



ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

BBA

**BACHELOR OF
BUSINESS
ADMINISTRATION**



About ULAB

The University of Liberal Arts Bangladesh is a top-ranked, new-generation private university in Bangladesh.

Hosting more than 5,000 students alongside an alumni network that spans various countries, ULAB has developed an international reputation for quality teaching and research. Students at ULAB benefit from a liberal arts-based curriculum where students of one discipline can choose minor/optional courses from other disciplines, thus enabling them to develop a love for lifelong learning and become responsible and caring global citizens.

ULAB is highly regarded by its students for its warm and supportive community and multiculturalism. Students can find a rich learning environment in its large, green, peaceful campus, and a rewarding lifestyle while making lifelong personal and professional connections. Students can also avail good quality accommodation and recreational facilities in the surrounding areas along with a wide range of eateries and entertainment options.

BBA graduates will leave ULAB with more than just a degree qualification due to the university's excellent performance in various international quality frameworks such as Times Higher Education (THE) Impact Ranking and World Universities with Real Impact (WURI) and ISO 9001:2015.



Table of Content

• Message from the Vice Chancellor	2
• Why ULAB	2
• Message from the BBA Director	3
• BBA at ULAB	3
• BBA Program at a Glance	4
• Online Application	4
• Admission Criteria & Scholarships	5
• Life at ULAB	6
• Life around ULAB	9
• BBA Faculty Members	10
• BBA Admin Members	11



BBA IS A VERSATILE,
WELL-ROUNDED, AND ONE OF
THE MOST POPULAR ACADEMIC
DEGREES IN THE WORLD.

Message from the Vice Chancellor

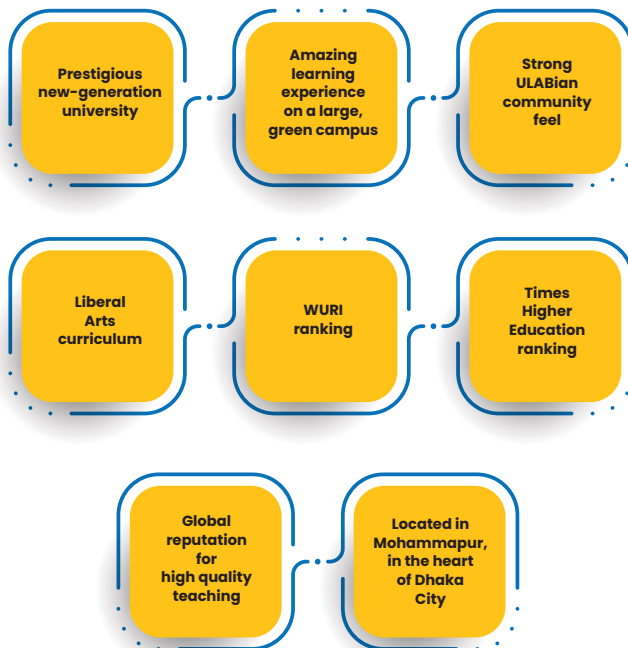
Welcome to the ULAB School of Business (USB). We believe that USB's approach to business education is unique. We're looking forward to sharing with you those aspects of what we do that make us special; those distinguishing features that set us apart from other business programs in Bangladesh and, indeed, in the world. We invite you to share with us your special interests and aspirations, so that we can help you achieve them.

Professor Imran Rahman

Vice Chancellor



Why ULAB



WE WILL
GUIDE YOU
TO SHAPE
YOUR FUTURE
AND TEACH
YOU TO WALK
YOUR OWN
PATH

Message from the Director



I am delighted to introduce you to our BBA program. The BBA at ULAB offers a welcoming and supportive learning environment to build your confidence for future success. Our liberal arts-inspired industry-focused curriculum teaches you to think, shows you to look into matters from different perspectives, and develops essential skills that you need to progress in your life in Bangladesh and beyond. Our world-class teachers will instill moral values in you and orient you to the practicalities of life and your career. As the largest department of the University, we continue to provide valuable support for extra-curricular and co-curricular activities to complement your learning experience. I welcome you to experience the amazing ULABian community feels and discover the opportunities we offer that will help you grow personally and professionally.

