BBS
NEWSLETTER

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1st International Case Conference on Business and Management (ICCBM) 2023: Enterprise, Practice, and Leadership in Emerging Economies

BRAC Business School proudly hosted the 1st International Case Conference on Business and Management (ICCBM) 2023, dedicated to the memory of the late Sir Fazle Hasan Abed, founder of BRAC. The conference was held on July 27, 2023 at BRAC University campus and BRAC Center Inn.

The ICCBM 2023 was a landmark event that aimed to showcase local context-based teaching case studies on business and management. The conference is the brainchild and a product of relentless efforts by Mohammad Mujibul Haque, PhD, Professor and Acting Dean BRAC Business School. He was enthusiastically supported by many of his colleagues, including Raisa Tasneem Zaman, Shamim Ehsanul Haque, Syed Mahbubur Rahman, Saif Hossain, Riyashad Ahmed, Ekramul Islam, Fabiha Enam, and many others. Under the theme of *"Enterprise, Practice, and Leadership in Emerging Economies,"* the conference highlighted the achievements of enterprises and leaders from emerging economies, particularly Bangladesh. The featured cases were written as teaching content to empower graduates and professionals in understanding and navigating local business contexts.

After a rigorous review process, 58 case studies, mostly based on local businesses, were selected for the conference. Among all the submissions, there are two exemplary case studies. One case study, authored by Mr. Shamim Ehsanul Haque and Dr. Mohammad Mujibul Haque, highlights some of the key decisive moments in the stellar career of Sir Fazle Hasan Abed and his visionary leadership in building BRAC – the organization he founded to eradicate poverty and create a fairer world. The other, authored by Professor Sebastian Groh, Zeenat Amin, Fariha Alam and Tania Akter, focused on Mayor Atiqul Islam's leadership role in transforming infrastructure and services for Dhaka's sustainable development. The conference held concurrent sessions for presentation of selected cases. In addition, a plenary session titled *"Excellence in Teaching and Learning: Bridging the Industry-Academia Gap using Case Method of Pedagogy"* underscored the central theme of the conference. These sessions provided valuable insights into the best practices for teaching and learning in the business world.

The opening ceremony of ICCBM 2023 started at 10:00 AM, with a welcome speech by Dr. Mohammad Mujibul Haque. He shared with the audience the chronological events leading up to the inauguration of the conference and emphasized the importance of developing and using local context-based cases in grooming competent business leaders of the future. The Honorable Deputy Minister of Education, Mr. Mohibul Hassan Chowdhoury, inaugurating the conference as the Chief Guest, congratulated all the organizers and participants. Ms. Tamara Abed, Chairperson of the Board of Trustees of BRAC University, congratulated and thanked all esteemed scholars, industry leaders, and honorable guests for their participation in ICCBM 2023. Dr. Syed Ferhat Anwar, Professor, IBA, Dhaka University – an advisor and a key resource person of the conference from the very beginning to the end – also graced the occasion and delivered the keynote speech.

Renowned academics, industry experts, international publishers (which included Emerald Publishing as a partner), and private sector leaders joined to cultivate an environment of learning and collaboration. Throughout the day, participants had the opportunity to attend parallel case presentation sessions, which afforded them the occasion to delve deeper into topics of specific interests. Moreover, they had the opportunity to do networking with professionals from different institutions and leading corporations.

At 6:00 PM, The ICCBM 2023 closing ceremony was held at BRAC Centre Inn Auditorium, where the Honorable Mayor of Dhaka North City Corporation, Mr. Atiqul Islam, provided an insightful message through AV. The evening culminated in an awards ceremony, followed by a delightful dinner and vote of thanks. A lively cultural performance marked the successful conclusion of this pioneering conference.

The event was sponsored by BRAC EPL Stock Brokerage and Berger Paints Bangladesh Limited, and co-sponsored by IPDC Finance Limited, BRAC EPL Investment and Structural Engineers Limited (SEL). The event was supported by Ispahani Ltd., Savoy Ice Cream Factory Limited., Perfetti Van Melle Bangladesh Pvt. Limited, Nestle Bangladesh Limited, Somoy TV, The Business Standard, Bdnews24 and BizBee. The sponsors' support was a testament to their conviction in the power of knowledge-sharing, and its potential to drive growth in emerging economies.

Reminiscing and Reconnecting: BBS Alumni Reunion 2023

BRAC Business School successfully hosted its inaugural alumni reunion, titled "Reminiscing and Reconnecting: BBS Alumni Reunion 2023," on September 15th at the BRAC University Savar residential campus. The primary objective of this event was to provide a platform for alumni to reconnect and reminisce about their shared experiences at the Residential Campus and the university, fostering stronger bonds between seniors and juniors.

