

# BACHELOR OF BUSINESS ADMINISTRATION

Admission Pack



## Why Choose ULAB?

At ULAB, you will find more than just a university—you will discover a community that inspires you to dream big, think differently, and create change.

We're one of Bangladesh's leading private universities, known for our **liberal arts approach** and strong commitment to **sustainability**. With **5,500+ students** and a rapidly growing **global alumni network**, ULAB is a place where ideas turn into action.

We're proud to be recognized worldwide:

- Ranked **8th in Bangladesh (2025)** in the *Times Higher Education Impact Rankings* for our impact on **Quality Education, Gender Equality, and Sustainable Cities**.
- Certified with **ISO 9001:2015 QMS** for top-quality management systems.
- The **only Bangladeshi university in the WURI Top 60**, earning a spot at **54th in the Global Top 400 Innovative Universities**.
- ULAB has been ranked **801–850 in the QS World University Rankings: Asia 2025**.

All of this happens on our **green campus**—a lively, welcoming space where learning feels natural, open, and fun.

## Why Choose BBA at ULAB School of Business?

In today's fast-paced global economy, a **Bachelor of Business Administration (BBA)** opens doors to limitless opportunities. At **ULAB School of Business**, you won't just study business — you'll **Grow with Purpose**. Our BBA program builds strong foundations in finance, marketing, management, and leadership, preparing you to thrive in a competitive world.

### Why ULAB BBA stands out:

- Study at one of **Dhaka's most reputed business schools**
- **Affordable tuition:** Tk. 6,500 per credit
- **Globally educated faculty** from the USA, UK, Australia, France, Germany, Sweden, Japan, China, Malaysia, and India
- **Scholarships and Teaching Assistantships (TAs)** for deserving students
- **Shuttle bus service** for convenient commuting
- **Industry exposure** through field visits and corporate interactions
- **Blended learning:** on-campus and online flexibility
- Opportunities for **research and higher studies**
- **Vibrant campus life** with clubs and extra-curricular activities
- **Psychological counselling and mental health support**
- **Business education enriched by liberal arts**
- Focus on **environmental sustainability** and social responsibility
- A **green, award-winning campus**, featured in Architectural Digest India (2023)



# Career and Job Prospects

ULAB BBA graduates are shaping the future – working with top local and multinational organizations such as **Unilever, Marico, BAT, Grameenphone, Banglalink, bKash, Pathao, BRAC Bank, and Daraz.**

## Career Pathways by Major:

- **Accounting** – Auditor, Tax Consultant, Financial Reporting Analyst
- **Finance** – Financial Analyst, Risk Analyst, Relationship Manager
- **Marketing** – Brand Executive, Digital Marketing Specialist, E-Commerce Executive
- **Human Resource Management** – HR Executive, Talent Acquisition Specialist, L&D Officer
- **Supply Chain Management** – Supply Chain Analyst, Procurement Executive, Logistics Coordinator

## Our students already making a mark:

- Afiat Rahman – SPARK Campus Ambassador, Unilever
- Naima Islam – Ignite Campus Ambassador, Marico Bangladesh Ltd.

## Our alumni leading the way:

- Rayhan Ahmed – Territory Manager, bKash Ltd.
- Mumtahina Anika – **Forbes 30 Under 30 (2024)**, Co-Founder of Zatiq
- Shahnuma Sharmin – Head of Strategy & Digital, BYD

