School of Business
UNIVERSITY OF LIBERAL ARTS BANGLADESH

BBA
Program Event Report
Spring 2026

SUSTAINABLE DEVELOPMENT GOALS



Workshop on Feeling Through Crisis

Organized by the BBA Programme
January 12, 2026



Arzoo Ismail
Senior Lecturer, School of Business

Invited by the Center for Excellence in Teaching and Learning (CETL), ULAB, the session titled "Feeling Through Crisis" was conducted by Arzoo Ismail as a part of the Faculty Orientation and Induction Program. This insightful workshop explored the emotional and psychological complexities dealt with while navigating academic challenges. She further guided new faculty members through strategies for developing emotional intelligence and maintaining resilience during periods of transition. The workshop highly emphasized on building a supportive faculty culture while providing practical tools for managing the pressures essential in the teaching profession.This ensured that new joiners are mentally equipped for their roles within the School of Business.



Workshop on Student Advising and the Open Credit System

Organized by the BBA Programme
January 14, 2026



Arzoo Ismail
Senior Lecturer, School of Business

Arzoo Ismail was invited by CETL, ULAB, as a guest facilitator, where she led a specialized training module during the "Induction Training Day 2" focused on Student Advising. The session provided a comprehensive review of the technicalities of the Open Credit System, a fundamental component of ULAB's academic structure, while briefing incoming faculty on the variations of course selection, credit mapping, and effective student mentorship.

The workshop further clarified the administrative processes behind student advising. This ensured that new faculty members can provide accurate, high-quality guidance to students, aligning with the School of Business's commitment to academic excellence.



4 QUALITY EDUCATION

Workshop on AI in Teaching Business

Organized by the BBA Programme
February 5, 2026



Arzoo Ismail
Senior Lecturer, School of Business

The School of Business hosted the first-of-its-kind integration session titled "AI in Teaching Business. This proposal was initiated by Arzoo Ismail, a recipient of the Vice Chancellor's Excellence Award for Teaching and Learning. She developed this workshop to address the evolving digital landscape and its impact on pedagogy, which refers to the method, theory, or practice of teaching and education. The Dean of the School of Business attended this session to highlight the strategic importance of AI integration to the faculty leadership.

Arzoo Ismail further conducted a pre-workshop survey to assess current thoughts and existing practices regarding Artificial Intelligence in the classroom, ensuring that the session was tailored to the faculty's specific needs. This data-driven approach led to a highly interactive session where colleagues explored practical ways to integrate AI into their curriculum to better prepare students for the future of business.

One of the notable key outcomes was active engagement that fostered a collaborative environment for sharing ideas across departments, with active participation from the Dean and senior faculty. Another key outcome was identified training needs. It encouraged faculties to express their needs for further, more specialized training on AI tools, signaling a strong desire for continued professional development in this area. This pioneering session successfully aligned with the School's initiative to enhance pedagogical approaches through emerging technologies, leading to strategic alignment as another vital outcome.







USB Alumni Forum : Linking Minds: Academia, Alumni, and Industry

Organized by the BBA Programme
February 28, 2026



Arzoo Ismail
Senior Lecturer, School of Business

An intensive discussion forum was successfully hosted by the ULAB School of Business on 28th February, 2026 The forum provided an open platform in its campus uniting alumni, current students, and faculty to align academic learning with the rapidly evolving global job market. Primarily hosted to bridge the gap between industry and academia, the event was inaugurated with an inspiring keynote from Honorable Vice Chancellor Prof. Shamsad Murtaza. Dean Prof. Sarwar Uddin Ahmed followed with opening remarks emphasizing the necessity of evolving educational frameworks to maintain competitive relevance. Moderated by Arzoo Ismail, Senior Lecturer at USB, the session served as a collaborative platform for insightful discussions. Approximately 20 alumni and current students, along with six faculty members representing diverse areas of business, actively participated in the event.