Alumni spanning from the year 2002 to 2019 were cordially invited to partake in the daylong gathering alongside their families. The event featured diverse activities, including games, speeches, networking sessions, and cultural events.

Distinguished guests and notable alumni, such as Dr. Abdur Rab (First Dean of BBS), Major General (R) Muhammad Sahool Afzal (First Registrar of BRAC University), Dr. Mohammad Mujibul Haque (Acting Dean of BBS), Dr. Dave Dowland (Registrar of BRAC University), and accomplished professionals like Tajdin Hasan (COO, Keeron; Chief Business Officer, The Daily Star), Sharfuddin Bhuiyan Shamol (Head of Marketing, Transcom Beverages Limited), Raisul Islam Nabil (MD, iTC), Md. Tayeenul Hoque, PhD (Associate Professor, former Chairman of Marketing and IB, NSU), Mohammad Ali Azam Bhuiyan Nadim (Owner, Arhaam Food Court; MD, Active Color Garments Printing Solution), Kazi Fayruz Rahman (Head of Sales, Central Region, Coats), and Muhammad Abdul Hakim Shaon (Head of Business, Breakfast Cereals at Nestle) graced the occasion. They shared cherished memories of their time at BRAC University.

The event was made possible through the generous sponsorship and partnership of various organizations brought in by the alumni. Notable sponsors and partners included Nagad, The Daily Star, Shwapno, Bangla Trac, Pepsico, Air Astra, Keeron, Arhaam Rooftop Food Court, Maggi, Dekko, Nescafe, Polar Raffinato, Ifad, Active Color Sports Consultancy Firm, iTC, Bazna Entertainment, Perfetti Van Melle, Shomoy Television, and Chennai Medicare Tourism.

The program was organized and hosted by Mr. Saif Hossain, Assistant Professor and BBA Program Director, and Ms. Fabiha Enam, Senior Lecturer, BBS, with unwavering support from BBS Faculties and Teaching Assistants (TAs) and Student Tutors (STs). The BRAC University Business Club (Bizbee) and Business and Economics Forum (BeF) acted as club partners for the successful execution of the reunion.

PSDP Series: The Intern's Edge

BRAC Business School introduced a grooming workshop for the interns in Spring 2023 named The Intern's Edge. Later, in the Summer of 2023, the department collaborated with OCSAR and started offering the PSDP Series: Interns Edge workshop, to non-BBS students as well so that all the students opting for internship/job benefits from this program. As the job market becomes increasingly competitive, it is more important than ever for undergraduate students to be well-prepared and equipped with the skills and knowledge that employers value. With the aim of continuous improvement and enhancing learning excellence, BRAC Business School works hand in hand with the industry regarding curriculum development. An effective dialogue with the industry experts aided the school in identifying the skill gap where BRAC Business School's students can improve further. Moreover, many students approach faculty members to take advice on facing interviews and drafting their curriculum vitae. As a result, this workshop was designed to aid the student with a comprehensive understanding of the job market, the skills and knowledge that employers value, and the tools and resources students need to succeed. Various industry experts facilitate the sessions of the workshop and share their valuable experience and expertise. In total, three sessions are organized in this workshop. Weekly one session is conducted. The topics covered are resume/cover letter writing, interview skills, and facing mock interviews with industry personnel. The workshop is expected to help develop the skills and knowledge students need to excel in the workforce through interactive and hands-on learning, which will help to prepare them for a better future and pursue their professional aspirations. With tremendous support from the top management, industry experts, students, and other stakeholders, this program has been running successfully over the last three semesters in 2023. The faculty lead for this workshop is Ms. Tanzin Khan, Senior Lecturer and Internship Coordinator, BRAC Business School. With the promise of continuous improvement, the BBS and OCSAR are committed to running this workshop in the coming years as well.

Successful completion of BRAC University and BRAC Bank joint program Uddokta 101 Cohort-2

BRAC Bank and BRAC University launched Uddokta 101 Batch-4 on 19th July 2023, after the successful completion of the previous batch in early 2023. With 33 eager participants, the classes of Batch-4 started on 19th August 2023.

'Uddokta 101' is a targeted certification course for aspiring women entrepreneurs, having a minimum of one year of business experience. Alongside them, BRAC University alumni and students can also take part in the programme. The programme is to facilitate promising women business owners in honing their managerial and entrepreneurial skills helping them sustain and expand businesses.

