

BBA PROGRAM FALL 2023 EVENTS REPORT





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Risky Business on Rag Trade

Authored by Muhammad Faisal Chowdhury

Wednesday, 28 June 2023



Dr Muhammad Faisal Chowdhury

Associate Professor & Director,
BBA Program

This article by Dr Muhammad Faisal Chowdhury was published in the 26th issue of 'The Mint - Fresh Thinking in Economics', a UK magazine on economics and global politics, published by the British think tank Promoting Economic Pluralism. The article provides fascinating insights into how workplace safety becomes a trifle when the survival of factory workers is at stake in apparel producer and supplier factories in Bangladesh that work within the global supply chain network.

Dr Faisal mentions that over the past decade, he had overseen these issues within numerous apparel supplier factories, and the steps taken by the authorities. Despite improvements, a significant gap existed between Western safety standards and local interpretations. Moreover, workers, under pressure to meet targets and earn a living wage, often prioritize overtime, compromising safety. Additionally, the article highlights overlooked everyday safety concerns, such as violence against female workers challenging gender norms and the perils of commuting in a region notorious for road accidents. At the very end, he underscores the need for supply chain actors to grasp these ground realities to address safety lapses and improve working conditions effectively.



The article is available at: <https://www.themint-magazine.com/risky-business-in-the-rag-trade/>



Headlines Vs Hemlines: The Pervasive Bias of Entertainment Journalism Against Women

Authored by Tabassum Islam

Sunday, 8 October 2023



Tabassum Islam
Lecturer, USB

This article by Tabassum Islam, published in The Daily Star, highlighted the deep-rooted biases in entertainment journalism where women's personal choices and appearances often overshadow their professional accomplishments.

Using examples spanning from Dhaka to Hollywood, the article underscored how female artists' attires or personal lives become more significant than their achievements. Based on theories of media studies and cultural theories, it suggested this skewed representation stems from a blend of societal values and media sensationalism.

Moreover, the article highlighted the relevance of media studies' historical portrayal of women through a 'dual lens of admiration and moral policing', perpetuating stereotypes that impact public perception.

It also inquired into the entertainment journalism's shift from 'bad news sells' to 'scandal sells' globally which exploited personal aspects of female artists for increased readership, driven by economic motives, advocating for increased gender diversity in newsrooms, urging media stakeholders to recalibrate their perspectives and celebrate the genuine contributions of women in entertainment.



Headlines vs Hemlines: The pervasive bias of entertainment journalism against women

Ryan Gosling graces a red carpet in a crisp new suit, and the next day, tabloids are bursting with heated debates about the width of his lapel. Sounds weird? For female artistes, this scenario isn't far from reality.

Showbiz

October 9, 2023

Lastly, the article emphasises that editors, journalists, and decision-makers should take the lead by embracing diversity, fostering substantive discussions and specifying the need for a shift in focus towards recognising and celebrating women's talents beyond superficial scrutiny.

The article is available on The Daily Star online:
<https://shorturl.at/jktu6>



Regional Comprehensive Economic Partnership: Bangladesh In Rcep: How Can It Benefit Us?

Authored by Tamanna Tabassum

Sunday, 26 November 2023

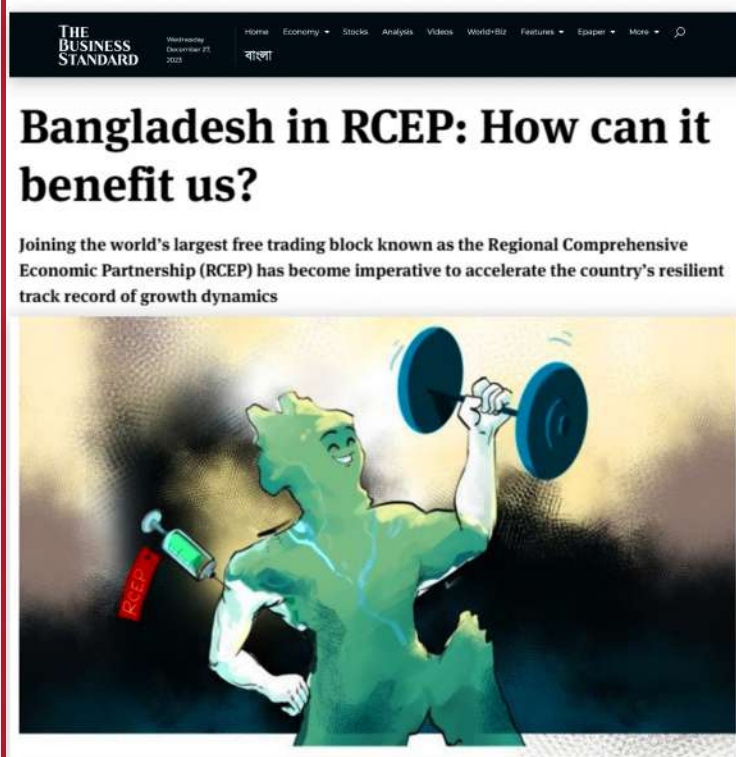


Tamanna Tabassum
Lecturer, USB

The article by Tamanna Tabassum and Azmaeen Muhammad Nibras, published in The Business Standard, presented a comprehensive overview of Bangladesh's economic trajectory.

Highlighting the nation's ambitious goal to become the 25th largest global economy by 2035, Ms Tabassum and Mr Nibras underscored the strategic imperative of Bangladesh's plan to graduate from Least Developed Country status by 2026 and join the Regional Comprehensive Economic Partnership (RCEP). Moreover, they emphasised the potential benefits, and the importance of Preferential Trade Agreements and Free Trade Agreements for sustained competitiveness, advocating for export market diversification, particularly towards rapidly growing ASEAN economies. Furthermore, they explored the benefits of joining the Regional Comprehensive Economic Partnership (RCEP) Bangladesh which enables unified trading access and entry to a vast market. Following this, the article also highlighted that RCEP offers Bangladesh economic advantages with a 90% zero-tariff projection, improved South Asian marketplace access, and potential FDI, emphasizing the strategic benefits of membership.

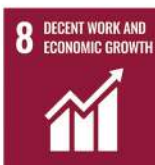
Failure to join may necessitate complex bilateral agreements, while RCE's appeal could prompt India to reassess its position, highlighting the pivotal significance of Bangladesh's potential entry.



Tamanna Tabassum & Azmaeen Muhammad Nibras

The article also mentioned the major challenges that Bangladesh might face are Zero tariffs in RCEP that threaten local industries but also boost competition and product improvement.

Moreover, upskilling the population could lead to exporting human capital, and boosting remittances and foreign currency reserves. Lastly, Tamanna Tabassum and Azmaeen Muhammad Nibras started the ways to solve the problems, which is to stay competitive and Bangladesh needs to enhance production rates, and worker efficiency while promoting domestic products.



Redefining The “shape” of Things To Come: A Case Study on Marketing a Taboo Product And Averting a Potential Crisis

Authored by Rumana Liza Anam

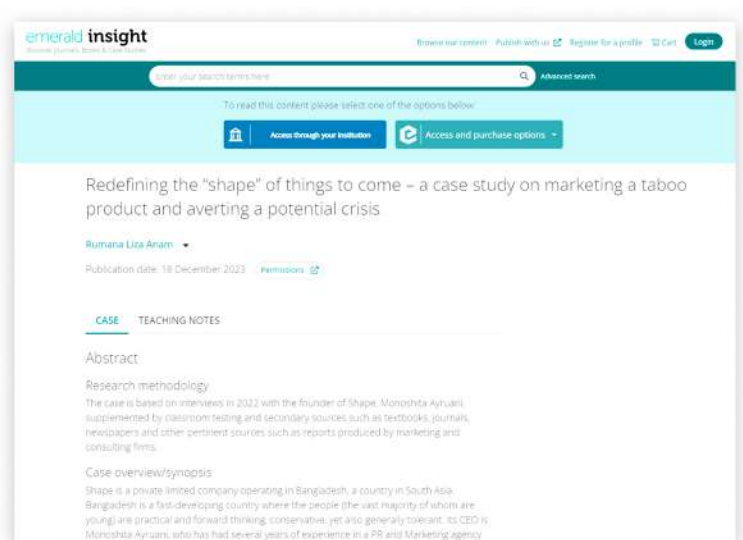
Wednesday, 28 June 2023



Rumana Liza Anam
Assistant Professor, USB

The case by Rumana Liza Anam, published in The Case Journal by Emerald Publishing explores the challenges faced by ‘Shape’, a private limited company in Bangladesh, specialising in undergarments and women's products. Through interviews with founder Monoshita Ayruali, it explores the challenges of marketing in a conservative society, addressing crises linked to cultural sensitivities and protests against Western influences, making it a valuable case for Marketing or International Business courses.

According to the article, Shape produces and sells “innerwear” or undergarments, which are their staple products, as well as clothing, bath products, sleepwear, and various other products targeted at women. Starting as an online business in 2019, during the COVID-19 pandemic hit, the problem faced by Shape at the beginning was that digital marketing was not resulting in word of mouth for the product, as undergarments were considered too ‘taboo’ to talk or share about with most people. Moreover, the author addresses a second problem faced, which was the sudden protests about Westernised clothing and culture in 2022, which potentially threatened the company. The author also explores international supply chain problems, which can be taught in an International Business course.



Lastly, she also mentioned that this case is well suited for an undergraduate or graduate-level Marketing or Strategic Management course that exposes students to the challenges of promoting a new brand and marketing taboo products imported from abroad, in a largely conservative and culturally sensitive market, and preventing a potential crisis when protests break out.

