



IN THIS ISSUE
(ধর্মীয় সফর) - Venture Maestras | BBS's Journey Towards Excellence: The EDAF Mentorship | Finance and Accounting Club Brac University | ICBM 2021 | Events organized by RPDC | ISCEA Global Case Competition 2021 | Ignite 2.0 | Faculty Achievement | BBS Welcomes New Faculty | Editorial | Upcoming Events of BBS | Contributors

উদ্ভূতী সারি - Venture Maestras

BRAC has been working over 50 years to empower women at rural level and now BRAC University has taken initiative to follow the footsteps with উদ্ভূতী সারি - Venture Maestras empowering women in business. In line with UN's 5th Sustainable Development Goal (SDG), the program aims to achieve gender equality and empower women in their entrepreneurship journey.

Research & Professional Development Center of Brac Business School (RPDC-BBS) launched its inaugural professional development program: উদ্ভূতী সারি-venture Maestras on Saturday 18th September, 2021. The launch ceremony was held at 7 pm on Zoom virtual platform due to current global pandemic; and was graced by special guests Professor Sang Hoo Lee, Dean of Brac Business School; Ms. Sharfina Hussain-Morgan, Cultural Affairs Officer of US Embassy; Ms. Kaniz Atmas Khan, Managing Director of Persora, advisory board member Mr. Dink-Long Pham, Youth Social Entrepreneurship & Innovation Consultant from UNDP; and Ms. Atmas Choudhury, Director of Centre of Entrepreneurship Development (CED), BRAC University. After the evaluation, best three participants will receive incubation facilities from Centre of Entrepreneurship Development of BRAC University along with seed money. The next program is expected to start in the mid of January in 2022.

BBS's Journey towards Excellence: The EDAF Mentorship

In its journey towards achieving the vision of "becoming a globally-recognized center of excellence in developing business leaders and knowledge dedicated to championing human values", BBS is making steady and sturdy progress. In this regards, we have started a number of important initiatives over the last 18 months. These include: introducing a revised cutting-edge BBA curriculum and quality assurance measures of teaching and learning; creating and operationalizing a 5-year strategic plan; launching the BBS Research and Professional Development Centers (RPDCs); hiring academically and professionally qualified faculty members, and pursuing further comprehensive developments through undertaking the EDAF process of the European Foundation for Management Development (EFMD) and other efforts and initiatives.

EDAF - EFMD Global Deans Across Frontiers (EDAF) - is a mentoring system designed to assist business schools in their development. BBS is the first institution to be invited to EDAF in September 2021. Since, we (BBS administrators, faculty and staff members) have been preparing a Self-Assessment Report (SAR) to address the following questions: "What have we achieved so far? Where are we now? What resources do we have and how are we constrained? What are our aspirations and so where are we going and how are we going to get there?" The SAR was submitted to EDAF in September 2021. It consists of 10 chapters: (1) Environmental Context, (2) Management and Resources, (3) External Linkages, (4) Programs, (5) Students and Graduates, (6) Faculty, (7) Intellectual Activities, (8) Strategy Development, (9) Senior Management Team, and (10) Concluding Remarks. In addition, we compiled, created and shared a virtual base room (VBR) of vast information and data on various specifics and details of the above-mentioned chapter topics.

The next step in the EDAF process is Peer Advisory Visit (PAV), by members of a Peer Advisory Team (PAT). The PAV allows PAT members to obtain additional information and opinions - first-hand, from all relevant stakeholders. Due to the COVID-19 pandemic, the PAV was online - during October 11 - 14, 2021. A series of discussion sessions were held with participation by the members of the PAT and Bracu senior administrators (VC, Treasurer, Registrar, CFO, Heads of IT, Communications, Student Support Services, and others), BBS administrators (Dean, Associate Dean and Program and Area Directors), faculty and staff members, students, alumni and corporate leaders - employees of BBS graduates. The members of the PAT are Piet Naudé, Former Dean & EDAF Director, Business School, University of Stellenbosch, South Africa; Dr. Michael Ostaldeston, Former Director, Cranfield School of Management, Cranfield University, UK; and Dr. Rajendra Srivastava, Former Dean and Nowartis Professor, Indian School of Business, India.

