

BUSINESS CONNECT

AIUB'S BUSINESS MAGAZINE

2018
Issue # 2

- Business Week's Celebration Highlights
- Faculty Views & Insights
- Faculty and Students' Enrichment and Enhancement Activities
- So You Want To Be A CFO?



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TO THE
BOARDROOM**



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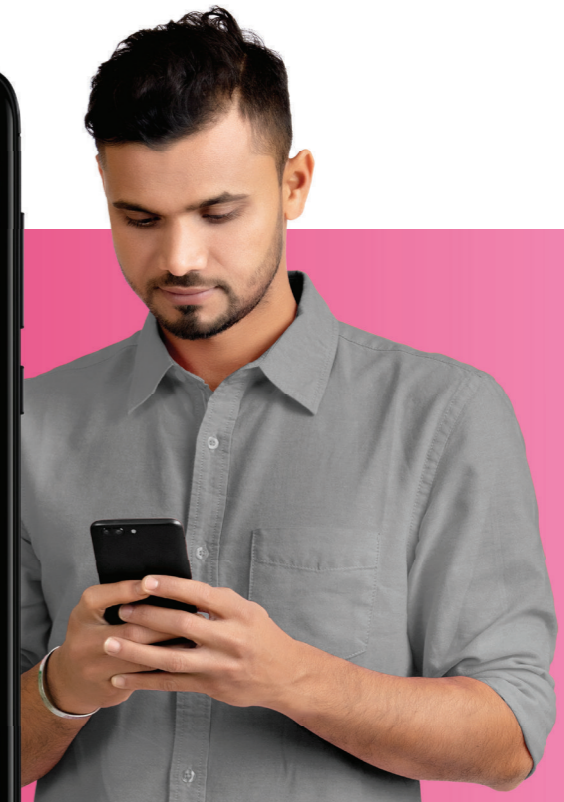
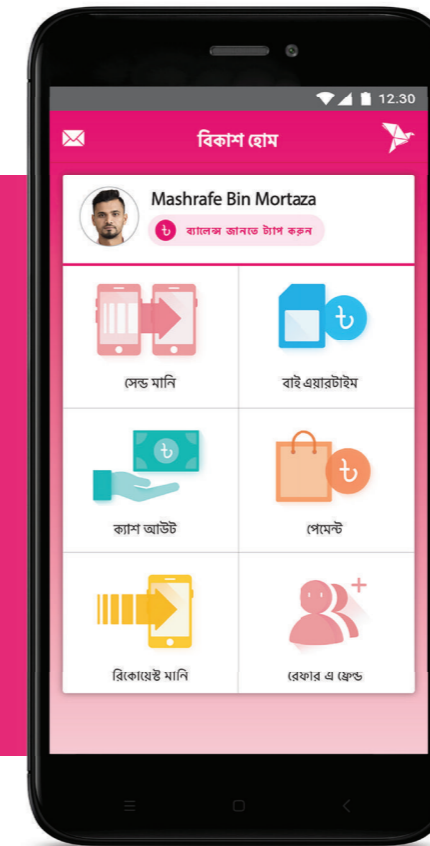


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স্টেটমেন্ট-এ গিয়ে যখন-তখন দেখে নেই আমার পুরো মাসের লেনদেনের হিসাব



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Messages



“The development and progress of business is growing so fast with the emergence of innovative strategies “

Carmen Z. Lamagna
Vice Chancellor

Congratulations to the Faculty of Business Administration for publishing the second edition of the BUSINESS CONNECT. This is a medium where Faculty, Students and Alumni are sharing their thoughts and views on certain business related topics. It is also a vehicle to keep the stakeholders informed of the important events in promoting business administration program in the university. This could also serve as a platform for all those who are interested to share their success and personal impressions on certain developments taking place in the university particularly in the Faculty of Business Administration. The development and progress of business is growing so fast with the emergence of innovative strategies aided by modern technologies. In preparing the students to cope with these developments, it is necessary that they should be equipped with cutting edge knowledge and skills. 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, please let us know or the editorial board so that these can be given attention and considered for improvement in the succeeding issue. This initiative of the FBA is well appreciated and kudos to the editorial staff of the BUSINESS CONNECT on its 2nd edition.

The second edition of this publication, Business Connect by the Faculty of Business Administration (FBA) focuses on the various articles written by the Faculty/Department Heads/Program Coordinators/Directors and Dean. It also features the articles of the students, alumni and from the corporate. Above all, it highlights the proceedings of the Business Week 2018 Celebration. These articles would help enrich the students understanding and appreciation of the various thoughts and insights on the different issues and trends of business. 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.

This publication manifest how a higher education institution such as AIUB contribute to the sustainability of business. 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
Dean, Faculty of Business
Administration

BUSINESS WEEK 2018

Introduction

The Business Week 2018 is a regular initiative of the Faculty of Business Administration to strengthen students' skills and aptitude for learning. This is an opportunity for the FBA students to associate and establish fellowship with all the students of FBA. It was an exciting event when students have to fit talents with one another as they demonstrate their aptitude, competencies and interest on certain activities organized by the faculty.



The presence of the alumni, parents/guardians and students from other Faculty and Departments added challenge to the students to showcase their best and at the same time the actual exhibits of what the FBA has inculcated to enhance the students theoretical and practical capabilities. This event is one of the many valuable measures, the university is undertaking to make the students' life more enjoyable and academically sound on their way to complete their studies and apply what they have learned from the university during their search for job. An account of the daily activities are described below highlighting how these activities

Objectives

The weeklong celebration has the following objectives to achieve:

1. To orient the students to the current practices and opportunities in business application and contemporary ideas
2. To involve several corporate brands, in a number of capacities and competencies build up
3. To provide a platform for the talented students to challenge among themselves and develop their potentials in the business market



DAY 1 Business Plan Exhibition

On the first day of the celebration, a Business Plan Competition was held to bring out new business ideas exhibited by the Entrepreneurship Development Course students. All of the projects focused development of Bangladesh on the broader aspects that included facilities for individuals, community and a whole nation.

The Champion is the team whose Project was titled 'Black Ash Ltd' the first runner up came up with the idea called 'Happy Day Care Centre' and the second runner up concentrated on 'Pet Makeover'. Business ideas were evaluated on different criterion: Feasibility, Return on Investment and Uniqueness were crucial among all. Judges and viewers were im-



"Black Ash Ltd" Champion

Quazi Ehsan Hossain-14-25498-1
Sharear Alam Talukder-4-25463-1
Bhiyan, Ismail Hossain-16-31089-1
Maruf Hasan-14-25633-1

"Happy Day Care Centre" 1st Runner up

Alam Shahanur,-15-28655-1
Alvee Ahanaf Shahriar-14-27999-3
Khan, Md. Nazmul Alam-15-28890-1
Mahmud, Md. Raiyan-15-29100-1

"Pet Makeover" 2nd Runner up

Nipa Afsana Tahsin-15-29955-2
Mim, Mst. Sumona Akter 15-30221-2
Shuvo, Saif Hasan-15-30216-2
Lima, Shahanara-15-29369-2

immensely happy and one of the judges was stating that 'I am very hopeful about our students' future in the Business World, they have enormous potentials to be the successful Entrepreneurs and this competition will help them to be ready for their Entrepreneurial transition'. The Exhibition was jointly organized by Ms. Samia Shabnaz, Senior Assistant Professor and Coordinator, Ms. Anisa Sultana, Senior Assistant Professor, Ms. Nusrat Huq, Lecturer, Department of Management and HRM. All the ideas will be preserved in AIUB Business Archive for further use. Ideas will be available upon investors request and for inter-university Business Plan competition.

Seminar on "Career Prospect of Business Graduates"



The Department of Management, Faculty of Business Administration (FBA), AIUB has organized a seminar on "Career Prospect of Business Graduates" for the students of BBA to enhance the students' academic learning. Mr. Mohammad Mahabub Ullah, Head of Alternative Business Development and Mr. Adib Islam Khan, Deputy Manager, Alternative Business Development of Lanka Bangla Securities Ltd, shared their experience in the financial sector.

The seminar was indeed a fruitful knowledge sharing platform that was followed by a question-answer session from the participating students. The seminar started with a welcome speech by Dr. Nisar Ahmed, Director, MBA program FBA and concluded with a vote of thanks to the Guest Speaker given by Mr. R. Tareque Moudud FCMA, Director of OPA.

In appreciation of the valuable discussion on academic-industry collaboration, the guest speakers were provided with a Certificate and token of appreciation. The seminar was also graced by the presence of Mr. M. Taseen Chowdhury, Coordinator, Finance Department, FBA and the faculty members. Mrs. Anisa Sultana, Senior Assistant Professor, FBA, AIUB were present to facilitate the event. This event was coordinated and organized by Samia Shabnaz, Coordinator, Management and HRM Department, FBA, AIUB. The students were enlightened and delighted to have gained from the inputs of the resource speakers.

Role-Play Competition of HR Major Students



One of the initiatives during the celebration was a role-playing competition designed to encourage HR students to assume various roles and act out short plays centered on issues related to training, development, leadership, recruitment and conflict management. The faculty members in charge of the event were Ms. Anisa Sultana, Senior Assistant Professor, and Ms. Kishwar Mubin Chowdhury, lecturer of Department of Management and HRM.

A total of five short acts were performed from which a winning team and a runner up were selected. The winning act was based on Sexual Harassment at the Workplace which addressed issues of victim blaming and debunked the myth of female attire as one of the underlying reasons for falling victim to sexual harassment. The members of the winning team were awarded medals for their outstanding performance during the closing ceremony.

Winners of Role-Playing Competition

The members of the winning team were:

| | |
|-----------------------|------------|
| Sultana, Nargis | 13-25388-3 |
| Akhter, Sahmid Sajjad | 15-27427-1 |
| Islam, Nadimul | 15-29170-1 |
| Mamun, Md. Abdullah | 15-30636-3 |
| Rashid, Md. Rezuhanul | 15-28993-1 |
| Sabah, Samia | 14-28010-3 |

The other noteworthy acts focused on group conflict during presentations; interview etiquette; good leadership versus bad leadership; and racial conflict during the presidency of Nelson Mandela. Overall

the selection of such global issues and their execution through role-playing were praiseworthy to say the least. The competition was judged by Obaidul Islam Sr., Associate Professor and Ms. Nusrat Huq,

Lecturer, Department of Management and HRM. The students of HRM truly enjoyed applying their theoretical knowledge to real life issues through performances which were both educational and entertaining.

SEMINAR ON INVESTMENT DECISION MAKING

A seminar entitled: "Understanding Trend, Support and Resistance and Market Indicators in Dhaka Stock Exchange: An Introduction to Technical Analysis" was held on the first day of the AIUB Business Week 2018. The seminar was organized by the Department of Finance, FBA, AIUB. Mr. Mohammad Ali Xahangir,

CEO and Mr. Asad Ul Islam, Investment Analyst of Amarstock Ltd. were the key speakers of the Seminar. Mr. M. Taseen Chowdhury, Assistant Professor and Coordinator; Department of Finance, AIUB also enriched the seminar as a resource person. Professor Dr. Nisar Ahmed, Director MBA Program delivered the welcome speech as the chief guest of the seminar. He encouraged the students to relate their theoretical understanding of the subjects studied in AIUB with the contemporary practice in the Industry. The seminar was dedicated for the BBA and MBA students taking the 'Investment Analysis and Portfolio Management' course.

It helped the students to understand the practical aspects of investment based on technical analysis of the capital market. The speakers of the seminar explained how to identify market trend, support and resistance levels and the use of market indicators. They also introduced 'Amar Stock' web site and demonstrated how students could use the database to do assignments and research reports. After the presentation, an open question-answer session was held where students asked specific questions on investment analysis, market timing and money management strategies.

At the end of the seminar, Mr. M. Taseen Chowdhury presented the Certificate of Appreciation to the guest speakers signed by Professor Dr. Nisar Ahmed, Director MBA Program and Professor Dr. Charles C. Villanueva, Pro Vice Chancellor & Dean, Faculty of Business Administration.

