Project Report

On

"Leadership Website Development"

Supervised by:

Professor Mohammed Masum Iqbal, PhD

Dean

Faculty of Business and Entrepreneurship

Daffodil International University

Prepared by:

Md. Mirazul Islam

ID: 192-12-701

Masters of Business Administration

Department: Business Administration

Major in Leadership

Date of Submission: 04 May, 2022

Letter of Transmittal

April 4, 2022

Professor Mohammed Masum Iqbal, PhD

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of project report on Leadership website development

Dear Sir,

With immense pleasure, I am submitting my project report on **"Leadership website development"** which was assigned to me as a part of my MBA program. I have truly enjoyed my three months internship program. Despite some limitations, I tried my level best to make the project completely.

In this circumstance I therefore pray and hope that you would be kind enough to accept my project report and oblige thereby.

Sincerely yours,

Md. Mirazul Islam

ID No: 192-12-701

MBA (Major in Leadership)

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of the Supervisor

This is to certify that the project report on **"Leadership website development"** is a satisfactory record of the project prepared by Md. Mirazul Islam bearing ID No: 192-12-701, MBA program. He worked for the project of Leadership website development as per the academic need Daffodil International University.

I hereby seriously declare that the report titled is **"Leadership website development"**prepared andcompleted by Md. Mirazul Islam under the supervision and guidance of mine. Md. Mirazul Islam bears the strong moral character and a very pleasing personality. It has been indeed a great pleasure working with him. I wish him all success in his life.

I hereby warrant that the work I have presented does not breach any existing copyright.

Professor Mohammed Masum Iqbal, PhD

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

To prepare this project report various resources, information and input was collated and used.

First, I would like to convey my sincere appreciation to the almighty Allah for giving me the strength & the ability to finish the task with the planned time.

I would like to express my sincere gratitude to everyone who contributed towards preparing & making the study successfully, the technical team of the Daffodil International University (DIU).

I would also like to express my sincere & immense gratitude to my project supervisor Professor Dr. Mohammed Masum Iqbal, Dean of Daffodil International University. I am deeply indebted to his wholehearted guidance to me during the project development period. His valuable suggestion & guideline helped me a lot to prepare the report in a well-organized manner.

Executive Summary

This report is prepared based on practical experience during the internship/project program at Daffodil International University. The internship/project program helped me a lot to get practical experiences about the Leadership activities of Daffodil International University. To implement my theoretical knowledge in a practical and realistic work atmosphere.

Leadership is an essential factor that needs to be managed. To develop a website it is very essential to have a proper plan and implementation procedure, availability of promotional materials and consists of departmental coordination.

I try my level best to pick the best possible information for the officials of the organization.

Table of content

Chapter - 01

Introduction

This project has been initiated to facilitate the Leadership Major where all the relevant academic information has been presented to the public viewers for their easy and smooth understanding.

In this report the following points are going to be discussed:

1.   Detail information regarding the MBA in Leadership in DIU
2.   Academic details of Leadership
3.   Admission information with course details
4.   Suggestions for the betterment in future

In the Leadership website there are some core points which is given below -

1.   Online Admission
2.   Course Curriculum
3.   Tuition Fees
4.   Scholarship
5.   Faculty Members
6.   Prospectus
7.   Admission Contact

Scope of the Report

This project covers the analysis of Leadership and visible all the academic segments of Leadership based local and international practices virtually.

Objectives

The broad objective of the project is to make an analysis of Leadership activities and academic information of Daffodil International University (DIU) and reflect those into a virtual platform.

The specific objectives of the project are:

- To visible the academic activities of Major in Leadership, DIU
- To analyze the relevant activities of Leadership

Methodology

To prepare this project report various resources, information and input was collated and used from several official data and sites of DIU.

I would like to express my sincere gratitude to everyone who contributed towards preparing & making the study successfully and also the technical team of the Daffodil International University (DIU).

I would also like to express my sincere & immense gratitude to my project supervisor Professor Dr. Mohammed Masum Iqbal, Dean of Daffodil International University. I am deeply indebted to his wholehearted guidance to me during the project development period. His valuable suggestion & guideline helped me a lot to prepare the report in a well-organized manner.

Limitations

The following limitations are briefly pointed out below:

- The Leadership site still has a scope to add more information and promotional contents
- Departmental engagement activities can be added too
- Faculty Information and students achievements can be introduced through the site
- There is a scope for adding relevant videos of the academic activities into the site

Chapter – 02

Online Admission

To get admission through online in DIU please click on the link for online application. You should provide correct information for the application. Daffodil International University admission authority will check your application and then eligible candidates will be invited for both written and oral test.

Daffodil International University admission authority will check your application and send offer to your email.