## Course Distribution:

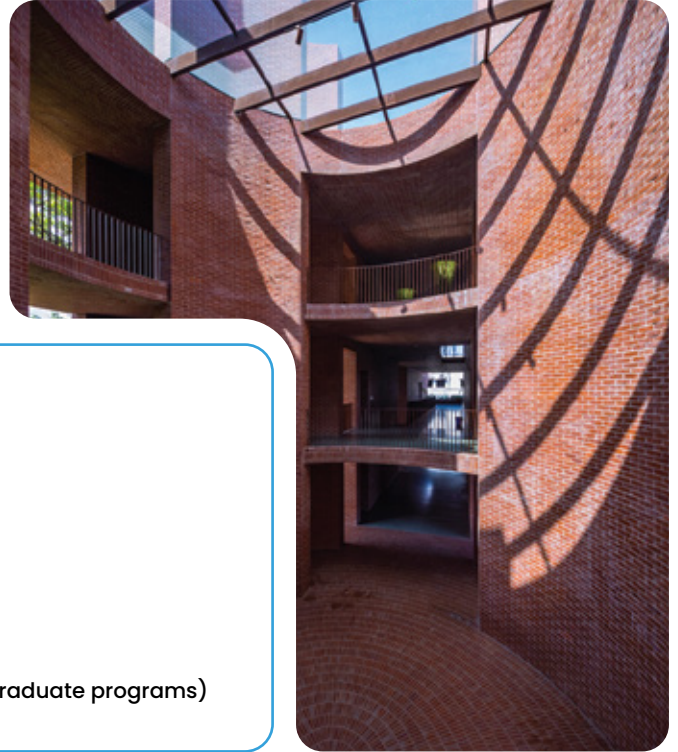
Course Category	No. of Courses	Credits
General Education Foundation Courses	2	$3 \times 2 = 6$
ULAB Core Courses	3	$3 \times 3 = 9$
Essential Skills	4	Non-Credit
General Education Elective Courses	3	$3 \times 3 = 9$
Major Core Courses	20	$20 \times 3 = 60$
Major Elective (Concentration) Courses	6	$6 \times 3 = 18$
Minor/Optional Courses	5	$5 \times 3 = 15$
Project/Internship	1	$3 \times 1 = 3$
<b>Total Credit Courses</b>	<b>44</b>	<b>120</b>

## Cost of the Program:

Credit Hours	Per Credit Fee	Total Cost
120	6,500 Taka	<b>8,51,500 Taka</b> (Including all other costs)

### Major Electives/Area of Concertation:

- Accounting
- Finance
- Human Resources Management
- Marketing
- Supply Chain Management



### Minor:

- Economics
- Sustainable Development Studies
- Media Studies and Journalism
- South Asian Studies
- English
- Computer Science and Engineering
- Business Administration (for students of other undergraduate programs)

## Department Facilities

**World-Class Research Hub:** The Center for Enterprise and Society (CES) leads groundbreaking research in business, entrepreneurship, and social innovation – shaping the future of responsible leadership.

**Your Startup Starts Here:** The Green and Social Business Incubation Center turns entrepreneurial ideas into reality – guiding you to launch, grow, and scale your dream business with expert mentorship.

**Modern Learning Spaces:** Experience dynamic learning in smart classrooms equipped with computers, projectors, sound systems, air conditioning, whiteboards, and high-speed Wi-Fi – creating an inspiring environment for success.

**Vibrant Student Communities:** Join one of the most active business student networks in the country – with 245 members in the ULAB Business Club and 202 passionate marketers in the ULAB Digital Marketing Club.

**Resource-Rich Library:** Explore a well-equipped, spacious library featuring over 1,800 business books and resources to fuel your curiosity, research, and innovation.

