

Department of Management: Excellent Path to Enlightenment

The University of Dhaka

On the first day of July 1921, the University of Dhaka opened its door to the students with Sir P.J. Hartog as the first Vice-Chancellor of the University. In 2021 Dhaka University (DU) has celebrated its centennial anniversary with one hundred years of glorious past, being blossomed into a giant educational and political powerhouse in all aspects. DU now has the pride of housing 13 faculties, 13 institutes, 84 departments, 60 bureau and research centers, 19 halls of residence, four hostels, 138 affiliated colleges and institutions, 46,150 students and 2,008 teachers.

It is the leading and forerunner university in the country. The main objective of the university is to create new areas of knowledge and disseminate this knowledge to the society through its students. Since its inception, the university has a distinct character of having renowned scholars as faculties who have enriched the global pool of knowledge by making notable contributions to the fields of education and research.

It started its journey with three faculties (such as Arts, Science, and Law), 12 departments, 60 teachers, and 877 students in the first academic session. Subsequently, the number of faculties, departments, teachers, and students were increased gradually. It is located at the heart of Dhaka, the capital of Bangladesh. The university campus spreads over 200 acres of land surrounded by many renowned establishments. With the passage of time, the university came to be known as the 'Oxford of the East'. University of Dhaka is now one of the leading institutions of higher education in Asia, and the largest university in Bangladesh. This university, in the public sector, is administered as an autonomous body in accordance with the provisions of the Dhaka University Order, 1973.

Housed in three separate buildings, the university library has in its possession over 5,50,000 volumes, 30,000 manuscripts in various languages, and over 300 foreign journals in its subscription list. Also, the university provides students counseling and guidance services with a view to helping students to adjust to campus life, effectively pursue curricular and co-curricular activities and solve individual problems. Moreover, the

university organizes sports and recreational activities, offers free medical advice and pathological examinations to students and staff through its medical center.

The University of Dhaka offers undergraduate, graduate and postgraduate programs in various disciplines, including. Doctorate of Business Administration (DBA), Ph.D. and M. Phil. Several scholarships are awarded to the students every year. The major scholarships /stipends/ awards are UGC Scholarship, Government Talent Pool Scholarship, Government General Merit Scholarship, University Graduate Awards, University Undergraduate Awards, Hall Awards, BNCC Award, Ranger Award, Rover Award, and Awards for Blind Students.

Faculty of Business Studies

Faculty of Business Studies (formerly, Faculty of Commerce established in 1970 elevating the Department of Commerce) is a leading 'Faculty' of the University of Dhaka, which consists of nine departments (Management, Accounting information Systems, Finance, Banking and Insurance, Marketing, Management Information Systems, International Business, Tourism and Hospitality Management and Organizational Strategy and Leadership). The Faculty has its own state-of-the art e-library for the students and the teachers of the constituent departments. Headed by the Dean who is elected by the teachers of the nine departments, the faculty affairs are governed by a committee composed of all professors and chairpersons of the nine departments, one teacher representative (other than professors & chairpersons) from each department, the Deans of the Faculties of Arts and Science, Chairperson of Economics, Director of IBA, two representatives of the Academic Council of the University of Dhaka, and four outside-the university representatives having expert knowledge and professional skills in subjects taught in the Faculty. All the departments under the Faculty of Business Studies offer BBA and MBA programs as well as research programs such as Master of Philosophy (M.Phil), Doctor of Philosophy (Ph.D) and Doctor of Business Administration (DBA). Recently the Faculty of Business Studies inaugurated an international standard food court, day care center for the children of faculty members, ATM booth installed by the South East Bank Limited, Bidhya Nahar and WiFi Facilities.

Department of Management

The Department of Management was established in 1970 when the Department of Commerce emerged as an independent faculty. In fact,

'commerce' was introduced as a separate area of study in the academic session of 1922-23, just immediately after the establishment of the University of Dhaka.

The Department is empowered to provide teaching for the degree of BBA and MBA as per rules and regulations of the University of Dhaka. It also offers academic programs leading to the award of Doctoral Degree, DBA, and Master of Philosophy. Additionally, Department organizes special programs, conferences, seminars and short courses.

With a complete paradigm shift, the Department now looks towards fundamentally changing the teaching-learning methods in an endeavor to cope with the changing demands for job-oriented business education and to enable the graduates of the Department to face the challenges in the competitive world of the new millennium.