Course Curriculum

In this segment the overview of the department and major will be displayed for the viewers

Graduate

- MBA (Regular)
- Executive MBA

Others Program

Undergraduate

Graduate

An Overview of MBA Program

The Department of Business Administration under the Faculty of Business and Entrepreneurship (FBE) at DIU offers the world's best known and most widely recognized MBA degree in the field of business for the students willing to serve in different organizations at executive, managerial, and administrative positions. MBA is one of the most sought degrees after graduation in the world because of its value to people in business and administration. The goal of the program is to produce quality graduates who are competent enough to meet the contemporary and emerging needs of business enterprises and societies, and provide the nation with knowledgeable and skilled managers who are able to meet the changing needs of 4th industrial revolution in the business environment today and days to come.

The MBA program of DIU involves rigorous teaching, field-works, industry attachment, reports, presentation and teams projects, all of which give students the necessary abilities to handle real-life business situations. This helps set them apart from those who do not have such expertise and can make them leaders in their chosen fields.

Summary of the Program / structure of the MBA Program

The structure of the MBA Program has been described here

	Categories of Courses	No. of Courses	Credits
1.	Core Courses	11	33
2.	Functional Courses	02	06
3.	Capstone Course	01	03
4.	Major Courses	05	15
	Internship		03
	Total	19	60

Summary of the Program

Credits	Program Duration	Admission Fee	Average Semester Cost for 12 Credits	Total Tuition Fee	Total cost
39-60	1-2 Years	TK 34,500	TK 50,750	TK 135,000–213,750	TK 179,750–270,000

Detailed Cost Structure of MBA Program

Fees & Charges	39 Credits (3 Semester)	48 Credits (4 Semester)	60 Credits (5 Semester)
Admission Fee	12,000	12,000	12,000
Library Development Fee	2,000	2,000	2,000
Rover Scout and BNCC Fee	500	500	500
Student Smart Card (in Balance 200 Tk.)	1,000	1,000	1,000
Student and Guardian Group Life Insurance	2,000	2,000	2,000
Tuition Fees (36 cr. hr. @ Tk. 3750)	135,000	168,000	213,750
Semester Fee (Per Semester @ Tk.3000)	9,000	12,000	15,000
Development Fee (Per Semester @ Tk. 2000)	6,000	8,000	10,000
Extracurricular Activities Fee (Per Semester @Tk.750)	2,250	3,000	3,750
Internship/Dissertation Fee (3 cr.)	10,000	10,000	10,000
Total payable (for 39/48/60)	179,750	219,250	270,000

Admission Requirements

If a student want to be admitted some criteria need to be followed which has been segmented in the site

Admission Requirements

Students having graduation degree from any discipline are allowed to apply for admission to MBA program. For admission to MBA program a student must satisfy the following requirements:

- Students having minimum 2.5 GPA or 2nd division both in SSC/Dakhil/Vocational and HSC/Alim/BA/Diploma In Commerce/Diploma in Business Studies and 3 or 4 years graduation from any discipline may apply for admission.

- Students completing five O-level subjects and at least two A-level subjects with 4 "B" grade and 3 "C" grade and 3 or 4 years graduation from any discipline may apply for admission.

- For MBA (Executive), an applicant must have minimum 3 years job experience in executive level after graduation.

Admission Process

Aplicants selected for MBA will be notified for completing admission process within specific date.They will have to produce original certificates/testi-monials and mark sheets/transcripts of all examinations passed at the time of admission. Candidates who have completed the above formalities will have to pay the required admission and other fees for enrollment in the desired program.

Leadership Course curriculum

	Categories of Courses	No. of Courses	Credits
1.	Core Courses	11	33
2.	Functional Courses	02	06
2.	Capstone Course	01	03
3.	Major Courses	05	15
	Internship		03
	Total	**19**	**60**

A student pursuing an MBA degree may be required to take 02 (two) non-credit courses such as *Fundamentals of Mathematics* and *Fundamentals of English* depending upon his/her previous academic records and score on admission test at the University.

A student pursuing an MBA degree with **a single major** has to complete **60** credits. The breakdown of credits is exhibited in the above mentioned table. And, a student pursuing an MBA degree with **a double major** has to complete 72 credits. The break-down of the credits will be as follows:

	Categories of Courses	No. of Courses	Credits
1.	Core Courses	9	27
2.	Functional Courses from 1st Major area	02	06
2.	Capstone Course	01	03
3.	Major Courses from 1st Major area	05	15
4.	Functional Courses from 2nd Major area	02	06
5.	Major Courses from 2nd Major area	04	12
	Internship		03
	Total	**23**	**72**

A student will be allowed to start internship only after completing all core, functional, capstone, and at least four courses from major area(s).

