

BUSINESS CONNECT

2017
First Edition

AIUB's Business Magazine

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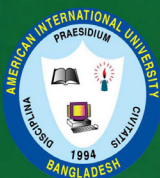


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Faculty of Business Administration

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Turning KSA into Practices



Message from the Vice Chancellor, AIUB

In 2003, she obtained her Ph.D. in business administration from California Coast University. She was appointed as the vice-chancellor of AIUB in 1997. She became the first female VC of a university in Bangladesh.

The Faculty of Business is one of the vibrant Faculties of AIUB. It has produced graduates who are now occupying good positions in the corporates, non government organizations and multinational companies. Some faculty of the FBA are likewise graduates of either/or BBA program and MBA/EMBA program. Their loyalty to the FBA is shown in their interest to teach after finishing their post graduate degree(s) from foreign universities. I am happy to note that this newsletter can really connect to our stakeholders and keep them informed of the important events and activities taking place in the university and in the business sector. Both our students and teachers have brilliant ideas which could be conveyed to the readers. This could also serve as a platform for all those who are interested to share their success and personal impressions on certain ideas obtaining in the universities particularly in the Faculty of Business Administration. Let your talents be read as you start to scribble them in this medium. I would also suggest that should the readers have some suggestions to improve or cover, please let us know or the editorial board so that these can be given attention for improvement of this newsletter. This initiative of the FBA is well recognized and kudos to the editorial staff of the BUSINESS CONNECT on its maiden edition.

DR. CARMEN Z. LAMAGNA

Vice Chancellor and
Technical Consultant



Message from the Pro-Vice Chancellor, AIUB

Before joining AIUB in 2004, he was Chief planning officer of the ministry of education in the Philippines and transferred to the commission of higher education as a Director of planning, research & information.

The Faculty of Business Administration (FBA) is undertaking a number of activities and events every semester as way to enrich and expand the coverage of teaching. Some Departments are organizing competitions, seminars, talk shows, workshops, celebrations with the intention to enhance the knowledge and skills of the students. More often than not, these valuable activities are not documented to inform the stakeholders that the vibrancy of the academic programs are truly taken into account. Through this medium, the faculty will be given greater opportunity to concretize their brilliant and innovative ideas. The same opportunity is afforded to the BBA students who are not only learners but they have in their own inherent talent and ideas to share too.

Congratulations to the Editorial Board for creating this publication, BUSINESS CONNECT, as this tool tries to scan important FBA activities in the university and for the teacher and students to speak their minds in addition to the teaching-learning they are engaged in but also to write and be read by the stakeholders.

PROF. DR. CHARLES C. VILLANUEVA

Pro Vice Chancellor and
Dean, Faculty of Business Administration

THE CHOICE OF CAREER

The choice of a career comes at a time when students try to crystalize their dream or ambition in life. After SSC, the students select the college/school for their HSC. Their choice is not properly rationalized as the parents would let them enroll for some reasons in a college/school accessible to their residence or choose a background like science and commerce as a result of their parents dictate. After HSC, the destination is the university.



Communication Skills



Problem Solving Skills



ICT Skills

It is at this stage in their lives that students select the university and the degree they of to pursue. Again, the influence of parents is the basis for this choice. We heard students a number reason for this choice. It is the parents' desire, to follow the footstep of either the father or mother; the university is reputed; the friends are also studying in the same university; their relatives and kins graduated from the same university; read in the newspaper advertisement; they visited the webpage of the university and it attracts them; and many other reasons.

For those who have selected AIUB and successfully passed the admission requirements, it is at this point that career counselling is intensively afforded to the students. Students who are enrolled in the Bachelor of Business Administration (BBA) Faculty of Business Administration, have the opportunity to avail of this counselling or orientation especially at the time when they will choose their major field since BBA has 9 majors fields to choose from. Limit your choice of career/major for this will create more confusion. What is your passion and interest? What skills do you possessed? Let the answers to these questions be your guide in choosing your future career.



Students can consult with their teachers what major to take. The faculty invite a speaker during seminar on the topic related to the course. The speaker assigned from the contents also entice the students to take this particular major because this has helped him to be successful in his/her present career.

THE PATHWAY TO SUCCESSFUL FUTURE

At AIUB, what kind of interventions are being done to reorient the students so that they can choose the major field appropriately with confidence. Faculty counselling is a regular responsibility of the faculty in addition to their teaching assignment.

Students can consult with their teachers what major to take. The faculty invite a speaker during seminar on the topic related to the course. The speaker assigned from the contents also entice the students to take this particular major because this has helped him to be successful in his/her present career. A Talk show is organized by the FBA management inviting resource persons

representing each the major field of BBA. This is an interesting event, as each speaker highlights the prospects and opportunities of the major field each is representing. At this point, students are given the chance to ask questions that would clarify their doubts and issues pertaining to their choice of major.