The article is available on Emerald's The Case Journal website:

<https://doi.org/10.1108/TCJ-10-2022-0171>



The International Conference on Social Science & Technology (ICOSST 2023)

Organised by Universiti Kuala Lumpur Malaysian Institute of Information Technology (UniKL MIIT), Malaysia

Thursday, 21 September 2023



Mohammad Tawhid Reaz
Senior Lecturer & Coordinator,
EMBA Program



Ms Nazmun Nur Eva
Lecturer, USB

Mohammad Tawhid Reaz, Sr. Lecturer & EMBA Program Coordinator of the School of Business virtually presented his research paper "The Impact of Colour Vision Defects on Travel Destination Selection" at The International Conference on Social Science & Technology (ICOSST 2023) organized by the University Kuala Lumpur Malaysian Institute of Information Technology (UniKL MIIT), 21st September 2023. As it was a Scopus conference, all the accepted conference papers will be published in the Scopus journal/book chapter in 2024.

Colour Vision Defect or Color Blindness is the PhD topic of Mohammad Tawhid Reaz. He is doing PhD research on "The Impact of Colour Vision Defect on Product Purchase Decision and Brand Perception of Physical Retail Customers in Bangladesh" at Asia Pacific University of Innovation and Technology, Kuala Lumpur, Malaysia. He has already published a Scopus Book Chapter on Color Blindness-related research paper in Springer Nature this year.

In this research work presented in ICOSST-2023, co-authors were Dr. Morakinyo Dada, Dr. James Jacob Ribero and ULAB Lecturer Nazmun Nur Eva.

The purpose of this paper is to analyze the impact of colour vision defects on travellers and hence the tourism industry of Bangladesh.



As previous research suggests the prevalence of colour vision defects (CVD) in Bangladesh is 3.35% (male - 8.04%, female - 0.66%), the study seeks to investigate how the CVD affected travellers perceive travel destinations and what the impact on the tourism industry is the key purpose of this study. A lab test using 557 samples determined the prevalence of colour vision defects (CVD). Hypothesis, paired, and correlation testing were conducted on all respondents. Results indicate that CVD has an insignificant impact on overall travel destination selection, though a significant difference was found between normal vision and CVD-affected individuals. While the direct impact on the tourism sector is limited, industries prioritising colour may be affected. The research outcome is intriguing and warrants further analysis for tourism authorities or government decision-makers.



International Conference of Digital Business Society and Economy (ICDBSE) 2023

Organised by Asia Pacific University of Innovation and Technology, Kuala Lumpur, Malaysia.

Tuesday, 24 October 2023 & Wednesday, 25 October 2023



Mohammad Tawhid Reaz
Senior Lecturer & Coordinator,
EMBA Program

Mohammad Tawhid Reaz, Sr. Lecturer & EMBA Program Coordinator of the School of Business virtually presented his research paper "The Impact of Colour Vision Defect on Consumer's fruits selection process while Purchasing from retail fruit shops in Bangladesh" at the International Conference of Digital Business Society and Economy (ICDBSE) 2023 organized by Asia Pacific University of Innovation and Technology, Kuala Lumpur, Malaysia on 24th & 25th October 2023.

Colour Vision Defect or Color Blindness is the PhD topic of Mohammad Tawhid Reaz. He is doing PhD research on "The Impact of Colour Vision Defect on Product Purchase Decision and Brand Perception of Physical Retail Customers in Bangladesh" at Asia Pacific University of Innovation and Technology, Kuala Lumpur, Malaysia. He has already published a Scopus Book Chapter on Color Blindness-related research paper in Springer Nature this year.

In this research work presented in ICDBSE-2023, co-authors were Dr. Morakinyo Dada, and Dr. James Jacob Ribero

According to research, colour Vision Defect affects about one in twelve males and two hundred women worldwide. CVD has a big impact in almost every marketing and branding circumstance, especially when product colour is the key.



This study began with a Red-Green CVD test of 522 Dhaka residents. Since few research have measured colour blindness in Bangladesh, this study can be used as one of the Bangladesh colour vision deficiency baseline results. The important factor of this study is whether this result is comparable to Bangladesh's earlier result and whether Bangladesh has a lower/higher CVD prevalence than other nations. The most common CVD is a Red-Green Colour Vision Defect. Green fruits turn yellow and red when maturing and CVD patients have trouble distinguishing neighbouring colours like Red, Green, Brown, etc. After examining baskets of green and ripe yellow, red, and partly reddish fruits, this study evaluated the findings. This study found that people with colour vision defects had trouble choosing fruits from baskets. Furthermore, the study tested hypotheses to determine the severity of Red-Green CVD and found it to be less than expected probably due to coping mechanisms, experience etc. in Red-Green CVD subjects.



30th International Vincentian Business Ethics Conference, Ireland

Organised by Dublin City University, Ireland

Thursday, 26 October 2023 to Saturday, 28 October 2023



Dr Muhammad Faisal Chowdhury

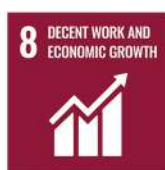
Associate Professor & Director,
BBA Program

Associate Professor and BBA Program Director Dr Muhammad Faisal Chowdhury presented his research paper titled 'Managerial Interpretations of Safety Governance Mechanisms Enacted in Factories of Global Supply Chains' at the 30th International Vincentian Business Ethics Conference (IVBEC) held at Dublin City University, Ireland. 'New Frontier in Business Ethics' was this year's conference theme.

With reference to the life and service of St Vincent De Paul (1581-1660) to the poor, this yearly conference incorporates a Vincentian theology of business ethics, and yet, it embraces scholars from all religious traditions and none. Launched in 1993, the three American Vincentian Universities—DePaul University, Niagara University, and St. John's University—embarked on a tradition of bringing ethical issues pertaining to business and its relationship to society, with a goal of bringing moral meaning to organisational life.



At the conference, Dr Chowdhury addressed the managerial attitudes held toward the institutional safety governance mechanisms enacted in apparel factories of global supply chains. He argued that such attitudes can be explored through owner-managers' interpretations of such mechanisms, which are required by various institutional actors, e.g., global buyers, international social compliance authorities, labour confederations, and foreign and local governments. His research uncovered interesting managerial interpretations of institutional safety governance mechanisms, indicating both compliant and discontented attitudes and leaving scope for further empirical investigations aimed at exploring managerial responses to institutional demands for workplace safety.



Demand For Online Master's Program Among Bangladeshi Undergrad Students

Organised by The Business and Applied Sciences Academy of North America (BAASANA), New York, USA

November, 2023



Faisal Mohammad Shahriar
Assistant Professor and Coordinator,
BBA Program

Mr Faisal Mohammad Shahriar, Assistant Professor and Coordinator of the BBA Program along with the main author Prof. Dr Jahirul Haque, Vice Chancellor of the Canadian University of Bangladesh, and coauthor Monjur Chowdhury, Teacher at Sabtuan Adult Education Services, Cree School Board in Canada, presented this research at the international conference organised by Business and Applied Sciences Academy of North America (BAASANA) in New York, USA. This paper explored the existing inclination of undergraduate students in Bangladesh, especially in Social Sciences, Engineering, Business, and Humanities, who are leaning towards online master's degrees to meet job market needs, despite challenges from conservative regulatory constraints in the country.

A huge number of university students who are doing undergraduate degree programs at this point will go for their master's degree after completion of their current programs, as most corporate houses in Bangladesh do not recruit entry-level officials without a master's degree. Therefore, students with different undergraduate backgrounds will go for their master's degree programs to be eligible for the said job market. Nowadays, doing an online master's degree from any part of the world is a great option, although, this opportunity in Bangladesh is limited because



of the conservative approach of our regulatory bodies and for the lack of acceptance of online degrees by our elder generations. So, a survey has been conducted among the students of some top non-government and government universities of Bangladesh to know the demand for online master's degrees at this point. Students from Schools of Social Sciences, Engineering, Business, and Humanities participated in this survey. The study is an attempt to understand students' mindset toward online master's degree programs.

The Promises And Challenges of Dental Tourism In South Asia

Organised by The Business and Applied Sciences Academy of North America (BAASANA), New York, USA

November, 2023



Dr Umana Anjalin
Associate Professor, USB

Dr Umana Anjalin, Associate Professor of Marketing presented this research at the '2023 International Hybrid Conference' organised by the Business and Applied Sciences Academy of North America (BAASANA) in New York, USA. The other two co-authors of the paper were Dr Abu Saleh Md. Sohel-Uz-Zaman, Professor HRM at United International University, Bangladesh and Dr Abhijit Mazumdar, Assistant Professor of Journalism at Park University, USA. This research investigated the overlooked importance of oral health, particularly among international students, comparing exorbitant dental costs in Western countries to those in South Asia, and highlighting the potential of South Asia as a dental tourism hub.

It is a concern that many people often ignore oral health for uncanny and mysterious reasons! Strangely enough, people would never forget any infection in any other body part, yet they often close their eyes to oral cavity infection! Research unequivocally demonstrates a closely synchronous relationship between medical and dental conditions. Nonetheless, many people worldwide also ignore proper dental care regimens that they deserve to be rather serious about. This research would reflect the international students' concerns regarding the exorbitant costs of oral health check-ups in Western countries and simultaneously compare that to the South Asian country



Bangladesh, for example, and side by side lay out the prospects of dental tourism in the countries of South Asia. Various dental treatment costs will be compared between the Western and the Eastern regions like the USA, the UK and, Bangladesh, India, and discuss the prospects and problems of dental treatment in both areas. Finally, the paper shall highlight South Asia as a promising dental tourism hub. The research will seek data from expatriates, immigrants from South Asian countries, international students, and other international dental patients through interviews, document analysis, and market surveys.