The purpose of this very important EDAF undertaking (GAR preparation, PAV, feedback and follow-up actions) is to take the most objective and authentic appraisal of ourselves; and, accordingly, set the most effective course of actions for continuous improvement of BBS operations and outputs. We believe the EDAF mentoring and subsequent accreditation (AACSB/EQUIS/EFMD) efforts will progress our (stakeholders) collective efforts towards the fulfilment of BBS's two-fold missions: (1) to groom 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.

Finance and Accounting Club Brac University

On the 15th of September, 2021 Brac University's first-ever finance and accounting club, FINACT, was inaugurated. The event was graced with the presence of Dean of BBS, Dr. Sang H Lee, Associate Dean of BBS, Dr. Mohammad Mujibul Haque, Assistant Professor and Executive Secretary, Student Life Working Group Mr. Saif Hossain, honorable Guest Ayaz Mahmud, CFA and other respected faculties of BBS. Lecturer Md. Shezanur Rahman was announced as the club advisor by the collective consent of the Dean and the Associate Dean of BBS.

FINACT's sole purpose is to provide a platform for students to put themselves in the corporate world and to emerge as future leaders. On that occasion, the esteemed speakers shed light on many important issues such as ignorance of financial literacy in Bangladesh and how this organization will be able to bring real expansion of students' financial intelligence to Brac University.

- Key Objectives of FINACT:
- Students will learn from the experts through various seminars or webinars which will help them to shape their learning and decisions.
- Provide opportunities to the members to groom themselves with the help of our alumni.
- Develop students' knowledge through practical learning via various programs and competitions by affiliating with other organizations.
- Promoting various concepts like green finance among our members and students, releasing Finance & Accounting related newsletters, and showcasing Finance & Accounting related documentaries.
- Working towards developing better Finance and Accounting graduates by improving their skills, analytical abilities and practical knowledge to help them perform well in the corporate world.

ICBM 2021 (International Conference on Business and Management)

The 3rd International Conference on Business and Management (ICBM 2021) will be held on December 04 and 05 at BRAC Business School, BRAC University, Dhaka, Bangladesh. Since its inception in 2017, the conference attracted prominent academics and industry professionals from home and overseas; and this year it enters the third year of its staging when Bangladesh is celebrating its golden jubilee as an independent nation. ICBM 2021 coincides with the significance of this national milestone and the global crisis of the Covid 19 pandemic. While this event will be looking at the achievements of Bangladesh's 50-year journey with pride, it will also look forward to a future free from the economic ravages of the pandemic.