In another gathering, students listen to the invited HR Director during seminar organized by the FBA. Students are given advised what to do during interview which



include the preventability of the personality of the applicant; the simple but substantial CV; the positive and desirable attitude shown during the interview; ability to express his/her ideas in good English; manifest the cognitive knowledge and potential skills needed for the position being applied for. In addition to these key pointers, there are other sources of information which the students can generate to guide them in their choice of career.

In this regard, the internet is a vital tool in this modern age of technology where relevant information can be generated about the career they are interested in. Through this medium, students can also generate information about the company they are interested in to apply by knowing vital information. This will make the students aware and prepare should they start applying for the job. Further initiatives to take, read business supplement of English Newspapers; listen to English Radio Station; view English television program; read English passages in front of the mirror; listen to recorded speeches or news cast; What kind of work environment you are comfortable, Local? National? International? Geographical in Urban? Rural? Involve traveling? Just in the office? Strong determination and perseverance should prevail in all aspirations for the career you have chosen.

Prof. Dr. Charles C. Villanueva

Pro Vice Chancellor and Dean, Faculty of Business, AIUB

THE VALUE AND USE OF MONEY

The purchasing power of money is determined by the demand for and supply of money. Goods and services are what ultimately matter in the economy, and money is a way that allows people to give up goods and services which are less desirable to them, and get ones that are more useful, like the valuable pieces of all economic goods and services.



This short article presents the connotation of money when it is used in money form or type of transactions.

In church/mosque/temple, it is called Offering.

During marriage, this is called Dowry.

When two couples agreed to divorce, it is called Alimony.

If you owe someone, it is called Debt.

When you pay the government, it is called a Tax.

When the courts/law enforcers found somebody violated some rules, one has to pay Fine.

So that an offender can be given temporary freedom, the offender has to pay money as ordered by the court. This is called Bail.

After a prescribed number of years in service with the government, one has to retire and the government pays the retiree either in lumpsum or monthly Pension.

Payment of the Boss to the Worker in exchange of service is called Salary.

Payment of the Master to subordinates in view of the services rendered is called Wages.

When children are given money for extra expenses is called allowance.

When one borrows money from the bank, it is called Loan.

An amount is given to somebody after a good or extra service is called Tip.

Student pays money to the school for education is called a Tuition Fee.

Sound Mind and Body

ROTARY CLUB OF GULSHAN EXTENDS OUTREACH PROGRAM TO AIUB INTERNS AND OTHERS STUDENTS

The Rotary Club Of Gulshan Green(RCGG) and AIUB's Office of Placement and Alumni (OPA) organized a career session on "A Step in The Right Direction", a half day program on 9th of August, 2017 . The program was opened to AIUB's interns and other students from other universities .It was held in Campus 1 Auditorium. The session focused on life coaching and career counseling by the key speaker Mr. Hemi Hossain, Executive Coach, Speaker and Leadership Consultant who is also the Managing Director of Careers Hub.



The program started with a welcome speech by Mr. R. Tareque Moudud FCMA, Director of OPA. The guests and participants were also welcomed by Prof. Dr. Charles C. Villanueva, Pro Vice Chancellor & Dean, Faculty of Business Administration, who further encouraged this program for this will be beneficial for students entering into the corporate world. He expressed utmost appreciation to the organization for this laudable undertaking. Rotarian Mrs Shylla Rahman, President, RC Gulshan Club discussed on the initiatives taken to hold this session.

The floor was open after the introduction of the Rotary District Governor (RDG) Rotarian Mr. F H Arif, about the Rotary Club. Other guests present were Ms. Afroza Nasreen, Assistant Governor, Ms Laila Rosy, Rotary District Additional Secretary, Mr. Kawsar Ahmed Rubel, District Secretary, Ms Khaleda Afreen Bobby, Secretary of Rotary Club, Mr. Masum Ul Alam, District Rotaract Representative, Ms. Shahnaj Sultana Kaisar, Faculty and over 80 Rotaractors. Discussions focused on facing interviews, general discussions about life and decorum in the corporate sector and pointers that are considered vital to make our students better equipped to not only face the corporate sector but also motivate them to reach their goals. The auditorium was house-full and well participated in who punctuated the session with pertinent questions. This made the event enlightening and interesting.

At the end of the session, the guest speakers answered questions asked by the students. Souvenir gifts were handed over to the team as a token of appreciation.



OPA is grateful to AIUB Management, OSA and AIUB Business Club Members in making the seminar a resounding success. Deep appreciation and gratitude is endless for this laudable gesture of the Rotary Club of Gulshan.