DAY 2

Seminar on "Career Prospect" in Capital Market

The Department of Management, Faculty of Business Administration (FBA), AIUB has organized a seminar on "Career Prospect in Capital Market" for the students of MBA. Mr. Ahmed Kamrul Hasan, Head of Human Resource, from Lanka Bangla Securities Ltd shared his experience of the financial sector. The seminar was indeed a fruitful knowledge sharing platform followed by a question-answer session with the participating students. The speaker highlighted the skills required for the career in the capital market. The seminar started with the welcome speech by prof. Dr. Md. Faruque Hossain and concluded with a vote of thanks by Mrs. Samia Shabnaz, Program Coordinator Management Department. A Certificate and token of appreciation were presented to the speaker.

CV Writing Workshop for Undergraduate Students

A work shop on 'Career Management Skills' held on 2nd April 2018 at AIUB Permanent Campus during the business week. The resource person was Arifa Sultana, Manager - Performance Management System & Campus, Human Resources, Bkash. In the workshop Mr. Sayeed Nasir, General Manager, Organizational Development and Ariba Ayesha Sattar, Senior Officer, Organizational Development, Human Resources, bKash Limited were present. The workshop attracted the attention of students from different Departments as it highlighted the importance of creating Personal/Self Branding. She made an interesting comparison between branding a product and branding a person.

'Branding an object and branding a person is the same as people identify you the way you are selling yourself before them. Ms. Arifa also advised students to use social media with caution as recruiters now a days search the potential employees in different social networks to get the idea about their personality to make a selection decision.

She also outlined a guideline on how to prepare the right resume and how to win the job interview. The workshop was organized by Ms. Samia

Shabnaz, Senior Assistant Professor and Coordinator department of Management & HRM and Ms. Anisa Sultana, Senior Assistant Professor, Department of Management & HRM.



“ Branding an object and branding a person is the same as people identify you the way you are selling yourself before them.”

ACCOUNTING & FINANCE QUIZ CONTEST 2018

As part of overall weeklong event called the “Business Week – 2018”, the Departments of Accounting and Finance have jointly organized a Business Quiz contest. Approximately 70 students participated in



this event and competed in two categories: Seniors and Juniors. After Two Rounds of hard-fought battle and nail biting quick fire round, only SIX of them became winners.

The event was coordinated by Mr. Md. Kamrul Bari, Mr. Niaz Mohammad, Mr. Nafiul Aziz and Ms. Rumana Afrin, all of whom are faculty members of Accounting and Finance departments. The event was graced by the presence of Mr. Faridul Alam, Head of Accounting department and Mr. M. Taseen Chowdhury, Coordinator of the Finance department along with other faculty members from both departments. The Accounting and the Finance departments are grateful to the AIUB management for their kind support during the entire Business Week – 2018.

Winner list :

Seniors:
Champion:
 Begum, Jebunnesa
First Runner-up:
 Hakim, Md. Azizul
Second Runner-up:
 Alom, Md Shahidul



Juniors:
Champion:
 Ashikur Rahman Ashik
First Runner-up:
 Sumi Chakraborty
Second Runner-up:
 Minhajul Islam Soton

GLOBAL TRADE DEBATE COMPETITION

The Department of Marketing organized a debate competition on Global Trade at Room # 5104 of Annex 5, Permanent Campus of the university. Students were highly motivated and inspired by Dr. Khondaker Sazzadul Karim, Associate Professor, & Coordinator, Department of Marketing as he attended the event and motivated the participants.

Dr. Partha Prasad Chowdhury, Associate Professor and Mr. A.K.M. Kamrul Haque, Sr. Assistant Professor, from the Department of Marketing organized the event. The topic of the debate was “Globalization is a blessing or curse?” The panel of judges evaluated the respective teams’ performance based on the clarity of topic, use of argument, use of cross examination and rebuttal and presentation style. Dr. Shahin Akter Sarker Assistant Professors of Department of Marketing and Ms. Sabrina Rahman, Lecturer, Tourism &



Hospitality Management were the honorable members of the jury board. Members of champion group are Mim, Mehnaz Rahman (ID: 15-30653-3), Rahman, Md. Zillur (ID: 16-31776-1); Susmita, Fahima Afrin (15-30721-3); and Hasan, Mahamudul (15-28736-1) where as members of runner-up group are Tabassum, Lamia (ID: 13-23778-1); Bushra, Maliha Meharin (ID: 15-30562-3); Haque, Md. Nazmul (ID: 15-30344-2); and Khan, Md. Siam Uzzaman (ID: 16-31591-1).

Bazaar Bonanza

As a part of the Business Week, Bazaar Bonanza; a one day business fair was opened. In this event, the students were given an opportunity to become an entrepreneur. The students had set up business stalls to display and sell various products and services to customers. A total of 17 students’ group from the Faculty of Business Administration participated in the event selling various categories of products e.g. Food and Beverages, Clothing, Cosmetics and Fashion Accessories, Electronic Gadgets, and other services. The Bonanza was held on the

premises adjacent to Annex 4 of AIUB Permanent Campus.



This event was inaugurated by the honorable director of BBA Program Ms. Farheen Hassan. Dr. Sazzadul Karim; Coordinator (Marketing), Ms. Samia Shabnaz; Coordinator (Management and HRM) were also present at the very moment along with distinguished faculty members and students. The esteemed guests visited each stall and had a detailed discussion about the respective product line up.

The program was organized and coordinated by Mr. Adnan Hosain, Department of Management & HRM, Mr. Afdalin Bin Haque, Department of Management & HRM, Mr. Stanley Rodrick, Department of Marketing and Mr. Hamidul Islam, Department of Marketing with the support from the faculty and student volunteers.



SEMINAR ON CORPORATE REPORTING: BEYOND NUMBERS

The Department of Accounting arranged a seminar entitled, Corporate Reporting: Beyond Numbers for the MBA students in the AIUB permanent campus.

The speaker was Khandaker Fokhrul Alam, Climate Change and Finance Expert DFID's Climate Finance Transparency Mechanism Project, Bangladesh Center for Advanced Studies. The speaker discussed about the importance of non-financial reporting like sustainability reporting, integrated reporting. Also he discussed how social and environmental reporting plays a vital role in the financial statements. In addition he also discussed different types of factors that affect the business decisions. The seminar was effective for the students of MBA since they can take managerial decisions not only considering financial figures but also non-financial perspectives.

The seminar was arranged by Niaz Mohammad, Assistant Professor, Department of Accounting. Mohammad

and Head, Department of Accounting, Prof. Mr. Maksudur Rahman Sarker and Mr. Moinuddin Ahmed were also present during the seminar. A certificate and gift of token were presented to the key speaker.



DAY 3

Business Quiz Competition Organized by Department of Management and HRM

The Department of Management and HRM included a Business Quiz competition amongst its several activities organized during AIUB Business Week. The competition began with a round of multiple choice questions based on basic management related issues. The top scorers of the first round qualified for the second round which was a timed buzzer

round of questions where students were given clues to guess the proper terms for the definitions presented on the screen. Top scorers from the buzzer round then went on to a final rapid fire round based on acronyms and abbreviations of global organizations, names of fortune 500 companies and media. The versatility of the

questions ensured an extremely engaging competition because the idea behind the initiative was to refrain from drawing heavily from theoretical or textual questions which usually lead to memorization and hence, poor retention of concepts.

The competition was organized by Ms. Kishwar M Chowdhury, Lecturer and Mr. Afdalin Bin Haque, Assistant Professor, Department of Management and judged by Mr. Adnan Hossain, Assistant Professor and Ms. Nusrat Huq, Lecturer, from the

Department of Management and HRM. The winner of the quiz competition was awarded a medal and certificate during the closing ceremony while the runners-up received certificates. Below are the names of the winners:

First Place: Karim Nabil Shad Bin 14-26110-1
Second Place: Sadia Tabassum Alam Ami 16-31979-2
Third Place: Md. Rafi 15-30071-2



MS EXCEL WORKSHOP

MS Excel software package is regarded as an essential for financial and statistical analysis. It is the most popular and effective spreadsheet tool today. It is user friendly, robust, and packed with excellent features. Keeping its popularity and effectiveness in a workplace in mind, the Department of Accounting and Finance, AIUB organized a workshop titled 'Financial Decision Making using MS Excel' to help students to learn the following functions:

1. PV, FV, RATE, and NPER to take real life financial planning related decisions.
2. EFFECT & NOMINAL to convert nominal interest rate to effective interest rate and vice versa.
3. Amortization Schedule to understand loan repayment.
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5. AVERAGE & STDEV.S to calculate risk and return.
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9. Pivot Table to extract the significance from a large, detailed data set.





Mr. M. Taseen Chowdhury, Assistant Professor and Coordinator; Department of Finance, AIUB was the instructor and facilitator of this workshop. He along with Mr. Mohammad Faridul Alam, Associate Professor and Head, Department of Accounting, encouraged the students to learn MS Excel in such a way that they could relate their theoretical understanding of the subjects studied in AIUB with the contemporary practice in the corporate world. The participants were awarded with certificate of participation at the end of the workshop signed by the Honorable Pro-VC and Dean of Faculty of Business administration, Professor Dr. Charles Villanueva and Professor Dr. Nisar Ahmed, Director MBA Program.

GLOBAL TRADE POSTER COMPETITION



The Department of Marketing organized a poster competition on Global Trade. Over 40 teams from four different sections of Global Trade participated in the competition with high sincerity and very positive attitude. group members.

Eighteen groups qualified for the final round. Students were highly motivated and inspired by Ms. Farheen Hassan, Associate Professor and Director, BBA Program as she joined the event and shared her valuable ideas and guidelines to all

group members. Dr. Khondaker Sazzadul Karim, Associate Professor, & Coordinator, Department of Marketing also attended the event and motivated the participants. This Global Trade Poster Competition is

a unique concept that aims to help young BBA student enthusiasts become the future business leaders in Bangladesh. Dr. Partha Prasad Chowdhury, Associate Professor and Mr. A.K.M. Kamrul Haque, Sr. Assistant Professor, from the Department of Marketing organized the event. The panel of judges evaluated the respective teams' performance based on their presentation, communication skills. .

and ability to confront questions regarding their posters. Dr. Shahin Akter Sarker and Dr. Khaled Amin, Assistant Professors of Department of Marketing were the honorable members of the jury board. Members of the champion group are Mim, Mehnaz Rahman (ID: 15-30653-3), Nawal, Nowshin (ID: 15-30655-3); Ria, Taslima Rahman (ID: 15-30680-3) Susmita, Fahima Afrin (15-30721-3) where as Members of the first runner-up

group are Mitu, Ommy Kulsum (ID: 15-30234-2); Abedin Farzana (ID: 15-30077-2); Emu, Armina Akter (ID: 15-29923-2) and members of the second runner –up are Bushra, Maliha Meharin (ID: 15-30562-3); Haque, Md. Nazmul (ID: 15-30344-2); Banya, Fahmida Akter (ID: 15-30960-3).

DAY 4 Poster Competition Power of People

As part of the event of AIUB Business Week 2018, the Department of Management & HRM organized a poster competition of Introduction to Behavioral Science entitled "Power of People" on 4th April, 2018. Selected groups of All Introduction to



Behavioral Science sections participated in the competition with high sincerity and enthusiasm. Students were highly motivated and inspired by Ms. Farheen Hassan, Associate Professor and Director, BBA Program, Faculty of Business Administration as she joined the event and shared her valuable ideas and guidelines to all group members. Dr. Khondaker Sazzadul Karim, Associate Professor, & Coordinator,

Department of Marketing, Mr. Ashfaq A. Mohib, Head, Department of Operations and Supply Chain Management; Ms. Samia Shabnaz, Coordinator, Management and HRM Department; Mr. M. Taseen Chowdhury, Coordinator of Finance department were also present in the event and motivated the participants. The panel of judges evaluated the respective teams' performance based on their presentation, communication skills and ability to respond to the questions regarding their posters. Ms. Samia Sabnaz, Coordinator, Department of Management & HRM and Ms. Kiswar M. Chowdhury, Lecturer, Management Department were the honorable members of the jury board. The result of the competition is as follows:

| Champion: | First Runners Up: | Second Runners Up: |
|-----------------------|------------------------|-----------------------------|
| 1. Emtiaz Hossain. | 1. Navid Hossain. | 1. Sara Mahjabin. |
| 2. Ferdous Rubab. | 2. Sabbir Ahmed. | 2. Md. Abdur Rohman Shakil. |
| 3. Nurul Parvez Anik. | 3. Badhan Kumar Kundu. | 3. Faisal Abedin. |
| 4. Hisam Munwar Rid | 4. Akash Das. | 4. Sadman Sakib. |
| | 5. Carl Kaushik Saha | 5. Farah Hossain Maria. |

Poster Competition “Management for Tomorrow”

On a very sunny morning of 04th April 2018, the Department of Management and HRM organized a poster competition entitled, “Management for Tomorrow”, as one of the events of AIUB Business Week 2018.