How Academic Leadership Assisted Students To Cope-up With Campus-based Teaching, Learning And Assessment In The Post-covid Period: The Case of Two Private Universities In Dhaka, Bangladesh

*Organised by Ritsumeikan Asia Pacific University, Japan
Saturday, 2 December 2023 & Sunday, 3 December 2023*



Faisal Mohammad Shahriar
Assistant Professor and BBA Coordinator
BBA Program

Mr Faisal Mohammad Shahriar, Assistant Professor and Coordinator of the BBA Program along with the main author Prof. Dr Jahirul Haque, Vice Chancellor of the Canadian University of Bangladesh, presented this research paper at the Asia Pacific Conference, in Beppu, Japan. The other co-author of the paper was Faisal Mohammad Shahriar, Assistant Professor of the ULAB BBA Program. This paper explores post-COVID challenges in two Dhaka-based private universities, emphasising visionary leadership at top levels and initiatives taken to support students in readjusting to campus life and achieving academic goals.

After nearly two years of online operations during the COVID-19 pandemic, the universities of Bangladesh have re-opened their campus in early 2022. However, coping with campus-based teaching, learning, and assessment has been a significant challenge for the students due to the deep impact of the pandemic on their lifestyle and mindset, which altered radically during this time. To overcome the inertia of the long gap, re-orient with campus life, and perform satisfactorily in assessments, students needed strong support from the top administration, program-level management, and faculties of their respective institutions.

The unique nature of the situation called for unprecedented academic leadership from these corners. This paper focuses on the visionary leadership demonstrated by the people of these three levels in two private universities in Dhaka namely the Canadian University of Bangladesh and the University of Liberal Arts Bangladesh in the post-COVID period. The paper provides a highlight of the key initiatives and strategies taken within the two institutions to ensure a supportive environment and path to re-orientation for the students to campus activities without putting too much stress on them; ensure acceptable performance, and attain teaching-learning objectives at program levels. Key administrative personnel, departmental administrators, faculties, and students were interviewed to generate benchmark information on the subject matter. The study represents the endeavour of most private universities committed to achieving excellence in academia.

The paper was presented in the Asia Pacific Conference, December 2023 in Beppu by Professor Haque :

https://www.apu.ac.jp/apconf/program/AP_Conference_2023_Abstract_Book_J.pdf



Driving Change: Esg Practices And Their Impacts on Financial And Non-financial Institutions

Organised by Great Lakes Institute of Management, India

Wednesday, 20 December 2023 & Thursday, 21 December 2023



Dr Shamsuddin Ahamad
Assistant Professor & Director,
EMBA Program

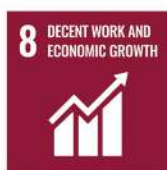
Dr Shamsuddin Ahamad, Assistant Professor and the Director of the EMBA program, presented this research paper at the 2nd International Research Conference hosted by the Great Lakes Institute of Management (GLIM) in Gurgaon, India. His paper addressed the growing importance of environmental, social, and governance factors in the sustainability of financial institutions, with a specific focus on traditional banks and micro-finance institutions. By employing the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol, the research integrated data from the Web of Science and Scopus databases, conducting a comprehensive systematic literature review.

The contribution of the work has received appreciation from international reviewers and participants in the conference. Notably, this paper is the outcome of a research project funded by the ULAB and United International University.



Currently, this paper is under review in an indexed, international-reviewed journal for possible publication.

Following his conference presentation, Dr Shamsuddin actively engaged in discussions with the Director of GLIM to explore potential collaborations between GLIM and ULAB. Professor Dr Sarwar Uddin Ahmed, Dean of ULAB School of Business, also joined the meeting virtually. Both institutions have agreed to collaborate on student and faculty exchanges, along with organising workshops and study visits. This collaborative initiative signifies a forward-thinking partnership, dedicated to mutual growth and the enhancement of academic excellence for both GLIM and ULAB.



Seminar on "Growing a Local Business Amongst Global Competition In Bangladesh - The Experience of Chillox"

Organised by Parveen S. Huda

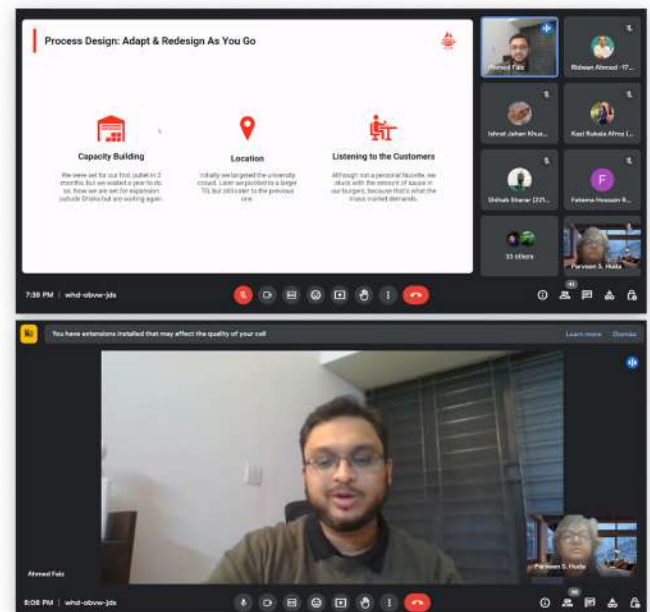
Tuesday, 12 September 2023



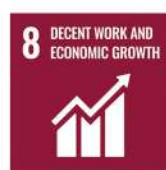
Parveen S. Huda
Adjunct Faculty Member,
BBA Program

Ms Parveen S. Huda, a veteran HRM consultant and trainer of our country, organised this event in her Entrepreneurship class where she invited Mr Ahmed Faiz, the co-founder and Director of Finance & Planning of Chillox, a renowned fast food chain in Bangladesh.

In the session, Mr Faiz imparted his valuable knowledge on the intricacies of managing a successful quick-service restaurant (QSR). The seminar explored deep into essential topics such as process design, securing funding, the nuances of HR management, and the art of Recipe design, underlining their importance in the operational success of the food business. Mr. Faiz underscored the criticality of capacity building, strategic location selection, and the necessity of listening to customer feedback to enhance service quality and product offerings. Furthermore, he talked about the delicate balance between maintaining high-quality standards and ensuring the affordability of products, in addition to discussing the operational benefits of the self-service models of Chillox.



Drawing from his vast experience, Mr Faiz's insights provided the students with a comprehensive understanding of the entrepreneurial challenges and opportunities in the fast-food industry, equipping them with practical knowledge and strategies for success in a competitive and ever-evolving business landscape.



Demystifying Journal Publishing With The European Management Journal

Organised by European Management Journal, Elsevier, and the University of Glasgow
Wednesday, 4 October 2023



Dr Muhammad Faisal Chowdhury
 Associate Professor & Director,
 BBA Program

Associate Professor and Director of the BBA Program, Dr. Muhammad Faisal Chowdhury, attended this online webinar. Being a former faculty member at the Adam Smith Business School, University of Glasgow, Dr Chowdhury was invited to attend this webinar by EMJ's Editor-in-Chief, Dr Sarah Robinson. EMJ is a top-ranked scholarly journal that publishes internationally leading research across all areas of management. EMJ articles challenge the status quo through critically informed empirical and theoretical investigations, and present the latest thinking and innovative research on major management topics, while still being accessible and interesting to non-specialists.

During the webinar, Prof. Robinson shared valuable insights on getting involved with the European Management Journal, including opportunities to become a reviewer, guest editor, associate editor, or even the Editor-in-Chief.



The session also provided guidance for authors aiming to increase the chances of their articles being accepted for publication in EMJ. Additionally, Mr Simon Jones, Senior Publisher of Elsevier then presented an introduction to Elsevier's online portal and resources available to researchers around the world.



The Future of Work: Essential Competencies

Organised by the ULAB BBA Program, in collaboration with the International Affairs Office

Wednesday, 18 October 2023



Dr Muhammad Faisal Chowdhury
Associate Professor & Director,
BBA Program



Jennifer Hossain
Director, International Affairs Office
& Career Services Office (In-charge)

ULAB BBA Program, in collaboration with the International Affairs Office, organised an online seminar on 'The Future of Work: Essential Competencies.' The resource person was Capt. Dr Nagaraj Rao, who is a Master Mariner and specialises in Navigation and Ocean Engineering and Professor and Dean of the School of Commerce & Management Studies, Dayananda Sagar University, Bengaluru, India.

Professor Rao, with a background spanning over 20 years in the Merchant Navy, commanding international crews in challenging conditions, also holds a PhD in Organisational Behaviour and Human Resource Management, an MPhil and MBA in Human Resource Management, and an advanced specialization in Strategic Leadership from the University of Illinois, Urbana-Champaign, USA.

In the seminar on "The Future of Work: Essential Competencies," he emphasized the pivotal role of adaptability, ethical leadership, and team building in the ever-evolving work landscape. He said that universities should shape the future of work by equipping students with the necessary knowledge and skills while emphasizing real-world experiences and unique pedagogical paradigms. According to Professor Rao,

The poster is for a webinar titled "The Future of Work: Essential Competencies". It is organized by the ULAB BBA Program in collaboration with the International Affairs Office. The event is held on Wednesday, 18 October 2023, from 11:30 AM to 12:30 PM via Zoom. The resource person is Capt. Nagaraj Rao, Dean of the School of Commerce & Management Studies & Professor at Dayananda Sagar University. The poster features logos for Dayananda Sagar University and ULAB (University of Liberal Arts, Bangladesh).

using technology in HR, mastering remote work, and strong leadership skills are vital for success in the future workplace. The session ended with Professor Rao inspiring everyone to embrace change, adapt, and develop the essential competencies needed for the evolving world of work.