Laurels for Academics

Regional Conference on Quality Assurance of Higher Education in Asia-- Pacific

AIUB was invited to participate in this conference through the Pro Vice Chancellor and Director, IQAC, Prof. Dr. Charles C. Villanueva. It was a 2-day Conference organized by UNESCO Asia and the Pacific Regional Bureau for Education and UNESCO China. It was held in Shenzhen Hall, Wuzhou Guest House, Shenzhen, China with more than 100 participants coming from all over Asia and Pacific UNESCO member states. Various papers were delivered by prominent speakers who have been involved in promoting quality assurance particularly in higher education. These topics were as follows:



- Shifting Focus from Teaching to Learning
- Challenges and Opportunities for Measuring Learning Outcomes of higher education in Asia-Pacific
- Strengthening Quality Assurance of Lifelong Learning Systems
- Aligning institutional, national and regional strategies to strengthen quality assurance
- Reflecting on the Development of China's Higher Education Quality Assurance
- Nurturing Caring Leaders through Quality Higher Education
- Quality Assurance of diverse modes of learning-Towards a learner centered model
- Building Culture of Quality: IQA
- Communicating about quality: External quality assurance
- Capacity Development of Quality Assurance in Asia-Pacific

The case of AIUB on IQA was presented during the Thematic Interactive Sessions and in the Exhibits showcasing the good practices of the QA in Asia-Pacific. A Newsletter: The maiden issue on QA entitled THE VANGUARD. Copies were displayed and to the best interest of the participants, they picked up copies. There were many organizations / institutions exhibited their practices through variety of documents. AIUB's Video's presentation on the Journey to QA was presented during the parallel session. We informed the participants that AIUB was chosen as The Best Model QA University by APQN last year during its international conference in Fiji.

Our experience in QA is now brought to international landscape in this conference. AIUB will continue to search for avenues where we can learn more strategies to strengthen and make QA functional in the university

Laurels for Academics

AIUB-IQAC MODEL FOR THE OTHER IQACs

Thursday, 13 July 2017, 40 IQAC Directors, Additional Directors and UGC-QAU visited the American International University-Bangladesh(AIUB) in connection with the training of these officials from 18 public and private universities. The organizers of this training, headed by Prof. Sanjoy, for these newly designated IQAC Directors and Additional Directors selected AIUB representing the private university and Dhaka University on behalf of the public university for the needed orientation on how AIUB operates its Institutional Quality Assurance Cell (IQAC) in promoting Quality Assurance at the university level. The Honorable Vice Chancellor, Dr. Carmen Z. Lamagna, warmly welcomed all the visitors cum participants in the university's Conference Room of the permanent campus. This was followed by individual introduction of the visitors and all those present in the Conference Room.



The three Deans were also on hand to welcome the visitors and introduced themselves, namely: Prof. Dr. Tafazzal Hossain, VP Academics and Dean, FSIT, Prof. Dr. Siddique Hossain, Dean FE and Prof. Dr. Tazul Islam, Dean, FASS. Ms. Farheen Hasan, and Dr. ABM Ramatullah both additional Directors of AIUB IQAC. The IQAC orientation was conducted by Prof. Dr. Charles C. Villanueva, Pro Vice Chancellor, Director, IQAC through a video presentation of the AIUB Journey's in QA which started in 2007, brief power pt. presentation on the utilization of data generated from the self-assessment activities of the program entities based on the 9 areas assessed by the 5 stakeholders: students, faculty, alumni, nonacademic and employers. The orientation ended with a vote of thanks and the presentation of souvenirs to the visitors.



he orientation was followed with open forum where some participants raised questions on how specific areas are being assessed like research, student's performance, partnership with foreign universities and management



The Outreach Program is focused on two types of interventions, Career Orientation with Students and Faculty Capacity Building on Pedagogy Seminar and MIS Training. The program aims to share expertise and establish partnership being AIUB's future feeder institutions.