The Department of Management is located in the Business Studies Building in a serene natural environment enriched with hundreds of green trees. It is within yards from the Arts Building, the University Central Mosque, International Hostel, the Administrative Building, British Council, and major student dormitories such as Zia Hall, Bangabandhu Hall, Jasimuddin Hall, Zahurul Haq Hall, Bijoy Ekattor Hall Salimullah Muslim Hall, Rokeya Hall, Shamsunnahar Hall. Surja Sen Hall, Haji Muhammad Mohsin Hall. The Central Library of Dhaka University is just a five-minute walk from the department. The important public places near the Department are National Museum, Bangabandhu Medical University, SuhrawardhiUdyan, Supreme Court of Bangladesh, Dhaka Medical College, BUET and such shopping complexes such as New Market and Elephant Road-based numerous shopping centers.

The vision of the Department of Management is to be the premier center for management education.

The mission statement of the department is:

To provide professional knowledge and skills in management with a view to enhancing the efficiency and effectiveness of managerial manpower in business and non-business organizations to face the emerging challenges in the competitive world of new millennium.

The very recent achievement of the Department of Management is the publication of a Centenary Book as a part of the “Centennial Book Series Project of the University of Dhaka” to mark the 100 years’ journey

of the university. This centennial book must glorify the university's history, culture, and contributions while also promote research and academic activities that are critical to Bangladesh's development journey. This initiative allows our faculty members to share their expert opinions, views, insights, analysis, and recommendations on a variety of current issues with relevant policymakers, industries, and other key stakeholders on a national and international level. This might also aid in forecasting future academic and research paths for the relevant subjects, as well as the University as a whole.

Academic Programs

Department's academic programs consist of Bachelor of Business Administration (BBA), regular Master of Business Administration (MBA), Evening Master of Business Administration (EMBA), Master of Philosophy (M.Phil), and Doctor of Philosophy (Ph.D) and Doctorate of Business Administration (DBA), MPMHRM Program, Diploma and Certificate Programs.

BBA Program

BBA in Management is our undergraduate program of 126 credit hours, to be completed in four years divided into eight semesters. Each semester is of 19 weeks of which 15 weeks are for class-teaching, one week for break and 3 weeks for holding the semester final examination. Each course unit is of 100 marks. There are two midterm tests of minimum one hour duration each carrying 30% weightage while a term paper carries 10% weightage. The final examination scripts are evaluated by two examiners and the average is taken for grading. If the difference between the marks of two examiners is significant, the script is graded by a third examiner and the average mark is taken into account.

The students of BBA are exposed to various business-related courses/issues in order to enable them to equip themselves with modern knowledge in business and technology. The courses offered broadly include such areas of learning as the basics of business, accounting, management fundamentals, mathematics for decision-making, business and industrial law, marketing, business communication, business statistics, economics, financial management, behavioral science, industrial relations, human resource management, insurance and banking, entrepreneurship development, auditing and taxation, MNC management, and computing fundamentals.

MBA Program

The regular MBA program is a full-time 48 credit hour professional program designed to meet the needs of the students who want to develop their career as executives or as teachers and researchers. Only 4-year BBA graduates of the departments are eligible to get admission into the regular MBA program. Currently, MBA students can attain their major in any of two areas, such as Strategic and International Management, and Human Resource Management.

MBA (Evening) Program

MBA (Evening) Program is an addition to the existing academic programs of the Department of Management. This self-financed program, primarily aimed at helping executives of the business and nonbusiness organizations to develop their career, was approved by the Academic Council of the University of Dhaka on October 12, 2001. There is no defined duration of the program. It is uniquely designed to address separate situations of each and every individual student. Generally, a student with Master Degree should be able to complete the program within 18 to 24 months. However, a student must take at least 2 courses in a semester in normal cases. Graduates in any discipline may apply for appearing in the admission test conducted thrice a year. The written admission test of one hour is centrally conducted by the Faculty of Business Studies on aptitude, logical reasoning, general knowledge and analytical ability. Applicants selected for the admission test results are called for interview.