The competition was held for the students of “Principles of Management” course. The selected groups displayed their posters in the occasion. The program was inaugurated by Mr. Ashfaque A. Mohib, Head, Department of Operations and Supply Chain Management;



the Department Coordinators Ms. Samia Shabnaz of Management and HRM; Mr. M. Taseen Chowdhury of Finance, Dr. Khondaker Sazzadul Karim of Marketing Department and other honorable faculty members.

The result of the competition is as follow:

CHAMPION “AZ Garments”

1. Khatun Azmira.
2. Suny Abedur.
3. Islam, Tahmidul.
4. Dey, Sowrav.
5. Sadman Faize



First Runners Up “Jewelry Store”

1. Habiba Rahman Himu.
2. MD. S. K. Mehedi Hasan.
3. Anika Anjum.
4. Mahbuba Binte Mustafiz



Second Runners Up “Online Homemade Catering”

1. Saha Pranta.
2. Sarwoar, M, M, Suharto
3. Maliha Islam Ekra.



SEMINAR ON: “Career Choice and the Journey”



Aligning with different events of the business week, the Department of Finance held a seminar entitled “Career choice and the journey” on 4th April 2018, in room 1113 for the Post graduate students of International Financial Management. The resource person of the seminar was **Mr. Elias Ahmed, CFO Marico Bangladesh Ltd.**

The speaker was delighted on the positive vibes he got from the students. The speaker through his life example highlighted many issues on the career journey. He provided guide and tips for students to

focus on their area of specialization also giving importance to some professional degrees on the basis on preference. He also emphasized students to have a clear understanding of how they want to move ahead so that they face lesser hardship in their career path. At the end of the session the students asked questions regarding different career problem which was well addressed by the speaker.

The session concluded with giving a vote of thanks to Mr Elias for his invaluable time to our students. At the end of the seminar, Professor & Dr.



Nisar Ahmed, Director, MBA program gave a vote of thanks. to the speaker and also handed over a certificate and token of appreciation to the speaker for his invaluable service. Other faculty members like Mr Romee Tareque Moudud FCMA, Director of OPA, Mr. Taseen Chowdhury, Coordinator of the Department of Finance, and Ms. Bohi Shajahan faculty of the Department of Finance were also present in the seminar.



SEMINAR ON ACCOUNTING: THE DRIVING FORCE OF MODERN ECONOMY

On April 4, 2018 the Department of Accounting, FBA arranged a seminar titled Accounting: The driving force of Modern Economy for the Accounting & Finance major students in the AIUB permanent campus. The key speaker was Touhidur Rahman FCA Director, Tax and Legal Compliance Howlader Yunus & Co. Mr. Touhid discussed about the importance of professional degrees in the field of accounting and finance.



Since he is a partner of Howlader Yuus and Co he also talked about different levels of Chartered Accountancy degree. The session was arranged by Mohammad Faridul Alam, Associate Professor and Head, Department of Accounting. Other faculties of accounting were also attending this seminar.



DAY 5 and Closing

FBA Faculty vs Student Football Match of AIUB Business Week 2018

To add some sporting flavor to AIUB Business Week 2018, the Faculty of Business Administration organized a Faculty vs. Student Friendly Football Match on 4th April 2018. The cloudy sky, the drizzle and lightening had spiced up the environment and had increased delightedness of the event. Before the match was suspended due to heavy rain after half time; the Students’ team won by 4 to 1. The event was very successful in enhancing friendly relation among students and faculty members.

The Director of MBA Program, Dr. Nisar Ahmed and Director of BBA Program, Ms. Farheen Hassan inaugurated the match. She mentioned that the Faculty of Business Administration will look forward to have more matches like this one in future which is vital for creating a strong bond between faculty members and students with the sporting spirit. Respected Department Coordinators and faculty members were present to cheer both

the teams on the ground. In the closing ceremony of AIUB Business Week, Professor Dr. Tafazzal Hossain, Honorable Dean, Faculty of Science and Information Technology handed over the winning trophy to the students' team.

The Friendly Football match was organized and coordinated by Mr. Md. Joynal Abedin, Assistant Professor, and Department of Finance.



"The Faculty of Business Administration will look forward to have more matches like this one in future which is vital for creating a strong bond between faculty members and students with the sporting spirit." - Dir. Farheen Hassan

Word of Thanks: To all the faculty and students who labored to hold a successful event, my utmost congratulations. To the parents, alumni and corporate people, your presence obviously made the event more valuable and interesting. Without the support of the Management and the Administration officers, the various events could have not been fruitful. We look forward to another event even more colorful, educational and enjoyable next year with the usual support of the stakeholders and concerned personalities. (Dean, Faculty of Business Administration)



AIUB BBA15-3 Batch Celebrates "RAG DAY & PROM NIGHT"

Marking the end of academic life, the students of 19th Batch of the Department of BBA of American International University Bangladesh (AIUB), celebrated the 'Rag Day' with great festivity and enthusiasm on July 24, 2018.

Vice President [Academics] & Dean of American International University Bangladesh prof. Dr. Charles c. Villanueva inaugurated the function by cutting a cake & his wise saying, That high-spirited program was chaired by PROFESSOR, Program Director [Grad.] DR. Nisar Ahmed; DIRECTOR of OPA R. Tareque-Moudud & Senior Assistant Professor of Management Anisa Sultana were also present there.



The day was marked by a busy schedule of programs, the students gave a festive look to the campus by decorating the premise with colorful papers, balloons, Pompom & Photo Booth. The outgoing students attended the function wearing special Rag Day dresses. Throughout the day the whole batch participated in fun activities and the faculty took on a festive look. Later, a photo album on students by the batch was screened, all set together & took Lunch. After all followed by a flash mob teachers and audiences enjoyed the performances of the students. Later the students enjoyed the day playing with colors and singing songs. Through this, outgoing students of a department try to suppress the pain of leaving their favorite Campus behind.



Congratulations BBA team Denmark!

The Champions of AIUB World Cup Football 2018.



The team and coach receiving the award from from Dir. Farheen Hassan and Academics VP Dr. Charles Villanueva



TEAM BBA (Denmark):

After a long battle among over 110 teams, Denmark (BBA) secures the title of AIUB WORLD CUP FOOTBALL 2018 CHAMPION. On a fine afternoon of 26th September 2018, the best squad of BBA faced Peru team from EEE. The match was played for 50 Minutes with 25 minutes in each half. After difficult but very delightful contest the ball finally finds the net from an outstanding curved free kick from Raafi on 37th minute of the game. With great deal of team effort and footballing skills the team won the Championship title for 2018, under the guidance of their Coach Md. Joynal Abedin. K. M. A. Raafi was awarded Player of the Tournament and Md. Adnan was awarded the Best Goalkeeper of the Tournament. Not to mention, team Denmark went to final through the only save by Adnan in Tiebreaker in the Semi Final defeating Argentina (MBA) team.



At the end of the tournament the presentation party included the valuable presence of Dr. Charles C. Villanueva, Vice President (Academic) and Dean, FBA; Dr. Md. Abdur Rahman, Dean, FE; Dr. Nisar Ahmed, Director, MBA; Mr. Manzur H. Khan, Director, OSA, Mr. Ziarat H. Khan, Deputy

Director, OSA, Distinguished Faculty members, Department heads and Administrative officers. At the end of the ceremony the team was congratulated by Ms. Farheen Hassan, Director, BBA.

The Faculty of Business Administration is Proud to congratulate Team Denmark (BBA) for their invaluable remark in the field of sports.



| ID | Name |
|------------|------------------------|
| 18-36227-1 | CHOWDHURY NAFEES |
| 18-37720-1 | RAHMAN, MD. MASTAFIZUR |
| 18-37681-1 | FARABI PRANTO |
| 17-34897-2 | MAHINUL ISLAM TASJI |
| 17-34376-1 | HAMID TOUSHIK |
| 16-32856-3 | RAAFI K. M. A |
| 16-32357-2 | KHAN AQUIB |
| 16-31113-1 | MAMUN, MD. |
| 16-31687-1 | SIAM AHMED |
| 16-31806-1 | CHAKRABORTY SUBASHIS |
| 16-31377-1 | SHOVON ZAHID HASAN |
| 16-31576-1 | OMAR FARUQUE RISHAT |
| 16-31897-1 | JIBRAN, GAZI |
| 15-30720-3 | RAIHAN MD JAZIB |
| 15-30728-3 | ANIK MERAZ HOSSAIN |
| 15-30331-2 | KHAN MD MOHIUDDIN |
| 14-27375-2 | ADNAN MD. |
| 14-27396-2 | SHUVO JAKIM MAHMUD |

The Role of Higher Education Institutions for Promoting Sustainable Development in Business



By Dr. Charles C. Villanueva, Ms. Tahsina Khan

Introduction



The higher education institute (HEI) plays a pivotal role in developing human resources for economic development. Universities are educating tomorrow's citizens, thought leaders, decision-makers, business leaders and innovators. In the UNESCO publication, Rethinking Education: Towards a global common good, HEIs have been regarded as key stakeholder for change and innovation in and for the societies in which it operates. In recognition to this, recently the role of HEIs is observed to change, from mere 'education disseminators' to 'idea promoters' in order to drive change at national as well as international level. There is growing international recognition of 'Education for Sustainable Development (ESD)' as an integral element of quality education and a key enabler for sustainable development (UNESCO, 2015). In this regard, this paper will shed light on the integration of sustainability principles in HEIs, aiming to develop and motivate future leaders to promote inclusive, ecological and socio-economic development across the globe.

Even though several economic and governmental actors have made appreciable impact in providing leadership for the transformation towards sustainable development (SD), much more is expected from academic institutions, particularly HEIs, in championing this societal transformation towards SD (Cortese, 2003; Krizek et al., 2012; Lozano et al., 2013). Accordingly, most HEIs have reportedly aligned their SD transformation aspirations to the areas of national priority (UNISA, 2011).

Theoretical-Methodological Approaches for Higher Education and Sustainability

Stephen Sterling (2001) indicated three main educational approaches to sustainability:

- i. Education about sustainability
- ii. Education for sustainability
- iii. Education as sustainability

Education about sustainability emphasizes on learning that is based on content/knowledge domain. This approach considers that the meaning of sustainability is already identified within the dominant paradigm, and

that it can be taught as a separate subject. The second approach is Education for sustainability; it is oriented towards learning for change. Educators in this approach assume that they know what values, knowledge and skills are required to uphold sustainability. The green movement of schools is mainly driven by this philosophy, according to Sterling (2004). The third approach, education as sustainability, is based on a holistic and dynamic view of people-environment interactions. It focuses on process and quality of learning, which is characterized as creative, reflective, and participative (Sterling 2013).

Education for Sustainable Development in Business

The Brundtland Commission of United Nations (1989) defined sustainable development as "development which meets the needs of the present without compromising the ability of future generations to meet their own needs." The sustainability model is a challenge to conventional forms of development in a sense that it seeks to reconcile the ecological, social and economic dimensions of development, now and into the future. Formal and informal education, through raising awareness and influencing behavior, has an essential function if sustainable development is to be achieved. This role is especially pronounced in the domain of HEI because at this level students are being prepared to enter the labor market and emerge with skills to support green economies and as messengers of ideas. Since, business sector of a country makes a

significant contribution in GDP and other development interventions, it is imperative to address the necessity of incorporating sustainability education for the business graduates.