One of the major functions of a university is community engagement in addition to instruction and research. AIUB has embarked on various community activities involving the students, faculty and officials to fulfill this function. For this summer semester 2017-2018, the Faculty of Business Administration has developed a strategic plan to initiate a Faculty-based outreach program to colleges and schools mostly located in Dhaka and nearby

Sharing Resources

AIUB LAUNCHES FBA OUTREACH PROGRAM WITH COLLEGES AND SCHOOLS

Teachers under the Faculty of Business Administration were selected on the basis of their possible contacts with the colleges and schools. They are tasked to reach out these colleges and schools and make the necessary arrangement on how the outreach program can be carried out. A number of these educational institutions were identified and arrangement are ongoing while the others have been finally arranged for intervention. Teams were organized to visit the colleges and schools for the interventions. A team composed of: Mr. Shofiquel Islam, Mr. Ak Nazmul, Dr. Md. Taufiqul Islam, Mr. Stanley Rodrick and Mr. Mehedi Kayser Pabitra went to 4 Colleges located in Brahmanbaria and discussed with the officials of the institutions about this program and were accepted favorably. Another round of visit is expected to conduct career orientation with the students and a possible capacity building of the faculty. Last week, another team spearheaded by Prof. Dr. Charles C. Villanueva, Ms. Farheen Hassan, Mr. Hamidul Haque, Mr. Stanley Rodrick and Ms. Samia Shabnaz went to Bangladesh Navy College in Mirpur and conducted a career orientation with the senior college students. It was an animated information dissemination and exchange as students have shown their interest to study BBA considering that their background is commerce. All the teachers were gathered in the auditorium were a two and a half hours seminar was conducted by Prof. Dr. Charles C. Villanueva on Pedagogy, teaching as an art. The teachers were enthusiastic as they learned Pedagogy for the first time. It made their lives as teachers more meaningful and challenging as expressed by the teachers who attended the seminar. The participants will be given a Certificate of Training. The next target are Milestone College in Uttara and BAF Shaheen College in Mohakali. These institutions are well known and reputed colleges. It will be a good opportunity for AIUB to extend our outreach program for mutual partnership.



AIUB together with the other 3 universities were officially designated to partner in the implementation of this project.

To further expand the coverage of the a2i, a thrust project of the Prime Minister, it has sought the participation of the academia to ensure its success. The present efforts of the government to pursue this project is enormous. However, in view of the growing demand from various sectors and for better understanding of its mechanism and application, it is necessary that more educational institutions be involved in the project.

Sharing Resources

AIUB SIGNS MOU WITH THE OFFICE OF THE PRIME MINISTER ON ACCESS TO INFORMATION(A2I) PROJECT

Together with East West University, Metropolitan University and University of Asia Pacific, AIUB signed the MOU that signals the official participation of AIUB in the project. The Office of the Prime Minister was represented by Mr. Kabir Bin Anwar, Director, General Administration and Project Director, a2i Programme. After the signing, The Vice Chancellors of the 3 other universities delivered a brief address and the Pro Vice Chancellor, Prof. Dr. Charles C. Villanueva who represented the Vice Chancellor, Dr. Carmen Z. Lamagna. In his address, the Pro Vice Chancellor enumerated the different efforts and accomplishments of the University particularly the Faculty of Science and Information Technology (FSIT) in the area of information technology. Likewise, the future plans of the FSIT to promote the a2i in consonance with the responsibilities it has to undertake under the MOU. The areas of research with the faculty, students and industry need to be strengthened and expanded to determine the impact of the project. Capacity building of the faculty, curriculum enrichment, innovative projects and other technology transfer have to be carried out to concretely register the impact of the project to various sectors or beneficiaries. On hand to support the project from AIUB are Prof. Dr. Tafazzal Hossain, Vice President for Academic and Dean of FSIT, Mr. Mashioor Rahman, Director, FSIT and Dr. Dip Nandi, Head, CS Department. It is expected that the team from the Office of the Prime Minister will visit AIUB to have a first hand knowledge of its facilities, infrastructure, systems approach, classrooms, Laboratories and others to determine further AIUB's capability as a service provider and as an educational institution.

Youth, the hope of the Motherland !

Message Delivered During UN youth forum. Westin Dhaka
Prof. Dr. Charles C. Villanueva
Pro Vice Chancellor and Dean, Faculty of Business Administration

The youth numbering around 50 percent of the total 170 million Bangladesh population are the hope of the motherland. The kind of future Bangladesh will have depend on the kind of youth we are nurturing in schools today. At AIUB, we make it sure that the youth/students are equipped with relevant learning domains such as useable knowledge, appropriate skills and desirable attitude and behavior. We have curricular and co-curricular programs and activities which allow the students to grow and develop their potentials as future leaders. At AIUB, the slogan : where leaders are created, is committed to make sure that the students will have a bright future. Entrust to AIUB your future and your career will be successful and productive. Therefore, your indigenous and inherent talent must be cultivated. We need to hone and nurture these talents and put them in practice. The youth should be provided with skills to prepare them for the fast changing and competitive job markets at the national and global arena. Let us drive the



youth away from extremism, drugs use and other illegal engagement but rather involve them in promoting the culture of innovation. For if not, the youth will become irrelevant soon. It becomes the responsibility of educational institutions like AIUB that the youth should be properly guided, inspired and motivated so that they become productive and self-reliant citizens of the country. The students are always the central focus of all development efforts of educational institutions. AIUB plays an important role in ensuring that the youth of the land can harvest abundantly the return of what they have invested in education. There is a need therefore, to collaborate closely among the parents, the community, industry and other social sectors to help the youth achieve their goals in life. The university has diversified its programs, areas of specialization, approaches and services to meet the varying needs and demands of both students and the employers. There are four Faculty which offer dynamic academic programs, namely: Faculty of Business Administration, Faculty of Arts and Social Sciences, Faculty of Engineering, and Faculty of Science and Information Technology.