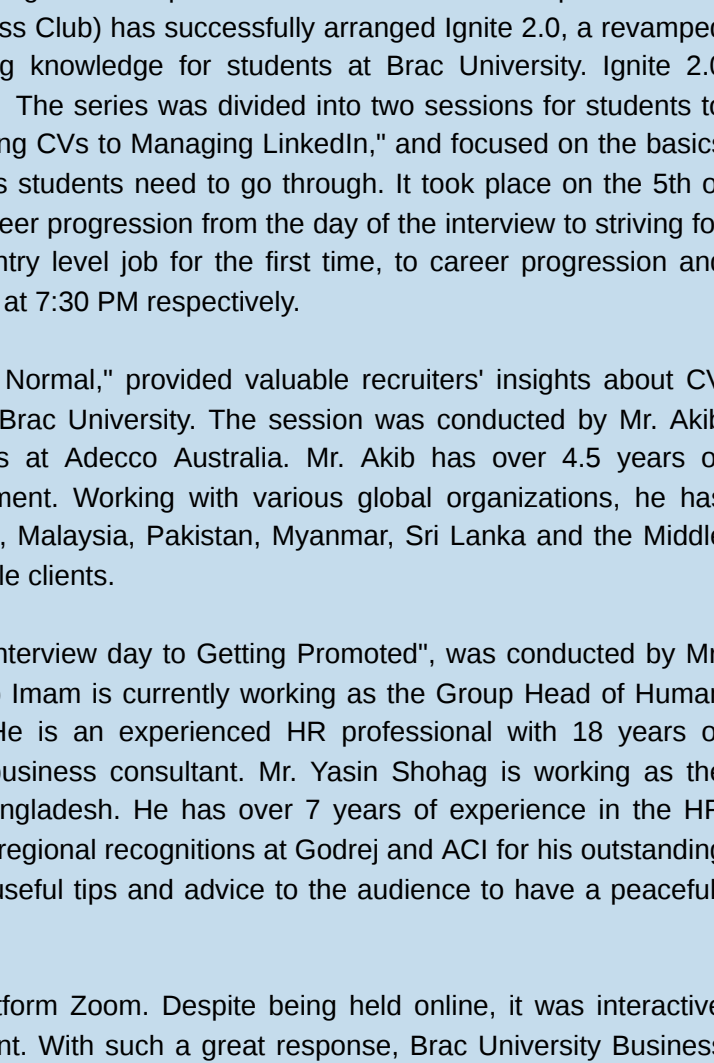
The theme of ICBM 2021 is "Fostering Sustainable and Equitable Global Development: Building on 50 Years of Independence in Bangladesh and Overcoming Challenges of COVID19." This international conference aims to provide a forum for academics, scholars, industry regulators, well as practitioners to exchange ideas and discuss recent developments in the field of business and management. Authors will find an apt platform in ICBM 2021 to share their work, garner commentary, engender opinion and debate, and most importantly, pursue publication opportunities in peer reviewed journals to reach a wider audience.

The mode of this year's conference is online. The conference will consist of concurrent online presentation sessions of research papers as well as special sessions (panel discussions and workshops) on significant topical issues pertaining to the theme of the conference. The conference will also have PhD colloquium sessions for current and signing PhD students where participants will present their working paper to receive feedback from experts and will attend a workshop on writing PhD proposals.

Events Organized by RPDC

Research & Professional Development Center (RPDC) of Brac Business School (BBS) is a center for relevant knowledge creation and premier professional development center that started its journey on 1st July 2021 to discover market insights and create knowledge to be relevant and impactful to the society.

RPDC has launched its pilot program উদ্ভূতী সারি - Venture Maestras, its inaugural Professional Development Program; an empowerment program directed towards the women entrepreneurs of Bangladesh. It is the flagship professional development program by RPDC, which starts on September, 2021. On 11th September, the famous actor, architect and academican Ms. Tahira Anis Khatun along with two other successful women entrepreneur, Humaira Noor Ahana and Afshaz Tanzi shared their entrepreneurial journey and the importance of women empowerment in RPDC's 2nd Facebook live episode. Ms. Ahana is the founder of Goyyar Baksho and Ms. Tanzi is a Diana award recipient, 2021. RPDC aims to be impactful to society through its publication data services and training programs.

