



TWO YEARS OF GROWTH A LIFETIME OF LEARNING

MBA PROGRAM 2022



Vice Chancellor's Message

EMBRACING THE POWER OF TECHNOLOGY & INNOVATION

"Investing in education is the best way to deal with unpredictability in this ever-changing global business climate. ULAB School of Business is preparing to offer Bangladesh's top business education. Our MBA program's aim is to provide our graduates with all they need to succeed. Whether they want to oversee a huge business, a startup, or a government or development initiative, we prepare them to lead companies that make a significant and meaningful difference in the world."

Professor Imran Rahman
Vice-Chancellor

MBA PROGRAM AT A GLANCE

The ULAB MBA – your path to success in business

Do you want a business degree that will help you succeed in your career? Right here in the heart of Dhaka city, the ULAB MBA Program equips you with the knowledge, qualifications, connections, and practical experience you'll need to succeed.



Career Readiness

Through a career advancement or a new business initiative, the ULAB MBA assists our alumni in achieving their professional goals.



Industry-focussed Faculty

Our faculty create top-notch programs and cutting-edge research that impact enterprises worldwide.



Networking Opportunities

ULAB MBA Program offers networking opportunities with alumni, teachers, staff, and business leaders.



Learning for Leadership

We empower students through the leadership development program, industry workshops, and liberal arts seminars.

Program Structure: Develop Your Own Specialization



Currently, four concentration areas are on offer:

- Human Resource Management
- Finance
- Marketing
- Supply Chain Management

Additionally, MBA students must complete three liberal arts workshops and three industry workshops as part of their graduation requirements.

CORE COMPONENTS OF MBA CURRICULUM

Foundation Courses 9 courses 27 credits	Core Courses 5 courses 15 credits	Concentration Courses 5 courses 15 credits	Capstone Courses 1 courses 3 credits
MBA 098 Basic English* MBA 099 Basic Math* MBA 514 Micro Economics MBA 515 Macro Economics MBA 521 Organizational Behaviour ACC 510 Financial Accounting BAT 501 Applied Business Statistic BGE 501 International Business	HRM 501 Human Resource Management MKT 501 Marketing Management FIN 501 Financial Management SCM 501 Operations Management ENT 501 Entrepreneurial Mindset	5 concentration courses with 3 credits each from selected concentration	MBA 700 Strategic Management

*Non-credit are assigned depending on the admission committee's assessment of need.

ADDITIONAL NONCREDIT COMPONENTS OF MBA CURRICULUM

Introductory Workshop (Optional)	Liberal Arts Workshops (Mandatory)	Industry Workshops (Mandatory)	Exit Workshop (Optional)
Optional workshops of 6-hours (divided into two sessions) to assist students to find the balance between graduate school, professional and personal life.	Three liberal arts workshops are required for students to graduate to gain the social insights needed to lead in today's complex business world.	All ULAB MBA students must attend three industry workshops by industry experts to enhance their skills for industry relevance and its dynamics.	The optional day-long exit session assists students to appreciate the need for a growth mindset to adapt to the changes brought on by the industrial 4.0 revolution.



STUDENT FEEDBACK INSPIRES CHANGES

"The best part of the ULAB MBA program for me has been the fact that almost in every class, I not only gain management insight but also learn about the changes happening around the world. And this has changed my definition of success."

Atoshi Majumder (MBA from Spring 2021)



Challenge Your Idea of Leadership

The ULAB MBA is centered on preparing you for leadership potential through three specialized programs. These programs' participants are chosen through a highly competitive process.



MBA Excellence Program gives transformative higher education to non-working MBA students who are intellectually brilliant and seek richer experiences that will prepare them for their careers with a six-month blended learning program.



ULAB MBA

ULAB DifferenceMaker Program exemplifies an entrepreneurial spirit. It's an entrepreneurial development project created with the University of Massachusetts Lowell's RIST DifferenceMaker Institute's license agreement and technical assistance.



ULAB MBA Shift is a one-of-a-kind women leadership development program aimed at assisting working female MBA students in realizing their full professional potential as corporate and societal leaders.