My dear students and parents, let AIUB be your trusted partner to ensure your successful future. It has always committed to quality and excellence in its overall academic and co-academic programs and activities. The first to be ISO 9001-2008 Certified by SGS UKAS on the Quality Management Operation System. This accreditation status, the affiliation and partnerships with foreign universities and organizations are your passport to wherever you go or study after AIUB, you are recognized. The permanent campus of AIUB stands as a magnificent landmark in Bangladesh with vast conducive learning environment. Enroll in AIUB and make the difference in your educational life.



Our partnership with your college in this important event is a proof of our desire to promote the good interest and welfare of the students. Being the first university in this country to have been internationally accredited is a proof that AIUB adheres to quality and excellence.

Change and Culture !

Prof.Dr.Nisar Ahmed
Director, MBA Program, Faculty of Business Administration

In their excellent book "The Cultures of Work Organizations", Harrison Trice and Janice Beyer provide a number of ideas that you should remember and consider when you are changing the culture of an organization

Eight considerations to keep in mind when changing organization cultures

- 1.Capitalize on Propitious Moments. For example poor financial performance. Make sure people actually perceive the need for change.
- 2.Combine Caution with Optimism. Create an optimistic outlook regarding what the change effort will bring.
- 3.Understand Resistance to Culture Change. Both at the individual level [fear of the unknown, self-interest, selective attention and retention, habit, dependence, need for security] and at the organizational or group level [threats to power and influence, lack of trust, different perceptions and goals, social disruption, resource limitations, fixed investments, interorganizational agreements].
- 4.Change Many Elements, But Maintain Some Continuity. For example, identify the principles that will remain constant.
- 5.Recognize the Importance of Implementation. Initial acceptance and enthusiasm are insufficient to carry change forward:
 - adoption , implementation and institutionalization.
- 6.Select, Modify, and Create Appropriate Cultural Forms. Employing symbols, rituals, languages, stories, myths, metaphors, rites, ceremonies.
- 7.Modify Socialization Tactics. The primary way that people learn the corporate culture is through the socialization process at the beginning of their employment. Because of that, if these socialization processes are changed, an organization's culture will begin to change.
- 8.Find and Cultivate Innovative Leadership. Members are unlikely to give up whatever secure stability they derive from existing cultures and follow a leader in new directions unless that leader exudes self-confidence, has strong convictions, a dominant personality, and can preach the new vision with drama and eloquence.

The following six principles can help to ensure success:

- * Define a set of goals. The goals you want to achieve with any change process are the touchstones for success. They provide a framework in which to measure your progress.
- * Establish what you will not change. Identify the bedrocks that your employees can always depend on as they work their way through the change process. These bedrocks are the mutually understood and accepted doctrines, which underlie all that happens in an organization. Your company's vision is one of the most basic bedrocks. If the vision is to establish and maintain a reputation for exceptional customer service, that philosophy cannot change even as employees introduce a new product, change their work processes or reorganize to reduce costs. Other bedrocks may include the organization's quality standards and commitment to the welfare of employees.
- * Get employees to buy into the process. One vital step in managing change is to ferret out resistance early in the process. Think about why the resistance is happening and who is behind it. That way, you can bring the resistance out into the open and address it promptly by explaining the logic of the change and providing employees with relevant facts.
- * Create a change plan. During times of change, employees often feel threatened by a sense of chaos. Therefore, a solid plan for achieving your change goals is the greatest "chaos reducer."
- * Move decisively and with speed. Change "battles" are lost by those who don't start fast and stay ahead. Speed establishes the momentum needed to launch change. It creates and sustains a feeling of urgency that will see the change process through to the end.
- * Communicate with employees. You must communicate with employees up and down the line throughout the change process. At the start, that means offering them a convincing rationale for making the change. If your objective is to be first to the market with a new product, let employees know that speed is a priority. If you need to reduce costs, then explain the realities of the competitive environment.

“Because change entails introducing something new and substantially different from what prevails in existing cultures, cultural innovation is more difficult than cultural maintenance. When innovation occurs, some things replace or displace others... People often resist such changes. They have good reasons to. The successful management of the processes of culture change or culture creation often entails convincing people that likely gains outweigh the losses”.