Admission seekers to the EMBA program are categorized into three groups. The groups are: (a) students with M.Com. or BBA or equivalent degrees; (b) students of any discipline with Master (non-business) degrees who qualify for exemptions; and (c) students of any discipline with Bachelor (non-commerce) degrees. Students in Group (a) are required to take courses for 36 credit hours; those in Group (b) for 66 credit hours; and those in Group (C) for 96 credit hours with no course exemption. Every graduated student, after the completion of MBA coursework, is required to conduct an internship program for at least three months and write a project paper/report under the supervision of a departmental teacher.

MPHRM Program

The demand for human resource management is gradually increasing due to the complexity and size of the modern business organization. HR professionals and graduates will make fabulous contribution to the

accomplishment of the organizational goals. Keeping this in mind, the Department of Management has recently launched Master of Professional Human Resource Management in order to build qualified professional human resources to meet the demand of the country. Bangladesh cannot speed up the desired economic growth without having adequate human capital.

Doctor of Business Administration (DBA)

For the last few years DBA program has been introduced. The Program is designed to produce quality doctoral level education to professional practitioners in different sectors like Government, business and private. The DBA program is aimed at producing graduates ready to serve their respective organizations and the nation with professional knowledge and expertise. There is a DBA committee headed by the Director. The committee consists of here senior teachers from among the professors. A candidate having a master's degree, preferably in a business discipline from an institution with CGPA of three in a scale of four in both undergraduate and Master's levels can be eligible to enroll in this program.

M.Phil and Ph.D Programs

Every year students are admitted into M. Phil and Ph.D programs according to the rules of the University. Master degree holders in management/business administration from any recognized educational institution may apply for the admission subject to the fulfillment of the conditions set by the university. The terms and conditions regarding admission, examination, and other matters relating to these degrees are prescribed by the regulations formulated by the Academic Council and the Syndicate of the university.

Resources and Facilities

Physical Facilities

The Department offers an enjoyable teaching-learning environment, which has been made possible by the existence of some unique physical and related facilities. The facilities include:

- A well-equipped computer lab that helps provide one student one-computer for computer related classes and simulations.
- Network system and 24-hours on-line internet connection in the computer lab.

- Fully air-conditioned spacious classrooms in a peaceful natural environment with adequate lighting.
- Inbuilt microphone system in all classrooms.
- Big-sized white board facilities in all classrooms.
- Chairs with writing facility for every student.
- Sophisticated multimedia projectors for visual presentation using computers.
- Fully air-conditioned and well decorated meeting room and department office.
- Very progressive curriculum,
- State of the art educational infrastructure and resources.
- Well-furnished room for each faculty member, fitted with air-conditioner and computer for individual use.
- Department offices and rooms of the teachers are well equipped with personal computers, internet and air-conditioned facilities.
- Gold media for the student securing the highest CGPA in the BBA Program.
- A common specialized international standard e-library rich in latest-edition books on the 2nd floor of the faculty building having separate reading rooms for students, teachers and researchers along with 200 hundred computers.
- Library Facilities
- Management Development Program
- Student Counseling and Guidance

Residential Accommodation

The University has 21 halls for accommodating male and female students, and one for foreign students. Every student must be either resident or attached to a hall. Students shall have to abide by the rules of discipline of the hall. The halls can provide residential accommodation to a limited number of students and any student willing to have a seat in the hall should apply to arrange finance for a living, tuition, books and accommodation.

For foreign students, accommodation in International hall is available if requested well in advance.

Departmental Publications

The Department publishes a peer-reviewed professional journal, namely, Journal of Management. Several issues of this journal have already been published. The journal has an editorial board comprising of professors of the Department and few outstanding external experts. It contains research-based articles on management and related fields. The department also published a book entitled 'Readings in Management', first of its kind in the country.

Organizational Attachment

Students of both BBA and MBA programs are required to complete an internship assignment for a period of three months preferably in a business organization. Internship for each student is mandatory. Our department maintains regular contact with the public, private sector organizations, and multinational companies, and students are placed in those organizations for the internship. As an integral part of their academic program, each student, after the internship is over, must prepare a report under the supervision of a departmental faculty. In the case of the MBA program, students are required to defend the reports before the MBA Examination Committee.

Research Centers of the Department

The Department of Management has two research centers:

1. Center for Trade and Investment (CTI):

A. The primary objectives of the center are to conduct trade and investment research, provide training, and render consultancy & advocacy services. The center is currently conducting analytical studies on trade and investment topics and training courses for the stakeholders.

