

Faculty of Business & Entrepreneurship

Daffodil International University (DIU)

Daffodil Smart City, Savar, Dhaka

FBE News



FBE Faculty Honored with Prestigious HEAT Project Grant

Faculty members of the Faculty of Business & Entrepreneurship (FBE), Daffodil International University (DIU), have been recognized with the prestigious HEAT Project Grant for their outstanding research contributions. This achievement reflects FBE's commitment to academic excellence, research innovation, and the development of knowledge that contributes to higher education and society.

The grant recognition further strengthens FBE's research capacity and encourages faculty members to undertake impactful, evidence-based research and contribute to innovation and knowledge development. This achievement supports SDG 4, Quality Education by strengthening research and higher education, and SDG 9, Industry, Innovation and Infrastructure by promoting research, innovation, and knowledge development.

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Erasmus+ Teaching Staff Mobility Programme at Powiślańska Academy

Prof. Dr. Mohammad Rokibul Kabir and Dr. Omar Faruk represented Daffodil International University (DIU) at Powiślańska Academy of Applied Sciences, Poland, under the Erasmus+ Teaching Staff Mobility Programme. The academic exchange strengthened DIU's international academic collaboration while providing opportunities for knowledge sharing, professional development, and cross-cultural academic engagement.

The participation also highlighted the academic expertise and faculty excellence of DIU on the European higher education platform, contributing to the university's internationalization and global academic engagement. The initiative supports SDG 4 – Quality Education by promoting faculty development, knowledge exchange, and international academic collaboration.

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Seminar & Hands-on Workshop on Next-Gen MIS: Hands-on ERP for Future Business Leaders

The Department of Business Administration, Daffodil International University (DIU), successfully organized a dynamic Seminar & Hands-on Workshop focused on Enterprise Resource Planning (ERP) systems and real-time business processes. The session provided students with practical knowledge and hands-on exposure to modern business technologies, helping them understand how ERP systems support effective business operations and decision-making.

The initiative enhanced students' digital competencies and practical skills, preparing them to adapt to technology-driven business environments and future professional roles. The initiative supports SDG 4 – Quality Education by strengthening digital literacy and practical skills, and SDG 8 – Decent Work and Economic Growth by enhancing students' employability and technology-driven workplace readiness.

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At ACCA-TBS Round Table Session on Careers Reimagined

The session highlighted the importance of stronger **industry-academia collaboration** and market-driven academic pathways to enhance students' career readiness and professional development. It provided valuable insights into industry expectations and helped connect academic learning with real-world career opportunities. Supports **SDG 4 – Quality Education** and **SDG 8 – Decent Work and Economic Growth** by strengthening industry-academia collaboration, practical learning, and students' career readiness.

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Flavors & Festivities: BBA Freshers' Cultural Feast | Fall 2025

The Department of Business Administration (DBA), Daffodil International University (DIU), celebrated the joy of new beginnings through a vibrant cultural fest held on 11 October 2025. The event featured colorful celebrations, lively performances, and engaging activities, creating a joyful and memorable welcome for the newest batch of BBA students.

The initiative fostered a sense of belonging, student engagement, cultural appreciation, and community building among the university's new students. The event supports SDG 4 – Quality Education by promoting holistic student development, cultural engagement, and an inclusive learning environment.

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Public Hearing on the Proposed Electricity Tariff Increase

A public hearing was organized to discuss the proposed changes to wholesale, transmission, and retail electricity tariffs. CAB Organizational Secretary Dr. Syed Mizanur Rahman raised concerns about the potential impact of increased electricity prices on consumers and emphasized the importance of prioritizing public interest, affordability, and consumer welfare in tariff decisions.

The initiative reflects the importance of public participation and responsible policy dialogue in addressing issues that directly affect communities and households. Supports SDG 16 – Peace, Justice and Strong Institutions by promoting public participation, transparency, and accountable decision-making in matters affecting consumer welfare.

