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| Title | **Facing COVID-19 Pandemic: AIUB Strategy** |
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| Abstract |
| Higher education institutions seem to be a potential-risk site for the outbreak of novel-corona-virus as students used to behave in close community proximity in college and university grounds in Bangladesh and elsewhere in the world. In such a context, the emergence of a new business strategy for the higher education sector to get survived becomes a must. While it seems that many higher education institutions in Bangladesh have failed to respond timely to the call for the emergence of a new business strategy or a new business model to encounter the COVID-19 pandemic situation, American International University-Bangladesh (AIUB) has proved its strength and become a role model as the first university in Bangladesh by shifting with a strategic drive within days of the initial COVID-19 outbreak in the country. AIUB's experience in encountering the COVID-19 pandemic has been documented here as a successful business teaching case. The lead case question: What are the factors that make it successful to encounter a high-sensitive global pandemic situation? |
| Sustainable Development Goal(s) (SDG) |
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