying these values in daily life, facilitating discussions and interactive activities to promote critical thinking and self-reflection, and encouraging students to develop personal action plans for incorporating ethical values and good citizenship into their lives.

SDG IMPACT



Event 9: Experience Sharing Session on Advertising



DATE: 1 AUGUST, 2023

VENUE: ULAB MAIN CAMPUS

ORGANIZED BY: MR. ABDUL BATEN, ASSISTANT PROFESSOR, USB

Mr. Saniat Hossain of Grey Advertising came in to share his real life advertising experience with the students of the BBA program. He is an advertising professional with nearly 6 years of experience in the field. For over 5 years, he dedicated his skills and passion to Adcomm Limited, where he honed his expertise. Presently, he serves as the Senior Account Manager at Grey Advertising Dhaka, an esteemed and highly awarded multinational advertising agency in Bangladesh. In 2016, Saniat completed his MBA from ULAB, which provided him with a strong foundation for his successful career. Through this session, the students got an opportunity to gain a deeper understanding of the industry.

SDG IMPACT

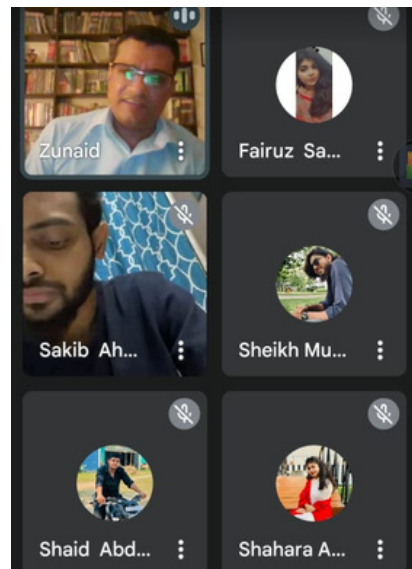


Event 10: Acing the Interview

DATE: 3 AUGUST, 2023

VENUE: GOOGLE MEET (WEBINAR)

ORGANIZED BY: MR. ZUNAID AHMED, LECTURER, USB



An interactive online session titled 'Acing the Interview' was conducted to provide students with valuable insights on successfully navigating professional interviews and presentations. The class featured Mr. Shabab Huda, an esteemed guest speaker who currently holds the position of Senior Manager and HR Lead at Emami Bangladesh Limited.

The interactive nature of the class allowed students to actively participate and engage in different interview scenarios. Mr. Shabab Huda gave practical advice on handling difficult interview questions, showcasing relevant skills and experiences, and highlighting personal achievements. He also emphasized the importance of maintaining professionalism and demonstrating a positive attitude throughout the interview process.

SDG IMPACT



Event 11: Interpersonal Skills and Etiquette



DATE: 9 AUGUST, 2023

VENUE: ULAB MAIN CAMPUS

ORGANIZED BY: MS. RUMANA LIZA ANAM, ASSISTANT PROFESSOR, USB

Organized by Rumana Liza Anam, Assistant Professor of the USB, the event featured Ms. Deneb Zeenat Latif, a Consultant and Organizational Development Specialist and Managing Partner at Magnum Management Consulting, as the guest speaker.

The objective of the event was to educate and inform the students about the significance of interpersonal skills and etiquette in the corporate world. Ms. Latif, drawing from her own extensive industry experience, delivered an insightful presentation, highlighting the importance of these skills and providing practical strategies for developing and enhancing them. The event was well-received by the attendees, who gained valuable insights into how interpersonal skills and workplace etiquette contribute to professional success.

Overall, the talk proved to be an excellent platform for fostering awareness and understanding among the students about crucial aspects of professional behavior within the corporate environment.

SDG IMPACT



Event 12: The Role of Emotional Intelligence at Workplace



DATE: 13 AUGUST, 2023

VENUE: ULAB MAIN CAMPUS

ORGANIZED BY: MS. NAZMUN NUR EVA , LECTURER, USB

With Nazmun Nur Eva, Lecturer of the USB, this particular event featured Mr. Talukder Mohammad Shabbir, an Entrepreneur and Managing Director of Green Grocery, as the guest speaker.