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Public Hearing on the Proposed Electricity Price Increase

A public hearing was held by the Bangladesh Energy Regulatory Commission (BERC) regarding proposals to increase wholesale, transmission, and retail electricity tariffs. Consumer rights organizations, political representatives, business leaders, and other stakeholders expressed strong concerns about the proposed increases and highlighted their potential impact on consumers, industries, businesses, and the national economy.

The hearing provided an important platform for stakeholder participation and public dialogue on an issue directly affecting economic well-being and community interests. Supports SDG 16 – Peace, Justice and Strong Institutions by promoting inclusive public participation, transparency, and accountable decision-making on matters affecting society and consumer welfare.

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Economy, Crisis and Prospects

The discussion focused on unequal access to essential services and financial facilities between VIPs and ordinary citizens, raising concerns about the responsible use of public resources and accountability. It highlighted growing public frustration over preferential treatment and the economic challenges faced by the general population, emphasizing the importance of fairness, transparency, and equal access to public services. Supports SDG 10 – Reduced Inequalities and SDG 16 – Peace, Justice and Strong Institutions by promoting social equity, transparency, accountability, and fair access to essential services.

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REHAB Research on the Contribution of Bangladesh's Real Estate Sector to the National Economy

The Department of Real Estate, Daffodil International University (DIU), collaborated with the Real Estate & Housing Association of Bangladesh (REHAB) on a research study examining the real estate sector's contribution to GDP, housing demand, apartment sales, employment, and investment. The study generated valuable evidence to support informed policymaking and promote the sustainable development of Bangladesh's real estate sector.

The collaboration strengthened the connection between academic research and industry expertise, providing evidence-based insights into key challenges and opportunities within the sector. Supports SDG 11 – Sustainable Cities and Communities by contributing to sustainable housing and urban development, and SDG 8 – Decent Work and Economic Growth by highlighting employment, investment, and economic contributions of the real estate sector.

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NEXT GEN Real Estate Summit 2025

The Department of Real Estate, Daffodil International University (DIU), organized a three-day summit bringing together industry experts, policymakers, academicians, and students to explore emerging trends and the future of the real estate sector. The event featured seminars, idea competitions, networking opportunities, and interactive sessions that encouraged knowledge sharing, innovation, and professional engagement.

The summit provided students with valuable opportunities to connect with industry professionals, develop leadership and problem-solving skills, and gain insights into sustainable practices and future opportunities in the real estate sector. Supports SDG 4 – Quality Education by promoting knowledge sharing and student skill development, SDG 8 – Decent Work and Economic Growth by strengthening career readiness, and SDG 11 – Sustainable Cities and Communities by promoting sustainable real estate development.

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Travel Dialogues: South Asia

The strategic direction of tourism development in Bangladesh was explored in an episode of Travel Dialogues South Asia, featuring Dr. Indrajeet Mallick in conversation with Prof. Dr. Wolfgang Georg Arlt. The discussion highlighted key perspectives on the future of Bangladesh's tourism sector, sustainable development, and opportunities for strengthening the country's position in the regional tourism landscape.

The initiative contributed to knowledge sharing and informed dialogue on tourism development, supporting greater awareness of the sector's economic and social potential. Supports SDG 8 – Decent Work and Economic Growth by promoting sustainable tourism development, economic opportunities, and sectoral knowledge sharing.

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Gold Medalist- Prothom Alo Inspiring Ten

Md. Tasnimul Hasan Touhid, a student of the Department of Innovation & Entrepreneurship, has been recognized as one of the 10 Young Winners for his innovative Fileight initiative—an innovative light-based agricultural technology project that demonstrates the potential of technology-driven solutions to address challenges in the agricultural sector.

The recognition highlights the role of young innovators in developing technology-based solutions and promoting digital skills for sustainable agricultural development. Supports SDG 4 – Quality Education by promoting digital literacy, innovation, and technology-based learning, while contributing to SDG 9 – Industry, Innovation and Infrastructure through the development of innovative agricultural technology solutions.

