

NSU

School *of* Business

Strategic Plan 2015 – 2020

Executive Summary

Dean's message

Our mission:

To develop professionals in Bangladesh, who will lead firms to success, through sustainable practices.



With our first strategic plan in place, NSU Business School is poised to transform, yet again. Over the next five years, we will be striving to set a new benchmark in business and economics education in the country. In doing so we will continue in the NSU legacy to lead by example, and develop true professionals in Bangladesh who will also lead by example. They will lead firms to success, through sustainable practices. That is our mission.

Times are exciting at NSU. We have taken bold-but-calculated steps in restructuring administration, introducing better governance, increasing process-orientation, & encouraging introspection. We've listened to faculty, students, alumni, and industry. We've researched global benchmarks, and we've carefully studied our context. And finally, we've agreed that our focus should be on enhanced student experience: that's how we will develop true professionals.

NSU Business School is in a unique position to achieve its mission, in possessing the best-in-the-country of the two most important enablers of enhanced student experience: faculty and facilities. In our strategic planning we identified the remaining enablers, to determine key strategic initiatives for the school. Foremost is accreditation, as it becomes a conduit for global benchmarks, and validates our unique approach.

Our mission is bold as it leaves out none. Every member of the business school has a role to play, and we are ready for it. We will strive to create and preserve an atmosphere that enhances student experience, with a purpose: we will be examples, so students can learn from us. We'll remember our mission, and we'll hold each other to that.

M. Mahboob Rahman, Ph.D. // Dean, School of Business

NSU Business School



- Business School, the NSU way
 - NSU Culture
 - Simply put, the Business School at NSU, the first private university of Bangladesh, already offers the best possible business and economics education in the country. Our students are renowned, famed even, for their academic and extracurricular activities.
 - NSU Assets
 - Four things are important in any business school, and we stand out, in all four. Our faculty members, our facilities, our curriculum and our students, both current and former.
 - Over 120 full time faculty members teach in the school of business. Every single faculty member has a foreign degree, from the US or Canada, Australia, UK, from top universities like Purdue, Carnegie Mellon, or NUS.
 - In our state of the art campus, we offer business classes to 8000+ business undergraduate and 2000+ graduate students.
 - We have four academic departments. Accounting & Finance, economics, management and marketing & International Business. We have 18 different academic programs.
 - Our alumni are our ambassadors. They enjoy tremendous success in their workplaces and businesses, both in Bangladesh and overseas

NSU Business School

Strategic planning puzzle

- What's next for those already at the top?
 - The new benchmark for business and economics education in Bangladesh
 - As the best business school in Bangladesh, not only were cookie-cutter strategic plans undesirable, they were not an option. NSU has a long-standing history of setting the benchmark. It was time to focus on a new benchmark, one that would transform the landscape locally, and set the tone for similar transformations regionally.
 - We were able to identify three broad areas of strategic interest. We wanted to consider the frontier economy problem of a hungry labor market. We wanted to look beyond our local boundary to understand quality in higher education. We wanted international recognition for NSU Business School's efforts.
 - We identified several aspirant schools. We began regionally and expanded outward, with our top preferences being the Indian Institute of Management-Calcutta, the Indian School of Business, the American University of Sharjah, and Istanbul University.
 - A careful study of aspirant schools, practices, and global standards allowed us to shift from a maintenance-management paradigm, to one of growth and development. Even after having record-high enrolment, we could envision trajectories that would allow us to reach new heights.

Vision

- It is our vision to be a business school that aspires to implement global standards in business and economics education within our regional context, to develop a productive workforce of next generation thinkers and leaders of business societies
- These are changing times we live in. The largest economies of the past century are all looking East. Two of the largest new players in the horizon, India & China, are neighbors. It is time for NSU – Business School, the best in Bangladesh, to reflect on its role in the change of landscape.
- North South University has successfully carried the weight of its namesake. We were the first business school to introduce American-style undergraduate studies to Bangladesh. We have demonstrated in the past that Western models of education can be successfully implemented in the East. We are now ready to demonstrate that education standards in economies of the north can be adopted and enhanced in the south.
- Our efforts will be purposeful. Steady at 6% for the last several years, the Bangladesh growth rate requires a massive supply of qualified, productive workforce to sustain. We require these individuals to be responsible citizens.