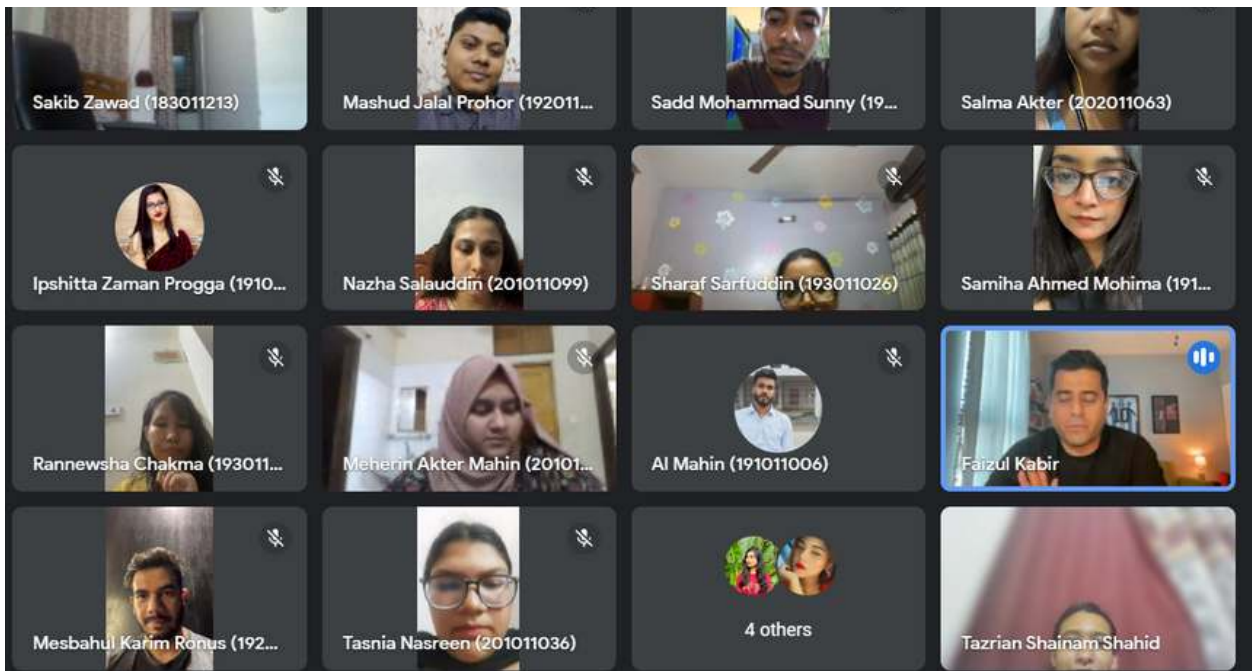
Mr. Shabbir, who is also the former CEO of BASIS Institute of Technology and Management (BITM), shared his extensive industry knowledge and experience with the attendees. The objective of the event was to bridge the gap between theoretical knowledge and practical industry experience, providing diversified insights into the importance of emotional intelligence in the workplace. The session fostered an interactive and inspiring environment, energizing the students and encouraging continuous learning to empower the next generation. Participants gained valuable insights on how emotional intelligence contributes to a positive workplace culture, enhancing productivity and fostering effective teamwork.

Overall, the event proved to be an enriching platform for students to align their theoretical knowledge with real-world applications, equipping them with the skills necessary for success in their professional endeavors.

SDG IMPACT



Event 13: Global Strategies for Sales Closing & Objection Handling



DATE: 20 AUGUST, 2023

VENUE: GOOGLE MEET (WEBINAR)

ORGANIZED BY: MS. TAZRIAN SHAHID, SENIOR LECTURER, USB

The Global Strategies for Sales Closing and Objection Handling Seminar, conducted as a webinar, featured Mr. Faizul Kabir as the esteemed speaker. With over 15 years of sales experience in both Bangladesh and the USA, Mr. Kabir is recognized as an enthusiastic sales leader who has consistently trained exceptional teams and surpassed sales goals. His expertise lies in methodical long-term budgeting, employee motivation, and maximizing profits while minimizing the time required to close sales.

The webinar provided attendees with valuable insights into real-life examples of objection handling and sales closing techniques, taking into account global market dynamics. Participants gained practical knowledge and strategies for navigating objections and successfully closing sales deals. The event was organized by Tazrian Shahid, Senior Lecturer, and proved to be an insightful platform for enhancing sales skills and promoting effective sales practices.