UNESCO (2004) identifies two unique opportunities for HEIs to engage in sustainable development. First, "Universities form a link between knowledge generation and transfer of knowledge to society for their entry into the labor market. Such preparation includes education of teachers, who play the most important role in providing education at both primary and secondary levels. Second, they actively contribute to the societal development through outreach and service to society." Cortese (2003) identifies the second notion, stating "Higher education institutions bear a profound, moral responsibility to increase the awareness, knowledge, skills, and values needed to create a just and sustainable future. Higher education often plays a critical but often overlooked role in making this vision a reality. It prepares most of the professionals who develop, lead, manage, teach, work in, and influence society's institutions." Thus, HEIs have an indispensable and tangible role in developing the principles, qualities and awareness not only needed to perpetuate the sustainable development philosophy, but to improve upon its delivery.

Producer of Professionals Moored to Business

HEI is to provide new insights to urgent societal changes/challenges, to educate global citizens for sustainable development. Universities are the primary producers of professionals to engage in business. Systems and procedures, mechanisms and operations are theoretically learned in universities. Experienced and successful businessman share their insights and perceptions on how to succeed in business. Research is another tool to discover new horizon in business and generate data and information which are vital for growth and development of business. This is the primordial function of a university. It is expected to provide answers/ solutions to some mundane problems and issues besetting business. Competent bridging between the industry and the university is an indispensable approach to find out what the industry needs in terms of knowledge, skills and the kind of character needed in a successful and sustainable business. The human resources that operate the business are determined by the industry being the employer of graduates from the university. The universities supply the manpower requirements of the job markets.

"Higher education institutions bear a profound, moral responsibility to increase the awareness, knowledge, skills, and values needed to create a just and sustainable future."

Therefore, these two organizations or institutions should continue to collaborate and consult one another to avoid mismatch, oversupply, and under-supply of graduates which sometimes result to wastage of resources. The government should also play a key role to determine the manpower requirement of the country supported with viable policies and laws needed for sustainable development. In consonance with this, the government should mandate universities to offer academic programs that are needed by industry and employment sectors. Aware of this need and requirements, the universities are able to offer and maintain quality and excellent academic programs with emphasis on business as the focus of this paper.

The Importance of Research based Education in sustainable Development

Since, universities are the center house in any nation promoting research based education; they play an indispensable role in upholding innovation, knowledge dissemination and national development. This is also evident in the national spending of the developed countries to promote research and development (R&D) interventions in business. By exploring the recent available data from the UNESCO (2017), the following table has been developed to evaluate a country's commitment to R&D, as a percentage of Gross Domestic Product (GDP) and business sector. Referring to this table, it is evident



that, a greater majority of the developed nations utilize a specific amount from their GDP to nurture the business sector that has a significant contribution in national development

Table 1: R&D Spending by country

| Country | R&D spending as % of GDP | R&D spending as % of business sector |
|----------------|--------------------------|--------------------------------------|
| Israel | 4.3 | 84.8 |
| Korea Republic | 4.3 | 78.2 |
| Japan | 3.4 | 77.8 |
| Finland | 3.2 | 67.7 |
| Austria | 3.1 | 70.8 |
| Sweden | 3.1 | 67 |
| Switzerland | 3 | 69.3 |
| Denmark | 3 | 63.8 |
| Country | R&D spending as % of GDP | R&D spending as % of business sector |
| Germany | 2.9 | 67.5 |
| United States | 2.8 | 71.1 |
| Belgium | 2.5 | 71.2 |
| France | 2.2 | 65 |
| Australia | 2.2 | 56.3 |

Table 1: R&D Spending by country

| Country | R&D spending as % of GDP | R&D spending as % of business sector |
|--------------------|--------------------------|--------------------------------------|
| Singapore | 2.2 | 61.2 |
| China | 2 | 77.8 |
| Netherlands | 2 | 56 |
| United Kingdom | 1.7 | 65.1 |
| Canada | 1.6 | 49.9 |
| Russian Federation | 1.1 | 59.6 |
| India | 0.8 | 35.5 |

From table 1 on the national R&D spending, it is apparent that, both the developed and emerging nations in the world have prioritized the investments in research and innovation for promoting sustainable development in business. The significance of education and innovation in sustainable development is also evident in the recent publications of UNESCO, revealing that the global spending on R&D has reached a record high of almost US\$ 1.7 trillion. About 10 countries account for 80% of this spending. As part of the Sustainable Development Goals (SDGs), countries have pledged to substantially increase public and private R&D spending as well as the number of researchers by 2030. Universities have a greater scope here to nurture and inspire young researchers to come forward in this regard. Also, by setting national targets for R&D spending as a share of GDP, many countries try to stimulate greater investment in both the private and public sectors to achieve the SDGs. Referring to the table 1, the question arises is that - what do the top 20 countries have in common? The answer indicates the fact that they all have strong investments in research based education is a fundamental factor for national development.

Concluding Remarks

With a world population of 7 billion people, we, as individuals and societies need to develop goods and services that cater the growing needs of the people and thereby make the efficient utilization of the limited natural resources. We need to undertake responsible action based on the understanding that what we do today can have consequences on the lives of people and the planet in future. Education for sustainable development in business enlightens and empowers people to change the way they think and work towards a progressive economy.

Business graduates are valuable asset to any country. They should be cultivated and nurtured – to accelerate the development initiatives. The business firms and entrepreneurial ventures have the potential to shape the way we live and work, in addition to creating jobs and contributing to the nation's economy. By

building human resources with key knowledge and skill, universities can help develop responsiveness in the labor market. In this regard, the higher education institutions need to understand the direction of socio-economic and technological progress and can update their education programs to meet emerging industrial needs.



Community Based Business: Becoming a Trend in Bangladesh

By: Prof. Dr. Charles C. Villanueva
& Ms. Samia Shabnaz



The first impression that one can have is that community based business is attributed to business activities undertaken in the rural areas or in villages or in disadvantaged societies characterized by ethnic groups or minorities. Contrary to my impression, community based business is an occasion or platform or venue which provides space and opportunity for people to be proactive in doing business. It is a venue where people gather and share ideas, business dealings, plans and building concepts for forming a business. It seeks solutions to some problems affecting the current business. It provides opportunity to establish partnership and open collaboration with people you are acquainted with. Allowing yourself to be surrounded by people who work and think differently which oftentimes result to bigger and better ideas. Using these situations and conditions, community based business emerged when friends gather together and discusses business opportunities. One visible place and a very popular one is Starbucks / Gloria Jean's Coffee. The business strategy of this establishment created an ambience where people both students and professionals build its own community to deal with business and a conference to discuss issues related to business. Students and neophyte businessmen are able to generate ideas that can enhance their business know how. Normally over a cup of coffee or drinks serve by the establishment. The venue becomes a conference hall where exchange of ideas takes place while enjoying or sipping one's preferred concoction of coffee and other drinks especially prepared for the members of the community. The friendly atmosphere makes the customers become familiar with each other that they even call each other by their first name no formality involved. On the other hand, the university cafeteria and the study area has become a place where the students spend time with friends to exercise and excel their creativity.



The robust youth population having access to quality education and expertise in the Information Technology uses virtual groups composed of members of the community to share their ideas as well. Selecting a suitable business idea to move forward with entrepreneurial efforts is important as it is the first step of establishing business. Thus, community based business can open new prospects for the potential and existing young entrepreneurs. This scenario is true in most developing and developed countries and this kind of business is thriving fast to some extent it is in fact becoming competitive. Unconsciously, you must be already engaged in this type of business which is becoming a trend among students, young professionals and seasoned businessmen here in Bangladesh.

It is a venue where people gather and share ideas, business dealings, plans and building concepts for forming a business.

Are the days of paper currency really over?

Dr. Nisar Ahmed and Md. Kamrul Bari



Money, as some say the root of all undoing, is also one of the most important possessions of human being. It allows us to acquire whatever we need. But, the importance of paper money as a medium of exchange is becoming less important by the day. With the development of technology, newer and more efficient media of exchange have been invented, which are making paper money (fiat) irrelevant. But, are the days of paper currency over? I must say no. Even though development of online banking, credit cards, mobile banking, and bitcoins (crypto currency) are making our lives easier, it is also increasing risks associated with every transaction. To discuss the brighter and darker sides of cryptocurrency and other alternative payment mechanisms,



we must look at the definition and evolution of money at first.

It is said that "Money is what money does". Anything can be defined as money so long as it performs the function of money. These functions are described next. Money is often used as a medium of exchange. That is, we can buy anything we want with money. The next function of money is that it must work as a unit of account. Price of everything is mentioned in terms of money. The final function of money is that it has store of value. It allows us to move purchasing power from present day to future time. It is the most convenient way of storing wealth.

Now-a-days, paper money is the most common form of money used by most countries. Bangladesh is no exception. But, money was not always available in paper form. In Indian subcontinent, Rupee was the most common currency. The word 'rupee' was derived from the Sanskrit word rupyakam, meaning a silver coin. It was issued by Sher Shah Suri in 1540-45. But, coins were minced in India way before the 15th century. It started as early as 6th century. The earliest coins were irregular in shape and minted in silver or copper. Then came Indo-greek coins and the Kushans. It was then followed by the Gupta Coinage. The Gupta coins had interesting engravings. It depicted king on one side and a deity on another. After the Guptas, coins were issued by famous dynasties like the Harsha and medieval Rajputs. The Mughal Empire consolidated the currency for the whole country for the very first time. Their coins contained 'Islamic calligraphy'. In India, the earliest issuers of coins

started along with the Lydians of the Middle East and the Chinese. During the 5-year reign of Sher Shah Suri, a coin called the 'Rupiya' had been issued. It became the pioneer of the modern rupee. This silver coin weighed 178 grams and remained in usage during the Mughal period.



A Rupiya

Photo Courtesy of <http://moderatemoslem.blogspot.com>

As time passed, India gradually moved towards the printed paper money. Then India was liberated, and Pakistan was created. Then Bangladesh was born in 1971. The shape and prints on the money have changed since then. But, the paper money has never lost its usefulness until now. The development of technology is now threatening the existence of paper money. As mentioned earlier, one of the most important feature of money is that it can be used as a medium of exchange. Now-a-days, we do not need to use hard currency to buy products and to avail services. Rather, we can simply swipe our debit or credit cards at the shops and/ or buy products online. It reduced the use of hard currency. Moreover, a new threat called the cryptocurrency started its journey making paper currency even more vulnerable.

Bitcoin is the most renowned cryptocurrency available right now. Bitcoin is at first introduced by a person bearing a fictitious name "Satoshi Nakamoto". Bitcoins can be mined. At first, a complex mathematical problem is given to a group of people called miners who, using special software (as claimed in the website), solve the problem and are incentivized by providing bitcoins. That is how the number of coins available is kept in check.



Photo courtesy of www.goodreads.com



This currency is extremely volatile. But, it offers anonymity. With the rise of its popularity, more and more merchants are starting to use bitcoins in their business organizations. But, this factor of anonymity is making Bitcoin more attractive to the criminals. Bitcoins are used for many illegal operations including drug smuggling, money laundering, gun running and so on. Moreover, it is not controlled by any Government authorities. Therefore, the risks associated with it is even higher. Because of these threats, the central banks and/ or Government authorities of most of the countries have either barred their operation or, advised their citizens to avoid bitcoins. Bangladesh is no different.

Apart from the crypto currency, other forms of payment mechanisms are also available now. Such as – mobile banking, e-wallets, virtual credit cards and so on. Mobile banking services allow their clients to conduct financial transactions through mobile phones. It not only made the lives of general people easier, but also offered an opportunity to the rural and deprived people to take advantage of banking services. Therefore, the true reflection of financial inclusion

happened right through the introduction and development of mobile banking services. E-wallets, virtual credit cards and availability of online payment systems are all adding ease and comfort to our daily lives. But these systems are not bulletproof. Risk factors such as – hacking, skimming, and so on are posing real threats to these payment methods. Moreover, it is still not possible for everyone to avail these modern services due to lack of internet connectivity and uninterrupted (and/ or fast) mobile network services. In addition to this, sellers in less developed countries are not yet accepting payments through these channels. Hence, popularity of paper money or hard currency is not yet over.