MBA Director's Message

"We want to help drive a shift in attitudes and culture. To lead a new generation of decision-makers who seek to transform how business impacts our world positively. We want to make a difference for you. To do so, you need to change and explore the significant issues from diverse new perspectives. Build a deeper understanding and the tools, competencies, resilience, and confidence to tackle our world's challenges."

Asif Uddin Ahmed
Assistant Professor & MBA Program Director
ULAB Business School



DIVERSITY IN CLASSROOM

The class represents a breadth of diversity, a multiplicity of perspectives and expertise, along with a willingness to interchange ideas and concepts that expand horizons.

"Given the current realities of the global business, diversity in MBA programs is critical if we hope to reap the benefits of engagement, innovation, and creativity in the future."

Professor Imran Rahman
Vice-Chancellor

1800+

MBA GRADUATES SINCE
INCEPTION

200+

REGISTERED MBA
STUDENTS FOR FALL
2021

100+

MBA GRADUATES'S
DEGREE CONFERRED
DURING 2021
CONVOATION

60%

FEMALE STUDENTS OUT
OF +200 REGISTERED
MBA STUDENTS FOR
FALL 2021

42%

REGISTERED MBA
STUDENTS ARE
CURRENTLY EMPLOYED

94%

OF THE MBA STUDENTS
ARE AWARDED
DIFFERENT WAIVERS
AND SCHOLARSHIPS

21%

OF THE STUDENTS ARE
WITH NON-BUSINESS
EDUCATION
BACKGROUND

27%

AVERAGE TUITION
WAIVERS RECEIVED BY
ALL SCHOLARSHIP
RECEIPIENTS

MBA Alumni Testimonials

"It was difficult to keep a position at a pharmaceutical firm during the early days of pandemics because our business model had to shift. During the last two online terms, the assistance I received from senior faculty members teaching the concentration and capstone courses enabled me to complete my MBA at a hard time."



Adnan Abdullah (MBA 2019)

Senior Manager, Product Development Management
Popular Pharmaceuticals Limited



Anika Shama (MBA 2019)

Assistant Manager (Account in Charge)
Spellbound Leo Burnett

"The greatest benefit of the ULAB MBA program was much more than the "piece of paper" that I received at the end. It was the confidence it gave me to pursue, win, and accept a sales career. Thanks to the faculty of the MBA program, I know that I have all of the tools to be a successful leader."

ULAB MBA 2021: Innovative thinking helped mitigate the impact of COVID-19

Covid-19 has ushered in a new era of human interaction and virtualized our academic and professional arenas and we've had to adjust quickly to the new normal. Vital aspects of the MBA experience like presentations, speaker events, and networking switched to virtual platforms. ULAB MBA Curriculum has handled it well, turning the program to focus more on a new form of learning.



Virtual Youth Employment Campaign 2021

In collaboration with the EMK Center and the Business Standard, the ULAB MBA Program hosted a second virtual youth employment campaign titled "Unleashing Youth: Solving the Triple E Challenges: Education, Employment, and Engagement." National and international specialists, corporate leaders, young activists, academics, government representatives, and students participated in the month-long virtual campaign.



Providing practical learning opportunities for female MBA students

ULAB collaborated with ENLIVEN- a youth-led organization and the Bangladesh Aquaculture Activity Project implemented by the international NGO World Fish and funded by the USAID Feed the Future Program. Ten female ULAB MBA students attended a three-week virtual program on rural enterprise development and business management.



Signing MOU with the Project Management Institute of Bangladesh

In order to equip the MBA graduates with project management skills and certifications for future careers, the ULAB MBA Program signed an MOU with the Project Management Institute of Bangladesh (PMIBD), the local chapter of the Project Management Institute.



Standing up as a global citizen

Global Citizenship Program

A select group of gifted MBA students took part in a month-long Global Citizenship Program 2021, organized by Common Purpose- a UK-based international leadership development organization. The program is designed to equip MBA students with the 21st-century skills and inspiration they need to achieve the UN Sustainable Development Goals (SDGs) that they are most passionate about.