Dr. Muhammad Faisal Chowdhury

Associate Professor & Director, BBA Program

BBA at ULAB

The top priority of our BBA Program is to prepare you for your life and career goals.

Your journey to becoming a successful entrepreneur or business professional starts at ULAB BBA Program. Our outcome-based education (OBE) curriculum not only offers interactive classroom learning opportunities but also features learning outside classrooms through research and consultancy projects, industry visits, training and workshops, networking & career events, club and volunteering activities, personal and professional grooming sessions, and essential skills development. Join our BBA Program to discover our vibrant and engaging ULABian community.

**OUR BBA
CURRICULUM HAS
BEEN DESIGNED
TO GIVE YOU
MAXIMUM
LEVERAGE
TO KICKSTART
YOUR CAREER**

BBA Program at a Glance

Categories	No. of Courses	Credits
General Education Foundation Courses	2	$3 \times 2 = 6$
ULAB Core Courses	3	$3 \times 3 = 9$
Essential Skills	4	Non-Credit
General Education Elective Courses	3	$3 \times 3 = 9$
Major Core Courses	20	$3 \times 20 = 60$
Major Elective (Concentration) Courses	6	$3 \times 6 = 18$
Minor/Optional Courses	5	$3 \times 5 = 15$
Project / Internship	1	$3 \times 1 = 3$
TOTAL	44	120

Note: Tuition and graduation requirements are computed on the basis of courses rather than credits.

Concentration (Major)

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

Minor

Economics (for BBA and students of other departments) | Business (for students of other departments)

Find out more: <https://usb.ulab.edu.bd/bba>

LET'S APPLY:

Submit your online application: <https://oam.ulab.edu.bd/>

Application forms are also available at the ULAB Admission Office:

Please Contact:

Mobile: 01713091936, 01730082197, 01714161613

Email: admissions@ulab.edu.bd

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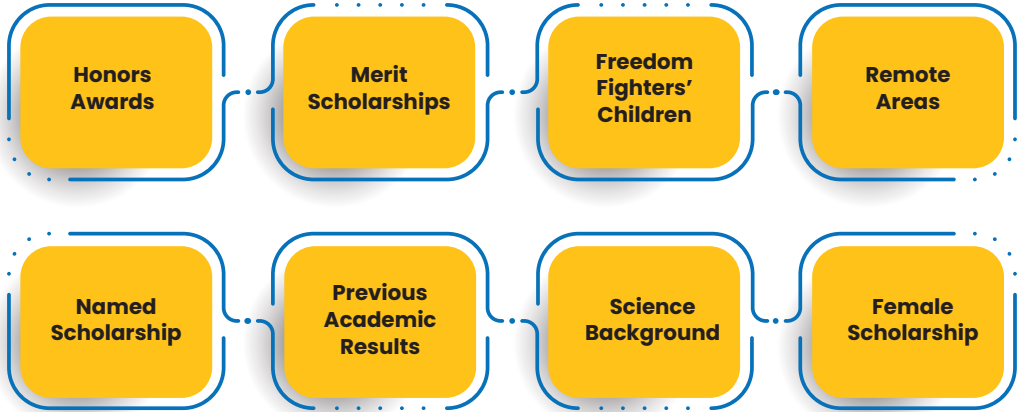


/ULABian

Admission Criteria & Scholarships

ULAB offers merit-based scholarships ranging from 5% to 100%, with special scholarships available for all females. Scholarships are also given to students from Science background and English medium students.