BBA Concentration Declaration Session

Organised by the ULAB BBA Program

Wednesday, 18 October 2023



Dr Muhammad Faisal Chowdhury
Associate Professor & Director,
BBA Program



Abdul Baten
Assistant Professor, USB



Wazir A F Ahmad
Assistant Professor, USB



Dr Shamsuddin Ahamad
Assistant Professor & Director,
EMBA Program



Tazrian Shainam Shahid
Senior Lecturer, USB



Shawkat Tanveer Rahman
Senior Lecturer, USB

In every term, the ULAB BBA Program organises an information-sharing session for its students who are going to choose their study concentration areas. The BBA Program offers five study concentrations, Accounting, Finance, Human Resource Management, Marketing, and Supply Chain Management, for its students to choose from, to ensure a market-ready education that aligns with students' personal interests and career goals. In the first two years of BBA, students are expected to complete the set Core and GED courses to build a solid foundation in the functional areas of business and the global environment. Beginning in their third year, students get the option to specialise in one of the five concentrations.

This term, the concentration declaration session was held online in October. The session started with a brief introduction by the BBA Director and Associate Professor Dr Muhammad Faisal Chowdhury. He emphasised that students should always choose a concentration that interests them most, not because of high job demands. Jobs are available for each of these concentrations but the motivation to choose a concentration should originate within oneself.

Assistant Professor Mr Wazir A F Ahmad started by presenting Accounting, followed by Senior Lecturer Liliping presenting Finance, Assistant Professor Abdul Baten presenting Human Resource Management, Senior Lecturer Tazrian Shainam Shahid presenting Marketing,

BBA Concentration Declaration - Fall 2023


Concentrations
Accounting | Finance | Human Resource Management | Marketing | Supply Chain Management

Zoom ID: 926 5041 2123 | Password: 069677
<https://bdren.zoom.us/j/92650412123?pwd=MnNrTk1JeFdOU1YzUjMzRVFPaWUyUT09>


Wednesday, 18 October 2023 | 3:45 p.m. to 4:45 p.m.

Please Join Using Your ULAB ID

BBA Program Office
Room D304
bba@ulab.edu.bd



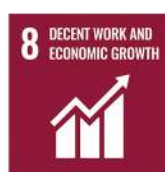
<http://usb.ulab.edu.bd/bba/>
<https://www.facebook.com/bbaulab-official>



and Senior Lecturer Shawkat Tanveer Rahman presenting Supply Chain Management. Each of them discussed the current market demands and future career prospects of the concentrations they represented.

The BBA Program, for the first time, introduced Economics which can be taken as a Minor by BBA and students from all other degree programs at ULAB from Spring 2024. EMBA Director and Assistant Professor Dr Shamsuddin Ahamad presented an introduction to Economics and explained the benefits and opportunities associated with this new minor.

ULAB BBA is the only program in the country that holds such a proactive approach to presenting its concentrations to its students so that they can make well-informed decisions about their study and career they aspire to.



The Learning Management System (LMS) For BBA Faculty

Organised by the ULAB BBA Program

Thursday, 2 November 2023



Faisal Mohammad Shahriar

Assistant Professor and Coordinator,
BBA Program

The BBA Program organised a Learning Management System (LMS) workshop for its faculty members which was conducted by Faisal Mohammad Shahriar, Assistant Professor and Arzoo Ismail, Senior Lecturer. The comprehensive session focused on the intricacies of Moodle and Google Classroom, two widely used platforms for online education.

The impetus for offering the LMS workshop for the faculty members stemmed from the prevailing political turmoil and blockades that hindered offline activities. In response to the challenges posed by these disruptions, the university adeptly transitioned from on-campus classes to online modalities. Recognising the need for the faculties to adapt swiftly to the evolving educational landscape, the BBA program office proactively introduced the LMS workshop.

This initiative was a strategic response to the circumstantial shift and a vital component of the university's commitment to continuous faculty development.



In the face of offline impediments, the LMS workshop emerged as a key facilitator in ensuring the seamless continuation of the academic process. By equipping faculty members with the necessary skills to navigate Moodle and Google Classroom, the workshop fortified ULAB's resilience in the face of unforeseen challenges, exemplifying the institution's dedication to fostering a dynamic and adaptive learning environment.



Exploring Google Classroom For Dynamic Learning For BBA Faculty

Organised by the ULAB BBA Program

Sunday, 5 November 2023

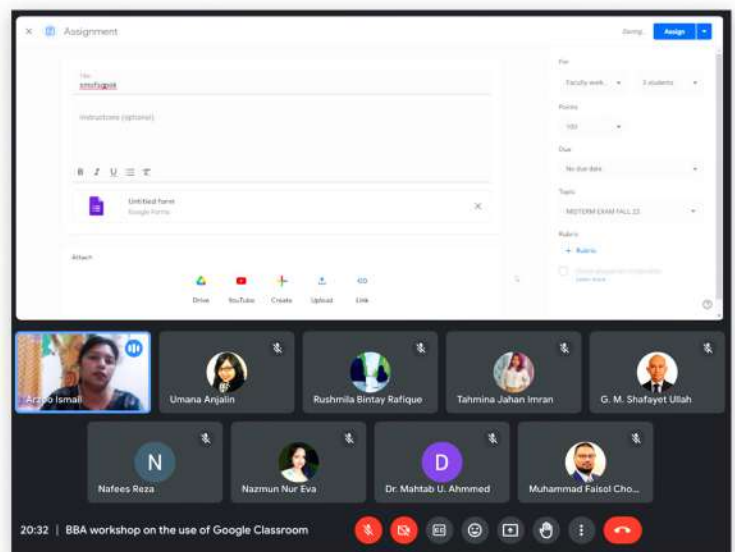


Arzoo Ismail

Senior Lecturer & Coordinator, BBA Program
Proctor

In pursuit of continuous faculty development, the workshop centred exclusively on Google Classroom as a learning management platform of the BBA Program. Facilitated by Arzoo Ismail, Senior Lecturer and Coordinator of the BBA Program, the workshop was a regular effort by the program office aimed at enhancing the pedagogical capabilities of its educators. ULAB stands as a pioneering institution in Bangladesh, leading the way in the realm of blended learning and seamless integration of traditional and digital educational methodologies

The focal point of the workshop was to empower faculty members with comprehensive insights and practical skills related to the utilization of Google Classroom. With Ms Arzoo Ismail at the helm, the faculties gained valuable knowledge on leveraging this platform to optimize the educational experience. As a Senior Lecturer and adept facilitator, Arzoo Ismail's expertise illuminated the potential of Google Classroom, fostering an environment conducive to innovation and efficiency within the BBA program.



The initiative reflected ULAB's dedication to staying at the forefront of educational methodologies, ensuring faculty members are equipped to deliver a high-quality, technology-enhanced learning experience.



Discover Economics as a Minor

Organised by the ULAB BBA Program

Monday, 14 November 2023



Dr Muhammad Faisal Chowdhury
Associate Professor & Director,
BBA Program



Dr Shamsuddin Ahamad
Assistant Professor & Director,
EMBA Program



Mr Faisal Mohammad Shahriar
Assistant Professor and Coordinator,
BBA Program

An informative webinar titled 'Discover Economics as a Minor' organised by the BBA Program was held on the 13th of November. Dr Muhammad Faisal Chowdhury, Associate Professor & Director, BBA Program School of Business started the webinar by greeting the students and other respected faculty members. The focal point of the webinar was the introduction of Economics as a minor from Spring 2024 for the BBA and students from other programmes.

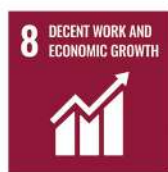
Dr Shamsuddin Ahamad, Assistant Professor of the ULAB School of Business and the Director of the EMBA Programme expressed his ideas on the benefits of incorporating economic principles into one's academic journey. His thoughts resonated with the practical uses of economics in decision-making processes, from improving analytical abilities to comprehending market structures. Dr. Ahamad's discussion extended beyond the classroom, exploring the wide array of career opportunities that an Economics minor can unlock, including roles in banking, data analysis, entrepreneurship, and education. He also highlighted the opportunity that a minor in Economics can offer students a holistic understanding of trade and commerce.

Assistant Professor and BBA Coordinator Mr Faisal Mohammad Shahriar then initiated the discussion by sharing his journey of transitioning from a marketing background to finding a deep interest in economics. He elaborated on the practicality of economics courses, linking them to



real-world scenarios prevalent in the Bangladeshi context. He also explained the process for the BBA and students of other departments to take Economics as their minor.

The webinar concluded with a Q&A session led by Dr Chowdhury. He emphasised that the Economics syllabus has been meticulously designed based on extensive research conducted by a team of ULAB faculty members and foreign experts who went through the Economics curriculum offered by top-class universities around the world. As the webinar concluded, a new academic frontier unfolded, offering students from all the departments a unique chance to explore economics.



Developing SMEs as Brands & Its Business Perspective To Country's Economic Growth

Organised by Nazmun Nur Eva

Tuesday, 14 November 2023



Ms Nazmun Nur Eva
Lecturer, USB

BBA Program Lecturer Ms Nazmun Nur Eva organised this session where the key speaker was corporate professional and branding expert Mr Salehin Chowdhury. The event comprised two enlightening sessions designed exclusively for the freshers, strategically aligning theoretical knowledge with practical implications.

Mr Chowdhury, is an industry luminary with a 17-year track record of working in both local and multinational organisations in Bangladesh, bringing a wealth of insights to the introductory business course. His expertise spanned the intricate areas of business and branding, offering students a rare opportunity to glean wisdom from someone deeply entrenched in the dynamic corporate landscape.