ULAB Convocation 2021

On November 29, 2021, ULAB celebrated its 6th convocation virtually. On behalf of the Chancellor and President of Bangladesh, Education Minister Dipu Moni announced the opening of Convocation 2021 and presided over the ceremony. The chairman of UGC, Kazi Shahidullah, was present as a special guest. Mashrafe Bin Mortaza, the former captain of Bangladesh's national cricket team. Kazi Nabil Ahmed, a member of the ULAB Board of Trustees, ULAB Vice-Chancellor Imran Rahman, and Professor Shamsad Mortaza were present and spoke at the event. During the convocation, 745 graduating students, including 186 MBA students, received their degrees.



Your Journey Starts Here

Selecting Exceptional Individuals

If you are ready to prepare yourself for a leading role in the future of business, we want to hear from you.

 ACADEMIC CAPACITY Required academic qualification approved by the ULAB admission committee	 ABILITY TO CONTRIBUTE How you can contribute to the community during and after the programme
 INTERNATIONAL MOTIVATION Adaptability and flexibility in multicultural environments	 LEADERSHIP POTENTIAL Work experience and quality of your achievements

For details please visit <https://oam.ulab.edu.bd/>

Admissions Process



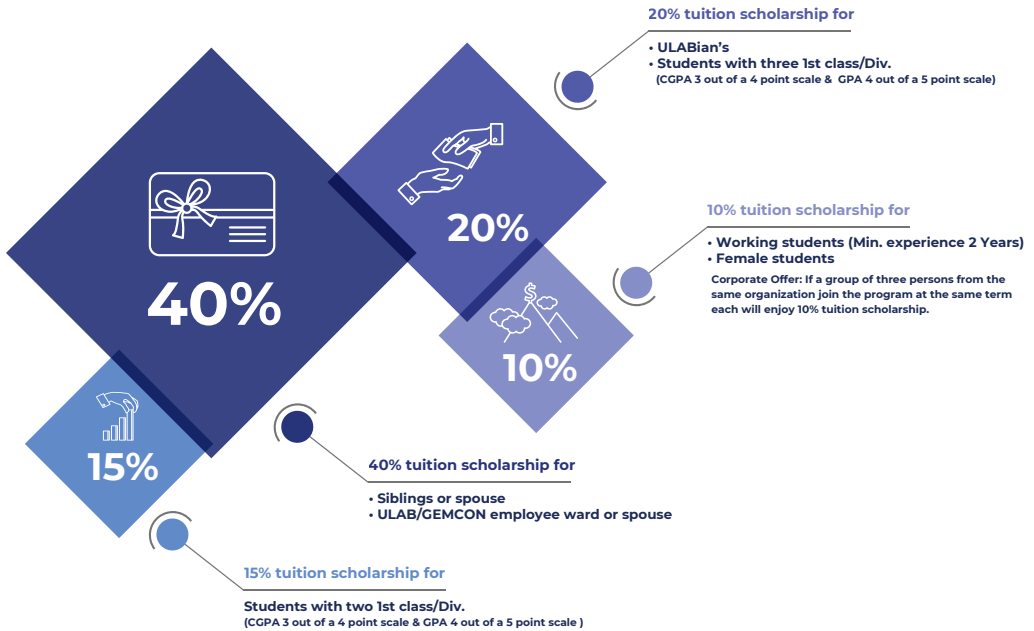
Graduate Tuition & Fees

Tuition Fees for MBA		Credit Hours 57
Form Fees	500	
Admission Fees (First time only)	15,000	
Registration Fees (For 6 semesters)	(2,500 X 6)= 15,000	
Tuition Fees	285,000	
Total	315,500	
ULAB offers tuition waivers based on specific criteria. The percentage of waivers available are mentioned below along with the detailed information on the following page.		
10%	287,000	
15%	272,750	
20%	258,500	
40%	201,500	



Graduate Tuition Waiver and Scholarships

SCHOLARSHIP POLICIES FOR GRADUATE ADMISSION



ULAB offers financial aid in the form of merit based scholarships, as well as tuition waivers based on specific criteria. Once you have been admitted to the MBA program, the Admission Office will guide you through the application process.