## Faculty Strength

**73%**

faculty members  
have **industry experience**

**42%**

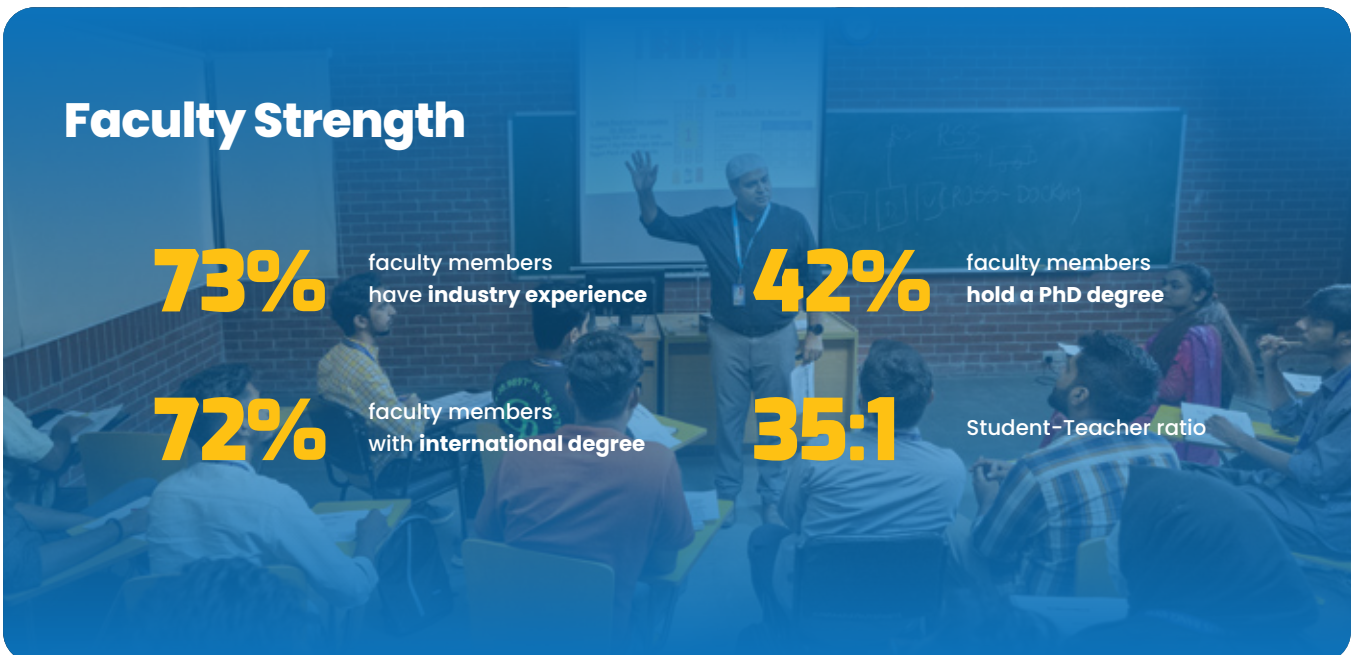
faculty members  
hold a **PhD degree**

**72%**

faculty members  
with **international degree**

**35:1**

Student-Teacher ratio



## Core Competencies

As a BBA student at ULAB, throughout the journey you will develop the following skills and qualities, which are highly valued by potential employers in the industry:

- Analytical & Critical Thinking
- Entrepreneurial Spirit
- Data-Driven Decision Making
- Leadership & Networking
- Ethical and Sustainable Business Mindset
- Communication & Digital Fluency

## Major Milestones of the Program

# 2004

ULAB School of Business was Established

# 2012

Launch of Centre for Enterprise and Society (CES)

# 2023

ULAB Green and Social Business Incubation Centre was established, a joint initiative between University of Liberal Arts Bangladesh (ULAB) and the Bangladesh Youth Enterprise Advice & Help Centre (BYEAH)

# 2023

Launch of Supply Chain Management as Major

# 2024

Launch of Economics as Minor

## Global Connections and Opportunities

At the **ULAB School of Business**, we believe in creating a truly **global learning experience**. Through international partnerships, faculty exchanges, and global exposure programs, our students connect with the world beyond the classroom.