In the three-month-long training session, the aspiring entrepreneurs dove deep into business plans, record keeping, accounting, taxation, compliance, HR management, operations and supply chain management, e-business, export-import management and important aspects of business management. At the closing ceremony, which is yet to be held, each participant will have to prepare and present a business case proposal before a panel of judges and three winners will be given special awards. Furthermore, entrepreneurs are going to participate in a two-day trade fair at BRAC Bank Anik Tower which will enable them to create a brand identity in the market.

উদ্যমী আমি Cohort 4

উদ্যমী আমি – (Uddami Ami) aims to stimulate women-led enterprises and build a network to gather and share knowledge. The program has been designed to educate female owners about the process, challenges, and adaptation to the business environment that is yet unattended. To address this gap of social need, the program targeted new and aspiring women entrepreneurs to make them economically self-sufficient. উদ্যমী আমি Cohort 4 trained 26 women entrepreneurs in the program and hosted a Business Plan Pitch Competition. Ms. Nurun Naher won the competition and was awarded BDT 50,000 as prize money. Ms. Dil Afroz Naher and Ms. Margia Sultana were placed 1st Runner Up and 2nd Runner Up winning BDT 30,000 and BDT 20,000 respectively at the Closing Ceremony.

Research and Professional Development Center (RPDC) of BRAC Business School (BBS) held a Closing Ceremony for the Cohort-4 training program in partnership with BRAC Bank Limited on November 4, 2023. The event was graced by the presence of Professor Syed Mahfuzul Aziz, Pro-Vice Chancellor and Acting Vice-Chancellor of BRAC University as the Chief Guest along with Mr. Mohammad Ashiqur Rahman, Director, SME & Special Programs Department, Bangladesh Bank, Mr. Indrajit Sur, Head of Emerging Corporates, BRAC Bank Limited, Dr. Laura Reichenbach, Dean of James P. Grant School of Public Health, Dr. David Dowland, Registrar, BRAC University and Professor Mohammad Mujibul Haque, Associate Dean and Acting Dean of BRAC Business School as Special Guests.
Pro Vice-Chancellor Professor Syed Mahfuzul Aziz praised BRAC Business School, Bangladesh Bank and BRAC Bank for their continuing support to women entrepreneurs in Bangladesh through the উদ্যমী আমি (Uddami Ami) training program. Bangladesh Bank Director of SME & Special Programs Department, Mr. Mohammad Ashiqur Rahman pointed out the fact that Bangladesh Bank is backing women entrepreneurship by increasing funds available to women entrepreneurs through initiatives and services provided by commercial banks such as BRAC Bank Limited. Head of Emerging Corporates of BRAC Bank Limited, Mr. Indrajit Sur emphasized how BRAC Bank focuses on women entrepreneurs and continuously innovating with new initiatives and financial products, especially for women. Newly appointed Dean of James P. Grant School of Public Health, Dr. Laura Reichenbach graced the occasion with her immense experience in the public health sector and commented on the importance of promoting public awareness where women play a huge role. Registrar of BRAC University, Dr. David Dowland also complimented BRAC Business School for initiatives such as উদ্যমী আমি (Uddami Ami) training program. It was the 4th iteration of the program and Dr. Dowland praised BBS for the continued impetus of BBS in facilitating entrepreneurship training to new and aspiring entrepreneurs. BRAC Business School Professor and Associate Dean (Acting Dean) Dr. Mohammad Mujibul Haque thanked the guests for showing support to the initiative and spurred the women entrepreneurs by pointing out that despite improving on women empowerment, Bangladeshi women are still lagging in many indicators of economic participation and through entrepreneurship, the trainees of উদ্যমী আমি (Uddami Ami) are contributing to bolstering Bangladesh economy.

Banglalink Ennovators 7.0

Brac University Marketing Association (BUMA) partnered up with the fastest 4G network in our country for innovations, "Banglalink Ennovators 7.0."

The goal of the Banglalink Ennovators 7.0 Roadshow is to provide a platform where students and young entrepreneurs may network and share ideas in an effort to improve their skills and contribute to the growth of innovation in Bangladesh. The seminar was held on October 10, 2023 (Tuesday) at BRAC University. The atmosphere enhanced as participants became extremely enthusiastic and eager to learn further knowledge from our esteemed and highly skilled speaker and guests, who graciously dedicated their valuable time to share insights on Banglalink Innovators 7.0.

