

## Department of Business Administration



### Vision

To be a premiere business school through excellence in contemporary research and industrial collaborations to lead the way forward in the field of business management - public, private and social sector in the Asia Pacific region.

### Mission

In pursuit of the vision, the department wants to produce competent and capable graduates to contribute to leadership in the field of business management in various sectors of the economy. The Department shall:

- Collaborate with the industry and be responsive to its changing needs and demands;
- Endeavor to use and contribute new frontiers of knowledge through cutting-edge research
- Build a strong alumni and field contact for mutual development of the industry and the

discipline;

- Actively pursue and engage in national and international collaborative programs for faculty capacity development, and in student and teacher exchange programs.

### Department Facility

The Department of Business Administration (DBA) is endowed with an adequate space of 26,000 square feet on a single floor. The floor is fully air-conditioned. It conducts its classes in 7 classrooms equipped with multimedia. Each of these classrooms, on average, can accommodate 35-40 students. The Department is covered the campus-wide Wi-Fi system. The department's seminar room has a seating capacity of 83 attendees. It is be used for holding conferences, seminars and workshops for the students. For holding formal meetings, it has set up a conference room that can accommodate 20 people. There is a separate common room for the female students.

In addition to facilities of central library, DBA has its own library; it has a collection of 2185 books & journals for the business students. The Department subscribes to hard copies of the latest versions of *Harvard Business Review* and *The Economist* to facilitate research.

The library can accommodate around 50 students and is kept open 7 days a week for the convenience of both for the student and members of the faculty. DBA has a computer lab equipped with technologically sound 70 computers. In order to organize group discussions, it has set up a discussion room which can accommodate up to 40 students. The DBA possesses a lounge where faculty members can have research discussions and informal meetings

All the faculty members are provided with modern amenities that include desks, cabinets and latest models of computers. Furthermore, to facilitate their work, state of the art office equipment are made available to every faculty member.



Seminar Library



Corridor of the department



DBA Classroom



Computer Laboratory

The computer laboratory has 69 upgraded computers supported by latest operating systems, antivirus software and other necessary software like Microsoft excel, Microsoft word, PowerPoint, SPSS, STATA, EVIEWS, AMOS and the like. A discussion room having a capacity of 30 students is there to facilitate the scope for group discussions.

### Strength and Best Practices of the Department

The Department has created the following means and mechanism to strengthen the department's connection with the field for effective industry-academia linkage, and dialog with potential employers; to increase employability of the graduates, and to remain well informed about the changes in the NEED of the industry/market, to update the curriculum of the program to meet field needs.

- **A Directory of Internship Organization:** The directory contains a list of 30 organizations, their location addresses, name of contact persons and their contact numbers. These



organizations are employers of DBA graduates actual and potential employment organization.

- **Internship Placement Office:** DBA has set up an office for Internship Placement. The Placement Office uses resources like directory of internship organizations, alumni contacts and contacts of the current students to create a wider opportunity for a strong relationship with the field for internship, followed by opportunities for employment. In Fall 2018 the Office placed 40 undergraduate students in highly regarded companies, such as ACME Laboratories, BDBL, Islami Bank Bangladesh Ltd., IDLC, Igloo, TOMA Properties, Leads Corporation, Macomm Ltd, and the like.
- **Alumni Database:** The database contains the name, job position, name of organization employed/affiliated with, contact number and address of the alumni. Currently the database has details of 800 alumni; the database is continually updated.
- **Revision of Curriculum:** The Curriculum of BBA program has been revised & is approved by the University Grants Commission (UGC). Developed with inputs from faculty members of different specializations, alumni and industry professionals, the revised curriculum contains special features of Outcome-Based Education (OBE). In the revised curriculum, six new courses are included, namely, Fundamentals of Business, Quantitative Methods, Supply Chain Management, E-Business, Auditing and Taxation and Business Ethics. One new area of concentration, Supply Chain Management, has been included in the revised curriculum. The revised curriculum shall follow a new sequence of course offering. As suggested in the UGC guidelines, Business Statistics I and II have been merged into one course as Business Statistics. The total credit hours in the revised curriculum of BBA program are 129 in place of 130. The updated curriculum is expected to be effective from the upcoming Fall 2019 Semester.

- **Quality Improvement Plan:** The primary view of the “Quality Improvement Plan” is to address relevant issues to enhance teaching-learning, strengthen department-industry linkages, and follow a well-design plan which is comprehensive, highly structured, yet specific for outcome.