Core Courses				
Course Code	Course Title	Credit	Course Code	Prerequisite
BUS-401	Introduction to Business	03		none
BUS-402	Business Communications	03		none
MIS-401	Computer fundamentals and Business Applications	03		none
MAT-401	Mathematics for Business Decision making	03		none
ACT-401	Basic Accounting	03		none
MGT-401	Fundamentals of Management	03		none
STA-401	Statistics for Business Decision making	03		none
ECO-401	Economics for Managers	03		none
FIN-401	Fundamentals of Finance	03		none
MKT-401	Principles of Marketing	03		none
HRM-401	Human Resource Management	03	MGT-401	Fundamentals of Management
BAN-401	Fundamentals of Banking	03		none
BUS-403	Legal Environment in Business	03		none
ACT-402	Managerial Accounting	03	ACT-401	Basic Accounting
MGT-402	Organizational Behavior and Leadership Development	03		none
MAT-402	Quantitative methods and techniques in Business	03	MAT-401	Mathematics for Business Decision making
MIS-402	Management Information Systems	03		none
BUS-404	Research methods in Business	03	STA-401	Statistics for Business Decision making
INS-401	Insurance and Risk Management	03		none
THM-401	Tour & Travel Management	03		none
ENGR-401	Engineering Data Analysis	03		none
SCM-401	Introduction to Supply Chain Management	03		none
ENT-401	Introduction to Entrepreneurship Development	03		none
GED-401	Bangla Language and Culture	03		none
GED-402	History of the Emergence of Bangladesh	03		none

Functional Courses					
Course Code	Course Title	Credit	Course Code	Prerequisite	
LEAD 501	Fundamentals of Leadership	03	MGT-402	Organizational Behavior and Leadership Development	
LEAD 502	Design thinking and the Art of Innovation	03	MGT-401	Fundamentals of Management	

Capstone Course

Course Code	Course Title	Credit	Course Code	Prerequisite
MGT-501	Strategic Management	03	MGT-401	Fundamentals of Management

A student pursuing an MBA degree in Leadership has to complete at least 5 major courses (5×3=15 credits) from Leadership area.

Major Courses for Leadership

Course Code	Course Title	Credit	Course Code	Prerequisite
LEAD 503	Global Leadership & Cross Culture Issues	03	LEAD 501	Fundamentals of Leadership
LEAD 504	Leadership & Governance	03	LEAD 501	Fundamentals of Leadership
LEAD 505	Contemporary Leadership Theories	03	LEAD 501	Fundamentals of Leadership
LEAD 506	Emotional Intelligence	03	LEAD 502	Design Thinking and The Art of Innovation
LEAD 507	Knowledge Management	03	LEAD 502	Design Thinking and The Art of Innovation
LEAD 508	Big Data, Innovation & Technology Management	03	MIS-402	Management Information Systems
LEAD 509	Family Business: Governance & Sustainability	03	MGT-401	Fundamentals of Management
LEAD 510	New Venture Creation and Management	03	EDT-401	Introduction to Entrepreneurship Development
LEAD 511	Strategy and Leadership: Seminar, Case development, Business Project	03	LEAD 501	Fundamentals of Leadership

Scholarship

DIU offers several types of scholarship for the students' benefits and career development

Waiver Calculator

| Undergraduate | Master |

Financial Aid & Scholarships

Introduction: Daffodil International University (DIU) offers waiver and scholarship in various categories on the basis of result and conditions. Providing poor and meritorious students financial support, strengthening student's capacity and giving inspiration to their effort to complete higher education uninterruptedly are the main objectives of financial aid and scholarship program of DIU. Yearly Daffodil International University provides waiver and scholarship opportunities to 20,079 students. In Corona Epidemic situation Daffodil International University also provided Special Waiver to support students to continue their study.

Download Waiver & Scholarship Policy

- Result-based waiver (SSC and HSC/under graduate)
- Waiver on SGPA (academic result of the immediate last semester)
- Female Quota
- DIU Employee/1st blood relatives of DIU employee quota
- Daffodil International College (DIC) Quota
- Daffodil Polytechnic Institute (DPI)/Bangladesh Skill Development Institute (BSDI) Quota
- DIPTI Business Management (BM) College Quota
- Daffodil Technical Institute (DTI) Quota
- 1st blood relatives of alumni quota
- Waiver for Spouse of DIU Alumni Quota
- Waiver for 2nd degree in DIU
- Player Quota
- Physically Challenged/ Specially-able quota
- Tribal/Ethnic Group quota
- Sibling/Spouse Quota
- Waiver for son/daughter of current students quota
- Waiver for diploma holders admitted in day program
- Waiver for students admitted in a group (at least 10 in number)
- 1st batch of a program quota
- Waiver for Daffodil Smart City
- Waiver for international students on direct admission in Master's Program
- Waiver benefit for Dual Master Quota

- **10% additional waiver for newly admitted students of BRE, BBS, JMC, ESDM, and Architecture departments from Spring-2022 to Fall-2022 semester.**

For detailed information, please contact Admission and Counselling section.

