

NEWSLETTER Issue | 01 | August 2021

"It's a love letter"

Message from Dean

Often in life, we find keen pleasures at unexpected places and before you know it, you are in love. Are you in love with reading? Are you looking for a subject, you have not thought of seriously before, but want to fall in love with? – Welcome

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to BBS Newsletter. The BBS Newsletter is a collective love letter from our community where we bond over our shared sense of values, ethos and feelings. The newsletter will provide our BBS stakeholders valuable information about activities such as: 1. Notable student club activities 2. New developments of BBS operations 3. New Publications of faculty research 4. Research and Professional Development Centers' (RPDCs) published opinion piece and survey results 5. Interviews with high-performing students

6. Upcoming events and plans, and 7. Sneak peek into 'behind-the-scene' I often find myself reminiscing at the joy of large number of students on the corridors and stairs outside the Dean's office

with beaming smiles. Without a doubt, lack of communication among students, parents, alumni, employers of our students and even our faculty members have been most trying during this pandemic besides the personal losses many of our stakeholders faced. I extend my sincere and deepest sympathies. During this new normal, our dedicated faculty members have been stellar in coping with extended school closure using buX to deliver remote lessons, minimizing disruptions to learning. We are always connected, yet, the joy of interacting with our community is solely missed. This new normal will last a while, but we need to share more of our feelings and feedback in a more 'human' way. This newsletter will serve as a platform to complement non-human official communications with a touch of human feelings where we listen and understand our shared perspectives. I cannot thank our students enough for all their support and hard work to build our reputation as a premier business

school in the nation. These efforts are reciprocated by our faculty members who validated the trust students, parents, alumni, and employers put in our efforts. Thank you. We all appreciate the initiative and sincere dedication of the entire newsletter development team to make this newsletter a real platform for us to listen to each other. I cannot wait until receiving the next newsletter. Thank you very much for enjoying BBS Newsletter. Sang H. Lee, PhD Dean, Brac Business School **BBS** Revitalized **BBS: Restructured and Reinvigorated** From its inception in 2001, BBS offered three programs: BBA, MBA and EMBA. Since October 1, 2020, the MBA and

EMBA programs are now under the supervision of the Graduate School of Management (GSM) – a newly established unit of BRACU. BBA, by far the largest of the three programs, remains under the direct management of the BBS – with more earnest dedication to BBA students and their welfare. Also, a plan to launch other business-related degree, certificate and training programs in the near future is already in progress.

BBS's Evolved Vision, Mission and Plans

(RPDCs)

BBS Events

BBS-Banglalink Masterclass Series

Vision: To become a globally-recognized center of excellence in developing business leaders and knowledge dedicated to championing human values. Mission: The mission of BBS is two-fold: (1) to offer bachelor-level, cutting-edge business education for grooming competent and ethical future leaders who cater to the interests of all stakeholders, and (2) to advance knowledge - in the local and global contexts – promoting sustainable development, equity and universal well-being. **Strategic Plan 2021 – 2025:** A comprehensive 5-year strategic plan, in line with the above-mentioned vision and mission - developed in consultation with students, faculty and staff members, administrators, employers, alumni and other

stakeholders – is being finalized. It includes goals, targets, timeframes and actions for continuous improvement and

comprehensive quality assurance in the key areas of current program and new offerings; teaching and other student services; career and placement services for graduates, faculty size and composition, research and other scholarly activities; corporate, university and other external linkages; scholastic and physical resources; community engagements and services; and others. We hope to share more details of this plan and outcomes in the upcoming newsletters. **Enriched New BBA Curriculum**



June 11, 2021 April 29, 2021 April 29, 2021

NEWS AND OPINION PIECE

Recent Opinions

Launch of BBS Research and Professional Development Centers



BBS-Banglalink

Masterclass Series

AS M Shamsuddin Tareque

Date:8th July, 2021

Time: 12:30 PM

Head of Planning and Reporting

Md. Abul Hasnat

Time:12:30 PM

Date: 5th August, 2021

HR Transformation Senior Analyst

BRAC Business School is always committed to the best learning experience to equip the students with best knowledgebase possible. In addition to the classroom learning BBS always try to provide hands on learning from experienced and industry leaders. With collaboration between BBS and Banglalink, six different sessions have been arranged to cover all major areas of business. In each session guest speakers from different leadership positions in Banglalink will share their knowledge and experience with the participants. Prof. Sang H. Lee, PhD, Dean, BBS and Prof. Mohammad Mujibul Hague, PhD, Associate Dean, BBS, have inaugurated the event on the 8th of July in the first session. The Masterclass