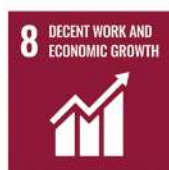
The seminar served as a pivotal moment for the aspiring business minds, as they explored the nuances of developing Small and Medium Enterprises (SMEs) into formidable brands,



exploring the symbiotic relationship between such initiatives and the broader economic growth of the country.

Mr Chowdhury's hands-on experience and industry acumen enriched the students' understanding while preparing them for the challenges and opportunities that lie ahead in their business journeys.

In essence, the seminar not only bestowed practical wisdom upon the freshers but also fostered a vital connection between academic learning and real-world application, setting the stage for a holistic and enriched educational experience at ULAB's BBA program.



Personality Development: Unlocking Your Full Potential

Organised by Robiul Islam Akash

Wednesday, 15 November 2023

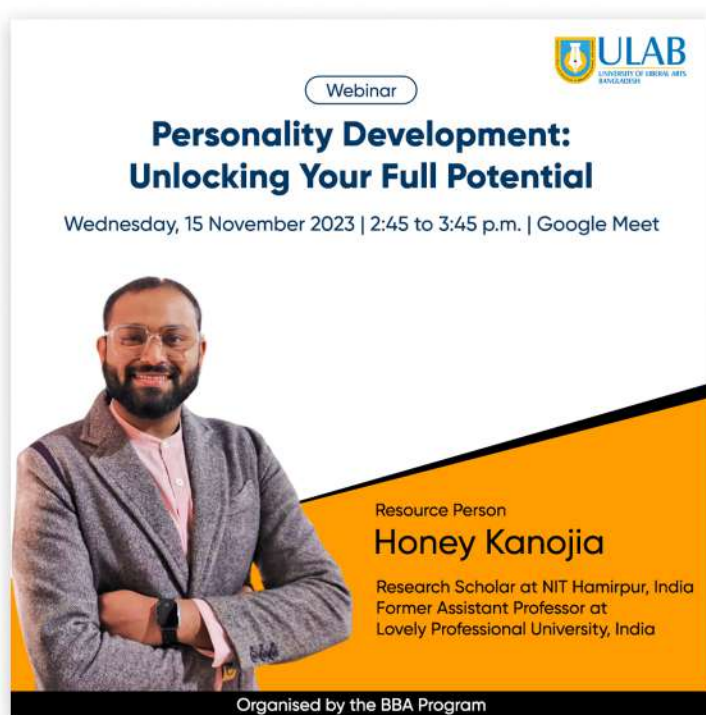
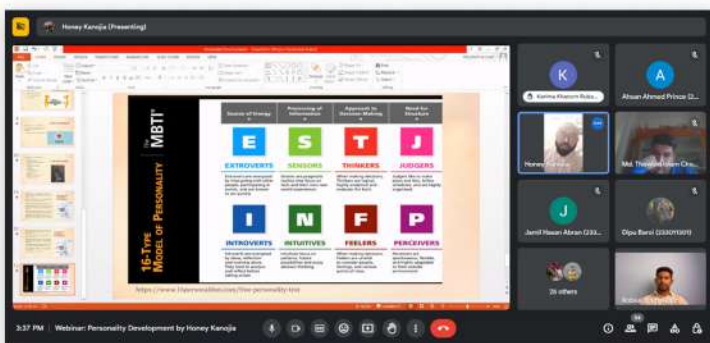


Robiul Islam Akash
Lecturer (part-time), USB

BBA faculty member Robiul Islam Akash organised this webinar aimed at fostering the personality development of students. The featured guest speaker was Honey Kanojia, a Research Scholar at NIT Hamirpur, India, and former Assistant Professor at Lovely Professional University,

India. Mr Kanojia's expertise beamed as he explored crucial topics such as emotional intelligence, effective communication skills, team management, leadership skills, various personality types, self-confidence, and self-awareness.

The webinar, designed to unlock the full potential of the participants, proved to be a resounding success. Mr Kanojia's captivating delivery and wealth of knowledge held the students spellbound, prompting an extension of the session by an additional half an hour beyond the originally scheduled ending time.



The students were not only engaged but also inspired by the insightful content, gaining valuable insights into personal growth and professional success. Robiul Islam Akash's initiative in organising such an impactful event reflected a commitment to providing students with holistic educational experiences that go beyond traditional academic boundaries.



Career Conversation With bKash Limited

Organised by ULAB Business Club in collaboration with the ULAB BBA Program

Thursday, 23 November 2023



Dr Muhammad Faisal Chowdhury
Associate Professor & Director,
BBA Program



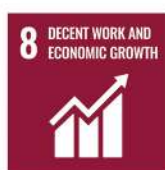
Abdul Baten
Assistant Professor, USB

The ULAB Business Club recently organised a career conversation session in collaboration with the BBA program. The key speakers of the session were Jobaida Khanom, the Senior Vice President of HRBP-Product & Technology of bKash, Dr Muhammad Faisal Chowdhury, Associate Professor and Director of the ULAB BBA Program, and Mr Abdul Baten, Assistant Professor, BBA Program. The session was hosted by Mr Abu Usuf M Rashedul Amin, General Manager of Employer Branding at bKash Limited. The session proved to be an invaluable opportunity for students seeking guidance in their career paths.

During the session, Dr. Chowdhury posed insightful questions to Jobaida Khanom, drawing on her extensive experience in the fintech industry. Ms Jobaida emphasised the significance of continuous learning and skill development for those embarking on a career in fintech. She highlighted the pivotal role networking played in overcoming challenges and shared effective strategies for excelling in fintech job interviews. She also elaborated on key moments that influenced her career, attributing her success to those experiences. Mr Baten also added a few valuable insights highlighting the post-Covid business trends and current career and employment challenges considering the recent global and national economic and political turmoils.

In response to participant queries, Ms Jobaida emphasised the value of qualities such as adaptability

and problem-solving skills in the fintech sector. She recommended specific certifications and courses to enhance CV and stressed the importance of staying motivated in one's career. At the end of the session, the students asked insightful questions to clear their queries. The session proved to be both informative and engaging, providing students with valuable insights into the dynamic fintech industry.



Job Opportunities In The Energy Sector

Organised by ULAB Business Club and the ULAB BBA Program

Monday, 20 November 2023



Abdul Baten
Assistant Professor, USB

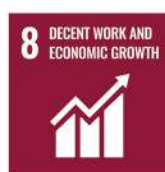
An informative and engaging webinar on graduate job opportunities in the energy sector in Bangladesh was initiated by Assistant Professor Abdul Baten where he welcomed the key speaker energy sector expert Arif I. Z. Rahman, Managing Director of Energy Solutions Engineering Ltd. Mr Rahman, with a diverse background including the Ashugonj 450MW Power Plant, delved into his 14-15 years of experience on the EPC (Engineering, Procurement, Construction) side, emphasising the industry's heavy reliance on foreign contractors and the lack of use of local experts. He provided a comprehensive overview of the evolving power plant landscape in Bangladesh, from a mere 26MW capacity in 2008 to the current growth of 22,000MW per year.

Mr Rahman underscored the critical role of O&M (Operations and Maintenance) contractors in government-owned projects, detailing the challenges faced by the nation, such as low coal production and the increasing demand for gas. The imperative shift towards renewable energy was highlighted, with him shedding light on upcoming government projects in Bangladesh. Despite the potential of solar power, he acknowledged the significant challenge of acquiring suitable land due to the country's overpopulation, planning limitations, and bureaucracy.

Encouraging aspiring professionals, Mr Rahman advocated for courses related to renewable energy, emphasising that degrees at various levels could pave the way into the energy sector. He addressed the influx of foreign manpower and



the need to focus on developing a skilled workforce within Bangladesh. At the end of the session, Mr Baten extended gratitude to Arif Zaman and facilitated a Q&A session for students, particularly focusing on the promising prospects for electrical and mechanical engineering graduates. The webinar concluded with a vote of thanks from Mr Baten, marking a significant step toward enlightening students about the abundant opportunities in Bangladesh's energy sector.



Bank Fund Management: Current Practice

Organised by the ULAB BBA Program

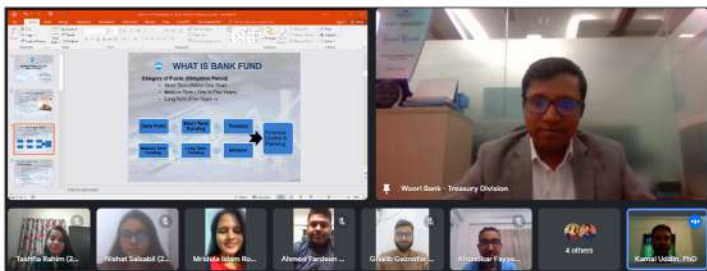
Wednesday, 6 December 2023



Dr Md. Kamal Uddin
Assistant Professor, USB

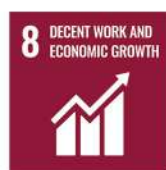
This webinar was organised by Dr Md. Kamal Uddin, Assistant Professor of Finance. The guest speaker was Mr Sushanta Sekhar Deb, Assistant Vice President and Head of Treasury, Woori Bank.

The main aim of the webinar was to familiarise students with the intricacies of banking operations. Students were afforded a valuable opportunity to bridge the gap between their theoretical understanding of banking and the practical insights shared by the speakers. The speakers reflected on the nuanced landscape of bank fund management, offering a comprehensive overview of how financial institutions navigate the complexities of handling their funds. They artfully illuminated the sources and applications of various types of bank funds, emphasising the strategic management of capital, liquidity, investments, and adherence to regulatory requirements.



