



AIUB

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AIUB GRADUATE TRACER STUDY

Details of 21st Convocation

YEAR
2023

Prepared By:

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

American International University-Bangladesh



Message from the Office of the Vice Chancellor, AIUB

In order to determine the status of employment and other pertinent details of its alumni, AIUB has been carrying out regular tracer studies for almost a decade. Much of the work of the university's Office of Placement and Alumni (OPA) centers on maintaining effective liaisons with the country's major employers. This is all the more vital because in most cases this work is further facilitated by the alumni working in these organizations.

Currently, AIUB has over 36,000 graduates, belonging to various programs spread across the ~~for~~ Faculties of the university.

The information contained in this report has been prepared on the basis of a tracer survey carried out in July 2023, requiring alumni to submit details on matters mentioned in the report. The survey primarily focuses on the 21st Convocation held in March , 2023.

Information gathered from the tracer survey helps us to identify ways of making our service delivery more focused and attuned to the demands of the employment market. By working with alumni at various levels, the university aims to further promote academia-industry bridge building. It also helps in gauging the skill demands of the employers and then updating our syllabi accordingly. All this is vital to meet the demands of the economy, in general and that of the fourth industrial revolution (4IR) in particular.

The combined efforts of AIUB's OPA and Institutional Quality Assurance Cell (IQAC) working 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.

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. Programs covered by the study

The findings of the Tracer Study carried out in July 2023, cover all the academic programs of the university. The focus of the Study was on the graduates of the 21st convocation held in March 2023. The surveyed students are from the following faculties. The breakdown of the graduating students is given in the table below:

- 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)

Table 2: Figures of participation in the 21st Convocation

Academic Program	Total Students	Percentage
Faculty of Business Administration (FBA)	1,308	27.80%
Faculty of Arts and Social Sciences (FASS)	321	6.80%
Faculty of Engineering (FE)	1,022	21.60%

Faculty of Science and Technology (FST)	2,071	43.80%
Total No. of students	4,722	100

4. Major sectors of employment of graduates of the 21st Convocation

The university started its journey in 1994 with 70 students, employed in 20 companies. The graduates of the 21st Convocation are employed 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

Sectors of Alumni Employment	No. of companies in the sector employing AIUB Alumni	Sectors of Alumni Employment	No. of companies in the sector employing AIUB Alumni
Agriculture	5	Fast Moving Consumer Goods (FMCG)	15
Aviation	12	Food and Beverage	12
Bank & Financial Service	36	Healthcare	28
Business Process Outsourcing (BPO)	31	IT and Software	364
Consulting Firm	30	Legal	9
Defense	5	Media, Journalism & Publication	5
Design and Construction	25	Non-Banking Financial Organization & Insurance	15
Telecommunication	30	Pharmaceuticals	5
Tourism & Hospitality Sector	7	RMG & Apparel Industry	35
Power & Energy	21	Safety & Security	2
Transportation & Logistics	9	Sports	1
E-Commerce	12	Startup	12
Educational Sector	39	Others	125
Engineering	89		
Total companies employing 21st Convocation graduates= 979			

5. Graduation Status-21st Convocation held in March 2023

As mentioned above, 4,722 students graduated at this convocation. The breakdown of graduates and undergraduates is given below:

Table 4: Details of 21st Convocation

Program	Number of students
Undergraduate	4,068
Graduate	654
Total	4,722

6. The Tracer Study

The university conducted a survey by way of a Tracer Study, to determine the demographics about 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 July 2023 . Summarized findings are:

Table: 5: Tracer study synopsis

Heading	Numbers	%
Total number of graduates	4,722	---
Total respondents to the survey	1,835	38.90%
Employed (self-employed, own and family business)	1,179	64.25%
In further studies	442	24.09%
Unemployed	82	4.46%
Unavailable for work	132	7.20%