Conditions for enjoying the waiver:

- To enjoy scholarship and tuition fee waiver undergraduate students must take at least 12 credits and postgraduate students must take at least 9 credits each semester. If any department offers less credit/fewer credits, the condition could be relaxed. Students must get 3.00 in English I and II to retain the waiver in any quota.
- Facilities, such as, scholarship, waiver, laptop, etc, will instantly be cancelled forever if any student is found taking part in any activity which goes against the rules and regulations of the university and hampers the image. This policy will be followed strictly.
- In case of transferred students from one program to another, to retain the received waiver benefit students have to apply again after changing their program.
- Waiver benefit is applicable only for tuition fee and not applicable for Admission fee, Semester fee, Library fee, Lab fee, Extra Curricular activities fee, Improvement, Retake, Project/ Dissertation/Internship etc.
- The terms and condition of waiver and scholarship may be changed as per

For the students admitted in undergraduate programs of FBE

Result under General Board (including fourth subject)	Waiver Rate for Main Campus and Uttara Campus	SGPA to be obtained	Waiver Rate for Permanent Campus	SGPA to be obtained	Result under BTEB/ Madrasa Board (including fourth subject)	Waiver Rate for Main Campus and Uttara Campus	SGPA to be obtained	Waiver Rate for Permanent Campus	SGPA to be obtained
Golden GPA-5 both in SSC and in HSC	100%	3.50	100%	3.50	Golden GPA-5 both in SSC and in HSC	75%	3.50	90%	3.50
Golden GPA-5 in HSC	75%	3.50	90%	3.50	Golden GPA-5 in Alim	50%	3.25	60%	3.25
GPA-5 both in SSC and in HSC	50%	3.25	60%	3.25	GPA-5 both in Dakhil and in Alim	30%	3.00	40%	3.25
GPA-5 in HSC	30%	3.00	50%	3.25	GPA-5 in Alim	20%	3.00	35%	3.00
4.86-4.99 in HSC	25%	3.00	35%	3.00	4.90 to 4.99 in Alim	15%	3.00	30%	3.00
4.71-4.85 in HSC	15%	3.00	25%	3.00	Below 4.90	Nill		20%	3.00
Below 4.71	Nill		20%	3.00					

Waiver for Female quota:

Result under General Board (including fourth subject)	Waiver Rate for Main Campus and Uttara Campus	SGPA to be obtained	Result under BTEB/ Madrasa Board (including fourth subject)	Waiver Rate for Main Campus and Uttara Campus	SGPA to be obtained
For the Female students admitted in undergraduate programs under Faculty of SIT, AHS and Engineering					
4.00-4.79 in HSC from General Board	10%	3.00	4.00-4.89 in Alim BTEB/ Madrasa Board	10%	3.00
For the Female students admitted in undergraduate programs under FBE					
4.00-4.70 in HSC from General Board	10%	3.00	4.00-4.89 in Alim BTEB/ Madrasa Board	10%	3.00
For the Female students admitted in undergraduate programs under Faculty of Humanities and Social Sciences					
4.00-4.49 in HSC from General Board	10%	3.00	4.00-4.79 in Alim BTEB/ Madrasa Board	10%	3.00

Female students, admitted to undergraduate level (day programs) in **DIU Permanent Campus** will be entitled to enjoy **additional 10%** tuition fees waiver.
Female students of Master Program

Graduated from NU/Public University	Waiver Rate	SGPA to be obtained	Graduated from Private University other than DIU	Waiver Rate	SGPA to be obtained
CGPA 3.00 to 3.24 or 2nd class	10%	3.00	CGPA 3.00 to 3.49	10%	3.00

Waiver for the English Medium background -

Results of English Medium background	Waiver Rate for Main Campus and Uttara Campus	SGPA to be obtained	Results of English Medium background	Waiver Rate for Permanent campus	SGPA to be obtained
5 "A"s in "O" levels and 2 "A"s in "A" levels	100%	3.50	5 "A"s in "O" levels and 2 "A"s in "A" levels	100%	3.50
01 "A" and 01 "B" in "A" levels	60%	3.25	01 "A" and 01 "B" in "A" levels	70%	3.25
02 "B"s in "A" levels	40%	3.25	02 "B"s in "A" levels	50%	3.25
01 "A" and 01 "C" in "A" levels	30%	3.00	01 "A" and 01 "C" in "A" levels	40%	3.25
01 "B" and 01 "C" in "A" levels	20%	3.00	01 "B" and 01 "C" in "A" levels	30%	3.00

Waiver for the Diploma holder –

Result in Diploma	Tuition Fees Waiver rate in MC and UC	SGPA to be maintained	Tuition Fees Waiver rate in PC	SGPA to be maintained
GPA-2.50-2.99	15%	3.00	15+10=25%	3.00
GPA-3.00-3.24	25%	3.00	25+10=35%	3.00
GPA-3.25-3.49	30%	3.00	30+10=40%	3.25
GPA-3.50-3.74	40%	3.25	40+10=50%	3.25
GPA-3.75-3.79	50%	3.25	50+10=60%	3.25
GPA-3.80-3.89	60%	3.25	60+10=70%	3.50
GPA-3.90-4.00	75%	3.50	75+10=85%	3.50

It was also suggested that if the **Diploma holders** who will take admission in day program of other departments claim for tuition fees waiver, they may be given waiver in the same method.