SDG IMPACT



Event 14: Discussion on Dividend Policy of Corporate Firms



DATE: 21 AUGUST, 2023

VENUE: ULAB MAIN CAMPUS

ORGANIZED BY: DR. KAZI MD. TARIQUE, ASSISTANT PROFESSOR, USB

The seminar on "Dividend Policy of Corporate Firms" featured Dr. Abu Zakir Md. Rasel Chowdhury, an Assistant Professor at the University of Turk, Finland, as the speaker. The objective of the seminar was to raise awareness among the students about the significance of dividend policy for large corporates and its impact on capital structure and firm value. Dr. Chowdhury provided valuable insights by presenting a real-life case study of a US-based company. Through this practical example, students gained a deeper understanding of the complexities and considerations involved in making dividend policy decisions.

The seminar, organized by Dr. Kazi Md. Tarique, Assistant Professor at USB, proved to be an informative and thought-provoking platform for students to explore the relationship between dividend policy, capital structure, and firm value in the corporate sector.

SDG IMPACT



Event 15: EcoCanvas - Illustrating the Art of Macroeconomic Knowledge



DATE: 21 AUGUST, 2023

VENUE: ULAB MAIN CAMPUS

ORGANIZED BY: DR. SHAMSUDDIN AHAMAD, EMBA PROGRAM DIRECTOR

This event was a student poster presentation attended by Professor Dr. Sarwar Uddin Ahmed, Dean of USB; Dr. Muhammad Faisal Chowdhury, Associate Professor & Director of the BBA Program; and Dr. Shamsuddin Ahamad, Assistant Professor & Director of the EMBA Program. It took place on the Ground Floor Lobby of the ULAB Main Campus. The objective of the event was to promote a comprehensive understanding of key macroeconomic concepts through visually engaging posters created by students.

Participants selected macroeconomic topics, designed informative posters that incorporated essential concepts, data, and visuals, and presented their work to explain their chosen concepts and their relevance. The event proved successful in enhancing students' understanding of macroeconomics, improving their communication skills, fostering knowledge-sharing among participants, and sparking greater interest in the subject.

SDG IMPACT



Event 16: Structural Equation Modeling Using SmartPLS 4.0



DATE: 24 AUGUST, 2023

VENUE: ULAB MAIN CAMPUS

ORGANIZED BY: BBA PROGRAM OFFICE

The BBA Programme at ULAB organized a faculty development workshop focused on the topic of "Structural Equation Modeling Using SmartPLS 4.0." The workshop aimed to provide participants with a comprehensive understanding of structural equation modelling (SEM) and its application using the SmartPLS 4.0 software.

The workshop was conducted by Mr. M Abdullah Al Mamun, a Doctoral Candidate from the University of Putra Malaysia. Mr. Mamun, being well-versed in the subject matter, shared his expertise and insights with the participants, guiding them through the theoretical foundation of SEM and demonstrating practical implementation using SmartPLS 4.0.

Through hands-on exercises and interactive discussions, participants gained valuable knowledge and skills to apply SEM techniques in their research work. The workshop, organized by the BBA Program Office, proved to be a valuable platform for faculty members to enhance their research methodology and data analysis capabilities.

SDG IMPACT



Event 17: The Case for Just Transitions in the Energy, Agricultural, and Ready-Made Garments Sectors in Bangladesh



DATE: 27 AUGUST, 2023

VENUE: GULSHAN

ORGANIZED BY: DHAKA TRIBUNE, ULAB, CLIMATE STRATEGIES, SOUTH TO SOUTH

The Case for Bangladesh's Just Transition - A roundtable discussion jointly organized by ULAB and Dhaka Tribune on the launching of 'The Case for Just Transitions in the Energy, Agricultural, and Ready-Made Garments Sectors in Bangladesh' report. Professor. Dr Shamsad Mortuza, Special Adviser to the ULAB Board of Trustees, was the project lead while ULAB Associate Professor Dr Minhaz Uddin Ahmed co-authored the report. The report and discussions foregrounded the importance of managing the distributive costs and benefits of transitioning to a low-carbon and resilient society through a participatory process. The thought leaders collectively underscored the necessity for united efforts and visionary actions to effect a just transition across Bangladesh's multifaceted landscape

SDG IMPACT



Event 18: BBA Internship Grooming Session



DATE: 31 AUGUST, 2023

VENUE: ULAB RESEARCH BUILDING

ORGANIZED BY: CAREER SERVICES OFFICE

The BBA Internship Grooming Session, organized by the Career Services Office at ULAB, proved to be a valuable platform for 80+ interns of Summer 2023. The workshop, facilitated by Sr. Lecturer Mohammad Tawhid Reaz, aimed to equip interns with essential skills and knowledge to excel in their professional internship experiences. The session covered a wide range of topics to ensure holistic grooming and preparation for the interns.