ULAB awards many scholarships to students based on various criteria. These are some of the following:

- Vice-Chancellor's Honors List Scholarship
- Dean's Honors List Scholarship
- Named Scholarships



Life at ULAB

When you become a ULAB MBA student, you are provided with enormous opportunities to strengthen you in both an academic and a social community. You'll meet students from diverse programs around campus, attend lecture series, cultural events, use athletic facilities, and attend formal dinners, among other things. There are a plethora of ways to get involved in campus life.



**More than
40 Students per
Club**



**National Events:
A Celebration of
Cultural Diversity**



**Student
Well-Being**



**Social Events
and Activities**



ULAB Clubs

There are over 22 registered clubs and societies representing areas such as entertainment, arts, language, media, business, sustainable development as well as sports that you can become involved in.

Facilities in ULAB



● **Computer Lab**



● **Library**



● **Cafeteria**



● **Gallery**



● **Bus Service**



● **Media Lab**



● **Screening room**



● **Radio Booth**



DEVELOP YOUR CAREER

ULAB MBA Employer Engagement

Whether you're looking to accelerate your career, transition, or explore your alternatives, ULAB attracts a diverse group of MBA employers that interact with us daily.

Expert guidance

Through one-on-one coaching, group seminars, and co-curricular programs, a dedicated staff of career coaches and industry advisers work directly with you.

Talent Development Programme

This program is designed with a series of courses and events. Networking and presentation skills, business writing, and personal brand building are the topics covered in workshops led by recognized global professionals.



72%
EMPLOYED

28%
SELF-EMPLOYED



MAJOR RECRUITING INDUSTRIES

Banking and Finance
Consumer Goods
Food and Beverage
Healthcare
Consultancy

Pharmaceutical
Telecommunication
Electronic Appliances
Retail
Advertising

Real Estate
Hotel and Tourism
Digital Marketing
E-commerce
Education

MBA Faculty Profile

The reputation of the ULAB MBA Program is largely the result of the commitment and innovation of the teaching staff. ULAB MBA's full-time faculty reflects the industry affiliation that is the hallmark of the school.

INDUSTRY AFFILIATION



Most of the ULAB MBA Faculty members, with years of professional experience, are uniquely equipped to bridge the gap between 'traditional' teaching methodologies and the application of industry knowledge.

RESEARCH ORIENTATION



ULAB MBA faculty members are engaged with cutting-edge academic research as well as research for the Government of Bangladesh, NGOs, and Private Sectors on topics that are considered important for the future of Bangladesh.

INTERNATIONAL TRAINING



30% of the faculty members have Ph.D. and 75% have higher education and training from universities like London School of Economics, Cornell University, Harvard Business School, etc. ULAB MBA Program prepares the students to understand global economics.

COMMUNITY ENGAGEMENT



ULAB MBA Program understands the importance of having faculty members actively engaged with the community through their research and voluntary work. ULAB MBA Faculty members are well known for their work on youth and women empowerment, entrepreneurship, etc.

A ROBUST AND ENGAGED ALUMNI NETWORK

The ULAB Alumni Association is the university's official alumni community, bringing together individuals that share a common interest in business who support and serve as proud ambassadors around Bangladesh and across different parts of the world.

 **8000+**
MEMBERS

 **1800+**
MBA GRADUATES

 **150+**
DIFFERENT ORGANIZATIONS
AS EMPLOYERS OF MBA GRADUATES

 **20+**
COUNTRIES ACROSS THE WORLD
WHERE ULAB MBA GRADUATES
CURRENTLY LIVE

"When you enroll in the ULAB MBA program, you join a lifelong cycle of dialogue and advancement. your program engages your enthusiasm, commitment, and involvement to help the next generation of alumni who will follow in your footsteps."

Asma Akther Teenu
Client Service Coordinator, QIMA





ULAB

UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Get in Touch

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For Online Application: <https://oam.ulab.edu.bd/>

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