

INTRODUCTORY SPEECH-CHAIRMAN
MASTERS OF BUSINESS ADMINISTRATION IN MARKETING

DATE: 1ST JULY, 2020

Bismillahir Rahmanir Rahim, Respected Faculty Members and Dear Students,
Assalamualaikum and very good morning.

I hope all of you are fine and doing well under pandemic situation due to covid-19. I am Lt. Col. Mohammad Nuruzzaman joined as Chairman MKT on 22nd February this year. I am delighted to see you here so early in the morning. It is my great pleasure to welcome you all to BUP again. Although after completing undergraduate from BUP, 33 of you have registered so far. Your other friends might have joined the job market or went in abroad for higher studies. I want to assure you all that you have made the right choice of program for your post graduate studies at BUP. I am confident you will learn a lot here and enjoy your stay here for the next one year.

Dear Students, doing a masters program is different from doing undergraduate program in many ways. The world of career and independent thinking are quite different from academic world where you have lived in all these years. A post graduate course is a gateway to career and it is important to understand the other side as well.

There are many other differences in MBA program, and we hope you will learn about these quickly. Greater involvement of the learner is required, preparation before the class is needed. I am requesting all the faculty members to deliver text free lecture without supplying any handout. Lecture to be in conceptual and executive mode with full of assignment, presentation, group or tutorial discussion, seminar and symposium etc. We have to take the class to the business market. So greater depth of knowledge will be needed, more analysis and critical thinking is expected. Dear Students, I am not trying to scare you all, my saying is you will need to adopt learning on your own way and your original thinking.

As a result of technological advancement and rapid globalization, you know that business strategy has changed radically. We exist in a competitive business environment of limitless borders, breakneck technological innovation, incredibly smart and socially collaborative customers, changed security concerns, increasingly complex govt. regulation, as well as economic uncertainty.

Dear Students, now it is a high time for you to prepare, retool and aggressively move forward. This MBA degree will equip you for tomorrow's business opportunities while keeping you grounded in today's business reality.

Dear Pioneers, you will be happy to see our syllabus and curriculum is designed to develop leaders for the current and emerging business environment. Our highly qualified course teacher will dynamically conduct classes that are responsive to current business situations. We are going to conduct five courses in this semester. These are:

- a. Customer Relationship Management- Professor Dr. A B M Shahidul Islam, DU.
- b. Strategic Marketing - Associate Professor Dr. Santus Kumar Deb, DU.
- c. Business Marketing- Assistant Professor Nawshin Tabassum Tunna.
- d. Applied Marketing Management- Associate Professor Dr. Md. Zahedul Alam.
- e. Applied Marketing Research- Assistant Prof. Md. Ashraf Harun, DU.

Our Smart Students, you know that, BUP is one of the leading public universities in Bangladesh with some unique features like library, canteen etc and in special cases financial weaver. Now this is the first time you are going to attend classes online mainly in zoom platform or faculty chosen platform. You will be happy to know that BUP has invested huge money for developing class in online platform with domain and servers. Hopefully it will be launched end of this year. Your turn up in online classes is mandatory with proper attire and decent background.

Dear future Entrepreneurs, after completing MBA in Marketing from BUP you will face severe competition in the job market. You have to work hard to be a good entrepreneur. So, this is the time for you to prepare yourself with the help of your mentors. At present there are huge career opportunities for marketing graduates in comparison to graduate from other departments. As a graduate of Marketing Department, we pray and hope that you will promote your department in national and international arena since you are the pathfinder ambassador of marketing Department. You will get all out cooperation and if you face any problem please inform us without hesitation.

Finally, our beloved pioneers, you are our pride, other batches are awaiting to follow your footsteps of success. May Allah bless us all. Thank you Everyone. Allah Hafez.