The workshop began with a focus on professional etiquette, where participants were guided on appropriate behavior, dress code, and communication skills in a corporate setting. This session aimed to instill professionalism and create a positive impression among interns' future employers. Moreover, the workshop addressed crucial aspects of time management and organization. The workshop provided insights into effective communication and networking. The session also emphasized the significance of critical thinking and problem-solving in a workplace environment.

SDG IMPACT



Event 19: Unlocking the Secrets of International Trade Documents



DATE: 22 AUGUST, 2023

VENUE: ULAB MAIN CAMPUS

ORGANIZED BY: MR. SHAWKAT TANVEER RAHMAN, SENIOR LECTURER, USB

Mohammad Nazmuzzaman Hye (CMILT) of Dhofar University, Oman, brought his expertise to the forefront by conducting a highly informative workshop titled "International Trade Document Mastery." This workshop was thoughtfully crafted for the students of ULAB, offering them an invaluable opportunity to delve deeper into the intricacies of crafting and managing documents essential to the realm of Export-Import (EXIM) business. Within its engaging sessions, the workshop covered not only the fundamental concepts surrounding trade documents but also emphasized their paramount importance while imparting best practices for efficient document management.

The workshop garnered a commendable response, with over 27 enthusiastic students from both undergraduate and graduate levels eagerly participating. As a token of recognition for their dedication, a certificate was conferred upon these diligent learners by the esteemed Director of the Graduate Business Programs at the University of Liberal Arts. Mohammad Nazmuzzaman Hye's insightful workshop undoubtedly left an indelible mark on the aspiring minds of tomorrow, equipping them with vital skills for a successful journey in the world of international trade.

SDG IMPACT



Event 20: Study Tour to Akij Food and Beverage Factory



DATE: 3 - 5 AUGUST, 2023

VENUE: AKIJ FOOD & BEVERAGE LTD (CHAPAI NAWABGANJ, BHOLAHAT)

ORGANIZED BY: ULAB BUSINESS CLUB

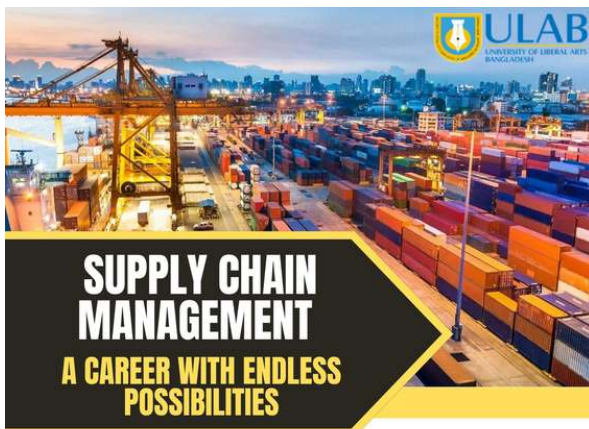
The ULAB Business Club recently embarked on a captivating two-day study tour, venturing into the heart of Chapai Nawabganj to the renowned Akij Food and Beverage Factory. With 40 enthusiastic students primarily from the School of Business, accompanied by faculty members and club executives, this tour served as a captivating gateway into the inner workings of a prominent industrial giant. The journey was a captivating blend of education and excitement, offering participants an intimate encounter with the multifaceted operations of the Akij Factory. The highlight of the expedition was an up-close encounter with the mango pulping process, a pivotal step in the creation of the beloved Frutika mango drink.

Beyond the obvious educational value, the Akij Factory visit underscored the industry's emphasis on quality control, innovation, and sustainability. This firsthand experience left an indelible mark on the young minds, cultivating a profound appreciation for the intricate tapestry of modern manufacturing.