The first speaker of the event was Quazi Nafis Ahmed, an esteemed person renowned for his contributions to the field of innovation within the context of Banglalink. He is recognised for his role as a mentor and supervisor, providing guidance and direction to a multitude of young entrepreneurs, enabling them to achieve success in their respective business ventures. He is the inaugural speaker and has inspired students from BRAC and BUMA to develop both personally and professionally. He has discussed his extensive experience with Banglalink. He also expressed that for him, a job is a place where he can discover his comfort zone and have the opportunity to acquire additional knowledge. This is the primary factor contributing to his enduring association with Banglalink. He brings a wealth of knowledge and experience to the Ennovators 7.0 panel.

Salauddin Ahmed, our second speaker, is widely recognised and esteemed for his contributions to the telecom and technology industries. His contributions and expertise elevated him to a prominent position on the Banglalink Ennovators 7.0 panel. He shared useful information on the Banglalink innovators in the seminar, and discussed the competition for this new generation, the generation that possesses the power of ideas, technology, and change. As a result, they deliver the country's largest digital ideation to this generation.

Ivana Murtaza Asfara, our third speaker, is also an essential panel member of Ennovators 7.0. She also attended Brac University and graduated in 2019. She has been an expert in innovation and technology. She presented us with a video of the Banglalink Ennovators 7.0 competition, which was the seventh edition of the Ennovators. They are digging even deeper into the world of technology in this seventh edition. Only the best and most distinctive innovators will emerge. It is more than just a competition; it will get each and every individual closer to their ambitions.

Maria Hoassaian, a prominent member of the Banglalink Ennovators 7.0, provided additional insights into the participants. She mentioned that the top 40 participants will have the opportunity to join Banglalink's esteemed campus ambassador programme. The advanced internship programme offered by Banglalink will grant admittance to the top five teams. Lastly, the three highest-ranked teams will have the opportunity to participate in the Banglalink Strategic Assistant Programme. The victorious team will be granted the privilege of embarking on a journey to Dubai.

In this seminar, students got to know about the competition itself and also how this (Ennovator 7.0) is designed to help students get a platform to present their ideas and explore their creative side of themselves. The guest also engaged in an interactive activity with the students, wherein the first three students to respond promptly were rewarded with prizes. Throughout the whole event, Banglalink showed its dedication to providing guidance to young entrepreneurs and promoting the development of innovation. Not only did the company provide students and young entrepreneurs with a valuable opportunity for self-discovery and learning, but it also offered prizes, grants, and incubation opportunities to successful teams and individuals. This comprehensive approach facilitated the transformation of innovative ideas into successful and prosperous businesses.

In short, the Banglalink Ennovators 7.0 roadshow at BRAC University was an extremely significant event in the business sphere in Bangladesh. Aspiring creators were able to show off their ideas, network with professionals in the field, and get the information and tools they needed to start their own businesses. The event was very important for promoting innovation, sustainability, and economic growth in the telecom industry and beyond, thanks to the enthusiastic involvement of students and the unwavering support of Banglalink. Bangladesh has a bright future when it comes to innovation and business. Events like this are very important for raising the next generation of business leaders and people who want to make a difference.

Freshers Connect Fall 2023

BRAC Business School arranged Freshers Connect Fall 2023 on 27 September 2023 to welcome the business school's BBA, MBA, and EMBA first-year students. First-year students were introduced to their instructors, professors, staff members, and other students at the event and learned more about the business school's culture, standards, values, and extracurriculars of the school. It is crucial for new students because it serves as the beginning of their educational experience at the institution of higher learning. It provides an atmosphere of security, the requirements for education, and chances for academic and personal development.

Freshers Connect Fall 2023 session included various exciting and informative activities to enlighten the first-year students. A pitch deck session, helpful suggestions from academic professors, faculty members, and seniors, a question-and-answer session with freshers, an exciting quiz, and a thought-provoking speech by a guest speaker are among the events that took place.

Mr. Shadman Sakib Rummat and Ms. Nizahat Tamima, two Graduate Teaching Assistants of BRAC Business School, welcomed the first-year students and were the hosts for the evening. Senior year student and BBS Student Tutor Mr. Khairul Sadman Farabi conducted the following pitch deck session. He enlightened the students about maintaining a satisfactory CGPA right through undergraduate studies, the academic scholarships, the opportunity to become student tutors and teaching assistants, the significance of extracurricular activities like clubbing, volunteering, managing study with co-curricular activities, and guidance on identifying concentration in their final years. The seniors came into contact with the freshers in this segment, giving them an insider's view of university life.