Waiver for Master's Degree Students

Graduated from NU/Public University	Waiver Rate for Main Campus and Uttara Campus	SGPA to be obtained	Waiver Rate for Permanent campus	SGPA to be obtained	Graduated from Other Private University	Waiver Rate for Main Campus and Uttara Campus	SGPA to be obtained	Waiver Rate for Permanent campus	SGPA to be obtained
Below CGPA 3.00	Nill		(10+10) %	3.00	CGPA Below 3.00	Nill		20%	3.00
CGPA 3.00 to 3.24	10%	3.00	(10+10) %	3.00	CGPA 3.50 to 3.89	15%	3.00	(15+10) %	3.00
CGPA 3.25 to 3.49	15%	3.00	(15+10) %	3.00	1st Class/CGPA 3.90 or Above	50%	3.25	(50+10) %	3.25
CGPA 3.50 to 3.89	20%	3.00	(20+10) %	3.00					
1st Class/CGPA 3.90 or Above	50%	3.25	(50+10) %	3.25					

Waiver for DIU graduates -

Result of Bachelor Degree (CGPA out of 4)	Waiver rate in Master Programs (Except English) in Main and Uttara Campus	Waiver Rate in Master Programs (Except English) for Permanent Campus	SGPA to be obtained	Minimum credits to be taken
CGPA 3.90 or Above	60%	(60+10) %	3.50	09
CGPA 3.85 to 3.89	50%	(50+10) %	3.25	09
CGPA 3.75 to 3.84	40%	(40+10) %	3.25	09
CGPA 3.50 to 3.74	35%	(35+10) %	3.00	09
CGPA 3.25 to 3.49	30%	(30+10) %	3.00	09
CGPA 3.00 to 3.24	25%	(25+10) %	3.00	09
CGPA Below 3.00	20%	(20+10) %	3.00	09

Tuition Fees

Summary of the Program

Credits	Program Duration	Admission Fee	Average Semester Cost for 12 Credits	Total Tuition Fee	Total cost
39-60	1-2 Years	TK 34,500	TK 50,750	TK 135,000-213,750	TK 179,750-270,000

Detailed Cost Structure of MBA Program

Fees & Charges	39 Credits (3 Semester)	48 Credits (4 Semester)	60 Credits (5 Semester)
Admission Fee	12,000	12,000	12,000
Library Development Fee	2,000	2,000	2,000
Rover Scout and BNCC Fee	500	500	500
Student Smart Card (in Balance 200 Tk.)	1,000	1,000	1,000
Student and Guardian Group Life Insurance	2,000	2,000	2,000
Tuition Fees (36 cr. hr. @ Tk. 3750)	135,000	168,000	213,750
Semester Fee (Per Semester @ Tk.3000)	9,000	12,000	15,000
Development Fee (Per Semester @ Tk. 2000)	6,000	8,000	10,000
Extracurricular Activities Fee (Per Semester @Tk.750)	2,250	3,000	3,750
Internship/Dissertation Fee (3 cr.)	10,000	10,000	10,000
Total payable (for 39/48/60)	**179,750**	**219,250**	**270,000**

Faculty Members

Full Time Faculties:

Adjunct Faculties:

Faculty of Business & Entrepreneurship

Department of Business Administration

Back to Department of Business Administration

1 2 3 Next >

Adjunct Faculty Members

Professor Dr. Durgadas Bhattacherjee
Adjunct Professor

Professor Dr. Md. Serajul Islam
Adjunct Professor

Md. Ebadot Ali
Adjunct Professor

Professor M. A. Akkas
Adjunct Professor

Professor Dr. Md. Abul Hossain
Adjunct Professor

Professor Dr. Shaker Ahmed
Adjunct Professor

Professor Dr. Mojib Uddin Ahmed
Adjunct Professor

Professor Md. Masud Rahman
Adjunct Professor

A.A. Mahboob Uddin Chowdhury
Adjunct Professor

Professor Dr. Md. Rafiqul Islam
Adjunct Professor

Prof. Abu Hena Reza Hasan
Adjunct Professor

Dr. Abdus Sattar
Adjunct Professor

Professor Dr. Md. Zulhash Uddin
Adjunct Professor

Dr. Md. Sajjad Hossain Bhuiyan
Adjunct Professor

Professor Dr. Md. Ali Noor
Adjunct Professor

1 2 3 Next >

19

Prospectus

Admission Contact

Department	Contact Person	Designation	Contact Details	Photo
MBA	Mr. Md. Abdur Rumman Khan	Senior Assistant Registrar	E-mail: mbaoffice@daffodilvarsity.edu.bd Cell: 01713-493025 Ext: 301	
BBA	Mr. Zakir Hossain	Coordination Officer	E-mail: zakir.bbaoffice@daffodilvarsity.edu.bd Cell: 01847140028 Ext: 302	