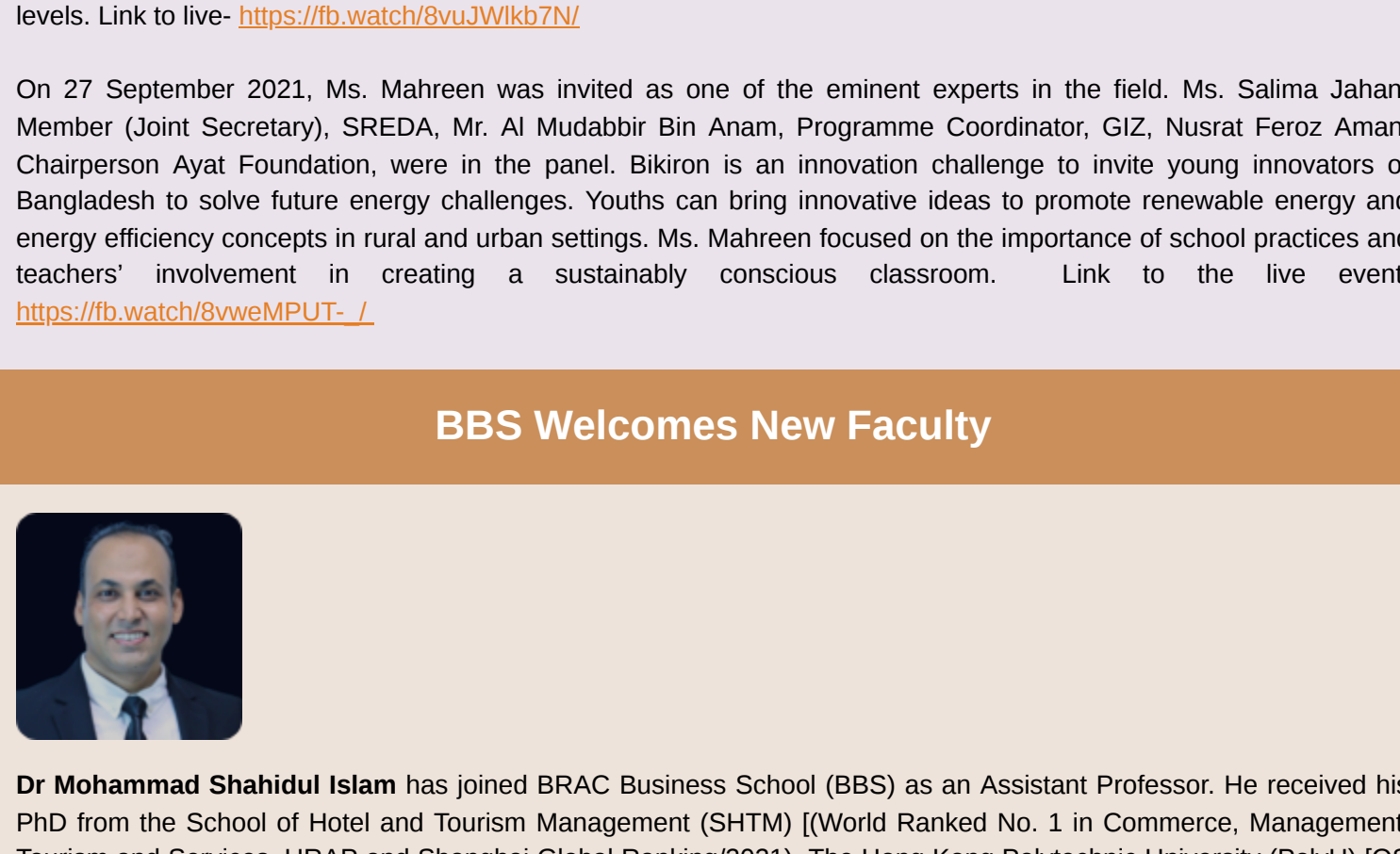


ISCEA Global Case Competition 2021
ISCEA Prize Global Case Competition is the largest and most rewarding competition among university students and young professionals in Bangladesh. ISCEA Bangladesh chapter has been holding the same competition since 2018. It stands as the most prestigious competition which directly helps people to stand out from the crowd. ISCEA (Certified Supply Chain Analyst) is a globally recognized certificate degree in Supply Chain Management. It costs \$1100 (BDT 88,000/person) to accomplish the certification course but people who showcase their outstanding talent in Supply Chain Management get a scholarship of around 100%, 70%, and 60% based on their merit.

