



AIUB

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AIUB GADUATE TRACER STUDY

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Prepared By:

Office of Placement and Alumni
In Collaboration with the
Institutional Quality Assurance Cell (IQAC)

American International University-Bangladesh



Message

At AIUB, it is essential to carry out regular tracers studies in order to determine relevant information about our alumni and plan out the work for the Office of Placement (OPA). In order to do this, OPA has the designated task of maintaining regular liaison with our graduates. Currently, the university has over 30,000 graduates, belonging to various programs spread across the 4 Faculties of AIUB.

The information contained in this report has been collected through completed questionnaires and reports which have been received from the graduates. The primary survey questionnaire for the purpose is a “Tracer Study” which we have found to be an effective and useful tool that enables us to gather accurate details of the university alumni over a certain period of time. Information gleaned from the above sources, helps us identify academic needs to ensure better career prospects for our alumni and also promotes improved academia through constructive corporate partnerships.

Over the years, the country has witnessed commendable improvement in its economic indicators and industrial output. The demands of the corporates, in terms of the areas of specialization they seek in their employees, are reflective of just that. The onus of incorporating these requirements into our syllabus is an obvious one and AIUB has been continuously developing its curriculum and practices to meet the challenge. This is reflected in the employment pattern and career growth of its dexterous graduates.

Moving forward, much of the university’s work will be guided by the feedback received from its stakeholders, to ascertain continued improvements in its service delivery process. The relentless efforts of AIUB’s OPA and Institutional Quality Assurance Cell (IQAC) together, will hopefully create new prospects and opportunities in improving and enriching academic programs, policies, and initiatives to fulfill the vision of dynamic future for Bangladesh in the long run.

Dr. Carmen Z. Lamagna
Vice Chancellor

1. Objectives of this study

Aimed at collecting information about our alumni, this report is published on our University's website. This ensures that all concerned stakeholders of AIUB have access to the information contained therein. The aim here is to:

- Assess how AIUB's academic delivery has been facilitating the career prospects of its graduates
- Determine the relevance of our curriculum vis a vis requirements at their workplace
- Find out job priorities of our alumni and the employers
- Advise on ways of developing academia-corporate collaboration
- Suggest empirical basis for reforms of the curriculum and instructions, management processes, career development activities, improvement of facilities and services

2. Graduates and employment

AIUB has over the years developed different linkages with major corporate houses of the country. It is a common practice in different countries and ensures regular placements of the students and alumni. It also paves the way for greater cooperation between the two parties with regard to:

- Development of curriculum
- Promoting of research
- Participation of leading corporate personalities as university faculty, etc.

The University's Office of Placement and Alumni (OPA) was established in order to promote the dual linkages with both the country's corporate sector as well as its alumni. Needless to say, many of AIUB's graduates are now placed in eminent positions, thereby further strengthening these ties.

3. AIUB's Courses and Corporate Employment

In the face of a growing number of academic institutions in the country and the large number of students graduating each year, competition faced by fresh graduates is indeed stiff. It is thus vital that the curriculum that they have studied helps the graduates stand in good stead of getting suitable placements.

Table 1: Employment – Related to courses studies at AIUB

Response	Percentage
Yes	60.50
No	15.07
Others (No Response)	29.83

According to our findings, over half of the respondents agree to our curriculum being in line with the requirements of the employments.

4. Programs covered by the study

Evaluating the recent Tracer Study (Date: 02/12/2021), the figure below shows the percentage of the number of respondents by academic program as of December 2021. The total number of students surveyed was 2,878. The surveyed students are registered in the following Academic programs:

- a. Faculty of Business Administration (FBA)
- b. Faculty of Arts and Social Science (FASS)
- c. Faculty of Engineering (FE)
- d. Faculty of Science and Technology (FST)

5. Convocation covered by this study

This study covers the graduates of the 20th Convocation, held in October 2021. Total number of graduates who took the 20th Convocation was 2,878, broken down by faculties as follows:

Table 2: Figures of participation in the 20th Convocation

Academic Program	Total Students	Percentage
Faculty of Business Administration (FBA)	1653	57.43
Faculty of Arts and Social Sciences (FASS)	123	4.26
Faculty of Engineering (FE)	732	25.45
Faculty of Science and Technology (FST)	370	12.86
Total No. of students	2878	100