Students' Achievements

FBA Student participated in The ASIAN ENGLISH OLYMPIC 2018

Name: Istiaque Ahmed Badhan

Id no: 17-35028-2

Department: BBA

Semester: Third



The Asian English Olympic 2018 was held at Binus University, Jakarta, Indonesia from February 8 to 12, 2018. It is one of the biggest cultural events in Asia where delegates from almost all the Asian countries participated. On behalf of American International University-Bangladesh (AIUB), Mr. Istiaque Ahmed Badhan (ID# 17-35028-2) from the Bachelor of Business Administration program participated in this competition. There were eight types of events and "Speech Event" was one of the events, where he participated. A total number of 800 contestants participated in the respective event.

In the preliminary Round One, the participant had to set a speech and moving to the second round, he had to undergo "Impromptu Speech" and project his 'Extempore Speech'. Moving into the subsequent rounds where he had ended up being an "Octo-finalist" and had to speak on a table topic.

The participant has also been selected as the Ambassador of Asian English Olympic 2018 for the five countries: Bangladesh, Malaysia, Vietnam, Philippines and Macao. It was a great privilege and honor for the participant to represent AIUB in front of other participants and jury members from other Asian countries and represent the University on an international



Students' Achievements

Student Exchange Program



AIUB MBA STUDENTS SELECTED TO PARTICIPATE IN THE STUDENT EXCHANGE PROGRAM WITH UNIVERSITY OF GÄVLE, SWEDEN

The Exchange Program between AIUB and University of Gävle started about 5 years ago and a number of students have been given opportunity to participate. This year 2017, the program has resumed after a strong justification in view of the benefits the students will derive from it. AIUB has ushered a number of students from University of Gävle. This time AIUB will start the program with 2 MBA students joining the semester covering the period from August 2017 to January 2018. Mr. Animesh Biswas is now on its 6th semester and at the same time a Junior Executive in the Human Resource Department. Prior to this post, he was a student assistant in the HR Department of the university. His objective is to work for mankind and believes in “work is life but workless life is death”. This Student Exchange program will boost his career and able to realize his objective in life.

He is a recipient of Dr. Anwarul Abedin Leadership Award, and a member of the Best Team in the Inter University Debate Competition in 2013. Animesh has shown passion for acting, an awardee of Best Actor in the Inter University Drama Competition in 2012. The other participant is Sumaiya Hossain who is now on its 3rd semester and presently a Teacher Assistant. Her career goal is to utilize the academic knowledge in the change process of sustainable competitive edge on new skills, knowledge and ability testing. She is an active member of AIUB Oratory Club which earned for her a Runners up crest for AIUB Public Speaking Competition on the revolutionary topic of Martin Luther, “I Have a Dream”. Good Luck to the two of you. Carry the banner of AIUB and spread the Bangladesh culture with pride and honor.

Spring & Summer 2016-17: Departmental Events (MIS)



SEMINAR ON “MARKETING APPROACH TOWARD INNOVATIVE PRODUCTS”- February 16, 2017

Dr. F.H. Ansary, Executive Director of Advanced Chemical Industries (ACI) Limited, was the key speaker. The seminar was a practical exposure for the students who are studying in the Marketing Management course at AIUB

The seminar enlightened the students to further understand not only the basic functions of Marketing and Management but also created the paths to come out with innovative products and Marketing those products considering Segmentation, Positioning, Demography and so on.

Biz-tech Challenge: organized by Department of MIS Powered by Robi-16 March 2017

M. Manzur Rahman, Country Head - Digital Services at Robi Axiata Limited was the guest speaker of the seminar. For nationwide coverage, Channel I and City FM 96.00 were at the event as media and radio partner respectively.



The aspiration of this festival was to orient the students to the current practices and opportunities in Digital marketing, information system, business application and many other contemporary ideas; where Robi Axiata Limited's contribution as sponsor was very influential for the successful execution of the event. “Using Information system to automate business” was the theme of the program. 150 college students from 17 colleges and around 300 AIUB students participated in number of activities such as Intra College Poster Presentations, digital poster contest in social media, PowerPoint presentation on new innovative business ideas, and ICT quiz contest.

LAUNCHING CEREMONY OF THE TWO NEW MARKETING MAJOR COURSES- March 23, 2017

Major Courses, entitled “Agro-based Product Marketing” and “Product Innovation and Management” to be offered to the students of the BBA Program in the upcoming Summer 2016-2017 Semester. This is a special effort of AIUB that for the first time in Bangladesh these two courses are being introduced in the Academia.