SDG IMPACT



Event 21: Career Opportunities in Supply Chain Management



Mohammad Nazmuzzaman Hye (CMILT)

Faculty Member
Department of Marketing,
Entrepreneurship and Logistics
Dhofar University, Salalah, Oman

10 JULY 2023 | 6:30 PM - 7:30 PM

SESSION OBJECTIVE

- ✓ Explain the best approach for transitioning into a supply chain position
- ✓ Determine the types of supply chain jobs that are the best fit for a given set of skills
- ✓ Interpret the knowledge and skills needed for a supply chain job



DATE: 10 JULY, 2023

VENUE: GOOGLE MEET (WEBINAR)

ORGANIZED BY: MR. SHAWKAT TANVEER RAHMAN, SENIOR LECTURER, USB

The students got an opportunity to learn about the limitless potential of a career in supply chain management through an enlightening webinar hosted by Mohammad Nazmuzzaman Hye, a distinguished scholar in this field and a prominent faculty member at Dhofar University in Oman. In this engaging webinar, Hye delved deep into the intricacies of supply chain management, unveiling a spectrum of enriching career avenues for aspiring graduates.

The webinar illuminated the dynamic landscape of supply chain management, emphasizing its vital role in various industries. With expert insights from Hye, attendees, mostly from the School of Business, gained valuable knowledge about the diverse opportunities awaiting them, making this webinar an indispensable resource for anyone looking to embark on an exciting and rewarding career journey in the world of supply chain management.

SDG IMPACT



Event 22: ULAB Social & Green Incubation 2023



DATE: 11 JULY, 31 JULY, 20 AUGUST & 9 SEPTEMBER, 2023

VENUE: ULAB MAIN CAMPUS

ORGANIZED BY: UNIVERSITY OF LIBERAL ARTS BANGLADESH (ULAB) & BANGLADESH YOUTH ENTERPRISE ADVICE & HELP CENTRE (BYEAH)

ULAB Social and Green Incubator (US&GI) is a collaborative effort between the University of Liberal Arts Bangladesh (ULAB) and the Bangladesh Youth Enterprise Advice & Help Center (BYEAH). The inaugural session on July 11, 2023 played a crucial role in the Social and Green Impact Incubation Program. This session connected young entrepreneurs with experienced professionals from BYEAH, offering personalized guidance on refining their early-stage business ideas. The session on July 31, 2023 welcomed the first US&GI participants, aiming to equip aspiring social and green impact entrepreneurs with vital business ideation tools, innovation strategies, and sustainable business model insights.

Another event titled “CRAFTING IMPACTFUL BUSINESS MODELS” took place on August 20, 2023 under the adept guidance of Rashed Mamun, BYEAH’s US&GI initiative dived into crafting impactful business models, honing in on refining value propositions and defining customer profiles. ULAB Entrepreneurs dive into a Full-Day Learning Experience on September 9, 2023. It was a day-long session for ULAB participants as part of the Social and Green Impact Incubation program. The event focused on business ideation and impactful models, emphasizing youth empowerment for positive societal change.

SDG IMPACT



Event 23: Asia Marketing Day 2023



DATE: 27 MAY, 2023

VENUE: ULAB RESEARCH BUILDING AUDITORIUM

ORGANIZED BY: BBA PROGRAM OFFICE

The ULAB BBA Program, in collaboration with Bangladesh Brand Forum and Asia Marketing Foundation, observed Asia Marketing Day 2023 on 27 May 2023, and arranged a panel discussion on 'How entrepreneurial marketing essence can help shape future smart citizens' at the ULAB Auditorium. The panelists for the discussion were Professor Imran Rahman, Vice Chancellor, ULAB, Amer Abdul Wahab, Market Research Consultant, Nazim Farhan Chowdhury, Managing Director, Adcomm Ltd., and Rohn Somawaansa, Advisor, Asia Marketing Federation. Ms. Tazrian Shainam Shahid, Senior Lecturer at ULAB School of Business, was the moderator at the event. The panel discussion was set to explore how the essence of Entrepreneurial marketing can help shape the present youth into future Smart Citizens so that they in turn can shape a SMART Economy for Bangladesh.

SDG IMPACT



Event 24: Soft Skills Training



DATE: 3 AUGUST, 2023

VENUE: ULAB MAIN CAMPUS

ORGANIZED BY: COMMUNICATIONS OFFICE

On 3 August 2023, the Communications Office arranged a training session on Soft Skills for A-level students. More than eighty students from different educational institutes attended the event. Mr. Tawhid Reaz, Senior Lecturer, ULAB School of Business, was the main speaker at the event. The speaker highlighted the importance of soft skills in both personal and professional life. Through this event, the students got an opportunity to learn about different types of soft skills such as communication skills, problem-solving skills, presentation skills, leadership skills, etc

SDG IMPACT



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