It is impossible to stop innovations. Creative people will always search for avenues to finetune existing systems and build new ones so that latent demand of the consumers can be met. Thus, newer technologies are going to immerge over the years. Likewise, shrewd

criminals are always going to find loopholes and break the consistency and integrity of existing systems. But, if the Government, innovators, IT experts, sellers of goods and services and most of all we, the general people are vigilant, these threats may be reduced, if not eliminated. Besides, we must change our attitude and embrace these technological developments because they can create transparency as well. If that happens, we may even see an era of paperless money. But, today is not that day.



Marketing Strategies: Indispensable Tool for Successful Business

By Dr Khondaker Sazzadul Karim and Saihad Shahid Rahman

Eminent writers of marketing strategy theories often refer to marketing strategy as being a crucial and a critical issue to the success of marketing function and overall fulfilment of organizational objectives. Marketing strategy is often seen as being a broad means of achieving organizational and stakeholder aims. Several companies claim that marketing strategy is a long-term endeavour, while others, state that it provided for the overall achievement of objectives and served as a broad plan of action to guide organizational outcomes. Having made such a statement, most writers then move on to explain the detailed issues, means or schemes which they prescribe as constituting a marketing strategy. Here there are four major bases that are used in the literature to explain the basic components of marketing strategy. These are the marketing mix, the product lifecycle, market share and competition, and positioning. In addition, some writers also advocate special marketing strategies for adjusting the four main components dis-



image courtesy of <http://www.businessrecognition.org>

cussed previously for both international and industrial markets.

The Marketing Mix Base:

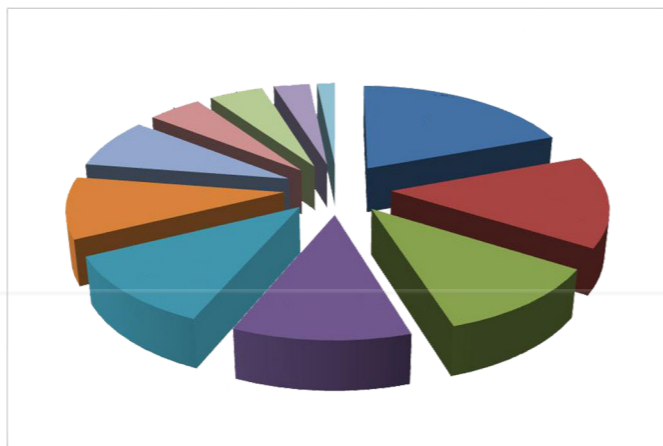
Common approach according to most reputed literature is simply to link these issues to the elements of the marketing mix (Product, Price, Place, Promotion). Marketing strategy is often described as being an indication of how each element of the marketing mix will be used

to achieve the marketing objectives of a particular organization. This definition gives a complete reliance on the mix and therefore the utilization of the elements is the strategy. A range of marketing component strategies which constitute the total marketing strategy; e.g. product strategy, distribution strategy, sales promotion strategy and pricing strategy.

Good marketing happens when the marketing strategy utilizes the marketing mix to give the right product, at the right price which is distributed at the appropriate places demanded by the target market and is promoted in communication channels (Mass media and emerging media) frequented by the target market. In fact, if the marketing strategy is designed well, there will be no need to market the product as satisfied consumers will spread positive word of mouth of the product's efficacy which will serve to act as an endorsement to guide the behaviour of future users of the product.

The PLC Base: The marketing strategy for a product needs to be modified as the product moves through the various stages of its PLC. This is based upon a change of the mix at the different stages, so that a change is made in the relative degree of reliance of each element, giving a different mix, and hence a different marketing strategy is required at each stage. However, there are two major problems associated with this approach. The first is that it is difficult for the company to be able, at a particular point in time, to identify the stage at which stage a product is in within its lifecycle. The other problem is that the specific strategies for each stage do not always allow for application to all products, given the wide variation experienced by companies in market and product conditions. With appropriate application of marketing strategy, the product life cycle of a product can be extended. Take the example of Coca-Cola which has been in existence for well over a century but still resides in the early maturity stage of the product lifecycle thanks to judicious adjustments made to the marketing mix components at different stages of Coke's PLC.

The Market Share Base: This approach starts with the identification of optimal market share, given a set of conditions. Having identified this level, the company needs a marketing strategy to achieve the optimum. The second stage is to select a strategy from a range of strategies that are designed to build, maintain or even reduce market share. However, within each of these share-linked marketing strategies, in addition to the market share link, competitive marketing strategies have also been described by Kotler, where he prescribed a range of nine competitive marketing strategies, at a particular point in time, that which relates directly to the activities of its competitors.



The Positioning Base: A product's position is defined as its overall situation in the market relative to its sales, market share, and profitability. A product's position is also related to its customers, in that it explains the user profile and how they perceive the image of the product. The concept of positioning can also be explained in terms of both market and product positions. Here the company investigates the segmentation of a particular market and then decides which segment or segments to participate in. This selection is referred to as market positioning. For each segment, the company requires a product or products, and the number of products developed, plus their overall nature, is referred to as product positioning. To put it simply, positioning is integral to the formation of brands. Why would a consumer purchase a company's product if they perceive other products in the market to offer similar attributes? Positioning is used to create a distinct image of the product in the minds of consumers which they believe satisfy their needs. Apple is the market leader in the smartphone industry due in most part to its strong brand positioning which has been able to differentiate its products from other smartphone brands promoting similar products. Positioning in layman's terms is to create an impression in the minds of the users that "My product is better and different than other products in the market".

International Markets: The basic tenet here is that marketing strategies need to be varied for different countries, based upon variations in market conditions in these countries. Even though the same rules for marketing strategy apply for all regardless of location, marketing mix elements, positioning strategies and product-life-cycle strategies need to be adjusted for different countries based on different environ-

mental conditions outside the control of the organization present in multinational markets. The world is a melting pot filled with different cultures and races with multitudes of religions, laws, values, customs etc. A marketing strategy designed for one market might not necessarily work in different markets. As a result, marketing strategy needs to be adjusted to consider different environmental conditions presents in the target countries.

Industrial Markets: Industrial marketing strategies are also based on the marketing mix, but with an emphasis on the product and price. Industrial marketing strategy also emphasizes the orientation to the marketing mix but broaden their base to utilize the concept of positioning. The use of market segmentation is advocated and hence market positioning is included in their industrial marketing strategy.

Marketing strategy is the marketing element of long-range operational planning and relates directly to the attainment of the corporate objectives. Alternatively, marketing tactics are the marketing element of short-range operational planning giving a direct contribution to the attainment of the marketing objectives. Therefore, in defining its marketing strategy, a company needs first to establish the two levels from the strategic planning framework, then from this define each of the marketing strategy component parts. Failure to follow this process might lead to the ineffective definition, implementation and effectiveness of marketing strategies.

Finally to conclude, the marketing emphasis in companies in recent times has been orientated towards short-term gains in revenue and profits. Therefore, the emphasis is being placed on the marketing tactics of short-range operational planning. Secondly, full consideration of marketing strategy is of equal importance, not only to contribute to future performance and success but also to provide a framework for the operation of the annual marketing plan. Only through the implementation of proper marketing strategy can a company ensure its long-term survival. The list of the top firm 50 years back compared the top firms in terms of market value present today will yield interesting insight. Only companies known for their marketing prowess have ensured their survival, whereas the rest of the companies now occupy a place in history.



Technology- Making Business More Functional

Arnob Zahid



Bangladesh, one of the fastest growing economies of the world is currently experiencing a tidal wave of digital revolution. The country is set to a vision of Digital Bangladesh by the year 2021 and been remarkably observed moving towards the set target nationwide. As an emerging nation, the country is merely opportune of implementing innovative technological solutions at each possible sector. It is true that financial investment has always constrained the country's technological advancement, but things are widely getting changed due to socio-economic cultural advancement and the government's substantial endorsement.



Technology has already proved their competences to the developed economies and the nearby nations; by providing operational excellence, improved decision making and possible predictions with BI (business intelligence) creating new services, products and business models, customer relationship management and what not. For the new startups and entrepreneurs, technology is observed playing the role of survivor worldwide. In Bangladesh, technology is bringing new stream of employment to the country, which is simply significant to current supply demand ratio of the local job market.



The hype of Digital Business is now on tremendous flow nationwide. Contemporary successes like Pathao, Uber, bKash, Rocket, Shohoz, Pickaboo, bikroy.com has already been outstanding; dealing customer with superior quality and ultra-flexibility like never before. Recent acquisition of Daraz by the global brand Alibaba has been an exclusive extension to our domestic ecommerce industry, in other words a massive stimulation and challenge to the existing ones. These digital businesses are not inspiring the nation towards digitalization, but also influencing traditional businesses to get transformed into the digital arena. As the market is getting more and more competitive for every industry, traditional entities now have started realizing the necessity of technology in business and therefore approaching towards vast adoption. It is envisioned that proper implementation of technology regardless of industry background countrywide with highly potential skillset will lead the country towards real Digital Bangladesh by 2021, as time runs really fast into BizTech arena.

The country is set to a vision of Digital Bangladesh by the year 2021 and been remarkably observed moving towards the set target nationwide

What MIS Business Graphics and Animation Is All About

By Nelson Udaundo



In the Fall semester of 2017, BBA-MIS offered, for the first time, the Business Graphics and Animation course as an elective for students majoring in MIS. The course was designed to address the need of students to develop their competencies in producing business visuals graphics that help build up the image and confidence in any given enterprise. The course covers the fundamentals and principles of Graphic Design through the use of industry-standard tools of creative production like Adobe Photoshop, Illustrator, In Design and Flash. The curriculum follows a competency based approach in teaching the technical and creative skills required in accomplishing the weekly projects and deliverables. A progress chart of achievements is recorded per student throughout the semester. The course culminates in a capstone group project that requires the students to apply all the competencies gained in producing a comprehensive brand and advertising campaign



MIS students' competency based project outputs

The final project should embody 6 major objectives as aid to the assigned business enterprise:

01. **It should help Enhance Sales** -get the brand across the customers through a unique logo design, business card and other such designs.
02. **Establish Company Name**
Graphic designs should project a look and feel of stability and confidence
03. **Build Goodwill In The Market**
Graphic designs are the media for winning trust and goodwill in the market. Faith in the company's product should be embodied in design elements that appeal to the senses.
04. **Convey A Brand Message**
Use of appropriate colors and typefaces should evoke an intended emotion in the target market. This emotion then becomes the product message that will create a lot of brand recall for future sales.
05. **Unite The Employees**
Should help create a corporate identity that will instill a sense of belonging to the team
06. **Encourage Professionalism**
The Graphic design must make a strong lasting impression on your clients and vendors. A well crafted logo gives the impression that the company is operated professionally.

From National to International Hospitality Management Services: Scope of THM Program

By Mr. Mahmudul Hasan and Ms. Sabrina Rahman



The beginning of tourism and hospitality in higher education (HE) dates back to 1893 when a dedicated hotel college, Ecole Hotelier de Lausanne, was established in Switzerland. Much of the development of hospitality HE was dominated by US institutions in the twentieth century with a management focus. Hospitality education in the USA formally started when Cornell University launched the first undergraduate degree program in hospitality management. Tourism as a field of study appeared in HE about 50 years ago. Under the massification of HE, tourism programs have achieved notable worldwide success in attracting students, scholars and diversified research interest.

Unsurprisingly, there has also been a rise in the provision of “international” degree programs, and hospitality management education is no exception. The hospitality industry has long been characterized as global and is reported to generate US\$950 billion annually to the global economy and employ over 60 million people. The demand for graduates capable of working effectively in this global industry has been recognized by academics, employers and graduates alike. However, suggests that much hospitality

education is international in name, but local in “design, delivery and deliberations”.