The program began with an ice-breaking session for the hosts. Following this, an entertaining quiz was conducted. Following the conclusion of the quiz program, the distinguished guests of honor took their seats on the stage. The notable speakers for the night were Dr. Mujibul Haque, Professor, and Dean (Acting); Dr. Mahbubur Rahman, Associate Professor and Director (Research); Mr. Saif Hossain, Assistant Professor and BBA Program Director; Mr. Riyashad Ahmed, Assistant Professor and MBA & EMBA Program Director and Dr. Ekramul Islam, Assistant Professor, BBS. The special guest for the night was Ms. Farah Sharmeen, a proud alumna and Country Public Affairs, Communications, and Sustainability Lead at Coca-Cola Bangladesh.

Mr. Saif Hossain, Director of the BBA program, and Mr. Riyashad Ahmed, Director of the MBA and EMBA program of BBS, informed the prospective students on a variety of essential subjects with an emphasis on planning of courses, procedure of advising and tutorial sessions, and the teaching staff members' openness for any challenges they might encounter in their time at BRAC Business school. Additionally, both MBA and EMBA freshers were offered several suggestions for upcoming challenges and how to balance those shortcomings. In the later part, Dr. Syed Mahbubur Rahman shared his thoughts about the learning opportunities and essential manners students need to have. Next, Dr. Ekramul took the podium and instructed students to enjoy their time on campus.

The special guest of the night, Ms. Farah, inspired the students with her concise inspirational speech as she mentioned how the business school helped her to be where she is now. She emphasized the necessity for building skills, connections and fostering empathy through their way as they grow up.

Finally, Mohammad Mujibul Haque, Ph.D., Acting Dean of BRAC Business School, discussed the ambitions, beliefs, and BBS's unrelenting efforts towards making BRAC University an even superior institute to learn. The Student Tutors (STs) of the Business School organized the program.

Marketing Metrics

"Unlocking the Power of Possibilities with New Horizons of Marketing "

Brac University Marketing Association (BUMA) powered up with another highly anticipated marketing event "Marketing Metrics".The event featured Bangladesh's ambitious marketers SADMAN SADIK and KHALID FARHAN, the brightest minds in the industry and both of them ignited a spark of inspiration for the audience to propel their entrepreneurial minds to reach new heights. The event took place on 5th July 2023 (Wednesday) at BRAC University, where the atmosphere was buzzed with excitement and anticipation for the honorable guests.

The first programme speaker, Sadman Sadik, took the stage and shared his insights on the power of storytelling in branding and how important it plays a role in everyday life. The speaker slowly explained how different tools of marketing can be used to connect the dots and highlight certain potential skills. Sadman Sadik also shared how big MNC companies choose their CVs and how different marketing metrics can be used to enrich this generation's CV. As AI, being the new generation is taking over the world, it can be defeated by marketing minds, by using them in the most appropriate ways to create their own identity in this digitalized world mentioned by the guest.
SEO and SPO were the main topics discussed further as the new digital world requires new ways to reach the authentic target of people for better knowledge of the market and their business. Sadman Sadik, the talented speaker also mentioned that Bangladesh still hasn't introduced one-one counselling sessions and are in real need for these sessions where mental health founding associations propel such needs to be recognized all over the world for it to be a better place.

The second speaker, Khalid Farhan started with his life experience of getting into this creative world of marketing and how he proceeded and dug deeper reaching the heights now known to all of the world. The guest shared how academic marketing is important in shaping the ideas in new and creative ways, serving the world with huge knowledge and magnifying skills time spotting themselves in this era of globalisation. "Sales is greater than Marketing" mentioned by the marketing genius grabbed the attention of the audience inspiring them to be more productive during their professional work excelling in efficiency for their business. Creating the X Factor within yourself with the serving privilege of our AI tools and also multi-media social platforms like Facebook, Youtube, Instagram, TikTok, etc are the best marketing ways to reach the target people all around the world. Living Standard is proportionate to work-life leisure mentioned by the guest, Khalid Farhan.

Throughout the event, knowledge was shared like a mighty war of genius minds. The speakers covered both traditional and AI marketing, outlining creative tactics and employing various technologies for data analysis and consumer information exploitation. Students learned about the latest tools and technologies that would allow them to harness the immense power of data, transforming it into actionable marketing campaigns that would leave a lasting impact on their choice of audience of their professional life and creating new startup .The event proved to be incredibly illuminating and provided motivating knowledge to accomplish the seemingly unachievable future with simple marketing.