6. Major sectors of alumni employment

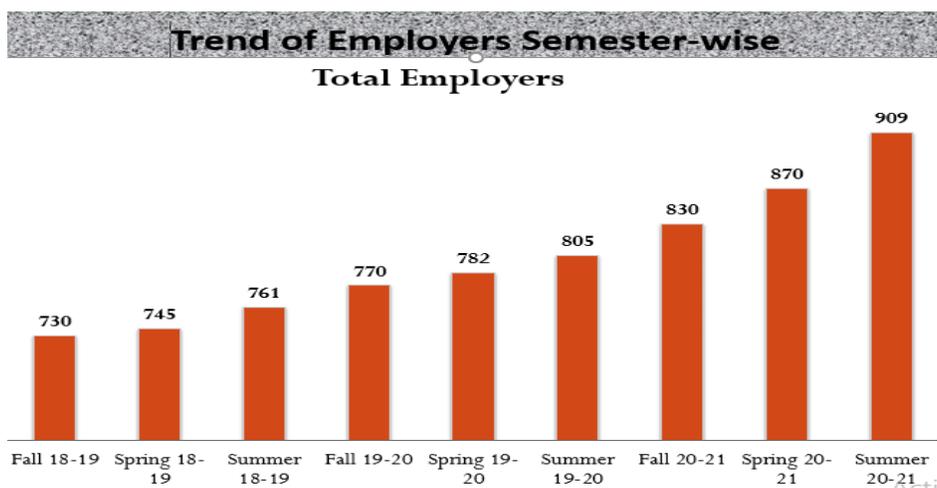
The university started its journey in 1994 with 70 students, employed in 20 companies. Today, AIUB's alumni are working in over 900 companies and organization belonging to different sectors of the economy. Given below is a sector-wise compilation of the number of employers:

Table 3: Employers with sectors

Sector of Alumni employment	No. of companies in the sector employing AIUB alumni	Sector of alumni employment	No. of companies in the sector employing AIUB alumni
Textile & RMG	30	Multinationals	43
Airlines	7	Non-Banking Financial Institute	10
Banks & Financial Institutions	71	Non-government Org (NGO)	22
Consulting	27	Power, Energy, Engineering	66

Sector of Alumni employment	No. of companies in the sector employing AIUB alumni	Sector of alumni employment	No. of companies in the sector employing AIUB alumni
Education & Research	74	Professional & Technical Service	21
Educational institutions	41	Real State & Property	24
Engineering & Mining	13	Research & Development	1
Government Services	22	Services	19
Conglomerates	83	Shipping & Maritime	7
Healthcare	16	Sports	2
Infrastructure & communication Technology	38	Tourism, Hotel & Resorts	13
Logistics Sector	27	Transportation	2
IT & Telecom Sectors	156	Medical & Health Related Services	3
Manufacturing	35	Media Advertising	28
Mass Communication & Media Arts	2	Others	6

At this juncture, it would be relevant to trace how the number of organizations hiring our graduates has progressed over the years. This information is contained in the pictorial overview given below:



7. Current Status-20th Convocation held in October 2021

As mentioned above, 2,878 students graduated at this convocation. This Convocation covered two academic years. Details are given in the table below:

Table 4: Details of 20th Convocation

Program	Academic Yr. 2019-20	Academic Yr. 2020-21
Undergraduate	1314	1068
Graduate	396	120
Total	1,710	1,168
<i>Graduates of the 20th Convocation</i>	<i>2,878</i>	

8. The Tracer Study

The university conducted a survey by way of a Tracer Study, to determine the demographics with regard to our alumni and their status of employment. "Employment" for the purposes of this study includes industrial placements, part time and full-time jobs. The data was collected in December 2021. Summarized findings are:

Table: 5: Tracer study synopsis

Heading	Numbers	%
Total number of graduates	2,878	--
Total respondents to the survey	2,103	73%
Employed	1,324	63%
Self-employed (Own and family business)	147	7%
In further studies	275	13%
Unemployed	357	17%