The students of finance actively engaged with the session, drawing connections between classroom theories and real-world practices. The interactive nature of the webinar allowed the students to pose probing questions from diverse perspectives, further enriching their understanding.

The guest speaker's positive approach to fostering interactivity contributed to the overall success and enjoyment of the session. In essence, the webinar encouraged a dynamic exchange of ideas, making it a rewarding and successful learning experience.



A Talk on Project Finance

Organised by the ULAB BBA Program

Wednesday, 13 December 2023



LiliPing

Senior Lecturer, USB

This enlightening seminar on Project Finance was organised by Ms LiliPing, Senior Lecturer of Finance. This Sunfolded, to apprise students of the latest developments in this domain within the Bangladeshi context. The guest speaker for the seminar was Mr Tashmeem Muntazir Chowdhury, Vice President and Head of Sustainable Finance at BRAC Bank PLC, who has over 12 years of extensive expertise in corporate and project finance.

Mr Chowdhury intricately navigated through the expansive landscape of project finance, shedding light on its scope and the unique challenges it presents in the Bangladeshi context. The discourse encompassed crucial topics such as collaterals, events of default, and the burgeoning field of sustainable finance, providing a comprehensive understanding for the eager audience. Additionally, insights into the prospects of sustainable finance and valuable career advice were generously shared, offering students a roadmap to prepare themselves for future endeavours in the financial sector of Bangladesh.

The students actively engaged with the discussion, capitalising on the rare opportunity to glean insights directly from an industry luminary. The session not only expanded their knowledge but also provided a platform for meaningful dialogue, enhancing their understanding of project finance and its multifaceted dimensions.

A TALK ON PROJECT FINANCE IN BANGLADESH

ULAB School of Business

13/12/2023
10:00 AM - 11:20 AM

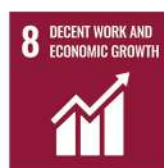
[HTTPS://MEET.GOOGLE.COM/OND-EGUA-YXI](https://meet.google.com/OND-EGUA-YXI)

**GUEST SPEAKER
TASHMEEM MUNTAZIR
CHOWDHURY**

**VICE PRESIDENT
& HEAD OF SUSTAINABLE FINANCE DEPT.
BRAC BANK PLC**

 **ULAB**
UNIVERSITY OF LIBERAL ARTS
BANGLADESH





BBA Internship/Project Defence Grooming & Job Searching Fall 2023

*Organised by Career Services Office in collaboration with the ULAB BBA Program
Thursday, 21 December 2023*

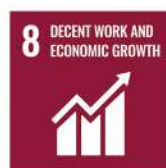


Mohammad Tawhid Reaz
Senior Lecturer & Coordinator,
EMBA Program

The ULAB Career Services Office in collaboration with the BBA Program Office organised this online workshop. The participants were mostly BUS 498 (project) and BUS 499 (internship) students who appeared in the Fall 2023 defence.

Mr Mohammad Tawhid Reaz, Senior Lecturer and Coordinator of the EMBA Program was the main speaker for the session. Leveraging his many years of corporate experience and expertise, he briefed the students on how to appear in the defence and face the questions asked by the panel members. Reflecting on the intricacies of internship/project defence preparations, he then provided valuable guidance on navigating the job search landscape.

The workshop proved to be a dynamic platform for knowledge exchange, fostering an interactive environment conducive to learning and skill development. Students had the opportunity to engage with the speaker, seeking clarification on pertinent topics on the job market and gaining practical insights that are crucial for their career journeys.



Operations & Forecasting

Organised by the ULAB BBA Program

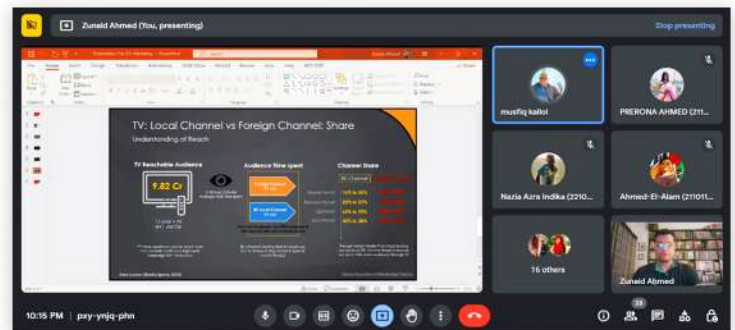
Friday, 25 December 2023



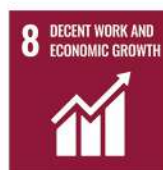
Zunaid Ahmed
Lecturer (Part-Time), USB

A seminar on business operations and forecasting was organised by Mr Zunaid Ahmed, Lecturer (part-time) of Operations Management at ULAB BBA Program. He invited Mr Fakir Mushfiqur Rahman, Head of Media at Nagad Limited, as the main speaker of the session.

The seminar was designed for students studying Operations Management and aimed to shed light on the practical application of forecasting in the services industry of our country. In addition to his affiliation with Above the Line (ATL) media which is commonly associated with marketing, the speaker shared his valuable insights into the dynamic world of forecasting within fast-paced environments. Boasting over 20 years of experience in the creative media industry, the speaker has seamlessly transitioned into a more operational and strategic role. In the session, he explained about data collection, analysis, and forecasting.



Attendees gained valuable insights into how he strengthened these practices to inform budget plans and strategies, enabling his brand, Nagad Limited, to preempt competition for prime-time TVC slots and maintain a prominent presence in the minds of customers. The session proved to be both engaging and effective. The session ended with a summary of the session presented by Mr Ahmed.



Session 1: Deconstructing Doctoral Research

Organised by the ULAB BBA Program

Monday, 6 November 2023



Dr Kazi M Tarique
Assistant Professor, USB

The ULAB BBA Program initiated the Brown Bag series for the first time in November 2023. These are informal online sessions for BBA colleagues to share their knowledge and thoughts on various topics such as dissemination of research, preparation for doctoral studies and publication, faculty development, grant writing, teaching pedagogy, current affairs, or any other topic deemed suitable, for faculty development.

The first session was delivered by Assistant Professor Dr Kazi M Tarique where he presented a summary of his PhD thesis on developing and validating an objective-based performance measurement index for Islamic banks. In the discussion, Dr Tarique's PhD explored the realm of Islamic banking and created an evaluation framework rooted in the objectives of Islamic Law, known as Maqasid al-Shari'ah.

Dr. Tarique talked about the foundation for a prototype evaluation model which initially underwent refinement through twelve in-depth interviews involving Shari'ah scholars and banking experts. Following this he mentioned the validation through a focus group discussion that included inputs from academics and Islamic banking practitioners. Moreover, he also revealed that the researchers have employed the Analytic Hierarchy Process (AHP) to prioritise Maqasid variables, items, and sub-items. A diverse group of thirty respondents, comprising industry experts, Shari'ah scholars, and academics, participated in his project.



His thesis further reflected on the objectives of Islamic Law, known as Maqasid al-Shari'ah that are followed by the Islamic banks. The index he developed in his research can help policymakers and bankers see if Islamic banks are in line with these objectives. In a practical test, some Islamic banks in Malaysia and Bangladesh were ranked using this index. RHB Islamic Bank in Malaysia came out on top, showing that Malaysian Islamic banks performed better than those in Bangladesh. Overall, the session provided faculty members insights on how the proposed tool evaluates Islamic banks' performance and demonstrates their alignment with Maqasid al-Shari'ah goals.



Session 2: Discussion on Active Learning

Organised by the ULAB BBA Program

Wednesday, 29 November 2023



Rumana Liza Anam
Assistant Professor, USB

In the dynamic and engaging seminar titled "BBA Brown Bag Session 2: Discussion on Active Learning," conducted by Ms Rumana Liza Anam, Assistant Professor at ULAB BBA Program, the spotlight was on transformative insights. The seminar, designed as an interactive session, explored "active learning" methods, elucidating various strategies while addressing the prevalent challenges faced by educators. Ms Anam's expertise and profound understanding of the subject matter shone through as she passionately navigated through the nuances of fostering an active learning environment.

The event, tailored for the USB faculty, served as a platform for spirited discussions on innovative pedagogical approaches. Ms Anam's insights not only unveiled the manifold dimensions of active learning but also provided practical solutions to overcome obstacles. Her emphasis on continual experimentation with teaching methodologies resonated with the audience, inspiring them to explore novel avenues in their classrooms.

The overarching message conveyed by the seminar was the imperative need to cultivate graduates equipped with meta-skills higher order abilities facilitating rapid learning and application of new knowledge. Ms. Anam's guidance has



undoubtedly left an indelible mark, steering the USB faculty towards a pedagogical landscape that nurtures not just academic proficiency but also the essential meta-skills vital for success in the dynamic professional world.

Session 3: Make Your Research Easier Through Big Data Science

Organised by the ULAB BBA Program

Monday, 11 December 2023



Dr Zoha Rahman

Faculty Member (Part-Time),
BBA Program

In the third session of the BBA Brown Bag, Dr Zoha Rahman, a part-time faculty member of the BBA Program, took the lead in enlightening participants on simplifying research endeavours through the lens of Big Data Science. The session aimed to provide an introductory understanding of leveraging Big Data for research purposes, acknowledging the contemporary ease facilitated by Big Data applications.

She explained the transformative impact of Big Data Analytics, making essential research activities such as data collection, filtering, mining, analysis, and visualisation more accessible.

The participants gained valuable insights about the significance of integrating Big Data methodologies into their research practices. The session emphasised the need for researchers to adopt Big Data analytics tools to enhance efficiency and effectiveness in their investigative pursuits.

