

DHAKA Tuesday 24 April 2012 11 Boishakh 1419 BS 02 Jamadi-us-sani 1433 HIJRI

## Integration Day launched at BRAC Business School

→ Syeda Shaharbanu Shahbazi



BRAC Business School launched a new initiative, “Integration Day”, for its internship students on Saturday. The main objective of the programme is to bring corporate HR people and the recruited interns of the university onto a common platform so that more value can be generated

for both parties through the internship process.

The business school hopes that this is the beginning of a continuous series of programmes to be held during every semester for the betterment of its intern students. The programme was attended by all the BBA students who are doing their internship for the Spring 2012 session.

In addition to that, the programme was also attended by high level representatives of local and multinational corporate houses who are engaged in the Human Resources Division of their respective organisations, and the faculty members of BRAC Business School.

Professor Mamun Rashid, Director, BRAC Business School, was the chief guest, and he facilitated a very interactive session where all the attending HR specialists shared their valuable insights. The overall organisation and coordination of the session was done by Syeda Shaharbanu Shahbazi, Senior Lecturer and Internship Coordinator, BRAC Business School.

The activities of the programme included the award giving ceremony of the three best performing interns from the previous semester, and an enlightening and motivating speech by one of the alumni of the Business School, Shihan Sajid (who currently works for Nestle Bangladesh).

Asma Banu, Senior Assistant Director, Career Service Office (CSO), discussed various initiatives taken by the CSO. The most important contributions came from the HR experts who spoke about the aspects that need to be taken care of during the Internship period.

All of the discussants reiterated the need for having a positive attitude, the usefulness of becoming culturally fit with the organisations where the interns work, and a desire to create a difference while doing the internship.

The distinguished panel of HR experts included Ms. Rumana Rahman, Head of HR, British American Tobacco Bangladesh, Mr. Nowshad Motiul Islam, Chief HR Officer, Robi Axiata Ltd, Mr. Ziaur Rahman, Head of HR (Whole Sale Banking), Standard Chartered Bank, Mr. Noor Mohammad, Chief HR Officer, Airtel Bangladesh, and Mr. Azhar Chowdhury, General Manager, HR, Alliance Holdings Limited.

**(The writer is a Senior Lecturer, BRAC Business School.)**