Mission



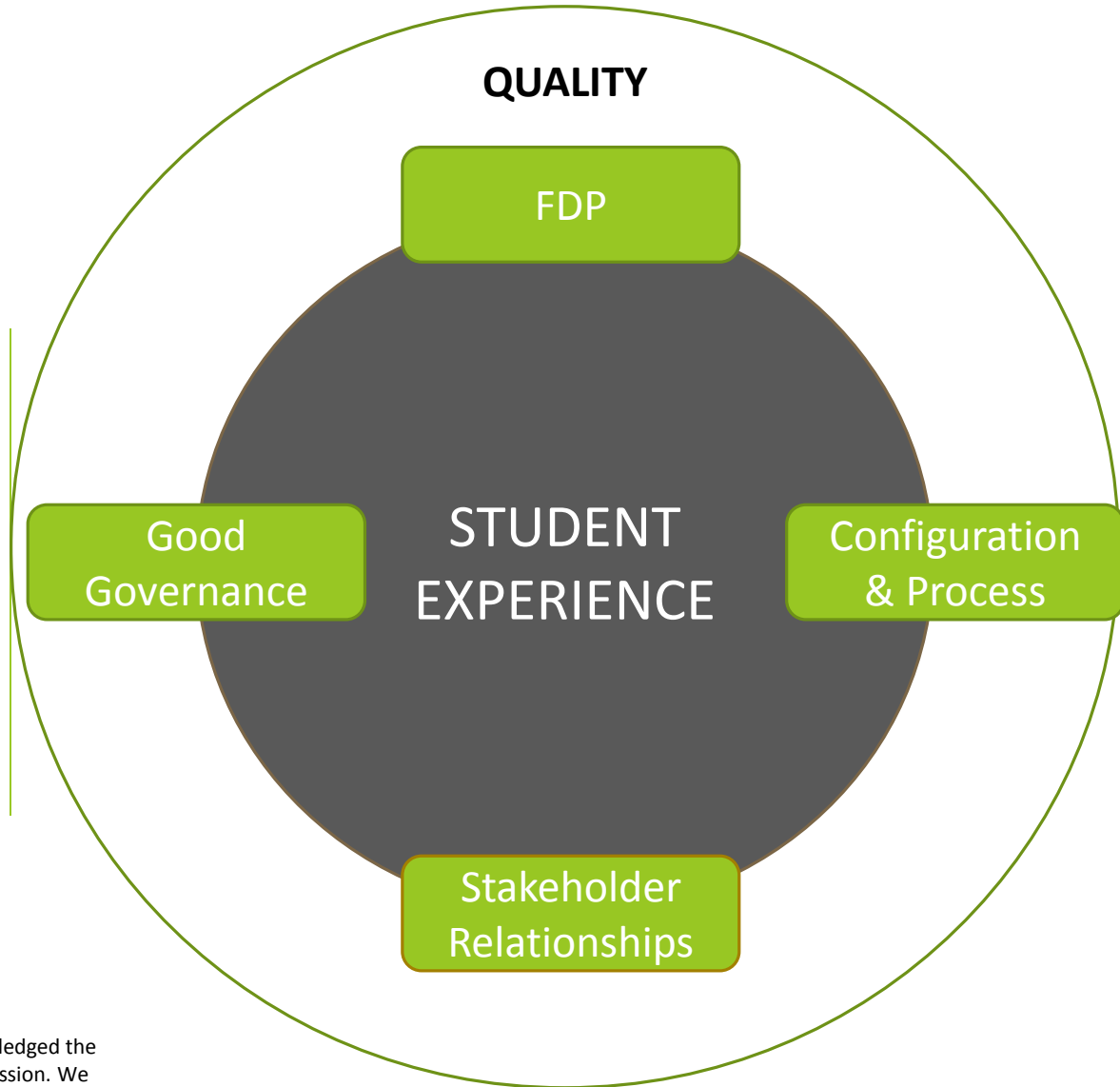
- Our mission is to develop professionals in Bangladesh, who will lead firms and organizations to their successes through sustainable practices.
 - Life-long learners, NSU Business School graduates will be forward thinkers, problem solvers, efficient planners, and team players.
 - NSU Business School graduates will be aware of ethical standards and their importance, and understand their role in establishing and maintaining sustainable business practices.
 - In line with the mission of NSU, the programs of study in the Business School will be designed to provide students the right knowledge and to equip them with the right analytical, critical-thinking, communication and technology skills.
 - NSU Business School, to achieve its mission, will strive to preserve its distinctive position in Bangladesh in the experience it offers to students, through classroom teaching by the best faculty members in the country, enhanced experiential learning, and leading curricula designed to meet individual and industry needs.

Focus Areas

- We identified 6 key areas each important to achieve our mission
 1. **Quality of Education**
 - We want to be the first to implement global standards of business and economics education in Bangladesh
 2. **Student Experience**
 - We strongly believe that experiential learning will be the most important to develop true professionals who are both skilled and responsible
 3. **Stakeholder Relationships**
 - While NSU has a long-standing tradition of interacting with key industry players, we believe in formalizing the relationship with each of our stakeholders.
 4. **Faculty Development**
 - The faculty profile at NSU Business School remains our greatest strength. A program that promotes and sustains faculty development is essential
 5. **Configuration & Process-Oriented**
 - A school with 10,000+ students requires next-generation technology and corporate-grade efficiency to provide student service, and support to faculty.
 6. **Governance**
 - We believe in faculty-driven initiatives for quality, and we want faculty in conversation

Focus Areas

interplay



We first began with quality. And then we acknowledged the role of each element, and the centrality of our mission. We now recognize student experience as our primary focus, and quality as a result of our efforts.

Strategic Initiatives



- We have identified 6 strategic initiatives for NSU School of Business for 2015-2020
 1. Accreditation
 2. Student-first policy
 3. Experiential learning
 4. HR Policy
 5. Outreach
 6. Process Orientation

- Long Term Outcomes
 - New benchmark in Bangladesh
 - *Student Experience & Experiential Learning*
 - *Faculty work/life*
 - *Interaction with industry*
 - *Feedback & CI in higher education*
 - *World-class MBA*
 - *Preparedness for AACSB*

INTERACTION W/
STAKEHOLDERS

REGIONAL NEEDS
& PERFORMANCE
EVALUATION

CURRICULUM
DESIGN AND
FEEDBACK

FDP, SCHOLARSHIP
& HR POLICY

TEACHING
EXCELLENCE

POSITIVE
REINFORCEMENT &
FD

CURRICULUM &
TEACHING
EXCELLENCE

ASSESSMENT OF
LEARNING
PROGRAM

SKILLED
KNOWLEDGE
WORKERS

CONFIGURATION &
STUDENT FIRST
ORIENTATION

POSITIVE STUDENT
EXPERIENCE

FAMILIARITY WITH
SUSTAINABLE
STANDARDS

MISSION & VISION

MEASUREMENT

FEEDBACK

EDDM &
CONTINUOUS
IMPROVEMENT

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