The speaker's comprehensive overview paved the way for a more informed and empowered academic community at ULAB, fostering a heightened awareness of the benefits and applications of Big Data Science in the realm of research.



Zoom Jam With Muhammad Faisal Chowdhury on The 'Risky Business In The Rag Trade'

Organised by Promoting Economic Pluralism, United Kingdom

Wednesday, 20 September 2023



Dr Muhammad Faisal Chowdhury
Associate Professor & Director,
BBA Program

Promoting Economic Pluralism (PEP), a British think tank organised an online talk show with Dr Muhammad Faisal Chowdhury, Associate Professor and Director of the ULAB's BBA Programme. 'Zoom Jams', as they are labelled, are monthly online talk shows organised by PEP to provide opportunities for connecting and interacting with the contributors of PEP's quarterly magazine 'The Mint'. In PEP's recent Zoom Jam, Dr Chowdhury provided valuable insights on how workplace safety becomes a sideshow when the survival of factory workers is at stake in Bangladeshi apparel manufacturing factories.

The talk show was moderated by Henry Leveson-Gower, a British Economist and the Editor of The Mint. In the talk, Dr Chowdhury answered to questions asked by the invited guests. He elaborated on the contextual factors influencing the factory safety behaviours of the workers. The main message was the poor socioeconomic characteristics of workers' livelihoods which influence their attitude towards workplace safety.

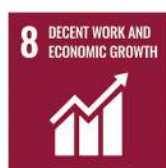
Issues such as economic hardship, risky commuting, domestic violence, substandard accommodation, lack of access to healthcare, and no social security, were highlighted to relate workers' attitude towards industrial risks and workplace safety.

The poster features the logos for 'THE Mint' (with the tagline 'fast thinking in economics') and 'Promoting Economic Pluralism'. The event details are as follows:

- When:** Wednesday, September 20, 2023 from 1:00 PM to 1:45 PM BST. Includes an 'Add to Calendar' button.
- Where:** This is an online event.
- Contact:** Henry Leveson-Gower, Promoting Economic Pluralism, 07-784436934, henry.leveson-gower@economicpluralism.org

The main title of the event is 'Zoom jam with Muhammad Faisal Chowdhury on the Risky business in the rag trade'. A small text box below the title reads: 'Join Muhammad Faisal Chowdhury to discuss his article on the Risky business in the rag trade. Faisal, a practicing academic in Bangladesh, explains how, in Bangladeshi clothing factories, safety is a sideshow when survival is at stake.' A prominent orange 'Register Now!' button is located at the bottom right.

Dr Chowdhury concluded that when factory workers regularly struggle to make ends meet and lead lives in which their basic human rights are ignored on a daily basis and safety at home is non-existent, safety at work becomes a lesser concern. The talk show was attended by British academics and economists who have a particular interest in trade and economic issues of the global south.



BBA Freshers' Orientation Fall 2023

Organised by the ULAB BBA Program

Monday, 25 September 2023



Dr Sarwar Uddin Ahmed
Professor & Dean,
USB



Dr Muhammad Faisal Chowdhury
Associate Professor & Director,
BBA Program



Faisal Mohammad Shahriar
Assistant Professor and Coordinator,
BBA Program



Arzoo Ismail
Senior Lecturer & Coordinator, BBA Program
Proctor

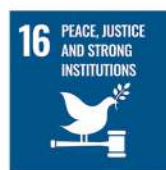
The Fall 2023 BBA Freshers' Orientation was held on 25 September 2023 online via Zoom. Professor Dr Sarwar Uddin Ahmed, Dean of ULAB School of Business, set the tone for the event with a warm welcome to the newcomers. In his opening address, he not only introduced the faculty members but also provided a comprehensive overview of the exceptional facilities the BBA Program has to offer.

Following the Dean's introduction, Dr Muhammad Faisal Chowdhury, Associate Professor and Director of the BBA Program engaged the students with insightful discussions on program-related policies and practices and about the etiquette and professionalism of being business school students. His discussion further served as a roadmap for the students, outlining the diverse opportunities awaiting them.

Faisal Mohammad Shahriar, Assistant Professor and the Coordinator of the BBA Program, then expanded on the academic journey by shedding light on the concentration and minor options available. This invaluable information guided the freshers in making informed decisions about their academic pursuits. Lastly, Arzoo Ismail, Senior Lecturer, Proctor and Coordinator of the BBA Program concluded the orientation by introducing the BBA Program admin team and sharing some proctorial matters.



The event served as a beacon for the freshers, offering a warm welcome and a comprehensive understanding of the exciting academic journey awaiting them in the BBA Program.



MoU Between University of Liberal Arts Bangladesh and Moar Space Limited

Organised by the ULAB BBA Program and Career Services Office

Tuesday, 28 November 2023



Dr Sarwar Uddin Ahmed
Professor & Dean,
USB



Dr Muhammad Faisol Chowdhury
Associate Professor & Director,
BBA Program



Jennifer Hossain
Director, International Affairs Office
& Career Services Office (In-charge)

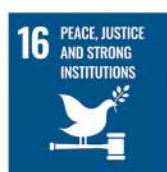
In a strategic move to foster collaboration between academia and industry, the University of Liberal Arts Bangladesh (ULAB) and Moar Space Ltd. (MSL) have officially inked a Memorandum of Understanding (MoU) on November 28, 2023. The signing ceremony, presided over by ULAB Dean Professor Dr Sarwar Uddin Ahmed and Ms Nabila Nowrin, CEO of Moar Space Ltd., marked a significant milestone in their commitment to enhancing educational and professional opportunities for ULAB's Bachelor of Business Administration (BBA) graduates.

The MoU outlines a comprehensive partnership aimed at bridging the gap between theoretical learning and practical application. Under the agreement, Moar Space Ltd. commits to providing internship and job placement opportunities for ULAB's BBA graduates, contributing to their real-world exposure and career development. The signing ceremony witnessed the presence of key witnesses, including Nafisha Tafannum from Moar Space, Dr Muhammad Faisol Chowdhury, Director of the BBA Program at ULAB, and Ms Jennifer Hossain, Director of International Affairs and Career Services Office (In-charge).

Effective from October 1, 2023, the three-year agreement signifies a commitment to fostering a symbiotic relationship, encompassing shared employment opportunities, knowledge exchange, and internship programs.



This collaborative initiative reflects the shared vision of ULAB and Moar Space Ltd. to empower students with practical skills and ensure a seamless transition from academia to the professional world.



The 3rd South and Southeast Asian University Presidents Forum

Organised by Yunnan University, Kunming

Friday, 15 December 2023



Dr Minhaz Uddin Ahmed
Associate Professor, USB

The 3rd South and Southeast Asian University Presidents Forum, organised by Yunnan University, China, marked a successful milestone in fostering regional academic collaborations by inviting Presidents and Vice-Chancellors from various Asian universities. Representatives from some prominent Bangladeshi universities, including ULAB, NSU, and IUBAT were also invited.

Dr Minhaz Uddin Ahmed, Associate Professor of the ULAB Business School, represented ULAB at the forum and showcased the University's commitment to quality education and international academic cooperation. He highlighted ULAB's ongoing academic exchanges and collaborations, not only with Yunnan University but also with many universities and research centres around the world. Against the backdrop of post-COVID challenges and recent geopolitical conflicts, he addressed the hurdles faced by many educational institutions and proposed potential solutions. During an informal session, he engaged with professors and top administrators from Chinese universities and being multilingual, his conversation in Chinese with the hosts was highly appreciated.

The forum reflected the eagerness of the Chinese universities to extend the scope of academic exchanges on various fronts, including faculty and student exchanges, joint research initiatives, scholarships, and fostering deeper cultural immersion with Bangladeshi universities.



Dr Minhaz opined that a significant influx of Chinese citizens into Bangladesh involved in higher education and employment presents the possibility of a heightened bilateral relationship. The 3rd South and Southeast Asian University Presidents Forum has opened new avenues for such a relationship, underscoring the growing ties between Bangladesh and China on educational and cultural fronts.



Driving Change: ULAB Social & Green Incubator's Vision for a Brighter Tomorrow



Dr Shamsuddin Ahamad
Assistant Professor & Director,
EMBA Program

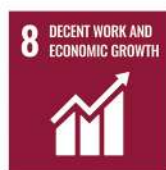
Bangladesh stands on the precipice of a new age. An age where innovation is no longer confined to the Silicon Valleys of the world but is rooted in local communities, addressing the most pressing challenges of our times. The ULAB Social & Green Incubator (US&GI) - a pioneering collaboration between the University of Liberal Arts Bangladesh (ULAB) and the Bangladesh Youth Enterprise Advice & Helpcenter (BYEAH) - is a beacon of this change.

The US&GI is not just another business incubator. Through a tailored 6-month incubation program centered on personal development, business development, and a supportive environment, we empower visionaries dedicated to crafting transformative solutions. At its core, it is a crucible for young visionaries, a place where ideas aimed at societal improvement are nurtured and brought to life.



Since June 2023, US&GI has offered personalized 1-to-1 sessions for young entrepreneurs, connecting them with experienced professionals from BYEAH. These sessions focus on refining early-stage business ideas and providing essential tools, innovation strategies, and insights into sustainable business models.

Events, such as sessions on crafting impactful business models and day-long learning experiences, are geared towards addressing global challenges and fostering innovation and personal growth for aspiring social and green impact entrepreneurs.