B. Center for advanced Research in Strategic Human Resource Management (CRSHRM):

Just a while ago, the Department of Management has opened this new center. Short training programs and workshops are organized for the executives of private and public organizations in order to disseminate knowledge and skills in management and human resource management (HRM). It is also the objective of the center to conduct research on various

issues of HRM. Recently, the center has taken an initiative to publish edited books written by the faculty members of the Department of Management and the experts in the relevant fields.

Linkage with Business Community

The Department of Management maintains a strong linkage with the business community. Business leaders and professional managers are invited to deliver lecture on contemporary business-related issues. A good number of seminars and workshops have been organized for the students and faculties. Seminars, workshops and roundtable meetings with the business professionals are held to generate innovative ideas regarding management issues as well as to elicit opinion about further refinement of the BBA and MBA curriculum. We feel proud to incorporate in our curriculum the expert suggestions of the business people so that our academic programs reflect the reality of the business world.

Monitoring and Supervision

The class-holding and students' attendance and performance are closely monitored and supervised. The BBA Batch Coordinators and the MBA Supervision Committee are primarily responsible for monitoring and supervising of all activities related to BBA and MBA programs respectively. The departmental chairperson generally oversees the performance of both students and teachers. The department is continuously committed to improving the quality of teaching-learning to meet the need of the country.

Scholarship and Financial Assistance

Meritorious students are given a limited number of scholarships by the University of Dhaka, although these scholarships are not sufficient enough to cover all educational expenses. The Department of Management in collaboration with banks and other organizations arranges part-time jobs and financial assistance for students not having adequate financial support. Dutch Bangla Bank Limited has been providing scholarships for the poor and meritorious students. 'Colonel Malek Trust Fund' has been providing financial assistance for the last few years. Recently, our former colleague Professor Dr. Moinul Islam has established a trust fund entitled 'Moinul Islam Trust Fund' to provide scholarships to the meritorious students. The student securing the highest GPA at the BBA Program will be awarded Gold Medal. The department provides financial assistance to the financially handicapped meritorious students. The department also collected funds from different organizations, namely Bangladesh Bank, Islami Bank

Bangladesh Ltd. and many financially affluent former students to enhance academic facilities and help disadvantaged students. Management Net, and Management Alliances, the associations of former management students are extending their financial support in different departmental programs.

Prospect for Graduates

There is a high demand for our graduates in the market. Major employers are Banks, Insurance Companies, Public and Private Universities, Educational Institutions, Autonomous Bodies and other Government Organizations. A good number of our graduates are doing excellent in their career, even in foreign countries. Many of our former graduates hold/held top positions (Vice Chancellors, Deans, Managing Directors of Banks and Institutes) in different public and private organizations.

Dean's Honor List and Dean's Merit List

Two categories of awards for graduate students:

1. Dean's Honor award: students with CGPA:3.85 & above.
2. Dean's Merit award: students with SGPA: 4.00.

Two categories of awards for post-graduate students:

1. A list of regular meritorious students who have been awarded MBA degree with a CGPA of at least 3.90 shall be included in the Dean's Honor List of the year of Graduation.
2. Regular students who have earned a SGPA of 4.0 in any semester shall be included in the Dean's Merit List of the semester.

Concluding Comments

In continuing the legacy of quality and excellence and in pursuit of its goal and vision, the Management Department of the Faculty of the Business Studies, University of Dhaka, is always looking for innovative ways to improve the learning experiences and align it with the evolving demands for world-class business education. The volatile corporate climate would necessitate a planned intervention to ensure that academic programs are relevant and responsive to these changes and difficulties. The rapidly increasing technology, which has dramatically altered the way business is conducted around the world is one of the major challenges academic institutions are facing. To support the progress of technology, the government and non-governmental organizations and institutions have

established policies and initiatives. To make a difference, the country's human resources must be equipped with knowledge and skills. The university plays an essential part in this aspect of educating and offering relevant experiences to students who are seeking globally competitive knowledge and abilities to deal with rising business difficulties. The Department of Management is one of the university's most successful departments. In response to the needs and expectations of the times, it is constantly reforming its curricular program and courses, upgrading faculty competencies, improving facilities, and applying innovative teaching methodologies.

This chapter is written and compiled by Dr. Nadia Newaz Rimi, Professor, Department of Management, University of Dhaka.