Chapter – 03

Departmental Overview

The details information of the Faculty & Department has been segmented in to as followings –

Introduction

Faculty of Business and Entrepreneurship (FBE)

The Faculty of Business and Entrepreneurship (FBE) is one of the largest faculties of Daffodil International University (DIU) with more than 3000 students currently studying in undergraduate and postgraduate programs under various departments. The departments of FBE are Department of Business Administration, Department of Tourism and Hospitality Management, Department of Real Estate Management, Department of Innovation and Entrepreneurship and Department of Business Studies. The goal of the faculty is not only to provide the highest quality teaching in business and entrepreneurship, but also to inculcate the values essential for tomorrow's business leaders and entrepreneurs. The faculty conducts research and teaches about business and entrepreneurship and the processes of innovation while working to improve the entrepreneurial community on campus and beyond. One of the special features of FBE is that it has a blend of well-experienced teachers with PhD and adequate research exposure and updated course curricula incorporating the changing requirements of 4th industrial revolution. The programs under FBE integrate all business areas including marketing, innovation, finance, entrepreneurship, management, tourism, hospitality management, accounting, social business, leadership, operations, and strategy, and takes students beyond the classroom allowing them to test themselves in real-world settings.

The Faculty of Business and Entrepreneurship (FBE) of DIU is regarded as a leading and one of the best business schools in Bangladesh for its excellence in business and entrepreneurship education. The faculty is a member of the Association to Advance Collegiate School of Business (AACSB), Accreditation Council for Business Schools and Programs (ACBSP) and Association of Management Development Institutions in South Asia (AMDISA).

The Faculty of Business & Entrepreneurship comprises five departments which are the following.

1. Department of Business Administration
The largest department in the faculty, the Department of Business Administration is offering BBA, MBA and EMBA with a wide range of majors such as Finance, Marketing, Digital Marketing, Human Resource Management (HRM), Management Information System (MIS), Accounting, Banking, Textile, and Apparel Management, and Merchandising, Supply Chain Management, Entrepreneurship and so on.

2. Department of Innovation and Entrepreneurship
The Department if Innovation and Entrepreneurship aims at providing students with a platform to develop relevant entrepreneurial skills through a practical assignment and project work and elevating the growth of new ventures through continuous mentoring and funding supported by venture capitals, angel investors, entrepreneurship development fund and other seed funds. Currently, the department offers a four-year program namely Bachelor of Entrepreneurship.

3. Department of Tourism & Hospitality Management
The Department of Tourism and Hospitality Management under FBE offers an undergraduate program namely Bachelor of Tourism and Hospitality Management. The department strives to make an impact on tourism and hospitality management industry nationally and internationally by producing competent graduates in this sector.

4. Department of Real Estate
Department of Real Estate, DIU is the pioneer in Bangladesh in offering an undergraduate degree in Real Estate. Presently, the department is offering a 4- year bachelor program namely Bachelor of Real Estate with three majors as Banking & Finance, Land Management and Marketing.

5. Department of Business Studies
The department offers a bachelor program entitled Bachelor of Business Studies in E-Business Management which optimizes the advent of Information and Communication Technology as a tool to increase business competitiveness.

Message of the Dean

Message from the Dean, Faculty of Business and Entrepreneurship (FBE)

Heartiest welcome to the Faculty of Business and Entrepreneurship (FBE) at Daffodil International University (DIU)! Here, we ensure what any other globally top-ranked business schools do for preparing students to become experts in their chosen field and getting them ready for practice from the first day of their workplace. At present, the business environment is getting more complex and unpredictable than ever before with the fourth industrial revolution, including new technological innovation, artificial intelligence, application of information technology, and changing business models. In addition, the business world has been met with unprecedented challenges such as the ongoing COVID-19 crisis. To overcome these increasingly multifaceted challenges, business leaders need to think creatively and react strategically to gain and sustain competitive advantage.

In spite of the myriad risks and uncertainties that these challenges bring, we are also met with new opportunities. At DIU, you will have the perfect platform to prepare yourselves to take on these challenges with innovative thinking, critical reasoning, and technological know-how, and adapt to the ever-changing expectations of the dynamic business world.

Here, the students are taught to think deeply, broadly, creatively, analytically and to come up with new ideas every day, to turn these into business value and to become lifelong learners. We put our best efforts to produce business leaders and entrepreneurs who are engaged with urgent social and ethical challenges in contemporary business and society.