Last but not the least, the entire event was captured by the well-known media partners DBC News, The Business Standard, and campus media partner BRACU Express. They all contributed enormously in spreading this gratitude across the nation through their channels in order to inspire and reflect the world on the significance of marketing in creating more effective means of connecting with individuals all over the world.

The Power of Alumni Networking: Building Bridges of Success

A seminar of great significance, titled "The Power of Alumni Networking: Building Bridges to Success," took place on October 17, 2023, a Tuesday, at the esteemed Brac University. The event, organized by the Brac University Marketing Association (BUMA), included three notable and professional speakers, each with a wealth of experience and competence in a variety of industries. These top professionals generously provided their essential thoughts on the vital role of networking in individual career growth.

Alumni networking stands as a profoundly productive strategy, serving the cause of both personal and professional advancement. The event, featuring a distinguished group of speakers, explained the many benefits of using this approach. At its core, alumni networking is predicated on the exchange of knowledge and relationships among individuals who have traversed similar educational and professional paths. Through these connections, one can unlock the keys to success. Our distinguished guest speakers, including Md. Tajdin Hassan, Chief Business Officer at The Daily Star, Tanjim Ferdous, In Charge of NGOs & Foreign Missions at The Daily Star, Masrur Rahman, Head of Strategy at Keeron serve as real-life examples of how these connections can be powerful, providing guidance and valuable insights to help you succeed.

Identifying your inner potential is integral for building connections within the alumni network. It presents an opportunity to engage with like-minded individuals who share common educational or career backgrounds. These connections can act as mentors and advisors, inspiring you and helping you achieve goals you once thought were out of reach. Alumni networking is also a smart way to shape your future by revealing opportunities that might otherwise go unnoticed. Thus, your alumni network emerges as an invaluable asset, whether you seek business partnerships, career prospects, or professional guidance.

The undeniable standout of the year is unquestionably the event with these distinguished speakers. The combination of their knowledge and expertise, along with the power of alumni networking, creates an environment that supports personal and professional growth. We encourage all participants to make the most of this opportunity, learn, and find inspiration. It's time to use the knowledge and resources your alumni network provides for a better and more prosperous future.

Within this seminar, our three outstanding speakers and special guest shared the key to success through the channels of networking, diligent effort, and unwavering dedication. Students learned how networking can be a valuable asset when selecting a career path and pursuing employment. Cultivating strong bonds among colleagues can enhance productivity and enrich the quality of life. Knowledge and skills are acquired, whether within or outside the job market. Student involvement in alumni networking they stay updated on industry trends and potential career opportunities. Moreover, it helps in building professional connections and relationships, which can lead to successful partnerships, alliances, collaborations, personal growth, and career advancement.

Upon the conclusion of the seminar, participants had the chance to engage in a comprehensive question-and-answer session with the speakers and explore networking in greater detail during an in-depth Q&A session. Both students and members of the BRAC University Marketing Association (BUMA) asked a few significant questions. Questions such as, Is it possible that you are an engineer department graduate with aspirations to pursue a career in the business industry? Will it be simple or challenging? Another important question was: does CGPA really matter in job sectors? Then what are the strategies one can follow to be proficient in creating networking or What strategies can be employed to excel in networking?" were thoughtfully and informatively addressed by our esteemed guests. The Q&A session proved to be a interactive and enlightening experience overall.

In closing, Students left the event with profound understanding of the potency of networking, learning from individuals who have faced similar challenges and achieved notable successes in their careers.

This seminar has enabled students to access a wealth of knowledge and expertise. within the alumni network, offering mentorship and facilitating professional growth. We extend our heartfelt gratitude to this Marvels Event for its exceptional role in raising awareness about the significance of power networking. The BRAC University Marketing Association (BUMA) Club is profoundly appreciative of The Daily Star's participation as the Media partner in this event, which fostered a meaningful gathering. We express our deep gratitude for the profound insights provided by our three esteemed guest speakers and look forward to future collaborations with The Daily Star, enriching our mutual learning experiences.

Celebrating Success

As a celebration of successfully arranging the 1st International Case Conference on Business and Management (ICCBM) 2023 and promotion of existing faculty members and new joiners, BRAC Business School held an outdoor retreat at Sea Shell Park at Purbachal on 18th August 2023. Faculty and staff members and their families attended the fun-filled day-long retreat. There were exciting games for all the participants, and the winners received special prizes. The acting dean, faculty & staff members, teaching assistants, and student tutors participated in an exciting football match in the afternoon.

