

The Daily Star

May 19, 2016

Bulletin Board

Seminar on Bangladeshi Students' Selection of Private Universities at BRACU

A seminar on "Factors Affecting Bangladeshi Students' Selection of Private Universities: Implication for Branding", organised by BRAC Business School, was held on the May 12 at the BRACU auditorium. VC of BRACU, Prof. Syed Saad Andaleeb Ph.D, Dean of BRAC Business School, Prof. Rahim B. Talukdar Ph.D, Associate Professor & Head of Operations, Mohammad Rezaur Razzak and Rahma Akhter, Lecturer, BRAC Business School were present at the seminar to discuss the findings of the exploratory study.

The objective of the primary research was to find out the basic factors influencing choice of private universities by Bangladeshi students and what changes they expect. The research included 317 respondents and used an open ended questionnaire as the study instrument.

Data analysis of the result revealed 4 factors influencing the decision: physical, social, academic and financial. It was found that 21% of the respondents wanted a permanent campus as it gave them identity, dignity and better peer bonding; 21 % wanted universities to provide quality education with the curriculum being updated, analysed and compared to national and international institutes; 16% wanted university faculties to be experienced and from relevant fields, holding Ph.D degrees; 13% stressed on the university of their choice being well reputed; 12% were concerned about tuition fees and expenses; 10% expected the educational, cultural, political and social environment to be comfortable; and 7% considered appropriate location as a factor influencing their choice.