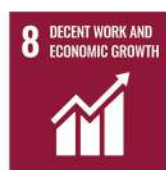


For ULAB students, this incubator is more than an opportunity. It's a call to action. The campus has always been a hotbed of talent and creativity. Now, there's a structured path to channel that energy towards meaningful change. Whether you're passionate about sustainable energy, social justice, or community health, US&GI offers the tools, mentorship, and resources to turn your vision into reality.

The incubator serves a dual purpose. It aids students in developing their entrepreneurial acumen, teaching them about market research, product development, fundraising, and more. Simultaneously, it ensures that the core of their enterprise remains committed to bettering the community. The outcome is a generation of socially conscious entrepreneurs whose businesses don't just aim for financial success but also societal progress.



In conclusion, the ULAB Social & Green Incubator is more than just a collaboration between two organizations. It's a promise for the future of Bangladesh. It tells our youth that their ideas matter and that they have the power to drive change. And for ULAB students, it's an open invitation to be part of this transformative journey.



Interview of a Faculty Member



Shafayat Hossain Chowdhury
Senior Lecturer, USB

1. What motivated you to choose ULAB as your workplace, especially after your experiences in the banking sector and studying abroad?

After working for a couple of years in the banking sector, I realized that I didn't want to pursue my career further in the sector. I felt that I was not being able to create much impact in transforming society. Moreover, I had religious motivations as well to take leave from the sector. Considering the matter of having a greater impact on transforming our society, I decided to pursue my career in academia. So, I went abroad for higher studies.

After returning, I applied to a couple of universities including my alma mater. However, ULAB was the first to offer me a job. I really liked ULAB's approach towards integrating liberal arts education into the curriculum, which I learned during my interview. Furthermore, I got to know from my acquaintances that ULAB is one of the few institutions that offer a great work environment. Thus, I decided to start my journey with ULAB and it has been an excellent decision.

2. How has your transition from the banking industry to academia influenced your teaching and interaction with students?

I started my banking career as a management trainee. During the first year, we went through extensive training programs at the Bangladesh Institute of Administration and Management (BIAM) as well as the Bangladesh Institute of Bank Management (BIBM). Besides, we also had to go through job rotations in all the departments of the bank, which helped to gain a holistic view of the banking business.

After the trainee period, I was selected to work in credit risk management, which allowed me to gain insight into different sectors and companies. This experience has been invaluable as I can draw upon real-world cases from local sectors and companies when teaching a topic. Moreover, I occasionally had to provide on-the-job training to new joiners and new batches of management trainees as well as probationary officers. This allowed me to brush up on my teaching, understand the psychology of learners and adapt the ongoing interaction accordingly, which has been quite helpful in my academic career. Due to my experience in providing on-the-job training, my teaching has been more inclined towards practicality compared to theory.

3. In your view, what unique opportunities does ULAB BBA provide for the faculty members and students?

ULAB BBA Program organizes seminars, workshops and training for the faculty members as a part of their professional development. Faculty members are encouraged to carry out consultancy for business firms or institutions, which allows them to broaden their resources and enrich their teaching. Furthermore, they are encouraged to carry out research and publish in reputed journals. The program always inspires the faculty members to come up with innovative ideas in terms of teaching, process reengineering and knowledge sharing.

The program offers a unique curriculum for the students that is focused on active learning, innovation, recent business cases and industry practices.

Besides, students enrolled in this program do their minor in non-business areas such as sustainable development, computer science, media studies, journalism, economics etc. This enables the students to enhance their knowledge base and opens up the path to diverse career choices but eventually exposes students to a variety of disciplines such as literature, history and science. Moreover, a good portion of the faculty pool in ULAB BBA Program brings along vast industry knowledge due to their previous experience. This enables the creation of a perfect blend of theory and practice enhancing student learning.

4. Could you share a memorable experience or a particular success story from your time teaching at ULAB?

I have been involved with the Event Management Team for quite some time, so I have been engaged with various events. However, my most notable experience was outside the Event Management Team. Back in July 2021, I was nominated to work in collaboration with Aspen Capital Solutions of USA and coordinate online training sessions for ULAB students on a bookkeeping app developed by their team. ULAB was one of the two universities in Bangladesh that collaborated with Aspen. Students attended the training sessions conducted by resource persons from Aspen for two months and attended an online test. 21 students from ULAB qualified for the certificate and we organized a certificate awarding ceremony, where the Managing Partner of Aspen was present. The news was featured in several national dailies.

5. How do you stay updated with the current trends in International Business and Entrepreneurship, and how do you integrate these into your curriculum?

I receive regular newsletters and alumni updates from Aston University, UK where I pursued my Master's. I am also a lifetime member of Beta Gamma Sigma, the international business honor society and have access to their online resources. Besides, I follow business news both locally and globally to keep myself updated. I integrate them via case studies, papers, and presentations.

6. Looking ahead, what are your aspirations for your career and contributions to ULAB and its students?

I would like to pursue a Doctorate (PhD) and be recognized as a change maker in the higher education sector of Bangladesh. I believe the role of business schools should be to create entrepreneurs rather than business executives, though surprisingly it has been the quite opposite. Entrepreneurs are the ones who bring solutions to problems and generate employment opportunities. Considering Bangladesh's young pool of human resources and unemployment rate, we need to create more entrepreneurs who will help our economy progress further.

ULAB has already started a green incubation program in partnership with Bangladesh Youth Enterprise Advice & Help Centre (BYEAH) and I am glad to be associated with it. The first batch of students have already gone through the incubation process and we are optimistic that they will be able to secure funds soon. I would like to see ULAB students coming up with business ideas, transforming those into successful business ventures and leading the next generation of business.



Interview of an Alumnus



Cinderella Dhrupodi Munshi
Alumni (181), ULAB BBA Program

1. What are your Personal Achievements so far (inside & outside of ULAB)?

As a Business Graduate majoring in Finance, I have always dreamt of making my mark in the financial industry. My dream materialized when I secured a coveted position at Standard Chartered, a global banking powerhouse with a presence spanning the United Kingdom, Asia, Africa, and the Middle East. I am currently working in SCB as an officer in the outward remittance department of the Cash Management Operations. In recognition of my contributions to the field of outward remittance and cash management operations, I was honored with the prestigious Standard Chartered GEM (Going Extra Mile) Award in 2023. This accolade, presented by the CEO of Standard Chartered Bangladesh, reflects upon my relentless dedication and commitment to achieving excellence in my role within the Outward Remittance Team enabling them to achieve the highest target in processing one of SCB's most complex products, foreign remittances. During my undergrad years, I have also worked with the British Council Bangladesh during 2019-2020. My first exposure to the financial industry began with the role of an intern in LankaBangla Finance PLC's Credit Risk Management division. I have also assisted in several research projects as an RA. I was also a recipient of the ULAB's most prestigious Named Scholarship Award.

2. What led you to choose ULAB??

At first, the reason for choosing ULAB was convenience and affordable education. However, soon I discovered that ULAB meant much more to me than what met the eye. Before taking admission, I visited many top-tier universities around the country but it was ULAB that had the most welcoming stature. Moreover, they had one of the strongest faculty profiles which allowed me to learn from the best. Nevertheless, ULAB had the most diverse curriculum which gave the students a chance to become the jack of many trades.



3. How can the knowledge gained from ULAB learning be utilized for future challenges?

I would like to share a few words of encouragement from my experience, these 4 years of university life will be your most cherished time of life. Remember that how you perform in each course, the friends you surround yourself with, and most of all, the perspective that you carry, can change how you perceive your world. So, commit to expanding your horizons, understand your boundaries, and converse to grow personally and professionally. Speaking more specifically about ULAB, it has a very rich culture with both great people and amazing opportunities. Take these next few years to really make the most of it. Embrace every opportunity for growth that comes your way and when you find something you're passionate about, chase it. Do not forget to have fun!

4. Looking ahead, what are your aspirations for your career and contributions to ULAB and its students?

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Idea Hunters 3.0

ULAB Digital Marketing Club



ULAB Digital Marketing Club Idea Hunters 3.0 - Marketing Case Competition with the goal of bringing young minds a thousand steps closer to the amazing world of Digital Marketing and Networking



Seminar

ULAB Business Club



Engaging session on Interview Preparation and CV writing was conducted by Shahriar Kabir Choudhury, Head of HROD at Admin & ICT ActionAid Bangladesh.



CaseQuest'23

ULAB Business Club



CaseQuest'23, powered by ULAB Business Club and presented by Edbase Professionals. The event showcased an intense Business Case Competition, a fun-filled Business Quiz Segment, and insightful sessions with esteemed business experts.



Webinar

ULAB Business Club



Job Opportunities in the Energy Sector: Seminar was conducted by Arif I.Z Rahman, Managing Director at Energy Solution Engineering Ltd, as our guest speaker.



Webinar

ULAB Business Club



ULAB Business Club (ULABBC) hosted an engaging and problem-solving webinar on 'Designing the Future: Redefining Experiences with UI/UX Design,' featuring the insightful leadership of NAYMUL HASAN, UI/UX Design Mentor at SHIKHBE SHOBAI. This enriching encounter, directed by Shikhbe Shobai শিখবেসবাই and supported by the University of Liberal Arts Bangladesh (ULAB). (Business Club)



Winter Camp 2023

ULAB Adventure Club



Winter camp which was organized by ULAB Adventure Club held on 1-2 December, 2023



Webinar

ULAB Business Club



In collaboration with bKash Limited, successfully hosted an insightful Career Conversation session featuring the esteemed Jobaida Khanom, Senior Vice President, HRBP-Product & Technology at bKash Limited.



Sylhet Tour

ULAB Adventure Club



ULAB Adventure Club swarmed through to explore the phenomenal beauty of Sylhet [Ratargul Swamp Forest and Humhum Waterfall]



BBA Program Office