Avesha Saeed

Date: 15th July, 2021

Time: 12:30 PM

BRAC BUSINESS SCHOOL

Al Farabi

Sheikh Mohammad Jobayed

Date: 12th August, 2021

Time: 12:30 PM

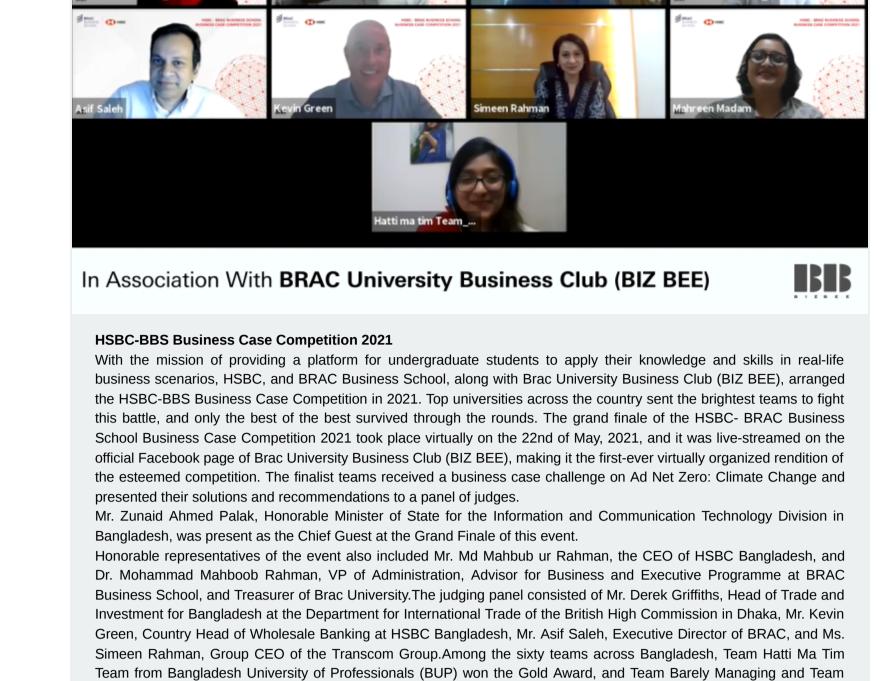
Process, Governance & Report Manager

Brand Marketing Senior Manager

Date: 29th July, 2021

Time: 12:30 PM

series have tried to cover all the significant field for instance-Accounting, Finance, Human resource, Management Information system, Marketing and Supply chain, so that students from all areas of business have in depth knowledge of their chosen major. Also, they will be getting advice and guidelines from the speakers will help them to flourish in their future career. With the excellent guidance from the BBS management team Mr. Shihab Kabir shuvo, Lecturer BBS coordinated the masterclass series. The sessions have seen very good variety of students participation including other departments and alumni as well. Banglalink and BBS is committed to continue this effort in future for the students. ## BRAC
BUSINESS **BUSINESS CASE HSBC COMPETITION 2021** 3 mc (D=



Hardly Knows from IBA-JU won the Silver and Bronze Awards respectively. The winning team from Bangladesh is set to participate and represent Bangladesh in the regional finale hosted by Hong Kong, where participants from different countries will participate. The winners received team development funds of BDT 200,000; BDT 100,000 and BDT 50,000

> Post Budget Dialogue FY 2021-22

DR. ATM NURUL AMIN

respectively as a prize for the competition.