Higher Education in THM – the Global Paradigm

The design and delivery of the formal THM curriculum is fundamental and international programs should be developed with clearly articulated aims and objectives to achieve this goal. Factors that contribute to program internationalization identifies the use of international modules, it is imperative to include various universal components more than home country perspectives to be truly international. The use of learning resources such as international projects, case studies, academic journals and textbooks to support student learning has been identified. The importance of foreign language study within an internationalized curriculum is also well-recognized.

The importance of faculty in delivering THM program is acknowledged as such programs must allow for flexible styles of student learning. Faculty thus need time to work on innovations to achieve this goal. Different learning styles can be incorporated into programs

through seminars, workshops, study tours and visiting lecturers. Other ways to develop THM faculties include involvement of faculty in international networks, international research and publication, through hosting international conferences and developing academics’ language skills.

Given the international nature of the hospitality industry, there is enormous scope for the development of cross-cultural competencies within the curriculum. There is a clear opportunity to be more transparent about where specifically internationalization dimensions are included in the formal curriculum. A mapping exercise across program content would help to establish where subjects are studied from more than just the home country perspective, and the extent to which a variety of international resources are used to support these.

Obtaining Higher Education in THM in Bangladesh – Ascending to the Next Stage

Pursuing higher education and building a career in the tourism and hospitality industry are still considered as stigma in the Bangladeshi society. For some unknown reason, majority of our population belittle this sector by looking down to it as a study area merely to teach how to serve as a restaurant waiter or attend as a cabin crew. As a result of this negative social perception, tourism and travel industry of Bangladesh has contributed only 4.3% to its total GDP in 2016, significantly lower than the global average of 10.2%.

However, considering the profound prospects of the tourism and hospitality industry in Bangladesh, World Travel and Tourism Council



The hospitality industry has long been characterized as global and is reported to generate US\$950 billion annually to the global economy and employ over 60 million people.

(WTTC, 2017) has projected a revenue of BDT 25.6 billion from its inbound visitors with a drastic increase in employment opportunities by creating 2,247,000 jobs by the next decade. That, right there, tells us about the infinite potentials of tourism and hospitality industry that awaits us with an open arm if we could change our mindset regarding working for this industry, for it is no longer confined within the areas of working for food and beverage production/service, housekeeping or airlines stewarding. Rather, this industry includes other sectors like event management, hospitals, sales and marketing of hotels/restaurants/airlines, shopping malls, theme parks, hospitals and every other place that needs a touch of hospitality and service for its customers. It now solely depends on us that how we chose to prepare our manpower to convert them into skilled and educated human resource for embracing the upcoming offerings of the tourism and hospitality sector. And to do that, obtaining higher education in tourism and hospitality sector is the only way to build efficient, world-class human resource.



Growth Sectors of Bangladesh: What Does Publicly Available Statistics Explain?

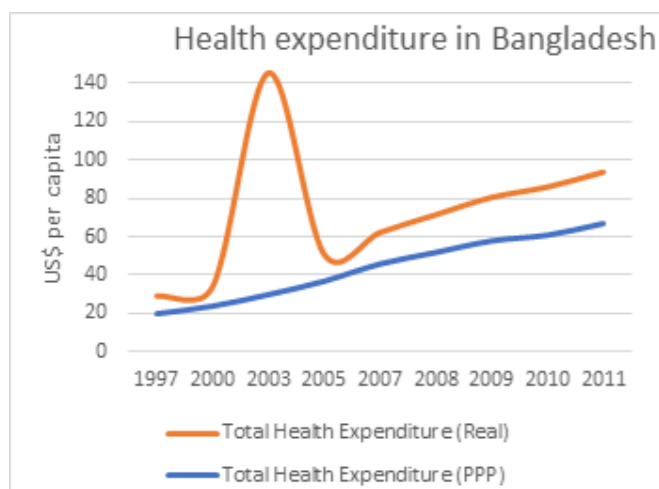
Syed Mahbubur Rahman & Hamidul Islam



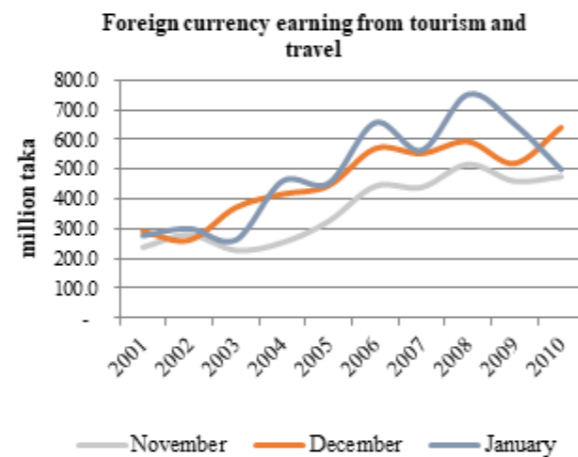
Service sector globally has been enjoying a boost. Accordingly two potential sectors that may contribute substantially to economic growth of Bangladesh are from service sectors: health care service and tourism.

Health care services are among the most profitable privately held businesses. According to Forbes, health technology has the potential to become the most profitable sector. Total health expenditure in Bangladesh almost tripled in a 15-year period ended in 2011; besides, total health expenditure as a percentage of GDP remains at 3.7% in 2011, one of the lowest in the region. Hence, in national move towards achieving Sustainable Development Goals (SDGs), it is likely that in near future health care services would play an important role to increase GDP and to create jobs.

Source: MOHFW, 2010



The other sector that has the potential to provide revenue and employment is tourism. Compared to the earlier statistics about tourism, Bangladesh has experienced a sharp increase in the sector due to changes in attitude towards tourism and affordability of people.



Besides, newer destinations have added varieties to people's tests. During the period 2001-2010, although fluctuated a lot, annual earnings from foreign currency has almost doubled from tourism in Bangladesh. Three-month data for foreign currency earning from tourism are shown in the graph. Arrival of foreign visitors for tourism has also increased. Since, many neighboring countries are promoting medical tourism, by introducing world-class medical services; Bangladesh may also experience sustained growth in tourism and thereby economic growth.

Source: Bangladesh Tourism Board

Hence, in national move towards achieving Sustainable Development Goals (SDGs), it is likely that in near future health care services would play an important role to increase GDP and to create jobs.

Corporate Section

Social Entrepreneurship: A Profit Making Business or Social Responsibility

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Abstract

Social entrepreneurship has developed into a new scope of exploring ways of investing in area where work can be done for carrying out societal responsibilities and community activities. However, there are certain controversies when the potentiality of such ventures can really bring about positive changes even with the challenges and other pertaining obstacles. The paper intends to provide an overview of the real scenario from the authors perception towards the concept of modern social entrepreneurship and its future.

Keywords: Social Entrepreneurship, Social Responsibility, Community, Challenges, Modern concept.

Introduction:

Social entrepreneurship by definition works towards establishment of a venture that progresses to bring about positive changes in the society. However, the concept / field has not been able to gain much popularity among the modern academicians. The concept has now existed more than two decades with the fields untouched. This has happened seemingly due to the presentation of the subject matter. As Saifan (2012), acknowledged that social entrepreneurship lacks a proper definition and acknowledgement. The progress has been hindered as the subject is mostly based on theories.

A modern school of thought portrays entrepreneurship as a scope of innovation and a more easier way to create new ventures. Modern economists and academicians regards this notion of entrepreneurship as a crucial factor towards improvement of societal disparities. Entrepreneurship according to Barringer and Ireland,(2012), defined entrepreneurship as "the process by which individuals pursue opportunities without regards to resources they currently control" A common driver for individuals to look for new ventures is the interest in innovation. Innovativeness and creativity along with passion to succeed is a key driver of entrepreneurship. When the word "Social" is added with entrepreneurship then it is transformed into a new trend. The word social is tailored to add more value and ultimately look at a more positive approach to the society in order to gain popularity or the work. In other words, it can be thought as a way to gain self recognition of an individual to achieve personal gain and publicity. As Dees(1998) clearly pointed out that social entrepreneurship as a area itself combines in itself the mission to gain a business like image with a social mission to establish a permanent footprint in the societal circle.

Characteristics of Social Entrepreneurship:

Social entrepreneurship although is growing into a well groomed concept today. There are however a number of characteristics that explains the terms in more elaborate form. A number of scholars have put forward their thoughts into the subject and come forward with a set of common characteristics for social entrepreneurs and social entrepreneurships.Saifan et.al. Zahra



Image courtesy of www.spacesworks.com

(2012,2008) addresses the fact that social entrepreneurship branches from the aspect of critical thinking towards well-being of the society. Citizens in a community look forward to individuals in their own communities to come forward with possible projects to bring about positive changes in the community. James(2018) explained that social entrepreneurship is strong driving force that strives for innovation and transformation in various fields. It is a method to pursue goals in order to transform the society and alleviate poverty with the engagement of social entrepreneurs as the front runners. Social entrepreneurs themselves have the courage to explore new methods, take risks and overcome challenges and deviating from the traditional practice thus playing a significant role in building a strong sustainable business environment. Table 1 highlights the common characteristics of social entrepreneurs and social entrepreneurship.

Challenges of Social Entrepreneurship:

Entrepreneurship itself is a challenge. It is a field that requires immense dedication, perseverance and also passion to achieve the ultimate goal. In today's volatile and ever changing business environment there are constant needs to look for new scopes and realize the different boundaries pertaining from different directions. It is not a smooth road that is to be taken. Academicians and other scholars have contested the thought of establishing a new wing in the name of social entrepreneurship that has drawn attention to many scholars and authors in recent years. However, the direction to which the implication is to be made is not clear, causing certain obstacles for the entrepreneurs themselves. Redefining the posture as well as the status is one of the biggest challenges for social entrepreneurs today(Tan, 2012). Weak economic conditions and major inflation in a country leads to the need to establish new possibilities where there is a scope to face the public and private sector in tandem. This response on the other hand draws a wider scope to societal challenges that are sustainable, economical and environmentally friendly(Petrella,Battesti, 2014). Innovation is the key to developing a strong establishment and it is associated with the needs and wants of the society. In this context social entrepreneurs are faced with the challenges of searching for new innovative solutions to meet the needs of the people.

Social Responsibility or Profitable Business

In the present contextual environment, large organizations are investing their money and capitalizing on the benefits for their own public image. Corporate social responsibility is another stem of the concept of social entrepreneurship where organizations use the surplus funds by providing other small investors, young entrepreneurs to explore new business ideas. As many young people in the society do not always get the money to start their businesses, organizations play the role of business angels. The unanswered question here is where is the problem. The contemporary challenges are crucial and it is necessary to focus on the real time scenario about the results that lie ahead. It is beneficial to properly monitor and assess the business environment before venturing into the everchanging volatile environment. Social Accounting Network (SAN) believes that the application of organizations to consider the quantifiable and financial measures deliberately distract the real essence of the concept of social engagement and focus areas of social entrepreneurial activities.

Organizations when investing their financial resources involve the commitment of the resources without making any sort of impact assessment. It is relevant to monitor and evaluate the level of investment and also evaluate the progress henceforth measuring the performance of the organizations. Organizations today, are more interested to make profit rather than try to improve the livelihood of the citizens thus neglecting their commitments given before starting a project.

Involvement of commercial enterprises is a common practice where organizations are committed to pursue opportunities to benefit the social needs, In order to make the social entrepreneurship as sustainable establishment it is necessary to understand the perception of the common people who will be using the services. Understanding the mindset scales the boundaries for organizations as citizens often consider the promises of the organizations to be white lies. This leads to a building pressure on the organizations to fulfill their commitments hundred percent. The lack of motivation to do something for the betterment of the society is more of a fantasy rather than a reality to the general citizens.

Conclusion:

Social entrepreneurship as a whole is a new concept even though it has been around for more than two decades. It is crucial what direction the theme

will proceed. Societal benefits should positively be regarded as the mainstream focal point of social entrepreneurship rather than making this a business venture to generate profits.



Organizations today, are more interested to make profit rather than try to improve the livelihood of the citizens thus neglecting their commitments given before starting a project.



So you want to be a CFO?