The forum had key highlights and led to numerous insightful outcomes. The discussion centered on the importance of integrating Artificial Intelligence (AI) into academia to ensure that students adapt to technological advancement. A strong emphasis was placed on expanding practical, project-based learning to better simulate real-world professional challenges. What was initially planned as a standard session evolved into an engaging 100-minute exchange of ideas, enriched by field-tested insights from alumni and innovative perspectives from current students. The forum also opened new avenues for long-term mentorship programs, enhanced internship opportunities, and stronger curriculum alignment with industry standards.The faculty participants remarked, “We are not just teaching students; we are shaping the next generation of global leaders. By bringing our alumni back into the classroom for such sessions, we ensure our graduates are ‘future-ready’ from day one.” The event concluded with a collective commitment to making the forum a recurring catalyst for academic innovation, meaningful collaboration, and professional networking.

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Workshop on Implication of the ULAB Code of Conduct on Academics

Organized by the BBA Programme
April 11, 2026



Arzoo Ismail
Senior Lecturer, School of Business

Invited by the Center for Excellence in Teaching and Learning (CETL), ULAB, Arzoo Ismail facilitated a critical session on "Implication of the ULAB Code of Conduct on Academics." as a part of the day-long teacher training module, "Legal Certainty and Effectiveness in Teaching". She examined the intersection of institutional ethics and professional teaching standards during this 30-minute intensive briefing. The session further explored the practical application of the university's code of conduct in academic settings, emphasizing how a clear understanding of these legal and ethical principles can enhance teaching effectiveness. Through this workshop, the rights and responsibilities of the faculty members were clarified, reinforcing the School of Business's commitment to maintaining a transparent, professional, and high-standard academic environment.



Conference on Operations Management

Organized by the BBA Programme
April 29, 2026



Farabe Khan Alif
Lecturers

Organised by the ULAB School of Business, Operations Management conference was organised by ULAB School of Business where around thirty teams from four Operations Management course sections participated to apply classroom concepts and to tackle real-world business challenges. In this highly interactive session, students got the opportunity to showcase their innovative ideas across diverse operational themes, where many of them focused on sustainability through eco-friendly and reusable business models, demonstrating both creativity and practical feasibility.

At the end of the event, awards were presented in three categories:
Outstanding Business Concept
Operations Analytics Excellence
Best Presentation

The event highlighted significant application of innovation, analytical thinking, and operations management in solving real-world operational challenges.





Guest assigning students: Strategic Marketing tasks for their companies

Organized by the BBA Programme
February 2, 2026



Dr Sabrina Luthfa
Associate Professor

As one of the prominent core courses offered by the ULAB School of Business, Strategic Management, course instructor Dr. Sabrina Luthfa, Associate Professor, successfully implemented a work-integrated curriculum designed to bridge theoretical knowledge with practical industry experience.

The founders and CEOs of three small and medium-sized enterprises (SMEs) were invited to collaborate with the students: Anwar Muhammad Noor of Herblife, Taslima Miji of Gootipa, and Mohammed Mahbubul Alam of Shaalbrikkho.

The executives introduced their organizations and student groups were tasked with developing strategic marketing plans for their products. Following company visits and presentations, the proposed strategies were highly appreciated by the CEOs, who praised the students' professionalism and offered future internship and employment opportunities. As one CEO remarked, "The work reflected creativity, practical insights, and a strong understanding of market dynamics."





Guest Lecture on how to formulate strategies in a communication agency

Organized by the BBA Programme
February 16, 2026



Dr Sabrina Luthfa
Associate Professor

A course on Strategic Communication was conducted on PD 201, ULAB Permanent Campus, featuring an honourable guest lecturer Manjurul Mahmud, co-founder and Chief of Strategy at Content Analysis & Production Ltd (CAP). Holding a Master's in Political Communication from the University of Gothenburg, Sweden, Mr. Mahmud shared his expertise in crisis communication, strategic communication, and public opinion research, providing students with advanced insights into strategy formulation.





Innovation and Sustainability: The Swedish Experiencecy

Organized by the BBA Programme
April 22, 2026



Dr Sabrina Luthfa
Associate Professor

An interactive session was conducted on 22 April 2026, featuring Mr. Olle Lundin, Head of Politics and Trade at the Swedish Embassy, who delivered an insightful presentation on Sweden's approach to sustainability and how Swedish companies contribute to these efforts in Bangladesh. He also highlighted how Sweden has developed innovative technologies that reduce heat emissions in the steel industry, thereby contributing to lower carbon emissions and supporting global sustainability initiatives. The session offered students valuable insights into sustainable innovation and global best practices.