ULAB offers scholarships on the following criteria:



65%
OF ALL ULAB
STUDENTS
ARE RECEIVING
VARIOUS TYPES
SCHOLARSHIPS



Life at ULAB



Main Campus

You will have a serene learning environment in our large, eco-friendly, lush green campus in Mohammadpur where you can enjoy fresh and clean air in the midst of a buzzing daytime.

Dedicated Research Centers

According to UGC report, ULAB is ranked second among all private universities in research spending. Among these, Center for Enterprise and Society (CES) is dedicated to conducting research on business and entrepreneurship.

Find out more:

<https://ulab.edu.bd/research-centers>



Modern Classrooms

Our fully air-conditioned and Wi-Fi-enabled classrooms are equipped with the required modern amenities to aid your learning.

Green and Social Business Incubation Centre

Whether it is a startup idea or an entrepreneurial dream, our business incubation centre is ready to support you in launching, expanding, and scaling your businesses and social initiatives.





IoT and Other Labs

Do you know that ULAB is one of the few universities in Bangladesh to establish an IoT lab with the assistance of the Bangladesh Hi-Tech Park Authority? You also have access to six other computer labs for your use on the main campus.

Find out more :

<https://ulab.edu.bd/internet-things-iot-lab>

Library

With more than one hundred thousand print and online resources including access to JSTOR, Bangladesh Business Reference Initiative (BBRI), and other academic and business databases, regular subscriptions to national and international dailies and business magazines, open individual spaces and closed study rooms, our library offers you spaces to work in silence or in a group.

Find out more : <https://library.ulab.edu.bd>



Clubs & Sports

Whether you want to share your passion or try something new, our 22 clubs are ready to offer something that piques your interest. Our floodlit professional-level cricket, football, and basketball grounds and indoor games facilities are available for hosting tournaments as well as for regular practices.

Find out more : <https://cocurricular.ulab.edu.bd>



Lounge & Cafeteria

The campus has an in-house cafeteria, several outside eateries, and lounges for you to eat and relax. The cafeteria has a mezzanine floor and life-size windows allowing in natural sunlight and offering unparalleled views overlooking the lush green fields beyond. The perfect place for you to discover new faces and have a great adda!





Seminars and Events

Our campus regularly holds numerous academic, business, cultural, and social events and seminars for you to join for free. Meet business leaders and notable social personalities, listen to their talks and engage in conversations. ULAB indeed is a happening place!

Find out more :

<https://usb.ulab.edu.bd/bba/bba-e-resources>

Shuttle Buses

Students can shuttle between the Research Building in Dhanmondi and the Main Campus in Mohammadpur using ULAB's shuttle bus service with a minimum fee. The services are available at regular intervals throughout the day. Currently, Longer route plan is under consideration.



AND MANY MORE...





WITH DHANMONDI, LALMATIA, & MOHAMMADPUR AS NEIGHBORING AREAS, ULAB STUDENTS CAN NEVER RUN OUT OF NEW AND EXCITING PLACES AND THINGS TO DISCOVER



BBA Faculty Members

95% OF FACULTY MEMBERS
HAVE DEGREES FROM TOP-CLASS
FOREIGN UNIVERSITIES

90% OF FACULTY MEMBERS
HAVE INDUSTRY AND
CONSULTANCY EXPERIENCE

35:1 STUDENT - TEACHER
RATIO

BBA Admin Members

Dr. Muhammad Faisal Chowdhury

Associate Professor
Director, BBA Program

Faisal Mohammad Shahriar

Assistant Professor
Coordinator, BBA Program

Arzoo Ismail

Senior Lecturer
Coordinator, BBA Program
Proctor

S. M. Maruf Bin Islam

Senior Assistant Manager
BBA Program Office

Rafida Nishat Yashe

Admin Officer
BBA Program Office





ULAB BBA

**BEST
IN
BUSINESS**





University of Liberal Arts Bangladesh

688 Beribadh Road, Mohammadpur, Dhaka-1207, Bangladesh

admissions@ulab.edu.bd

www.ulab.edu.bd



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