DR. SALEHUDDIN AHMED

with this year's global case competition themed "Food for Good" for its On-Campus round. A total of 46 teams had registered and the competition comprised of four rounds (Team Write-up, Elevator Pitch, Semi-final and Final). The competition came to an end on 30th December with the virtual Grand Finale round via Google Meet. In the finale, the 6 teams presented themselves. The On-Campus champions for this year are team Vertrauen along with teams Voyagers and Basher Kella coming in 2nd and 3rd respectively. The esteemed judges for the Finale were Mr. Ariful Islam, CFO of BRAC University, Prof. Sang H Lee, Dean of BRAC Business School, Mr. Dinh-Long Pham,

Youth Social Entrepreneurship and Innovation Specialist,

Student Achievements

scholarship from BRAC University.

established in the memory of Late Princess Diana. The award is the highest accolade a young person can achieve for being a changemaker. Sagar is the COO of the initiative 'Nerdiz', which aims to provide education through virtual reality (VR) technology. Nerdiz started its journey in the year 2017 when Sagar was an undergraduate student at BRAC University, Dhaka. In the past couple of years NERDIZ has created enormous pool of VR contents varying from sciences to history. Data has

shown that VR technology can be an effective learning tool, with Sagar and his team's research showing that 80% of information taught via this method is retained. Nerdiz has worked with multiple organizations such as BRAC, Teach for Bangladesh, Educo, Youth Worldwide Foundation, Youth Voice, IHF etc. Sagar has graduated from BRAC University with Cum Laude academic honours and is also a Certified Supply Chain Analyst under

ISCEA.

Alumnus Appointed Vice President & RM at HSBC BANGLADESH

Congratulations to Safayet Rahman (BRAC Business School, Batch: 2011-2014) who has been appointed as Vice President (VP) & Relationship Manager (RM) of International Subsidiaries Banking, Wholesale Banking at HSBC Bangladesh in April, 21. Safayet started his banking career with Citibank N.A. Bangladesh as Relationship Analyst in 2015. He joined HSBC Bangladesh as Assistant Vice President & Assistant Relationship Manager, International Subsidiary Banking, Wholesale Banking in 2017. Within a few years of his tenure at HSBC, Safayet was promoted to Vice President - being one of the youngest and one of the first BRACU graduates to be in this

managerial position. Safayet graduated from BRAC University in 2014 majoring double in Finance and Human Resource Management with outstanding academic performance. He also received many accolades including a performance-based

"This is indeed a significant career milestone for me! I'm grateful to Almighty and to all the good mentors who inspired me

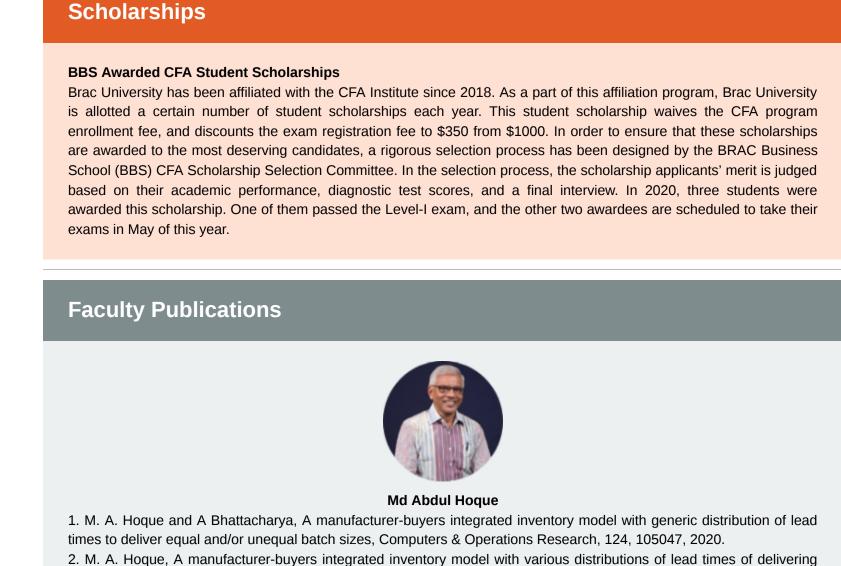
Post Budget Dialogue FY 2021-22 June 6th, 2021-Post Budget Dialogue FY 2021-22 is a program, designed annually to both swiftly and steadfastly access resources from experts to inform and make awareness within the student body of Brac University presented by Brac University Business & Economics Forum. Bangladesh's 50th annual budget is being discussed by prominent guests. The guests were Dr.Salehuddin Ahmed (Professor, Brac University Business School), Dr. ATM Nurul Amin (Former Chairperson, Brac University Economics and Social Science Department), Mr. Mominul Islam (CEO, IPDC Finance Limited), and DR. Fahmida Khatun (Executive Director, The Centre for Policy Dialogue). According to the discussion the 2021-2022 budget has been birthed from a budget that is fundamentally businessfriendly at its very core. This kind of structured budget might lead to a revived economy, but only for the optimists. Topics geared towards poverty, vaccination against the covid-19, the employment sector, and the SME sector, have been significantly undervalued. The government should focus on public health expenditure and education with more portions in the annual GDP. **BRAC Business School Presents HULT Prize 2021** Congratulations WINNER HULT Prize marked its 7th venture at BRAC University