You are a qualified accountant and have reasonable experience and rightly you are desiring for a CFO position. So your desire whether you deserve that too need to be matched. No doubt, The Chief Financial Officer is often the ultimate position for a finance career. The CFO role comes up with wide-ranging responsibility for the overall business strategy and performance. It's tough at the top and you need a lot more than technical ability to be effective. Becoming a CFO is not just about producing robust financial information it is also about being able to communicate clearly, having well-honed people management skills, business intellect and the ability to think strategically.



By:
Muallem A Choudhury

The CFO position is one of the most challenging in the organisation. Increasingly seen as co-pilot, the CFO has in-depth knowledge of the business and provides the financial framework for the business strategy. The CFO translates business strategy into results.

A survey by CEO Magazine in the US, asked 500 CEO's about the qualities they regarded most highly in a CFO. The result identified 5 key traits:

- ☒ Financial expertise
- ☒ Integrity and personality
- ☒ Strong interpersonal skills
- ☒ Broad business background
- ☒ Strategic vision

Other research has shown eight key competencies amongst those that separate strong financial executives from average ones:

- ☒ Results orientation
- ☒ Managing performance
 - ☒ Initiative
- ☒ influencing others
- ☒ Analytical thinking
- ☒ Fostering teamwork
- ☒ Customer orientation
- ☒ Self esteem

Not all finance professionals are strategic thinkers and only a select group will make the grade to CFO level. So what exactly is the skill set required to make it to the top?

The All Rounder

In any economic climate, a good CFO has to be an "all-rounder". Many organizations when describing their ideal candidate list a number of key attributes. Besides the obvious, such as qualifications and technical ability (which are a given), commercial



Company's business and financial results and should provide solid general business counsel to the CEO and the executive management team.

For companies assessment of candidates is crucial. The decision to hire is an investment decision. Finding topnotch finance executive requires a skilled evaluation of character to assess whether an individual will fit the culture and values of the organisation.

Career Plan

If you want to be a CFO you need to plot your path to the top. CFO's are usually plucked from group financial control, corporate developments, divisional finance or risk and internal audit. Those in group financial control are best poised to make it to CFO. Only candidates of exceptional talent move up from a corporate development background.

Commercial Awareness

Since companies hiring senior finance professionals are looking for business nous and the ability to work strategically, potential candidates should take advantage of opportunities to work outside of delivering numbers – particularly in areas such as deal negotiation, restructuring, financial modelling, raising finance particularly in a tough economic climate, and mergers and acquisitions. Obviously you must have financial expertise and many companies put emphasis on creativity in areas such as capital management where identifying new sources of capital funding with a continuous view on minimizing the overall cost of capital to the organisation is particularly valued. Renewed focus on risk management provides a major opportunity for good finance professionals to demonstrate their worth to the organisation. Increasingly issues of VAT and tax becoming important as in one hand you need to be compliant and on the other hand you need to create a situation where impact of VAT and tax are manageable through instituting different measures through proactive tax planning sessions using your networks and other external resources.

Leadership and Influencing

The ability to persuade, negotiate and influence is paramount. As more and more boards and non-executive

directors will themselves have finance backgrounds, the CFO not only has to understand the numbers but has to be able to communicate them effectively. Influencing skills are increasingly important and a good CFO will be adept at enlisting others' support for ideas, anticipating, reacting to objections and planning strategies to overcome them.

Weathering the Pressure

In a local Company, taking the pressure of the Chairman of the board or influential directors and not to bend with their pressure is a qualification for a sound CFO. While performing his/her responsibility CFO need to be capable to withstand the pressure and articulated, skillful and diplomatic enough in carrying his objectives of performance, openness, transparency without being bullied by the board members. It requires maturity, command over his role with full understanding on the board's role and CFO's role.

Communication

The importance of being a communicator cannot be underestimated so invest time in developing your presentation skills. Any serious candidate for CFO will have had exposure to board meetings, and will be experienced in making presentations to banks, shareholders, analysts and so on. Delivering the number is one part of the equation, communicating them internally and more particularly to the investment community and the external world is quite another – particularly as risk management tools such as derivatives and other hedging instruments becomes even more complex.

A good technical manager who can deliver messages clearly in a manner understood by non-financial people can go far especially if they have an overall business perspective and can contribute to strategy in areas such as marketing and Human Resources.



Technical Competence

You also can't ignore your technical competence and the need for a good understanding of regulatory requirements. You may find as you begin to climb the corporate ladder that technical ability seems to become less important however in an increasingly demanding and regulated corporate environment, detailed disclosure requirements mean that technical expertise cannot be overlooked.

Investors Relations

As CFO of a listed company, your role would be to maintain relationship with different sets of investors, invite them to your office, give response to their queries and concerns in a way by not divulging any specific information but be able to give a satisfactory answers so that market take this positively. This also requires you to be aware of Security and Exchange Commission's directives as well Stock Exchanges requirement.

A Visible Senior Professional

CFO should be visible in the professional arena, attending conferences and seminars, delivering speech or becoming a core member of the professional association. CFO should be able to make presentations or lectures on different commercial and economic topics and being respected by the community.

Forging a Strong Relationship with the Board

As CFO you should consider the board, particularly the audit committee chair, to be most important relationship after the CEO. It is the fiduciary duty of CFO to provide board directors with fact based information about management decisions, company issues and challenges to fulfill their own oversight responsibilities. In order to serve the board, CFO need to cultivate a strong relationship with board members, based on two way communication and frank discussion of important matters. With compliance and regulatory issues continuing to gain in importance and complexity, CFOs need to make their board confident that financial reporting, controllership and accounting matters are under control, and that they will be on top of any emerging issues to ensure that board is not surprised.

Career Development

Take advantage of career development opportunities both within organisation and outside of it. This will help you develop management skills and hone your influencing techniques. The particular skills and behavioral qualities required of CFO are that to be found in every finance professional but recognizing what they are will enhance your chances of getting to the top

At the end CFOs are made and not born, how can you increase your likelihood of becoming one- and thus being the right hand of CEO? Perhaps that's why Lawrence Stybel of Boston based Stybel Peabody & Associates, an executive search firm, recommend that you begin your quest for CFO-hood by changing your own thought process. "Start thinking like a member of the board of directors" he advises. "You've proved you can think like an accountant. Most CEOs are obsessed by what their boards are thinking. Come across as someone who knows what the board wants and the CEO will think you as a confidant."

So good luck to all aspirants!

Related Resources

1. Building Strong Relationships with Segment CFOs: Charles Holley
2. What CFOs Want – and Need- From their CFOs: Charles Holley
3. Getting Strategy on Technology Spend- Charles Holley



A good technical manager who can deliver messages clearly in a manner understood by non-financial people can go far especially if they have an overall business perspective and can contribute to strategy in areas such as marketing and Human Resources.



Veterans Speaks on Development of Business Presentation Techniques: An FBA initiative for Students



Organizing workshop is a regular initiative of the Faculty of Business Administration (FBA) to strengthen students' skills and aptitude for learning. On July 12, 2018 FBA successfully organized a workshop on presentation techniques at Annex 7, Room No. 7303 of the American International University – Bangladesh. The day-



long workshop was conducted by **Mr. Sajid Mahbub**, Head of Business Operations, Brand Forum Bangladesh and **Mr. K. M. Hasan Ripon**, Adviser, Bangladesh Skill Development Institute (BSDI). This development workshop was designed to understand the various techniques of presentation and enhance the competence of the student of the university in making a more interesting and effective presentation. The session was inaugurated by Ms. Farheen Hassan; Director of BBA Program with an encouraging welcome speech.

Mr. Sajid Mahbub encouraged and motivated our students towards presentation and helped them to recover from the fear of presentation. He also guided our students on presentation format, style, delivery, timing, slide preparation and language etc. On the other hand, Mr. K M Hasan Ripon focused on Impression Management in Business presentation: Do's and Don'ts, where he talked about techniques of increasing attrac-



A total of One hundred students participated in the workshop. The assembly was very interactive, and that concluded with a FAQ session where several students have participated. At the end of the program, Mr. R.T Moudud, Director OPA expressed his vote of thanks to the guest speakers and presented with Certificates of Appreciation.

The workshop was organized by Mr.Md. Joynal Abedin, Assistant Professor, and Ms. Tahsina Khan, Assistant Professor of FBA. This program was successfully organized by the help of distinguished faculty members, Ms. Sabrina Rahman, Mr. Afdalin Bin Haque, Mr. Hamidul Islam and Mr. Stanley Sumon Rodrick.

The organizers convey their heartfelt gratitude to Prof. Dr. Charles C. Villanueva; Vice President; Academics and Dean Faculty of Business Administration for his kind support. The Faculty of Business Administration gratefully acknowledges the open-handed support given by AIUB Management to make the event successful.



This development workshop was designed to understand the various techniques of presentation and enhance the competence of the student of the university in making a more interesting and effective presentation.

AIUB-FBA-OSCM CAREER JOB EXPERIENCE SHARING SESSION

The Department of Operations and Supply Chain Management (OSCM), under the Faculty of Business Administration, American International University-Bangladesh (AIUB) organized a series of lecture sessions for the core students of Operations Management, between 18th - 20th February, 2018 at AIUB permanent campus, Annex-1 (Room-1111). This is part of Student Student Development Program. The speakers of these sessions were AIUB Alumni from OSCM Department, who have recently graduated and secured their professional career employments in Operations and Supply Chain Management, within a very short time. These sessions were inaugurated by Mr. Ashfaque A. Mohib, Head of OSCM. The respective speakers were Mr. Nahid Hasan from Zero Gravity Ventures Limited, Md. Imran Sarker from Aristopharma Limited, Himan Rabbi from Pathao Limited, and Syed Abrar Rafid from Super Star Group (SSG). The speakers shared their valuable experiences on corporate involvement, practical knowledge, challenges and opportunities in supply chain management. They also cover relevant topics of sourcing & negotiation, purchasing processes, demand forecasting, inventory management, warehouse and logistics management. They presented inspiring pictures and videos related to their work places.



Corporate job experience sessions provide platforms for students with the opportunities to know about the real world practices, which they can relate to their theoretical knowledge in the classroom. In the concluding speech, Mr. Ashfaque A. Mohib emphasized on how this experience sharing session will provide the



participants with a professional overview about Operations and Supply Chain Management. He ended his speech with vote of thanks to the alumni guest speakers for their informative discussion and appreciated the students for their interactive participations. Respected course teachers were also present in each individual session. Tokens of gratitude were presented to all the the guest speakers, on behalf of FBA, OSCM, AIUB.



AIUB MARKETING STUDENTS' STUDY TOUR TO TRANSCOM BEVERAGES LIMITED, GAZIPUR

TUESDAY 28 MARCH 2017

Department of Marketing, Faculty of Business Administration, AIUB organized a study tour to Transcom Beverages Limited's Factory, Kaliakoir, Gazipur on November 11, 2017, as a part of the regular student development program. Students from different Marketing Major courses went to that visit to get some real-life insights about the factory operations, warehousing facilities, sales & distribution processes of the organization. of FBA, AIUB), for their consistent support and cooperation in organizing this visit successfully.



TBL is a business concern from one of the renowned Bangladeshi conglomerates, Transcom Group and it is one of the country's largest Beverage manufacturer and marketer of the popular brands like Pepsi, 7up, Mirinda, Slice, Mountain Dew, Aquafina, etc.