Navigating Trade and Port Constraints in Bangladesh: A Systems Perspective

Organized by the BBA Programme
April 23, 2026



Rubab Salehin
Lecturer

An insightful guest lecture was conducted by Dr. Kamol Gomes, Assistant Professor at Notre Dame University Bangladesh and Founder Director of Sysmark Ltd. Drawing on his industry experience, he discussed the strategic importance of ports, the operational challenges they face, and the need for greater automation to support the country's growing industries and trade.

The interactive session encouraged students to explore real-world issues surrounding Bangladesh's ports and their future potential. It provided valuable industry insights and enhanced students' understanding of trade and logistics from a systems perspective.





Positioning Yourself for Opportunities Before You Graduate

Organized by the BBA Programme
April 11, 2026



Imran Hossain,
Assistant Professor

A webinar titled "Positioning Yourself for Opportunities Before You Graduate" was held on 11 April 2026, with Robiul Islam Robi, Digital Media Specialist at Miaki, as the guest speaker. Through an engaging and insightful session, he emphasized the importance of preparing for one's career before graduation and shared practical guidance on building a strong professional foundation. The webinar encouraged students to take proactive steps toward their career development and future success.







First Impression That Wins

Organized by the BBA Programme
April 5, 2026



Imran Hossain,
Assistant Professor

To help students strengthen their confidence and communication skills, a webinar titled "First Impression That Wins" was organized on 5 April 2026. The session welcomed S. A. Walid, Experienced Speaker on Human Psychology, Perception, and Influence as the guest speaker. He shared practical strategies for overcoming common challenges in presentations, interviews, and professional communication. The webinar empowered students with greater confidence and practical communication skills, preparing them to make a positive first impression in both academic and professional settings.





GREENBIZ: Entrepreneurs' Fair

Organized by the BBA Programme
December 9, 2025



Ekhtear Ahmed Zeesan
Lecturer

Organized as part of the Hult Prize at ULAB 2025/26, GREENBIZ: Entrepreneurs' Fair transformed the ULAB Permanent Campus into a vibrant hub of creativity, innovation, and entrepreneurship. The two-day event brought together student ventures, startups, and emerging brands, providing a dynamic platform to showcase innovative ideas, connect with diverse audiences, and promote sustainable, purpose-driven businesses. Reflecting the mission of the Hult Prize, GREENBIZ celebrated social impact and youth-led innovation while fostering meaningful collaboration and entrepreneurial thinking within the ULAB community. The event concluded with appreciation for all participants, exhibitors, and partners whose contributions made the fair a memorable success.







Funding the Future: Basics of Business Finance & Fundraising

Organized by the BBA Programme
January 8, 2026



Ekhtear Ahmed Zeesan
Lecturer

An insightful online workshop titled "Funding the Future: Basics of Business Finance & Fundraising" was organized as part of the Hult Prize at ULAB 2025/26. The session was conducted by Mr. Depesh Banik, Project Management Officer at Webb Fontaine, who introduced participants to key concepts such as budgeting, cost structures, revenue planning, financial sustainability, and effective fundraising strategies. He also shared practical insights on communicating the value of business ideas to potential investors.

The workshop equipped participants with essential financial knowledge and strategic skills to refine their business models, make informed decisions, and build sustainable ventures with long-term impact. Through initiatives like these, Hult Prize at ULAB continues to equip young innovators with the skills and confidence needed to transform ideas into sustainable and impactful enterprises.





Upcycling for the Future: A Trekking Towards Opportunity

Organized by the BBA Programme
February 26, 2026



Ekhtear Ahmed Zeesan
Lecturer

A collaborative initiative of the ULAB Sustainable Development Club (USDC), Hashimukh, and Hult Prize at ULAB, Upcycling for Future was launched to promote sustainability through meaningful community action.

The initiative focused on SDG 4 (Quality Education) and SDG 12 (Responsible Consumption and Production) by transforming reusable waste materials into educational resources for underprivileged children. The upcycled learning materials were introduced at Hashimukh Street School, creating a more engaging learning environment while encouraging sustainable practices.

Volunteers also participated in teaching sessions, sharing knowledge and encouragement with the students. By combining environmental responsibility with community engagement, Upcycling for the Future demonstrated how sustainability, education, and social responsibility can come together to create lasting impact.