Team Vertrauen



2021 DIANA AWARD



3. M. A. Babu, M. M. Ahmmed, Z. R. Salim, M. S. Babu. M. A. Hoque, A Brief Overview of the Classical Transportation

4. M. A. Babu, M. A. Hoque and S. Uddin, A Heuristic for Obtaining Better Initial Feasible Solution to the Transportation

Md. Hasan Maksud Chowdhury "Digital Competencies among Generation Z: Comparison between Countries", by Erne Suzila Kassim, Hanitahaiza Hairuddin, Md. Hasan Maksud Chowdhury, Zaheed Husein Mohammad Al-Din, Nur Syaza Nabilah Azhar, International Journal of Advanced Science and Technology (IJAST), vol. 29, no. 10s, pp. 559 - 571, May 2020. SCOPUS Indexed,

equal-sized batches of a lot, Computers & Industrial Engineering, 145, 106516, 2020.

Problem, OPSEARCH, 57(1), 221-245, 2020.

SJR = 0.11 (2019)

Business, and Economics 9 (1), 32-81.

3684-3994 (Scopus Indexed, Scimago Q4 ranked

Problem, Journal of Xi'an University of Architecture & Technology, Vol. XII, Issue IV, 3425-3438, 2020.

1. Hafiz, N., Latiff, A.S.A. & Wahab, A.A., (2021). Leveraging on the Urban Economy to Promote the Growth of Women-Owned Small Businesses in Bangladesh. Business Perspective Review 3(1), 15-23. DOI: https://doi.org/10.38157/business-perspective-review.v3i1.234

2. Islam, A., Jerin, I., Hafiz, N., Tali Nimfa, D., Wahab, A.A. (2021). Configuring a Blueprint for Malaysian SMEs to survive through the COVID-19 Crisis: The Reinforcement of Quadruple Helix Innovation Model. Journal of Entrepreneurship,

3. Hafiz, N., & Latiff, A.S.A. (2020). Entrepreneurship as a Sustainable Solution for the Female Graduates in the SME

Mayesha Tasnim Tasnim, M, Selim, I & Mahreen, S 2020, "Effectiveness of Faculty Development Program and Its Impact on Student Centered Learning Outcome in Private Universities of Bangladesh", Talent Development & Excellence, Vol 12, No 1,

sector of Bangladesh. Journal of Business and Social Review in Emerging Economies 6 (2) 483-492.



Jubairul Islam Shaown 1. Bhattacharjee, S., & Shaown, J. I. (2020). Discriminatory Practices by Perpetrators and its Adverse Effects on

2. Shaown, J. I., Sultana, Y., & Haque, M. M., (2020). Union Representation in the Era of Atypical Work: Challenges and

3. Shaown, J., Rahman, M., & Mohiuddin, M., (2021). Praava health amid COVID-19: Managing crisis through business

Raisa Tasneem Zaman 1. Zaman, R.T. and Mohiuddin, M.F. (2021), "Impact of menstruation-related stigma and behavior on female employee

International Competition

SB-IPB IPB University

BUSINESS INNOVATION AND MANAGEMENT (BIM)

THE MOST GENUINE SOLUTION

Nusrat Hafiz - Adekanye Ayomide O - Fira Fatimah

Rezky Bella Agata - Aoi Hatake

Certificate

model innovation. In SAGE Business Cases. SAGE Publications, Ltd., https://www.doi.org/10.4135/9781529764086

Employees, Employment, and Workplace. Journal of Business Administrations, 41(2).