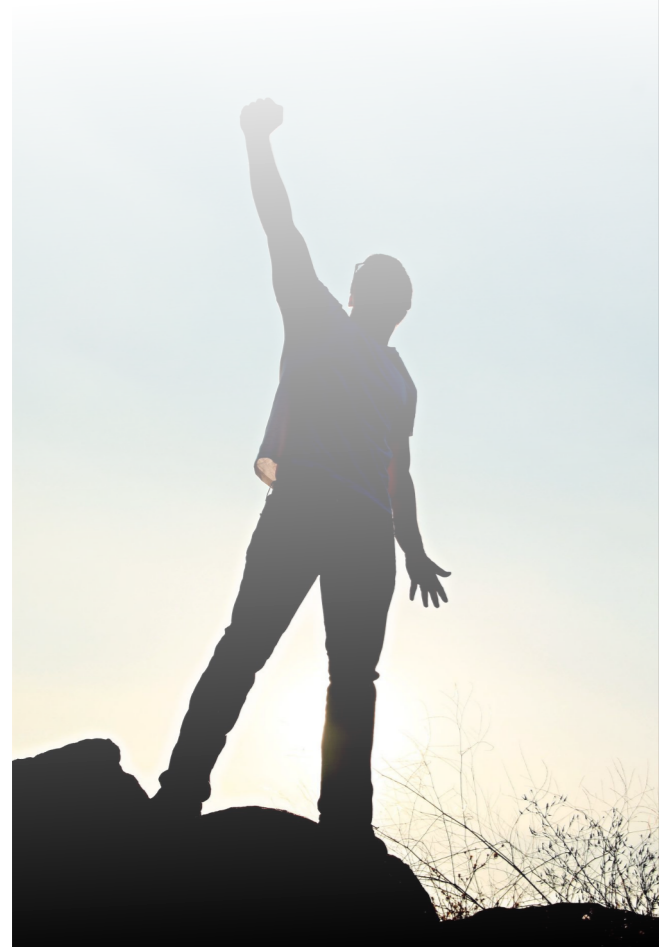
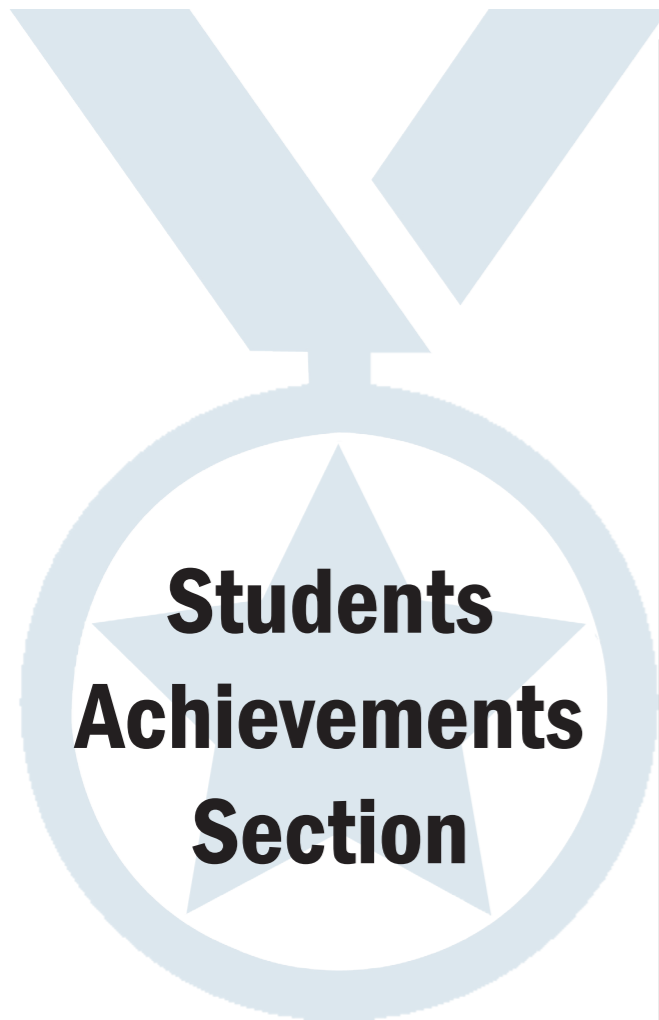
Upon arrival at the TBL factory premises, Mr. Md. Shamsul Alam, General Manager - Plant, greeted the students and the faculty members. The visitors were accompanied to a brief session about the company introduction, product line information, production processes, brands, warehousing, sales and supply chain strategies, local and international achievements. After the session, the students were divided into 4 groups and visited different Carbonated Soft



Drinks (CSD) units. The respective line supervisors were also present during the visit to assist and brief the students about the production and storage processes.

After the completion of the visit, the factory officials organized an open round of questions and answers for the students. The students participated with great enthusiasm and learning aptitude in knowing the different functions of the factory operations. Mr. Saleem Akhtar, Product Availability & Distribution Manager, and Mr. Baloram Paul, Assistant Quality Control Manager addressed the students' queries and responded in details. After that session, the faculty members expressed their vote of appreciation to the TBL officials and presented gift packs, respectively, on behalf of AIUB. Mr. Hamidul Islam, Assistant Professor, and Mr. Stanley Rodrick, Assistant Professor from the Department of Marketing took the initiatives in organizing the trip under the guidance of Dr. Khondaker Sazzadul Karim, Associate Professor and Coordinator, Department of Marketing. The Department of Marketing would like express their kind gratitude to Mr. Arif Hossain, Head of Marketing, and Mr. Muntasir Mamun, Senior Brand Executive (an Alumnus of FBA, AIUB), for their consistent support and cooperation in organizing this visit successfully.





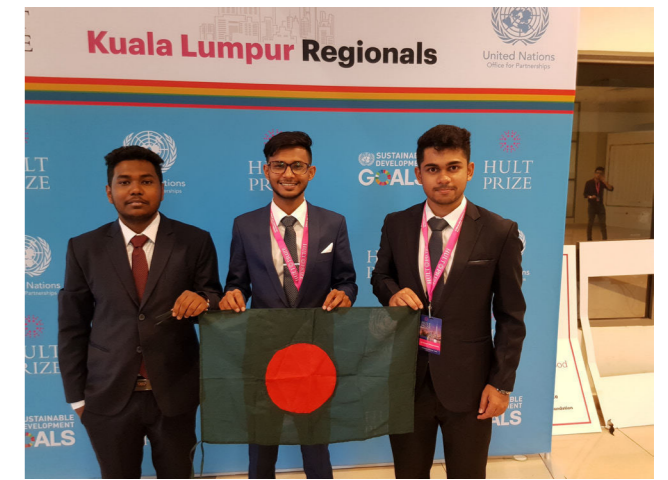
FBA-AIUB Students at the Hult Prize Regional Finals in Kuala Lumpur Malaysia

Hult Prize is known as the largest social-business startup competition. It provides a great platform to the participants from all over the world. Hult Prize Foundation provides seed money of USD 1 million to the ‘Champion’ team and immeasurable intense of support by the United Nations. Hult Prize aims to fulfill 170 targets and 17 goals for Sustainable Development set by the United Nations with the startups. Hult Prize 2018 took place in 120 countries. Initially, Hult Prize organizes campus competitions in top universities in a country. From there, Hult Prize chooses among the top teams to participate in the Regional Finals. Teams selected from the Regional Finals receive startup training for two months in Hult Business School traditionally known as the “Hult

Castle”. After training at the utopia of startup, teams compete in Global Final and the title winner receives the amount of USD 1 million as seed money. It is a great honor and privilege for the students of the FBA Program of AIUB to participate in such international competitions and bring glory to the University through the Team CreEd of FBA, AIUB.

Team CreED’s, FBA-AIUB Journey to Hult Prize

The concept of Team CreED of FBA-AIUB was recognized and selected in “Prothom Alo Edupreneurship 2017” business competition. The team comprising of 3 Students (Mr. Ashraf Hossain Sachin, Mr. B M Mohaminul Islam Rahul, and Mr. Arif Uddin Pranto) from the Faculty of Business Administration (FBA), AIUB have been developing the idea since then. Sail of the boat full of hope began with the “On Campus Competition” titled as Hult Prize at American International University-Bangladesh (AIUB) for the team CreED. The total number of participating teams was 235 in the first round, gradually narrowed down to top 25 and eventually to top 5. Team CreED, stood out as the 2nd Runner Up in the campus. As Hult Prize select among the top teams from the campus competition to participate in the Regional Finals from all over the world, CreED went for the chance. They applied all along with 100,000 more



applicant teams from 120 countries. Eventually, they received the confirmation of selection as the first ever team from American International University-Bangladesh to participate in Hult Prize Regional Final at Kuala Lumpur, Malaysia

Though the percentage of literacy is higher than ever before in Bangladesh, the lower rate of employment and skills resembles the deficit of quality education. Team CreED aimed to form an organization believing the tagline “Future is now”, which planned to collaborate with primary schools with a monthly subscription fee of \$1 per student/month, proving some unique services to them which includes the mentoring session for the teachers, two new subjects for the students that cover topics like emotional intelligence, anger management, stress tolerance practice and experiment with low cost but amazing science kits. CreED team will monitor the entire process if the special curriculum is maintained properly using PISA and KPI evaluation system.

CreEd, FBA-AIUB Team’s another fascinating achievement was being in the quarterfinals of the “Brandwitz 2017”, a marketing competition organized by IBA, University of Dhaka and sponsored by BRAC Bank Limited. Brandwitz is known as the largest national branding competition in Bangladesh. Along with this, the team members were offered with internship placement in BRAC Bank Limited after the competition. They have also participated and left their bright mark in Dhaka Bank-Marketing Samurai 2017, BUP-Rexona CreDiVE 2017, Presentation Witz Kidz (PWK) 2017 and other national competitions.



Students' Enrichment Activities



AIUB celebrates World Tourism Day 2018

On 27th of September Department of THM & Marketing celebrates **World Tourism Day – 2018** with the theme: **‘Tourism and the Digital Transformation’** as declared by World Tourism Organization (UNWTO). Students of Tourism and Hospitality Management Course gathered in front of famous Madhur Canteen of Dhaka University and held a celebration rally.



World Tourism Day 2018 was a unique opportunity to raise awareness on the potential contribution of digital technologies to sustainable tourism development, while providing a platform for investment, partnerships and collaboration towards a more responsible and inclusive tourism sector.



It was a memorable and successful tour for the THM students as it provides the opportunity to interact with other universities, tourism partners and local government agencies. This tour was organized and coordinated by the course teachers Asst. Prof. Sabrina Rahman and Lecturer Mahmudul Hasan. This awareness trip also received great support from BBA Director MS Farheen Hassan and Head of Marketing and THM department Dr. KhondakerSazzadul Karim.

IDLC Biztech 2.0 Powered by IDLC Finance Limited



Honorable Vice Chancellor Carmen Z. Lamagna inaugurated Biz-tech Challenge 2018 at AIUB organized by Department of MIS on 16 March 2017. “Empowering Youth through ICT” was the theme of the program. Farheen Hasan, Director BBA program, Dr. Khandaker Tabin Hasan, Head of the Department of MIS, Mr. Danilo G. Morgia, Director, I.T. Operations, Manzur H. Khan, Director of OSA along with other Department Heads, faculties and other distinguished guests and graced the occasion with their presence. There were 5 segments of the event. E-commerce Fair, more than 20 e-commerce companies came to participate in this event.





Digital Poster Competition, Photography contest, Microsoft Excel Competition for business problems, FIFA 18 video game competition was part of the BIZtech 2.0. About 600 AIUB students took part in all the activities. A seminar was held on “Impact of Technology in Business” and Mir Tariquzzaman, Chief Technology Officer of IDLC Finance Limited was the guest speaker of the seminar. It was a day full of student involvement and festivity. Zahirul Islam Tutul, Senior RJ & Head of Program Development of Radio Today 89.6 FM endorsed our event and shared few words with the students.



The prize giving ceremony was attended by Chief Guest Hosne Ara Begum, Managing Director of Bangladesh Hi-Tech, Park Authority (BHTPA) Special Guest Mir Tariquzzaman, Chief Technology Officer of IDLC Finance Limited, Prof. Dr. Tofazzal Hossain, Vice President, Academics, Dr. Khandaker Tabin Hasan, Head of the Department of MIS. The event was concluded by an enchanting cultural program. In the cultural program dance performance performed by Fardeen Hossain, Drishti Sadia and Bashir Maliha and Concert performed by the Band Green Way.

BIZTech 2.0 was organized by the MIS Faculties Mr. Mehzeb H.Nahid, Mr. Arnob Zahid, Ms. Nazia Farhana, Mr. Golam Morshed, Mr. Mahmudul Islam Shawon along with the help of the students of the MIS department.

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 IDLC Finance Limited contribution as sponsor was very influential for the successful execution of the event. Radio Today 89.6 FM was the Media Partner of the event for nationwide coverage.

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