# Global Collaborations

ULAB has signed Memorandums of Understanding (MOUs) with renowned institutions including:



## International Exposure Highlights

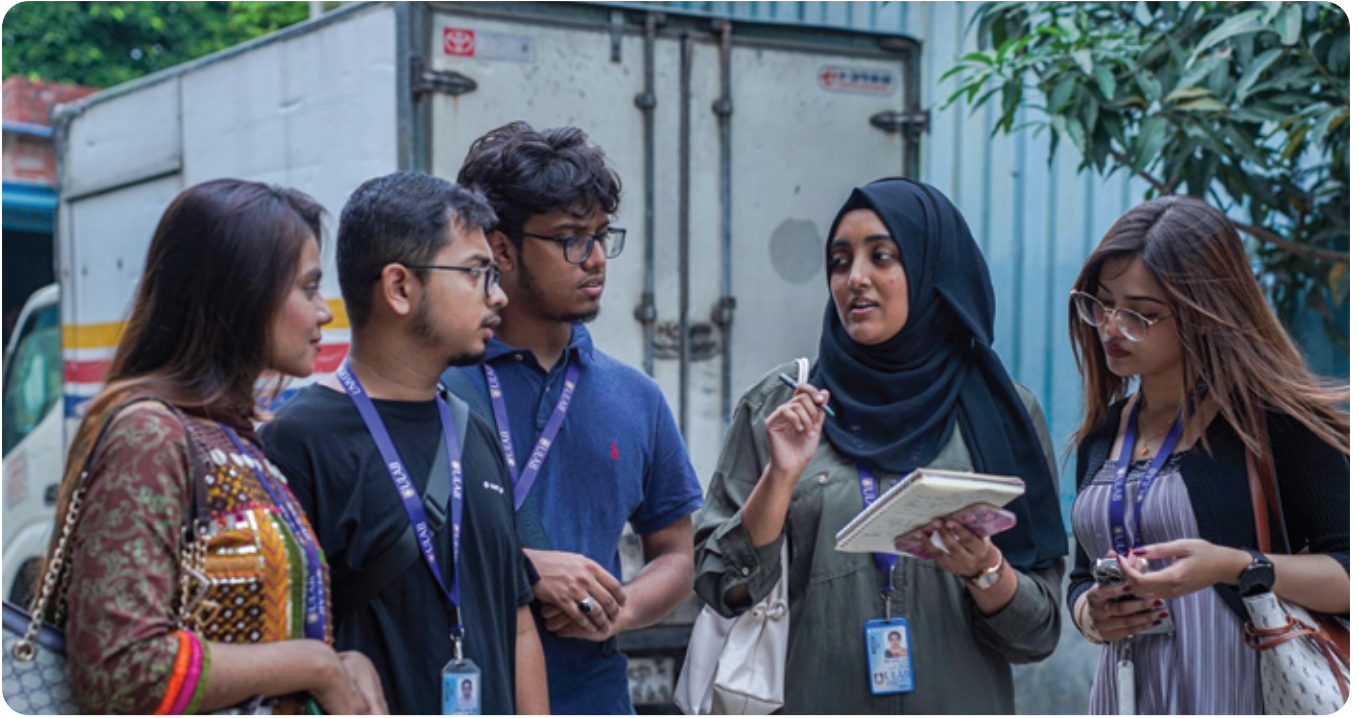
- Students from **St. Xavier's College, India** attended ULAB Business lectures in 2021.
- Exchange students from the **University of Portsmouth, UK** studied at ULAB in 2024, with our faculty supervising their research projects.
- A **Visiting Professor from Bloomsburg University, USA** delivered guest lectures at ULAB in 2024.
- Two ULAB Business students joined a **study tour at Macquarie University, Australia** in 2024.

## Student Engagement and Industry Links

- **Mindshift 2025** – a dynamic marketing competition organized by the **ULAB Digital Marketing Club** and proudly supported by **bKash**, gave students the chance to apply creativity, strategy, and real-world business thinking.

## Scholarship & Financial Aid

- Up to 100% Waiver for strong results, siblings, employees' wards, science, or female students upon meeting the requirements.
- Prestigious Named Scholarships with full tuition and stipend for the study duration.
- VC and Dean Honor Lists with full tuition waivers.
- Support for Talent & Need for artists, athletes, freedom fighters' children, remote areas, and hardship aid.