Alternative Mobilization Strategies. Journal of Business Administrations, 41(1).

Faculty Achievement

Success Story: Ms. Nusrat Hafiz

Business Club Activities

counseling unit of BRAC University.

after the Covid-19 era".

integrity.

Biz Bee

In responding to the descent of entire civilizations into

unrest and disarray surrounding the Covid-19 pandemic,

Ms. Nusrat Hafiz, Lecturer of BBS and a Ph.D. researcher

at Putra Business School, UPM, Malaysia, addressed the

case study of "Restaurant Sectors of Developed and Developing Nations and Innovation in the New Normal

performance in Bangladesh: mediating role of non-work related stress", South Asian Journal of Business Studies, Vol. ahead-of-print No. ahead-of-print. 2. Zaman, R. T. (2020). "Grameenphone: Growth strategy amid changing regulatory environment & industry trends." Sage Business Cases U.K. 3. Zaman, R. T. & Alam, S. (2020). "Romoni.com.bd: Can It Compete With The Traditional Salon Model?" Sage Business Cases U.K. 4. Zaman, R. T. & Chowdhury, A. H. (2020) (Accepted). "Mad Koffee: Will a local F-commerce survive in the international arena?" Sage Business Cases U.K.



4. Insights on How Telecom Sales Operates with Banglalink. Date: 24th June, 2021 5. Changemakers in New Normal, Episode 1: Future Business Minds. Date: 23rd June, 2021 6. Life in the Teach for Bangladesh Classroom. Date: 5th June, 2021 7. HSBC-BRAC Business School Business Case Competition 2021. Date: 1st May 2021 - 23rd May 2021 8. The Knits and Knacks of a Graphic Designer. Date: 18th March 2021 9. The Art of Storytelling with Marico Bangladesh. Date: 10th December 2021 10. NES-Connect: "Business Paradigms in Sales and Operations" with Nestlé Bangladesh. Date: 12th November 2021 **Upcoming Events** 1. Virtual Career Fair. Tentative Time: August 2021 2. Casessination 2.0. Tentative Time: August 2021 - September 2021 3. NesConnect . Tentative Time: October 2021 **BRAC University Entrepreneurship Development Forum** 1. "Hands-on Workshop on Business Case Competitions" conducted by Afra Tasnim Shamonti ,an Alumni of BRAC Business school (BBS) and currently Head of Operations at UBER -on 9th February, 2020

2. "Online workshop on Road to Tech Giants" Co-organized with Robotics Club of BRAC University -conducted by

4. Online Session on Future of Innovation & Entrepreneurship in Bangladesh-Planning Director of Bangladesh Innovation

5. Mental Health of Young Entrepreneur During COVID-19 Time-facilitated by Tammat Binte Mizan who is counselor at

6. Softbrain: National Soft Skill Summit-Professor of BRAC Business School Dr. Salehuddin Ahmed was the chief Speaker of the inauguration ceremony of this summit, University Registrar Dr. David Dowland & Lecturer of the

7. Softbrain: National Soft Skill Summit-Interactive Workshop, Hands-on Workshop on Strategy & Case Competition 2.0

Contact Us

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3. Online Workshop on Digital Marketing-conducted by CEO of Jarvis Digital Mr. Abdullah Bakr on 17th May, 2020

Forum, Alumni of BRAC University Mr. Mahmood Moosa Sayed conducted the session on 25th June, 2020

department of CSE, BRAC University Mr. Tahmid Rafi kept their speech-on 16 november-18th November, 2020.

Shiblee Imtiaz Hasan, Alumni of BRACU and Currently UX engineer of Google -on 9th May, 2020

1. Business Case Solving Masterclass with Unilever Bangladesh. Date: 11th July, 2021 2. Learn Flix 1.0, Episode 1: Event Management Then vs. Now. Date: 3rd July, 2021 3. Alumni MeetUp: Discussion on Marketing and Public Relation. Date: 28th June, 2021