For cultivating student creativity and enhancing skills for greater employability of its graduates, the DBA students organize:

- **Showcasing ‘Project Prototypes’** as a practical demonstration of Project Management Course. The final year students are required to show that they are able to put their abstract ideas into concrete management practice. The ‘Prototypes’ are evaluated on the basis of their creativity, innovation and feasibility of the idea. This practice is believed to be a platform for their future endeavours.



Students' Project Prototypes

- **Ad making** competition is held once a year where the students get an opportunity to showcase their talent to industry professionals who are invited as moderators. Thus, employability of the students in the advertising industry is improved and also the department's exposure to the potential employers is established.
- Workshop on MS Excel in financial/accounting management is held every semester. In 2018 Mr. Khairul Bashar, CFA, Assistant Vice President, City Brokerage Ltd, conducted a 6-hour long training session followed by a competitive test. The students who are majoring in Finance or Accounting highly benefitted from the workshop. The consequential benefit is that the scope for internship placement and employability of the graduates increased as the use of MS Excel for financial/accounting management is in high demand.

### In-take Capacity and Admission

Based on the physical facility and number of faculty members, the intake capacity per semester is 100 and 80 in Bachelors and Master's program, respectively. To ensure the in-take quality, the department administers a written admission test followed by a viva-voce. Upon qualifying in the written test the applicants are called to face the viva conducted by a board of 5 faculty members.

### Faculty Members

The Department of Business Administration is enriched with 23 full-time faculty members (22 for BBA program and one for graduate programs, among whom 3 faculty members are teaching in both the programs). The Department also has 5 adjunct faculty members for the Bachelor's program and 23 adjunct faculty members for MBA and EMBA programs. Five of the faculty members have PhDs and all other faculty members have Masters Degrees from reputed universities from home and abroad.

The faculty members have specialties in five areas of discipline branches, such as, finance, marketing, management, human resource management, and accounting.

Professor Dr Mohammed Tareque Aziz is the head of the Department since 2019. He is the first Bangladeshi to apply for a patent and copyright owner of globally recognized and internationally acclaimed "Service Quality Index (SQI)" system in Bangladesh in 2018. In addition, he serves as editor and reviewers of internationally indexed and peer reviewed journals published by Emerald, Elsevier, SAGE, and Taylor & Francis. In the country, he is the Consulting Editor of Bangladesh's leading industrial publication within the textile and RMG domain, "Bangladesh Textile Today" since 2017.

With the joining of Professor Dr M.A. Baqui Khalily, former Professor of the Department of Finance, University of Dhaka, and founder Executive Director of the Institute of Micro finance (now renamed as the Institute for Inclusive Finance and Development), the Department has become enriched with his years of experienced leadership in business education and research. He is renowned nationally and internationally for his expertise in rural finance and microfinance. He was part of the governing body of different institutions including Dhaka Stock Exchange. Professor Dr M.A. Baqui Khalily is in charge of MBA and EMBA programs as Coordinator.

Mr. Jaber Al Islam, Lecturer, received Al Maruf Khan Gold Medal for his Academic Excellence - for becoming first in Master's program in the Department of Accounting Information System, University of Dhaka.

### Faculty Members

#### **Dr Mohammed Tareque Aziz,**

Ph.D. (UUM-AACSB)

Professor & Head

#### **Dr. Shamsad Ahmed, Ph.D. (DU)**

Associate Professor

#### **Shahriyar Anam, MBA (IBA, DU)**

Professor

#### **Dr Khair Jahan Sogra,**

Ph.D. (Macquaire University)

