

Faculty of Business & Entrepreneurship

Daffodil International University (DIU)

Daffodil Smart City, Savar, Dhaka

FBE Business and Society Engagement



Business Simulation & Competition

Business Simulation & Competition is an experiential learning initiative where participants step into the shoes of business leaders and tackle real-world challenges through strategic decision-making, resource management, problem-solving, and teamwork. The competition provides a practical platform to apply business knowledge and test entrepreneurial skills in a simulated business environment. The Business Simulation & Competition aligns with Quality Education by providing students with experiential learning.

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The Marketing Executive Induction: Bridging Campus and Market

The program aimed to bridge the gap between academic learning and professional marketing practice. It introduced students to the expectations, responsibilities, and practical realities of working as marketing professionals. This initiative aligns with SDG 4 : Quality Education by connecting academic learning with practical professional knowledge.

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Startup World Cup Grand Finale 2025

Startup World Cup Bangladesh is the Bangladesh chapter of the globally recognized Startup World Cup, organized in Bangladesh by the Department of Innovation and Entrepreneurship. The event brought together promising startups and aspiring entrepreneurs to pitch ventures, connect with investors and industry leaders, and compete for the opportunity to represent Bangladesh at the global stage. This Startup aligns with SDG 9: Industry, Innovation and Infrastructure by supporting innovative startups and entrepreneurial ventures.

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Oitijjer Haat

Oitijjer Haat is a signature competition by the Department of Innovation and Entrepreneurship, celebrating Bangladesh's rich cultural heritage through creativity, craftsmanship, and entrepreneurship. Students showcase traditional products and innovative interpretations of heritage while exploring opportunities to promote local products and entrepreneurship. Oitijjer Haat aligns with SDG 11: Sustainable Cities and Communities by preserving cultural heritage and traditions.

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Business Fest

The Department of Tourism & Hospitality Management, DIU, organized a dynamic Business Fest under the “Introduction to Business” course for BTHM 32 students. Students transformed classroom concepts into practical business experiences through creative stalls and entrepreneurial activities, exploring business planning, marketing, sales, and customer engagement. The Business Fest aligns with SDG 4: Quality Education by providing students with practical, experiential business learning.

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Entrepreneurship Capstone Seminar 2026 — From Business Plan to Business Reality

This capstone seminar guided students through the practical journey of transforming a business plan into a functioning venture. Industry experts and entrepreneurs shared real-world insights on execution, challenges, and growth strategies, giving students an experiential understanding of launching and sustaining a business. The Entrepreneurship Capstone Seminar aligns with SDG 8: Decent Work and Economic Growth and SDG 4: Quality Education.

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Art of Living Experiential (Residential) Learning Boot Camp – Spring 2025

The Department of Business Administration organized a residential boot camp designed to give students hands-on experiential learning outside the classroom. Participants engaged in activities focused on self-awareness, teamwork, and practical life and career skills, helping them translate theoretical knowledge into real-world application. The Art of Living Experiential Learning Boot Camp aligns with SDG 4: Quality Education by promoting hands-on learning, teamwork, and practical life and career skills.

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Business Analytics Workshop with an Industry Expert

This workshop introduced students to practical applications of business analytics through the lens of an experienced industry professional. Participants learned how data-driven decision-making is applied in real business contexts, bridging the gap between academic learning and industry practice. The Business Analytics Workshop aligns with SDG 9: Industry, Innovation and Infrastructure by promoting data-driven decision-making and practical business applications through industry engagement.

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Internship Guideline Session – BBA Program

The session guided BBA students through the internship process, covering expectations, documentation, and best practices for securing and completing internships. Faculty members also shared advice on making the most of workplace exposure and preparing for a smooth transition from academic to professional life. The Internship Guideline Session aligns with SDG 8: Decent Work and Economic Growth by preparing students for workplace exposure and a smooth transition to professional life.

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Becoming A Marketing Leader: Lessons from Real-World Experience

The seminar provided students with practical insights into marketing leadership and professional development. Industry-based experiences and real-world lessons were highlighted to help students understand the qualities and skills required to become successful marketing professionals. This initiative aligns with SDG 4: Quality Education by enhancing students' practical knowledge and professional skills, and SDG 8: Decent Work and Economic Growth by developing leadership and career-ready competencies.

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MOMO FESTIVAL

The Department of Tourism & Hospitality Management, DIU, organized the Momo Festival to develop students' practical skills in sales and entrepreneurship. Students prepared and sold a variety of momo dishes, gaining hands-on experience in pricing, marketing, customer service, and sales management. The Festival aligns with SDG 8: Decent Work and Economic Growth, by developing students' practical skills.

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Marketing Mastery: Strategies for Success in Digital Age

The program focused on contemporary marketing strategies and the growing importance of digital platforms in business. It provided students with practical insights into digital marketing and strategies for achieving success in the modern business environment. The Marketing Mastery program aligns with SDG 4: Quality Education and SDG 8: Decent Work and Economic Growth.

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Brand You: A Skill Development Series for Future Professional

The seminar focused on personal branding and professional skill development. It aimed to prepare students for future professional careers by developing their communication, presentation, and personal branding capabilities. This initiative aligns with SDG 4: Quality Education by promoting skill development and SDG 8: Decent Work and Economic Growth by preparing students for future professional careers.

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