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Featured in Prothom Alo: From Freelancer to Entrepreneur at 21

Tanvir Suruz, a student of the Department of Innovation & Entrepreneurship, began freelancing at the age of 13 and went on to establish himself as an entrepreneur while pursuing his undergraduate studies. He founded Ecomcarry LLC, an e-commerce company serving international clients, and currently earns more than USD 5,000 per month while creating employment opportunities for other young people.

His entrepreneurial journey demonstrates the potential of youth entrepreneurship, digital skills, and innovation to create sustainable career opportunities and inspire the next generation of young entrepreneurs. Supports SDG 8 – Decent Work and Economic Growth by promoting youth entrepreneurship, employment generation, and sustainable economic opportunities.

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DeVCon & Associates Advisory Services Organizes Training of Trainers (ToT) for Prottasha II Project

A two-day Training of Trainers (ToT) program was organized in collaboration with VOICE and BRAC, focusing on adult learning methodologies, financial literacy, and entrepreneurship development for vulnerable returnee migrants. The training aimed to strengthen participants' knowledge and practical skills to support livelihood reintegration and sustainable income-generation opportunities.

The initiative contributes to building employability, financial capabilities, and entrepreneurial skills among returnee migrants, supporting their successful reintegration into economic and community life. Supports SDG 8 – Decent Work and Economic Growth by strengthening employability, entrepreneurship, financial literacy, and sustainable livelihood opportunities for vulnerable returnee migrants.

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Department of Marketing Orientation Program Spring 2025

The Department of Marketing organized an orientation program to welcome and familiarize students with the department's academic activities, facilities, university environment, and available support services. The program also provided students with a clear understanding of academic expectations, learning opportunities, and resources available to support their university journey.

The initiative helped students adapt to the academic environment, strengthen their awareness of available learning resources, and prepare for their academic and professional development. Supports SDG 4 – Quality Education by promoting inclusive access to educational resources, academic support, and skill development opportunities for students.

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Industry Tour 2025

An Industry Tour was organized to provide students with practical exposure to a professional and industry-related environment. The visit enabled students to connect academic knowledge with real-world business practices while gaining a better understanding of organizational operations, workplace processes, and professional expectations.

The initiative strengthened students' practical knowledge and career awareness by creating opportunities to observe industry practices beyond the classroom. Supports SDG 4 – Quality Education by connecting academic learning with practical industry exposure and SDG 8 – Decent Work and Economic Growth by enhancing students' career readiness and understanding of workplace practices.

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Academic Debate Competition

An Academic Debate Competition was organized to encourage students to develop critical thinking, analytical abilities, and effective communication skills. The competition provided a dynamic platform for students to express their ideas, present well-structured arguments, and engage in constructive discussions on diverse academic and contemporary issues.

The initiative promoted confidence, leadership, teamwork, and intellectual engagement, contributing to students' personal and professional development. Supports SDG 4 – Quality Education by strengthening critical thinking, communication, and analytical skills, while contributing to SDG 8 – Decent Work and Economic Growth by developing leadership and career-ready competencies among young people.

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Pohela Boishakh – Culture, Tradition or Business

A program was organized to explore Pohela Boishakh from cultural, traditional, and business perspectives. The initiative encouraged students to understand the significance of Bengali cultural heritage while examining the relationship between cultural celebrations, consumer behavior, and emerging business opportunities.

The program promoted cultural awareness, community engagement, and practical understanding of how traditional celebrations contribute to social and economic activities. Supports SDG 4 – Quality Education by promoting cultural and practical learning, while contributing to SDG 8 – Decent Work and Economic Growth through awareness of consumer behavior and business opportunities.

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Encouraging Analytical Thinking Through Case Competition

A Case Competition was organized to enhance students' analytical, strategic thinking, and problem-solving abilities. Participants were encouraged to analyze real-world business situations, develop innovative and practical solutions, and present their ideas effectively before a panel of evaluators. The competition provided students with an opportunity to apply classroom knowledge to practical business challenges while strengthening their leadership, teamwork, communication, and decision-making skills. Supports SDG 4 – Quality Education by promoting experiential and skills-based learning, while contributing to SDG 8 – Decent Work and Economic Growth by developing leadership, problem-solving, and career-ready competencies among young people.

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