Based upon the market potentiality and demand driven by the companies in Bangladesh, such courses have been a latent need among the corporates. KATALYST, an organization promoting the agro-sector in Bangladesh have jointly collaborated with AIUB to develop and offer these two new courses to the academia. The launching was graced by honorable VC, Dr. Carman Z.Lamagna and catalyst key officials.

Spring & Summer 2016-17: Departmental Events (Marketing)



POSTER COMPETITION FOR THE STUDENTS OF GLOBAL TRADE
- April 02, 2017

More than twenty-five teams from five different sections of the course got the opportunity to attend the final round. Students participated in this event with very positive attitude and high sincerity.

The panel of judges evaluated the respective teams' performance based on their presentation and communication skills, efforts, and ability to confront questions regarding their posters.

Study Tour to Bata Shoe - April 06, 2017

Students from different sections of Marketing Management courses were selected as Merit basis from Central Quiz Competition to visit the Factory. Aim of this tour for the prospective students to open their windows of the world after comparing the theoretical knowledge with observing practical scenario in the organization.



Upon arrival at the Bata factory premises, Mr. Enamul Haque, Human Resource Manager, Mr. Enam Elahi, Plant Manager, and Mr. Mamun Alam, Senior Manager-Training and Organizational Development greeted the students and the faculty members. After visiting the factory, everyone gathered in a huge and open Cafeteria where we enjoyed not only heavy refreshments but also experienced some valuable practical knowledge from high officials of Bata.



SEMINAR ON BIG DATA & CLOUD COMPUTING: CHALLENGES & OPPORTUNITIES
- 27th of July 2017 ,
Organized by the Department of MIS

Md. Shahinur Alam, Senior Cloud Solution Architect, Ericsson Ireland was present as keynote speaker on the occasion. He shared numerous useful information by providing many examples on the relevant topic and encouraged

about BIG DATA & CLOUD COMPUTING as a carrier track selection. The event ended with a concluding note by Mr. Arnob Zahid, Faculty Member, Department of MIS.

Spring & Summer 2016-17: Departmental Events (HR)



“Business Plan Exhibition”

February 16, 2017

“Business Plan Exhibition” was inaugurated by Prof. Dr. Charles C. Villanueva, Pro Vice Chancellor. The respected Guests Dr. Khondaker Sazzadul Karim (Coordinator of Marketing Department), Mrs. Samia Shabnaz (Coordinator of Management department) were present during the inauguration ceremony. The guests visited the exhibition and evaluated the business plans. They also appreciated the students’ effort to make the event successful. The exhibition displayed student’s business projects developed for the course Entrepreneurship Development. The presentation skill and nicely crafted posters and models of the projects were highly appreciated by the spectators. The exhibition was only possible because of the spontaneous hard work of the respective teachers and students along with the support provided from administration. The kind participation of the distinguished guests was greatly inspiring for all the students.



Corporate Session for Students of Human Resource Planning and Forecasting -on 20th August 2017

To share the experience of the relevant field Mrs. Rozina Khanam, Recruitment Coordinator (South Asia-II), SMEC (Bangladesh) Ltd. (Member of the Surbana Jurong Group) conducted a session to aware about the current practices of the industry. She provided an insight toward the different concepts of Human resource planning and forecasting. The presentation was very interesting for the students and was followed by question answer session. The course instructor of Human Resource Planning and Forecasting Mrs. Samia Shabnaz ended the session by giving a vote of thanks to the guest speaker for his valuable contribution. Prof. Dr. Charles C. Villanueva, Pro Vice Chancellor and Dean, Faculty of Business Administration handed over a certificate and gift pack to the respected speaker. In the occasion Mrs. Farheen Hassan, Director BBA program, and R. Tareque Moudud Director Office of Placement & Alumni were present



Fall 2017- MIS Day



Information Technology and business have become increasingly interwoven in such a way, that it has become difficult to mention one without the other.



To display the bond between business and information technology, the Department of Management Information System organized MIS Day 2017, on 4th of December 2017 at the AIUB permanent campus premise. The event was inaugurated by the honorable Vice Chancellor Dr. Carmen Z. Lamagna. There were four segments of the MIS Day. A Digital Poster Competition on social platform, E-commerce Bazaar, showcasing the students' online businesses, a Microsoft Excel Competition for business problems and FIFA 18 video game competition was part of the MIS Day celebration. Along with student's activities.



The goal of the event was to showcase the widespread impact of technology is exerting into business arena.

