**Seminar: Building Careers in Data-Driven Banking**

The seminar titled "Building Careers in Data-Driven Banking" was successfully organized by the Department of Management Information Systems, Faculty of Business Administration (FBA), at American International University-Bangladesh (AIUB). On October 29, 2024, the event took place at the Multipurpose Hall, Level 10, D-Building, AIUB, from 11:00 AM to 12:00 PM. Mr. Mehzabul Hoque Nahid, Senior Assistant Professor and Department Head of Management Information Systems, delivered the opening remarks and introduced the resource speaker, Abdullah Muntasir Nabil, Senior Manager, Product and Proposition, Premium Banking at BRAC Bank Limited. With over 15 years of experience in the banking sector, Mr. Nabil shared his personal journey, highlighting the skills required to succeed in the industry. He emphasized the importance of data analysis, strategic thinking, and adaptability in the rapidly evolving banking landscape. Mr. Nabil's insights provided a comprehensive understanding of the challenges and opportunities in data-driven banking, offering valuable advice on how to build a successful career in this field.

Mr. Nabil shared a few success stories, illustrating how data-driven strategies have transformed banking operations. He provided examples of how BRAC Bank has leveraged data analytics to enhance customer experience and improve operational efficiency. His interactive nature with the audience made the seminar vibrant and enjoyable, as he engaged participants in discussions and encouraged questions. Mr. Nabil also discussed career prospects in data-driven banking, emphasizing the need for students to develop skills in data analysis, digital literacy, and strategic planning to thrive in this sector. The seminar significantly contributed to the attendees, primarily BBA students from the 2nd and 3rd semesters, by enhancing their understanding of the banking industry, providing insights into career pathways, and highlighting the importance of data-driven decision-making. Additionally, the event encouraged students to pursue careers in banking and finance, fostering a deeper appreciation for the role of data analytics in business operations.

The seminar contributed significantly to the United Nations' Sustainable Development Goals (SDGs), particularly **SDG 8: Decent Work and Economic Growth** and **SDG 9: Industry, Innovation, and Infrastructure**. By focusing on career development in data-driven banking, the seminar supported SDG 8 by promoting decent work opportunities and economic growth through the application of data analytics. For instance, Mr. Nabil's examples of how data analytics improve operational efficiency and customer experience align with SDG 8's goal of achieving full and productive employment. The seminar also contributed to SDG 9 by highlighting the role of innovation and infrastructure in the banking sector. Mr. Nabil's discussion on leveraging technology and data analytics to enhance banking operations demonstrated how innovation can drive sustainable infrastructure development, supporting SDG 9's objectives. Dr. Rezbin Nahar, Associate Professor and Director of the Undergraduate Program (BBA), delivered the closing speech, while Ms. Nazia Farhana, Assistant Professor in the MIS Department, moderated the event. The seminar concluded with a sense of accomplishment, having provided valuable insights and inspiration to the attendees.