There are five departments under FBE which is currently offering different programs at the undergraduate and postgraduate levels. About 3000 students are studying in the faculty where the student/teacher ratio in most classes is 25:1.Senior teachers with PhD and adequate research exposure, up-to-date curriculum, rich physical and digital library, IT-based infrastructures, modern computer labs, state of the art technology, business incubator, marketing lab, finance lab, innovation lab, tourism and hospitality lab, top corporate professionals, international focus with extensive linkages, employment-oriented educational objectives, and global and entrepreneurial focus make us stand out of the crowd.

I would like to cordially invite you to explore the programs of the faculty by visiting our website or the campus. And, I wish you to have an enjoyable, life-changing academic expedition with us and a successful career ahead both nationally and internationally.

Professor Mohammed Masum Iqbal, PhD
Dean
Faculty of Business and Entrepreneurship

International Liaison & Linkage

Australia		Austria		Azerbaijan	
Belarus		Belgium		Brazil	
Brunei Darussalam		Bulgaria		Cambodia	
Canada		Chile		China	
Colombia		Congo		Croatia	
Cyprus		Czech Republic		Estonia	
Finland		France		Georgia	
Germany		Hungary		India	
Indonesia		Iran		Iraq	
Ireland		Italy		Japan	
Kazakhstan		Kyrgyzstan		Lithuania	
Macedonia		Malaysia		Mexico	
Mongolia		Morocco		Nepal	
Netherlands		New Zealand		Nigeria	
North Cyprus		Palestine		Paraguay	
Philippines		Poland		Romania	
Russia		Somalia		South Africa	
South Korea		Spain		Sri Lanka	
Sudan		Sweden		Switzerland	
Syria		Taiwan		Thailand	
Turkey		Uganda		Ukraine	
United Kingdom		USA		Uzbekistan	
Vietnam					

Research Center (DIUBRRC)

DIU BELT & ROAD RESEARCH CENTRE
HOME > DBA > ARTICLE >

Introduction

In 2013, the Chinese central government launched the "One-Belt-One-Road" (OBOR) strategy, which refers to the initiative of jointly building the Silk Road Economic Belt, which links China with Europe through Central and Western Asia, and the 21st Century Maritime Silk Road, which connects China with Southeast Asian countries, Africa, and Europe.

The objectives of the OBOR strategy are to promote economic prosperity of the countries along the belt and road and regional economic cooperation, to strengthen exchanges and mutual learning between different civilizations, and to promote world peace and development.

Bangladesh has increasingly been connected with the Chinese economy through trade, investment, and cultural exchanges during the last decade or so. Belt and Road Initiative (BRI), holds promises to deliver physical and soft infrastructure to foster connectivity and economic development across its corridors. For Bangladesh too, BRI provides an opportunity to seize benefits, particularly in areas of trade, investment, connectivity, education, and tourism, through strong ties with countries, particularly in the Southern Asian region.

The Belt and Road Research Center of Daffodil International University (DIU) will work on think tank academic research, international exchange of faculty and students, and the traing of stakeholders. The centre aims to produce many articles and books on the Belt and Road Initiative (BRI), and hold forums and lectures related to the BRI.

The centre emphasizes to establish a global research network of think tanks on Belt and Road. It will closely cooperate with some research institutes in conducting research under Belt and Road Initiative. To actively promote joint international research, it will establish several platforms with the think tank research centres in China.

Mission and Objectives

The DIU Belt & Road Research Centre (DIUBRRC) aims to enhance the reseach and development of the Faculty of Business and Entrepreneurship (FBE) by conducting research related to business, social and economic change, and provide a conducive platform for conducting high impact interdisciplinary research in the context of BRI.

The faculty members of the five departments under the Faculty of Business and Entrepreneurship and the faculty members from other interested departments of DIU will conduct researches in various field under this platform. This synchronized research cooperation ensures the fruitful development and results of the latest research findings related to the economic development of the countries along the Belt and Road. It will also strive to create a platform for cultural exchange between China and countries along the Belt & Road so as to contribute to the implementation of the BRI.

Key Features

DIU Belt and Road Research Center (DIUBRRC) aims to produce academic papers and enable the development of area-specific research topics on BRI. Some specific areas are mentiond below.