Fall 2017-18: Marketing Departmental Events

UNIVERSITY CAMPAIGN ON “BRANDING INSIGHT: CREATING THE MOST LOVED

February 16, 2017

One university campaign titled “Branding Insight: Creating the Most Loved Brands” was held by the Department of Marketing, FBA at Kuril Campus of AIUB. Bangladesh Brand Forum organized the campaign to shed light on the process and details of branding that has made them the top brands of Bangladesh.



GUEST SPEAKER SESSION ON “MOTIVATING THE YOUNG ENTREPRENEURSHIP AND THE MARKETING STRATEGY OF ONLINE BUSINESS IN BANGLADESH”

21st November 2017

The Department of Marketing, AIUB, organized a Guest Speaker session on “Motivating the Young entrepreneurship and the marketing strategy of online business in Bangladesh” in the Permanent Campus Library for the students of the Course – Principle of Marketing(D) & Introduction to Business. To enhance the students’ knowledge-base, Mr Didarul Alam, Managing Director, esho.com & adon.com, chairman, BASIS gave an informative lecture on the above-mentioned topic for the students. He has a rich professional background in the successful implementation of online business and digital Bangladesh project development. During the seminar, Mr Didarul Alam highlighted the achievements of online business success in Bangladesh. The Guest Speaker also discussed the progression of digitalization of Bangladesh



MARKETING IDEA EXHIBITION

November 22, 2017

“Inspiring Future Marketers to Flourish Creative Minds”- with this objective, Department of Marketing organized this event for the students of the course, Principles of Marketing. 18 teams of students have participated in this event. This event has been initiated to educate, inspire and connect the young marketers of AIUB to apply the basic marketing concepts into practice by developing new product or service ideas and portray the relevant marketing strategies with creative images, graphics and project demonstrations.

SEMINAR ON "SOCIALLY INNOVATIVE INTERVENTIONS IN EMERGING MARKETS"

on 26th November 2017

The Department of Marketing, AIUB, organized a seminar on "Socially Innovative Interventions in Emerging Markets: The BRAC Experience" in Annex-2 of Permanent Campus from 3:30 pm to 5:00 pm. The target audience of the seminar was the students of the Courses – Rural Marketing and Global Trade. To enhance the students’ academic learning, Mr Rakib Avi, Programme Manager, Social Innovation Lab, BRAC gave an informative speech and shared his valuable expertise on development interventions by Non-Government Organizations in emerging nations.



Summer 2016-17 and Fall 2017-18: Operations and Supply Chain MGT Departmental Events

QUIZ COMPETITION ON “APPLICATION OF BUSINESS STATISTICS IN OPERATIONS AND SUPPLY CHAIN MANAGEMENT

on November 21, 2017

The department of operations and supply chain mgt, AIUB, organized a quiz competition for the students enrolled in the core course of Business Statistics. This was a follow up event of Poster Competition. The students observed the posters prepared by operations mgt. students and get idea about OSCM and the quiz was based on those concepts displayed on the poster, the objective of the event was to make students familiar with basic concepts and applications of operations and supply chain in day to day life. The event was held on class room of AIUB Permanent campus.



GUEST SPEAKER SESSION ON “LOGISTIC MANAGEMENT-A MAJOR COURSE ON OPERATIONS AND SUPPLY CHAIN MANAGEMENT”

on August 23, 2017

The Department of Operations and Supply Chain Management (OSCM) organized a guest lecturer session on “Logistics Management”, in a classroom of BBA OSCM major course, namely “Logistics Management” at AIUB Permanent Campus. The objective of the session was to enrich major course curriculum. Mr. AQM Zaidad, CSCM, Deputy Manager – Ocean Freight, Agility, and AIUB FBA Alumnus was the guest lecturer in this session. Mr. Zaidad has more than 10 years of extensive industry experience in global logistics, in several countries. He is now responsible for shipping more than sixty percent of goods from Bangladesh for the giant global brand, Zara, Inditex, the world's largest fashion retailers. It was an interactive session between the students, faculty members and resource person, as they could directly relate to the topics covered in the major class and learn about local challenges and industry best practices.

FBA STUDENT PROVED SHARPSHOOTER

Ms. Ardina Ferdous, ID 13-25457-3, FBA student major in Operations & Supply Chain Management brought honors after winning two events during the 29th National Shooting Championship. This event was participated in by different shooting clubs all over the country. The Results:

10m Air Pistol - - - GOLD (Out of 15 Competitors)

25m Sports Pistol- -GOLD (National Record)

It should be noted also that Ms. Ardina competed during the South Asia Games held in India. She garnered 2nd place or Silver Medalist for the 10m Air Pistol event.



PMI Bangladesh Chapter Leadership Orientation Program on 25 November 2017

AIUB faculties and students participated in PMIBD- Leadership Orientation Program at GOLDEN TULIP - THE GRANDMARK DHAKA