Special gifts were arranged for all the kids who attended the program. The program was sponsored by Dr. Rabiul Basher Rubel, Dr. M. Nazmul Islam, Dr. Abu Saad Md. Masnun Al Mahi, Dr. Asadul Islam, Dr. Mujibul Haque, Dr. Sayla Siddiqui, Dr. Saad Md Maroof Hossain, Mr. Shihab Kabir Shuvo, Mr. Tausif Bari, Ms. Takmilla Tabassum, Ms. Tarannum Khan Majles and Dr. Mujibul Haque.

Mr. Saif Hossain, Assistant Professor and Director of the BBA Program, along with Mr. Shahin Sheikh, DCO BBS, and Mr. Shadman Sakib Rummat, Graduate Teaching Assistant, collaborated with student tutors and staff from BRAC Business School to coordinate the program.

Remembering Mahmudul Haq Sir

Dear Mahmudul Haq Sir,

As the saying goes, it's better late than never. Sir, when you were here with us, I never expressed my gratitude towards you and I think this is a perfect opportunity for me to do so. If you can remember it was the summer of 2010, when I first got introduced to you and you were there with your gracious smile welcoming me to BBS. Little did I know that day that you would play such an instrumental part in my teaching career. As I got the chance to work with you on different occasions, our bond as members of the Finance Team grew stronger. Your persona was such that people around you could feel the warmth of your affection. Sir, I'm sure you remember the countless instances when I rushed to you - be it the content of the slides or solving a difficult problem or preparing the exam questions, you were always there! You were there to calm me down, help me out with all your materials and on top of all, with your priceless advice. The depth of your knowledge in finance always mesmerized me. Now, whenever I think of you, I picture you walking through the corridors of BBS with a mug full of black coffee in your hand and with that gracious smile on your face - A smile that is and will be missed very dearly forever. Thank you, Sir, for always being there for me.

With humble regards

Samina

At the time of his very untimely death, Professor Mahmudul Haq had been the longest serving faculty member at BRAC Business School (BBS). My first recollection of Professor Haq goes back to May 2006 when I joined BBS as a junior faculty. At the time he was a member of the team which was administering the teaching staff of the school. As he appeared a bit reserved and shy during my early months, I maintained a certain degree of formality in my interactions with Professor Haq. But this thin gauze of cordiality soon dissolved, and behind the screen I found a very friendly and warm human being with wide ranging interests. Our conversations soon included rock music from the 70s, and classic automobiles, and I was bemused to discover that Professor Mahmudul Haq had an impressive collection of vinyl records dating back to the 70s, and 60s. Yet Professor Haq was not all about his curious hobbies, but also a seasoned professional who was making valuable contribution in shaping the next generation of Finance majors who would lead Bangladesh. Any student who took a class with Professor Haq can attest that his professional capability, and commitment, as a Professor of Finance, was first-rate and very rigorous. Here he excelled not only in delivering brilliant classes, but also in setting a benchmark of quality at BBS in his area. Professor Haq was averse to publicity and believed in working quietly in the background. From leading the MBA program to enhancing faculty development by implementing peer evaluation schemes, over his long service, Professor Mahmudul Haq has left an indelible mark on the progress of BBS. He was one of the bulwarks from the past against which today's BBS gradually strengthened and became prominent. His tragic departure was very sudden and left all of us in shock and disbelief. I lost a mentor, and my colleagues lost the assurance of a leader whose wisdom and presence were a great comfort to them.

"Suffering from Suffering" a team from BRAC University became the champions of 'Ha-Meem Group presents Checkmate: A Battle of Strategic Minds'!

The competition was organized by **AUST Career Development Club** on July 16th 2023 (Final round). The challenging tournament was won by Team

"Suffering from Suffering" after they overcame all challenges and showed their competence and knowledge. They competed in two online rounds before facing a difficult Focus Group Discussion and a competitive round of presentations to claim the title of champion. Each squad posed a formidable challenge. The first and second runner-up teams, "Chess" and "The Optimal Strategists," both excelled in terms of how successfully their strategies and skills were applied, exceeding the other finalist teams.

The winning team consisted of three Brilliant minds from our **Brac Business School**; Sirzil Haider, Marzia Zaman, and Adnan Fahim. BRAC University acknowledges this admirable accomplishment and looks forward to continuing to develop talented brains for other examples of such amazing accomplishments.

Industrial Tour at DBL

Undergraduate students of BRAC Business School visited the production premises of DBL Group in Gazipur on 26 August 2023 as part of the industrial tour program. An industrial tour to observe the production and service operations in the industry sector is a relevant and enrichment activity of business education. During the tour, the students observed the production planning, production operation, activities of the supply chain, inventory control, quality control and assurance, energy and industrial resources optimization, and sustainable issues of DBL closely. They also enjoyed the beauty of the factory premises and observed social and medical services provided by the management of DBL. The management of the organization briefed the students and actively interacted with the officers who were giving the orientation. It was a good learning experience for the students to go through practical management.