## Student Life at ULAB

- **Green Campus – Learn where it’s fresh!**  
A spacious, leafy campus in Mohammadpur that gives you room to think, breathe, and thrive.
- **Modern Classrooms – Cool, connected, and collaborative!**  
Fully air-conditioned, Wi-Fi enabled, and designed for interactive learning.
- **IoT & Computer Labs – Tech that takes you further!**  
One of the first private universities in Bangladesh with its very own IoT Lab.
- **Library Resources – Fuel your curiosity!**  
Over 100,000 print and digital resources, global journals, daily news, and cozy study spaces to keep your brain buzzing.
- **Clubs & Events – Find your vibe, join your tribe!**  
From sustainability to adventure, literature to business—there’s always something happening, and a club just for you.
- **Cafeteria & Lounges – Where friends and ideas meet!**  
Grab a bite, brainstorm with your team, or just relax between classes.
- **Shuttle Service – Easy rides, happy vibes!**  
Safe and affordable transport connecting campus to Dhanmondi, Mirpur 12, and beyond.

At ULAB, your student life is more than just classes—it’s a mix of learning, fun, and friendships that last a lifetime.

# Guideline for Online Application



**Application Link:**  
<https://oam.ulab.edu.bd/>

<b>Step 1</b>	Choose your desired program and click <b>"Apply"</b> .
<b>Step 2</b>	Click on the tab <b>"Proceed to Apply"</b> .
<b>Step 3</b>	Fill out the <b>"ULAB Admission Sign-up Form"</b> by providing the required information & click <b>"Create Account"</b> .
<b>Step 4</b>	Check the email account used during sign-up (Inbox or Spam) for the account activation message.
<b>Step 5</b>	Follow the instructions in the email to activate your account.
<b>Step 6</b>	Log in with your registered email and complete the application form with accurate information.
<b>Step 7</b>	After filling out the form, review it by clicking <b>"Preview"</b> , then click <b>"Submit"</b> .
<b>Step 8</b>	Confirm your payment through <b>bKash</b> .
<b>Step 9</b>	Download your <b>Admit Card</b> .

## Undergraduate Admission Requirements:

- A Minimum GPA 2.50 in both SSC and HSC examinations or equivalent, or at least one GPA of 2.00 but an aggregate GPA of 6.00 in SSC and HSC, or
- O'Levels in 5 subjects with a minimum GPA of 2.50 & A'Level in 2 Subjects with a minimum GPA of 2.00 (scale A=5, B=4, C=3, D=2, E=1), or
- Sons/daughters of freedom fighters with an aggregate GPA of 5.00 in SSC &HSC, or
- International Baccalaureate (IB)/American High School Diploma.
- Students with science background in HSC or equivalent Examinations are allowed to get admission in science, technology and engineering programs.

### Note:

- Acceptable score in the ULAB Admission Test.
- Admission test is waived for candidates with minimum score of 1100 in SAT (Math + Critical Reading)
- Admission will be revoked at any time if any certificate or educational information submitted during the admission process is found to be false or incomplete.

## Admission Test Q&A Sample

Kindly visit the following links to review the sample Q&A.

**Undergraduate:** <https://admissions.ulab.edu.bd/undergraduate-programs/undergraduate-sample-question>

## Want to talk to our admission team?

**Book an online counseling session:** <https://shorturl.at/zBpdt>

**Call:** 01730082197 | 01713091936 | 01714161613

**Email:** [admissions@ulab.edu.bd](mailto:admissions@ulab.edu.bd)

## Important Links:

**For tuition and fees:** <https://admissions.ulab.edu.bd/tuition-fees/>

**For scholarships:** <https://admissions.ulab.edu.bd/scholarships-aid/>

**For Admission Merit Scholarship:** <https://admissions.ulab.edu.bd/undergraduate-programs/ulab-admission-merit-scholarship-policy>

**For program information, please visit:** <https://usb.ulab.edu.bd/>