Professor & Coordinator, MBA & EMBA Programs

#### **Dr M. A. Baqui Khalily,**

Ph.D., (Ohio State University), Professor

**Jesmin Sultana,**  
MBA, (Strathclyde Graduate Business School, UK),  
Associate Professor

**Sarwar Razzaq Chowdhury,**  
MBA (Bangkok University)  
Associate Professor

**Afia Muqtadir,** MBA (IBA, DU)  
Associate Professor

**Dr Mahbubul Haque,** Ph.D. (IIUM)  
Associate Professor

**Farzana Elahi,** M. Com. (DU)  
Assistant Professor

**Shayla Binta Sayeed,**  
M.Sc. (University of Newcastle, UK), MBA (DU)  
Associate Professor

**Tasneem Tarannum,** MBA (DU)  
Assistant Professor

**Imroz Mahmud,** MBA (DU)  
Assistant Professor

**Tahmeem Siddiqi,** MBA (DU)  
Assistant Professor

**Mohammad Rakiv,** MBA (DU)  
Assistant Professor

**Muhammed Obaidul H. Choudhury,**  
M.S. (BISE) (Utah State University, USA)  
Senior Lecturer

**Sisili Rahman,** MBA (DU)  
Lecturer

**Samira Sahel,** MBA (IBA, DU)  
Lecturer

**Barnali Nandi,** MBA (DU)  
Lecturer

**Maeen Uddin,** MBA, DU  
Lecturer

**Ahmed Tausif Saad,** MBA (IBA, DU)  
Lecturer

**Rubaba Nazneen Noor,** MBA (DU)  
Lecturer

**Md. Jaber Al Islam,** MBA (DU)  
Lecturer

## Faculty Members (On Study Leave)

**Umana Anjalin,** MBA (IBA, DU)  
Assistant Professor

**Ms. Nazreen Tabassum Chowdhury,**  
MBA (IIUM)  
Assistant Professor

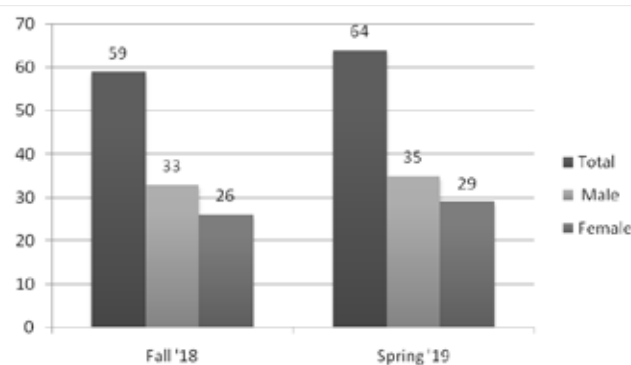
In addition, currently 23 academically and professionally well-known educationists contribute to students' learning and research as visiting faculty members

## Achievements of the Department

Currently, a total of 687 students are pursuing academic programs for BBA, MBA & EMBA degree from different parts of the country. The total number of students including the current enrollment, interns and graduates for both the programs has been depicted in the following bar graphs:

### Number of Students Enrolled

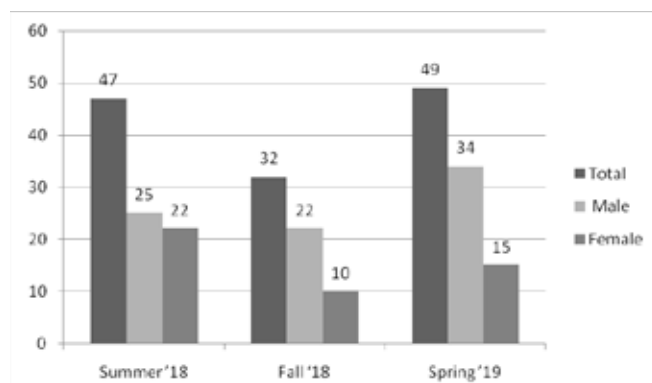
The total number of students admitted in Fall 2018 was 59 and that in Spring 2019 was 64. The number of male and female students is almost equal to each other. The average GPA (of SSC and HSC combined) of the newly admitted students in Fall and Spring, respectively, were 8.2 and 8.5 – the range being 6.5 to 10. This means that most of the students have GPA of 8 or more than 8.



Students Enrollment in Undergraduate Program in 2018-19

The number of total students enrolled in the graduate program in three semesters - summer 2018, Fall 2018 and Spring 2019; the number of students enrolled in the respective semesters are 47, 32, and 49. While the enrollment of

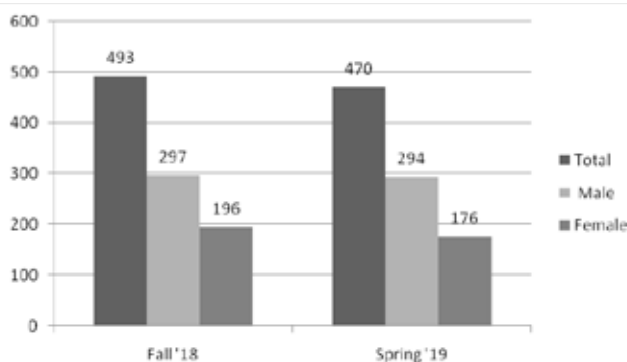
male and female students were almost equal in Summer 2018, in the two other semesters female enrollment was lower.