This time by considering the Covid-19 situation there was only 1 round in ISCEA Pricz Global Case Competition 2021. In that round, the participants were given a case and they need to solve the case in a Word and PDF file within 2000 words. The registration started approximately on 20th July 2021 and the deadline for the registration was 12th June 2021. And after accomplishing the registration all the participants were given the case within 2/3 days and they had to submit the case by 24 June 2021, 11:59 PM. The participants were given a case consisting of 2 pages and the case was about identifying renovation and improvements of the RMCO supply chain across the world. Participants had to suggest practical and achievable improvements that could cover the following areas of focus:
- Materials sourcing
- Manufacturing
- Distributing

The participants had to deeply analyze the Supply Chain Management, Innovativeness, Feasibility of their idea. Not only that they had to review the case study, pick out the relevant business issues, develop a series of recommendations.

Ignite 2.0



After massive success in Ignite 1.0, a web series consisting of four episodes based on skill development in the business competition arena, BUZ BEE (Brac University Business Club) has successfully arranged Ignite 2.0, an revamped webinar series based on skill development and enhancing knowledge for students at Brac University. Ignite 2.0 centered on the theme: "Career Hacks in the New Normal". The series was divided into two sessions for students to attend. The first session was titled "Career Essentials: Writing CVs & Managing LinkedIn", and focused on the basics of applying to jobs and the best tips for the initial processes students need to go through. It took place on the 5th of September, 2021 at 7:30 PM. The second session was on career progression from the day of the interview to striving for a promotion, and explored the timeline from entering an entry level job for the first time, to career progression and promotion. It was conducted on the 11th of September, 2021 at 7:30 PM respectively.

The first session of the series, "Career Hacks in the New Normal", provided valuable recruiters' insights about CV writing and LinkedIn organizing to enthusiastic learners at Brac University. The session was conducted by Mr. Akib Amine Amer, Recruitment Consultant, Strategic Accounts at Adecco Australia. Mr. Akib has over 4.5 years of experience in Talent Acquisition and International Recruitment. Working with various global organizations, he has recruited for various countries in Asia including Bangladesh, Malaysia, Pakistan, Myanmar, Sri Lanka and the Middle East. In his second role, he recruits within Australia for multiple clients.

The current session, titled "Career Progression: From the interview day to Getting Promoted", was conducted by Mr. Hasan Taib Imam and Mr. Yasin Shohag. Mr. Hasan Taib Imam is currently working as the Group Head of Human Resources at Bengal Group of Industries Bangladesh. He is an experienced HR professional with 18 years of experience. He is also a renowned speaker, trainer and business consultant. Mr. Yasin Shohag is working as the Human Resources Lead at Cotyey Consumer Products Bangladesh. He has over 7 years of experience in the HR industry and has been awarded with more than 10 local and regional recognitions at GoGrid and ACI for his outstanding performance. The honorable guests of the session shared useful tips and advice to the audience to have a peaceful, progressive and successful career.

Ignite 2.0 sessions were conducted through the online platform Zoom. Despite being held online, it was interactive series for students as well the esteemed guests of the event. With such a great response, Brac University Business Club (BUZ BEE) possesses high hopes for the future seasons of Ignite to come.