BRAC Business School, BRAC University is giving thanks to the management of DBL authority for their all-out cooperation.

The education trip was held under the guidance of Mr. Hasan Maksud Chowdhury, Assistant Professor, BRAC Business School, BRAC University.

Faculty Achievement

Dr. Nusrat Hafiz

Congratulations to Dr. Nusrat Hafiz, lecturer of BRAC Business School (BBS), for earning her Ph.D. in Management from Putra Business School (AACSB Accredited), Malaysia. She has passed her doctoral defense with very minimal corrections. She has been especially acknowledged by the school for producing an outstanding thesis among the graduates of the school.

Md. Mizanur Rahman, PhD

Family entrepreneurship benefits women because of their economic, family, and social needs. But, as rural women, it is not much easy for them to maintain their family entrepreneurship successfully. The findings show that rural women entrepreneurs faced primarily social and cultural, financial, and skill-related challenges, though they face other challenges to survive their family entrepreneurship. This study can provide an overview of

Her doctoral thesis topic was: Organizational Capabilities, Dynamic Capability, Sustainable Orientation and Organizational Growth in Women-led Small and Medium Enterprises in Bangladesh. The examiners were internal and external to the University, who have been experts in the fields. She has completed her Ph.D. under the supervision of Ts. Dr. Ahmad Shaharudin Abdul Latiff and Prof. Dr. Sazali Abd Wahab. During her journey, Dr. Hafiz has authored research articles published and accepted in ABS, SSCI, ABDC, and Scopus-indexed Q1, Q2, and Q3 journals. We wish her all the success in her career.

the challenges faced by the rural women entrepreneurs and provide them with a blueprint for the development of women entrepreneurs in developing countries.

Journal of Family Business Management (2023)

Student Achievement

Syed Zarif Samdani

Batch: Summer 2016
Department: BRAC Business School
Syed Zarif Samdani had the immense honor of receiving not one, not two, but three prestigious awards from the International Property Awards Committee for his work in Dream Courtneypark, Canada.
Here's what he was honored with:
• Best Development Marketing Award 2023 in Canada
• Best Development Marketing Award 2023 in South/North America
• Best Development Marketing Award Global Nominee 2024 (He's been invited to an event in London, UK in 2024!)
The International Property Awards are open to residential and commercial property professionals from around the globe. They celebrate the highest levels of achievement by companies operating in all sectors of the property and real estate industry. An International Property Award is a world-renowned mark of excellence.
Syed Zarif Samdani led the Dream Courtneypark marketing campaign as the Marketing

Faiza Tahiya

Faiza Tahiya, a distinguished alumna of the BRAC Business School at Brac University and a former Teaching Assistant at the same institution, achieved a remarkable feat by securing a prestigious, fully funded Dean's Responsible Business Scholarship for 2023 entry to MSc Business Analytics at the University of Birmingham. This award was made based on academic excellence and a high commitment to ethical and responsible business studies and application. Earning such an award signifies a demonstration of exceptional merit in various areas, including academics, leadership, research, and more.

Birmingham Business School is a triple-crown accredited business school that consistently ranks itself among the top business schools globally. Besides, the University of Birmingham was ranked 84th in the QS World

Manager at Lee & Associates Toronto. Dream Courtneypark is one of his company's listings. It is a massive 209,000 sq. ft. industrial building, and his company brought this listing on the market last year. Here's a snippet on how he created massive hype on the market for which he was awarded and nominated globally:

• 3D Visuals: Used 3D tech & 3D architecture to create striking visuals of the building.
• Marketing Video: Created a compelling video highlighting the building's features.
• Enhanced Brochure: Made a standout brochure with all the relevant info.
• Website: Built a user-friendly website for easy access.
• Landing Pages: Developed targeted landing pages for different audiences.
• SEO Boost: Improved their online presence with an SEO strategy.
• Social Media Buzz: Developed a one-year Social media promotion plan for the listing which stirred up excitement across all the platforms.

He was also nominated by the award committee to represent America on the global stage, where people from across the globe will appear and compete for the award.

University Rankings 2024.

Ms Faiza contributed remarkably at Brac Business School (BBS) as a Teaching Assistant. Her case study won the tenth-best prize at the 1st International Case Conference on Business and Management 2023 hosted by BBS.

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