Students Enrollment in Graduate Program in 2018-19

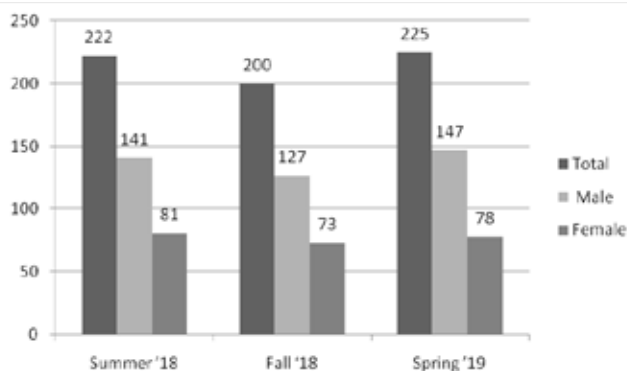
### Total Number of Students

The total number of students in Fall 2018 was 493-- 297 males and 196 females. In Spring 2019, the number of male students was 294 and that of female was 176 totaling 470.



Total number of students in undergraduate program in 2018-19

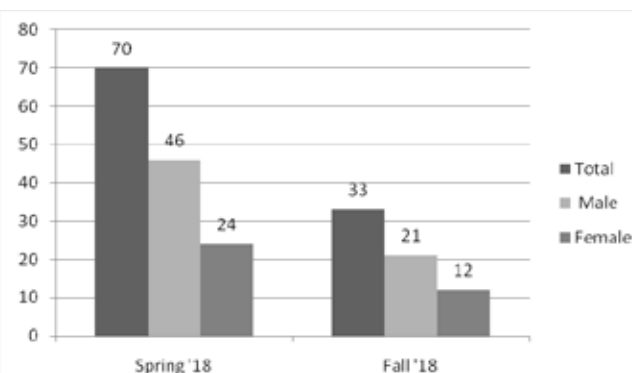
During the period, the total number of graduate students of all three semesters – summer, fall and spring combined was 647 – 415 males and 232 females.



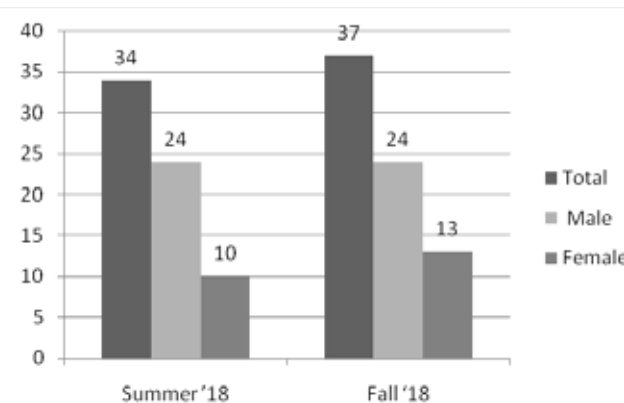
Total Students in Graduate Program in 2018-19

### Number of Graduated Students

A total of 103 – 67 male and 36 female students have completed all requirements in undergraduate program for the BBA degree. The total graduates for Master's is 71 – 48 males and 23 females.



Number of Students Graduated in 2018-19



Number of Students Post Graduated in 2018-19

### Number of Students in VC's and Dean's Honor List

Based on most recent semester final examination for Spring 2018, 24 students made their way to the Vice Chancellor's honor list and 16 to Dean's honor list. Out of the total 40 honorees in two categories combined, 27 are girls and 13 are boys. Those who score greater than 3.90 GPA are in VC's Honor list and those who score greater than GPA 3.70 and less than 3.90 are in Dean's list.

### Student Achievement

In Spring 19, Macomm Limited organized a talent hunt competition program, called, 'Brain Warmer'. MsTasnim Mahbub Riti, a BBA student won the first position in a talent hunt program on market penetration strategy in food & beverages.



Recently she has been offered a full time job at the same organization.

## Faculty Capacity Development Initiatives

The Department organized two workshops during the year for capacity development and quality improvement in teaching and research; they are:

Workshop on **“Common Mistakes in Modeling Research Problem”** held from 2-3 December, 2018. The Workshop was conducted by Professor Dr M. A. Baqui Khalily, Former Professor, Department of Finance, University of Dhaka and the former Executive Director, Institute for Inclusive Finance and Development. The workshop was attended by 19 faculty members, both full time and part time, of the department.