Faculty Achievement

- Mahreen Mamoon, Assistant Professor of BRAC Business School, was highlighted in the following activities during our 2nd cohort (August to October 2021).
On 3 August 2021, Ms. Mahreen appeared at an international entrepreneurial training workshop organized by the Global Business School Network at the GSN Entrepreneurship Education Development Workshop, designed to support the integration of entrepreneurship into the formal curriculum at universities across Papua New Guinea. She was one of the four distinguished speakers from around the top business schools. The workshop is proof that our faculties have the potential and capabilities to take on global challenges. The details of the seminar are highlighted on GSN's LinkedIn page and more on their website:
https://gsm.edu/en/events/qaqaa-zne-nqna-entreprenership-education-development-workshop/
On 4 September 2021, Ms. Mahreen was invited by the BRAC Institute of Governance and Development (BIGD) to a live webinar on "Procurement and Supply Chain during Covid-19: Challenges and Opportunities and chaired by Dr. Selim Reza, Assistant Professor and Head of Academic Programmes, BIGD, BRAC University. Two alumni from BIGD, BRAC University's Masters in Procurement and Supply Chain (MPSM) program, presented their research on the urgent issue: Mr. Wahid Anwar, Head of Supply Chain, r-pac Bangladesh; and Mr. Ahmed Nur Alam, Manager, FB Footwear Limited. All honorable discussions added further comments: Mr. Fazlee Shamim Ehsan, Director, Bangladesh Konecranes Manufacturers (BKME); and Ms. Mahreen Mamoon, Assistant Professor, BRAC Business School, BRAC University. Details are on BIGD's website:
https://bigd.org.au/en/liveevents/governance-and-supply-chain-during-covid-19-challenges-and-opportunities/
On 18 September 2021, Ms. Mahreen was invited as one of the five influential teachers from five different universities to talk about the importance of education. The discussions talked about the importance of education and how teachers can lead social changes and role models for their students. Ms. Mahreen spoke about the importance of teachers' involvement in the curriculum development stage and the primary importance of transparency in assessment at all levels. Link to live-
https://fb.watchesbyjuwkbq7N/
On 27 September 2021, Ms. Mahreen was invited as one of the eminent experts in the field. Ms. Salima Jahan, Member (Joint Secretary), SREDA, Mr. Al Muddabir Bin Aman, Programme Coordinator, GIZ, Nasrat Feroz Aman, Chairperson Ayat Foundation, were in the panel. Bikiron is an innovation challenge to invite young innovators of Bangladesh to solve future energy challenges. You're can bring innovative ideas to promote renewable energy and energy efficiency concepts in rural and urban settings. Ms. Mahreen focused on the importance of school practices and teachers' involvement in creating a sustainably conscious classroom. Link to the live event:
https://fb.watchesbyjuwkbq7N/

BBS Welcomes New Faculty

Dr. Mohammad Shahidul Islam has joined Brac Business School (BBS) as an Assistant Professor. He received his PhD from the School of Tourism Management (GTHM) (Wolrat Ranked No. 1 in Customer, Management, Tourism and Services, URAP and Shanghai Global Ranking(2021), The Hong Kong Polytechnic University (PolyU) (QS World University Ranked No. 6 in Top 50 Under 50 (2021)). He received his Master of Management (MM) (First class first) from Mahiddi University. Know More

Dr. Md. Kausar Alam works as an Assistant Professor at BRAC Business School, BRAC University. He completed his PhD from Universiti Putra Malaysia (UPM). He graduated on time from UPM. He completed his MBA & BBA from the Department of Accounting and Information Systems, Jagannath University Dhaka. Know More

Dr. Md. Masnur Rahman has joined Brac Business School (BBS) as an Assistant Professor. He received his PhD from the School of Human Resource Management (SHRM) (Wolrat Ranked No. 1 in Customer, Management, Tourism and Services, URAP and Shanghai Global Ranking(2021), The Hong Kong Polytechnic University (PolyU) (QS World University Ranked No. 6 in Top 50 Under 50 (2021)). He received his Master of Management (MM) (First class first) from Mahiddi University. Know More

Dr. Faruk Bhuiyan is currently serving Brac Business School, Brac University, Dhaka, Bangladesh as Assistant Professor. Before joining at Brac University, Dr. Bhuiyan served academia for more than eight years at different capacities locally and internationally include the University of Newcastle (AACSB accredited) (Sessional Academic), Australia, and Australian Catholic University (Sessional Lecturer), Australia. Dr. Bhuiyan served Macquarie Business School, Macquarie University, Australia as a professional staff (Research Assistant) from March 2019 to December 2020. Know More

Faculty Publications

Nusrat Hafiz, Hafiz, N. Laif, A. S. A., Islam, A., Saif, A. N. M., & Wahab, S. A. (2021). Towards the Underlying Theories of Service Performance Review: FIBD Business Review (Scopus-indexed). Sage Publications, India. DOI: 10.1177/21597145211049627.