- Industry-focused research
- Scholarly research exchange
- Executive development
- Teaching and learning initiatives
- Enriching academic curriculum

Collaborative initiatives with partner institutions:

Advisory Committee of DIU Belt & Road Research Centre (DIUBRRC)

SL.	Name & Designation	Picture	Position
1.	Professor Rafiqul Islam, Faculty of Business & Entrepreneurship (FBE)		Advisor
2.	Professor Dr. Mostafa Kamal Faculty of Business & Entrepreneurship (FBE)		Advisor
3.	Professor Dr. Mohammed Masum Iqbal Dean, Faculty of Business & Entrepreneurship (FBE)		Advisor
4.	Professor Dr. Md Kabirul Islam Director, Division of Research, DIU		Advisor

Academic Committee of DIU Belt & Road Research Centre (DIUBRRC)

SL.	Name & Designation	Picture	Position
1.	Dr. AKM Mohsin, Lecturer (Senior Scale), DBA		Convener
2.	Mr. Narul Islam Zayed, Assistant Professor, DBA		Member
3.	Mr. Md. Anhar Sharif Mollah, Assistant Professor, DBA		Member
4.	Dr. Sayedul Anam, Assistant Professor, DBA		Member
5.	Ms. Rozina Akter, Assistant Professor, DBA		Member
6.	Dr. Roni Bhowmik, Senior lecturer, DBA		Member

Contact

Address	DIU Belt & Road Research Centre (DBRRI) Faculty of Business and Entrepreneurship (FBE) Daffodil International University, Daffodil Smart City, Ashulia, Dhaka
Email	TBA
Tel.	TBA

Lab Facilities

Computer Lab BBA

Computer Lab BBA

Marketing Lab

Business Administration

Assigned Person Details

Ms. Tamanna Sharmin Chowdhury

Lecturer (Senior Scale)

📞 01971165100

✉ tamanna.bba@diu.edu.bd

📍 Lab Location

Daffodil Tower, 7th Floor, City Campus

✓ Short Description

Our computer labs are the space which provides computer services to the students (not only the BBA students other Department's students also can come and can do work).

⚙ Instrument

- Lab room no. 713 & 715 are used for the students classes of BBA program and other Departments also.
- Lab room no. 714 is used for the students. It is used not for the classes. Students can

See More

Chapter - 04

Findings and Analysis

There are some findings regarding the projects which can be utilize for the further development

1. **Service differentiation**: DIU provides something different and extra than the competitor university's do. DIU is pioneer in implementation learning feedback system, Google class room, IT based university. DIU is also trying to create entrepreneurs and has a Department.

2. **Service quality**: DIU does not compromise with quality. DIU shows zero tolerance for copying in the exam. The examination management system is very strict.

3. **Service productivity**: The people who deliver service should be motivated. Teachers are the core people of a university. They should be given proper recognition and monetary benefits.

4. **Service should be made as memorable experience**: Students should be provided with these services as such that they remember them as memorable experiences and tell others to be admitted here.

5. **Admission test:** The admission test for the admission selection at DIU is not rigorous according to the opinion of the student.

6. **Tuition fees:** The tuition fees of different department are affordable. The students can pay in installment.

7. **Ashulia campus:** DIU is trying to enroll students in Ashulia campus. But many students do not like to go there because it is situated in Ashulia.

8. **Advertisement:** DIU is giving the advertisement on social media. The university also giving newspaper advertisement.

9. **Teacher:** The teacher of DIU are highly qualified. Many of them joined Dhaka University and other public university which provide their quality they had provided service here at DIU.

10. UGC: DIU follow all rules and regulations under the private university Act 2010 and set by UGC. Recently it has got certificate from UGC to carry its operation on permanent campus.

Chapter – 05

Recommendations

1.   Product Differentiation:DIU is distributing LAPTOPS at free of cost with the vision of digital Bangladesh in mind, we are making every effort to make each and every student technologically sound and competent so that they can out-stand by competing with other graduates both nationally and globally.

2. Services Differentiation:DIU contact points such as coordination officers, accounts officers and teachers should render their utmost services towards the students. Under no circumstances can students be treated badly or roughly. It is true that service providing persons must maintain their dignity as well.

3. Channel Differentiation: DIU can reach different colleges with gifts, organize programs or competition there and email them about our activities and programs. We should reach out different districts extensively other than Dhaka and Chandpur. We should make a plan for that.

4. People Differentiation: DIU management should retain good teachers. We lost a lot of Assistant Professors in Business Administration department. We have to remember teamwork is much more effective than individual efforts. DIU management may bring in more good teachers.

5. Image differentiation: Creating brand image requires creativity, lots of efforts and time. It cannot be done overnight using only a few advertisements. The role of all sorts of media (social media, print media, e-marketing, sms marking, website development) has huge impact in this regard as it is called Barak Obama was the first social media president. Having separate building only for university has extra advantage as other universities have already started getting the benefits of it.

6.Establish DIU brand's value proposition: Why students should study here at DIU! If we can answered the question the question of this why and if this answered is distinct in the students and people's mind, DIU brand image will automatically be established.

Conclusion

By introducing the Leadership major of DIU in Bangladesh the students of both local and international will have a chance to learn the leadership qualities with an academic affiliations. Moreover the Leadership major of DIU gives a chance to learn practically along with academic course i.e. work with different organizational leaders which a new era of learning from academic institutes.

References

1. Website of Daffodil International University
2. http://www.daffodilvarsity.edu.bd/
3. www.google.com