Workshop on **“Mastering MS Excel”** was organized for the department’s full time faculty members on 12 September 2018. The workshop was conducted by Muhammad Obaidul H Chowdhury, Senior Lecturer of the department. The workshop was attended by 18 faculty members.

## Training on Improving Learning & Teaching Skills’ Training

The newly recruited lecturers attended a centrally arranged 36-hour faculty development training program on ‘Improving Learning & Teaching Skills’ which focused on improving teaching quality and its effectiveness. Ten Lecturers availed this training.

## Faculty Members’ Services to the Field, National and International

### Professor Dr Mohammed Tareque Aziz

**Consulting Editor**, “Bangladesh Textile Today”, Amin & Jahan Corporation Ltd, since 2017 to date.

**Reviewer**, SCOPUS indexed journals published by Emerald, Taylor & Francis, SAGE and Elsevier since 2014 to date.

**Applicant** for copyright ownership and patent of “Service Quality Index” system in Bangladesh.

## Services Received From the Field

The department has received cooperation from various organizations for placing its graduating students for internship. In FY 2018-19, 40 organizations, such as, IDLC Investment Ltd, Square Pharmaceuticals Ltd, Grameen Phone Ltd, IBBL, EXIM Bank Ltd and the like have rendered internship facility to the undergraduate students, while 16 organizations have provided such facilities to students of the graduate program.

## Events and Co-curricular activities

The students of the Department formed different clubs of their own to undertake various co-curricular activities. The highlights of the student club activities undertaken during the year illustratively are given below.

### Ingenious Marketing Club (IMC)

Md. Moniruzzaman Khan, Group Head of Brands and Communication, and Green Delta Insurance conducted a seminar titled “Marketing Strategy Revealed: Insights from the Bangladesh Insurance Industry” on July 29, 2018 for the students doing course related marketing.



Md. Moniruzzaman Khan addressing the participating students during the seminar.

The Club organized an Ad making competition on 18 December 2018 named “Adblitz: Crafting the Next Ad-Maestros”. The purpose of the competition was to sharpen the skills of developing and delivering messages successfully and promoting a product. An acclaimed industry professionals, Mr Shadman Shoumik Anik, our very successful alumni and Senior Executive,

Circulation Marketing, The Daily Star; Surid Saeed, Brand Service Manager, Adcomm Ltd, and Nujhat Jannatun Naeem, Brands Manager, Marketing Communication, Bangla link Digital Communications Ltd. were invited as moderators. Md Asrafu Alam Russell, creative supervisor of Mediacom Bangladesh Limited, conducted a workshop prior to the competition.



A judge assessing the story board of a participant

## Cultural Club

The Cultural Club of the Department organized "DBA Fest – 2019" on May 02, 2019 at the UAP Plaza. The day-long program began with a photo exhibition in the morning followed by a cultural show with exceptional performances by the students of different semesters of DBA. Pro- VC Prof Dr. M R Kabir joined the occasion as chief guest while Treasurer Air Commodore (Retd) Ishfaqllahi Choudhury and Registrar Sarwar R Chowdhury were present as special guests.



Guests and students visiting the photo exhibition -- Pro VC, Dr. M.R. Kabir inaugurating the festival

## Salman Memorial Sports Club

The club has organized Inter-semester Cricket Tournament in Fall-2018, and, an Inter-Semester Football Tournament in Spring 2018.



Cricket tournament, Fall 2018

## Industry Visit

Three industry visits were organized in the fiscal year. One was on January 26, 2019 to Dan Cake Food Ltd for the students of Entrepreneurship and Small Business course to gain practical knowledge of business activities.

Another industrial visit was arranged at Conforce Limited on January 26, 2019; where a total of 70 students participated as a part of their academic activities. During the visit there was a lecture session conducted by Dr. Najmul Hossain, Managing Director, Conforce Limited. Being a successful entrepreneur, Dr. Hossain shared his expertise and experience followed by a question-answer session.





Students and faculty member visiting the factory of Conforce Ltd.

The 41st Batch of BBA Students visited Asiatic Pharmaceutical Company on 20 June 2019 under the course of Entrepreneurship and Small Business Management.