Editorial

Mahreen Mamoon, Assistant Professor, BRAC Business School, BRAC University.
Summer 2020 to Summer 2021! Oh, what a year has it been for the students and teachers and all surrounding their lives. I have always been very confident in designing and planning my activities. I would often be complacent after the end of a class (in-person), that I went very well in terms of pedagogical goals as far as classroom interaction go. I used to boast that I could teach any topic of International Business and Advertising without much preparation and the aid of any mundane slides. My core teaching philosophies and ideals have always been my driving force when I walk into a classroom. I genuinely like shakes and chastised while I was preparing for my conversion from offline to online. The sheer pressure of making quality educational content for my students while fighting constant fear of the virus was overwhelming for me. I have never settled for "ordinary" when I plan for classroom lectures- it is something I want my students to perceive when they enroll in my courses. And now, I was left out of options to develop ways to make my classroom interactive. I frantically went on a shopping spree- bought a new laptop, set up my video recording corner in my room- I was - in light, camera, Action! Additionally, I also subscribed to Prezi and Padlet to enrich my video presentation and in-class activities. So not only was I constantly stressing out on lecture preparation and learning an entirely new moodle named buX, but I was also financially draining myself too.

Our semester started with a ray of hope with buX - a testament to the resilience of the human race! Education and the need to flourish in the single most confident assurance that there is an end to a pandemic and there will be a next generation thriving to be better persons for their community. Of course, the lecture videos are made to ensure self-paced learning- however, so many other learning strategies are needed to infuse for a better learning impact! The extreme over-work we have done is unfortunately, rewarded by abysmal attendance by our beloved students. Things took a better turn when we allocated scores for their attendance. The quality of writing became better as they had the opportunities to discuss further and beyond recorded lectures. I started to call guest lecturers from the industry in classes to attract more students. I have learnt a lot since June 2020. I had to unlearn a lot of notions on teaching and relearn many aspects of pedagogy.

As we wait for the classes to resume on campus, I hope our students will use their learning needs in making better choices from now on. We have survived the worst time in the 21st century- many of us have lost or saved ones. We must live on and move on with their legacy. We have grown stronger with all this and, and, we are now ready for a bigger fight. The real battle is to fill the learning gap that we ourselves have inflicted upon us. As teachers, it is our ultimate responsibility to ensure the "happily-ever-after" for our students. Cheers to life, cheers to BRAC Business School and everyone in and around it.

Upcoming Events of BBS

- 1. HSBC and BBS will continue organizing the Case Competition 2022
2. Bangladesh Foreign Trade Institute (BFTI) and BBS are jointly planning to offer a diploma program (6 months) for International Trade Specialist Certificate
3. BBS plans to establish Women Empowerment Center to effectively provide training and research on women empowerment initiatives
4. RPDC won the Association of Commonwealth University (ACU) grant to produce a report and organize a conference on Financial Literacy and Its Impact on Financial Access for Women Entrepreneurs in Bangladesh.
5. BBS plans to establish a Women Leadership Training program from January 2022, coordinated by Professor Mahreen Mamoon. It's a short and intensive leadership immersion program in a 3-day boot camp environment for career women for upskilling and reskilling to continue or upgrade their career path.
6. BBS will invite a Fulbright Specialist to the business school in March 2022 with support of the US Embassy in Bangladesh.

Contributors

- 1. Mohammad Mujibul Haque (Phd) 2. Mahreen Mamoon 3. Jubairul Islam Shaovan 4. Ummul Wara Adrita 5. Syed Mohammad Ali 6. Ayesha Abdullah 7. Khasrul Sadman Farabi 8. Nafisa Ali 9. Syed Sadeq Hasan

Contact Us

Brac Business School
66, Mohakhali, Dhaka-1212, Bangladesh
www.bracu.ac.bd
info@bracu.ac.bd
+8809617455011
Join Our Facebook Group

This issue covers updates from August, 2021 to November, 2021