Faculty member handing over appreciation crest to the GM

## Annual Picnic 2018

The Annual Picnic 2018 was held on 8 December 2018 at Meghbari Resort, Gazipur. The picnic was organized by the final year students. The picnic offered a day-long excursion and outing for the students and create an opportunity for seniors, juniors and alumni to interact with each other



Organizing batch of students with the faculty members at the Annual Picnic, 2018

## Goals for the Next Year

- As a part of Faculty Development Program, the Department plans to organize two faculty capacity development seminars on (a) Classroom Delivery (pedagogical design and challenges), (b) Applied Learning Pedagogy; and another seminar on modern age Business Communication for the students to be conducted by international expert.
- The department plans to process accreditation of the DBA's program with the Accreditation Council for Business Schools and Programs (ACBSP). ACBSP is a US-based organization that offers accreditation services to business programs focused on teaching and learning.
- DBA will host a Business Plan Competition to harness the idea of visualization skills and showcase projects to a panel of jury.
- As part of the Student Engagement Program, the department will introduce a Business Case Competition, "MindHunt".
- DBA plans to strengthen relationship with the HR Managers of the organizations that provide internship opportunities to its students to acknowledge their contribution and seek advice on how the department can make internship more effective in experiential learning.
- With the experience gained in Ad making competition 3 times in the department, DBA students are now ready to take part in inter-university Advertisement Making Competition at national level namely "Robi Ad Maker" in the next year.

- To aid recruitment, application and networking process, DBA plans to arrange Job and Internship fair in the coming semester to connect the students with potential employers before they complete their graduation. In this effort, DBA intends to establish a strong connection with its alumni and invite them as guest lecturers, resource persons and judges in the department's various programs to strengthen the network with the current students for their eventual employment in the job market.

## Publications of Faculty Members

### A. Peer-reviewed Journal Papers

**Ahmed, S., Dash, P., Mahmud, I. & Sahel, S.** (2019). An empirical study on the antecedents of shopping experience in Bangladeshi malls: A Structural Equation Modeling Approach. *Journal of Business & Retail Management Research*, 14(1), 11-22.

**Chowdhury, M. & Rahman, S.** (2018). Intellectual Capital Efficiency and Market Performance: A Bangladeshi Apparel Industry Perspective. *Journal of Information and Knowledge Management*, 8(3), 26-36.

**Haque, M. & Islam, R.** (2018). Impact of supply chain collaboration and knowledge sharing on organizational outcomes in pharmaceutical industry of Bangladesh. *Journal of Global Operations and Strategic Sourcing*, 11(3), 301-320.

**Islam, M. & Palas, M.** (2018). Impact of Micro Health Insurance on the Well-being of Underprivileged Groups in Bangladesh. *Dhaka University Journal of Business Studies*, 39(2), 151-169.

**Mahmud, I.** (2019). Optimal Portfolio Construction: Application of Sharpe's Single-Index Model on Dhaka Stock Exchange. *JEMA: Jurnal Ilmiah Bidang Akuntansi dan Manajemen*, 16(1), 60-92.

**Rahman, S., Das, B. & Farah, T.** (2018). Identifying

Spillover Effect & Bubble in Bangladeshi Asset Markets: An Analysis of Stock Market and Real Estate. *International Journal of Economics and Financial Issues*, 8(6), 76-83.

**Rakiv, M.** (2019). Firm- Specific Characteristics and Voluntary Disclosure Reporting: An Empirical Research on Listed Companies of Bangladesh. *Journal of Accounting, Finance and Auditing Studies*, 5(1), 298-317.

**Samira, S., Tasmia, A. & Barnali, N.** (2018). Factors affecting the selection of an E-commerce website in Bangladesh: E-tailers' perspective. *Journal of International Review of Management and Marketing*, 8(4), 1-6.

**Siddiqi, T., Sahel, S. & Mahmud, I.** (2018). CRM dimensions affecting customer satisfaction in Bangladeshi banking industry: A structural equation modeling approach. *European Journal of Business & Management*, 10(8), 11-22.

**Uddin, M. M. & Sayeed, S. B.** (2018). Impact of Top Management Support on entrepreneurial behaviour of employees and their intentions to network ties: A study on selected private firms of Bangladesh. *Journal of Business Studies, Bureau of Business Research, Dhaka University*, 39(1), 127-147.

**Uddin, M., M. & Sayeed, S. B.** (2018). Drivers of Technological Change through Innovation and its impact on Business Environment: A historical perspective. *Dhaka University Journal of Management*, 12(1), 71-83.

### B. Conference Paper

**Haque, M., Elahi, F. & Rahman, M.** (2019). Impact of Quality Dimensions on Faculty Satisfaction: Mediating Role of Performance of Higher Educational Institutions (HEIs). *Conference on Interdisciplinary Business & Economics Research*, 9-10, June 2019, Bangkok, Thailand.