

VOICE OF BUSINESS

08
ISSUE
Aug 2026

THE GRADUATE FILTER

Grades may open doors, but skills and leadership create opportunities. Discover what truly makes candidates stand out.

INSIDE RECRUITERS' MINDS

Step beyond the interview room, and uncover what hiring managers value most. Straight from industry leaders.

HIRED FOR POTENTIAL

Talent gets noticed, attitude builds careers, and potential shapes future leaders.

WAKE THE CUT

QR SCAN



JOB FAIR SPECIAL





মেকিং সেল
অব মানি

নতুন সিটিটচ-থেকে সিটি ব্যাংক অ্যাকাউন্ট খুলুন এখানহ



ABOUT VOB



oice of Business (VoB) is one of the leading and largest student-led business publication club in Bangladesh. Founded in 2007 under the Faculty of Business Studies at the University of Dhaka, VoB provides students with opportunities to develop their skills, showcase their talents, and gain real-world experience.

Guided by our motto, **"Empowering the Leader Within,"** we work to bridge the gap between academic and professional life through seminars, workshops, and knowledge-based events featuring corporate and industry leaders. We have brought together students from all nine departments of the Faculty of Business Studies and are supported by a Board of Advisors comprising faculty members from these departments. Through our initiatives, we continue to help students learn, grow, and prepare for their professional careers.

Voice of Business, as part of its long-standing legacy, is renowned for its signature events. For starters, VoB organizes a nation-wide contest, the Writing Contest, focusing on students' writing abilities.

We have also launched our fifth iteration of our national branding competition, **BRANDrill 5.0**, last year. We have organized Job Fair and Job Market Essentials, as an effort to bring the students closer to the corporate world.

Since the release of the esteemed club's first magazine, which helped the club to gain traction among university readers nationwide, Voice of Business has become a dominating name in the arena of university clubs. In the process, the club has grown in both quality and impact. VoB has published a total of 15 magazines as of 2026, marking another milestone in the long-standing journey.

INSIDE BAT'S TALENT STRATEGY

With Fariha Amber

Fariha Amber is an inspiring individual with more than four years of experience in talent acquisition, onboarding and management, currently serving as the HR Business Partner for BAT where she started her career in May, 2022. She acquired a BBA, majoring in Marketing and Human Resource Management with a Cum Laude distinction from North South University before starting her career.

Q: What is the recruitment process for fresh graduates and interns in BAT?

A: Candidates send in their CVs after we post a career requisition which is generally project-based and open for all to apply to. Interns are selected through a multistep process that begins with a CV screening and a phone interview. After that, a virtual interview is conducted, following which candidates are given two days to solve a case. Finally, a shortlist is prepared.

Q: What are demanding positions and roles in BAT?

A: We primarily hire fresh graduates; hence, the openings are usually for entry-level roles. Running roles are usually where we hire territory officers for marketing or sales, team leaders for operations, and leaf officers for leaf.

For corporate functions, such as HR or finance, we hire based on vacancies.

Fariha Amber

Q: What skills should a fresh graduate have in order to stand out from other candidates?

A: While the skills required can vary function-wise, we consistently emphasize leadership potential. This can be imperative for a newly recruited fresh graduate, as they are highly empowered in our company and often begin leading teams immediately after inductions.

Stellar communication skills can be particularly valuable in these roles. In the interviews, we place the candidates in hypothetical scenarios, where we search for leadership traits like agility, adaptability, and multitasking, alongside open-mindedness to diversity, and whether they are inclusive to others' opinions in the candidates' responses. Hard skills can be learned eventually, while leadership potential can be indispensable.

Q: What qualities make candidates stand out amongst all the other applicants?

A: Given the enhanced access to opportunities, we believe that students have the scope to achieve a great deal. Therefore, initially during CV sorting, we seek out candidates with strong ECAs, alongside an adequate CGPA.

As we hire fresh graduates, we aren't looking for job experience and rather consider that a candidate can gain professional experience through extracurriculars.

Q: If you could give only 3 pieces of advice to university students preparing for their careers, what would they be?

A: Some advice to keep in mind includes working hard in your undergraduate, building your network, and being prepared for setbacks.

Firstly, a student should become accustomed to extracurriculars by their second year so that they have achievements and experiences to mention on their CVs by their third year. Besides that, having a network can help in ways that we can't predict beforehand, as professional networks for MNCs and corporate companies are frequently well connected.

Lastly, since jobs are highly competitive nowadays, a candidate has to be prepared to apply for many jobs, even before they get a call back for an interview.

Q: What mistakes do fresh graduates make when applying to BAT?

A: At a rudimentary level, a few pointers include having a CV that is easily navigable, where one can conveniently identify highlights, which is generally sufficient.

A tip is having two to three lines detailing personal contributions or skills gained and quantifying achievements instead of just listing experience.

WHAT DO RECRUITERS LOOK FOR IN FRESH GRADUATES?

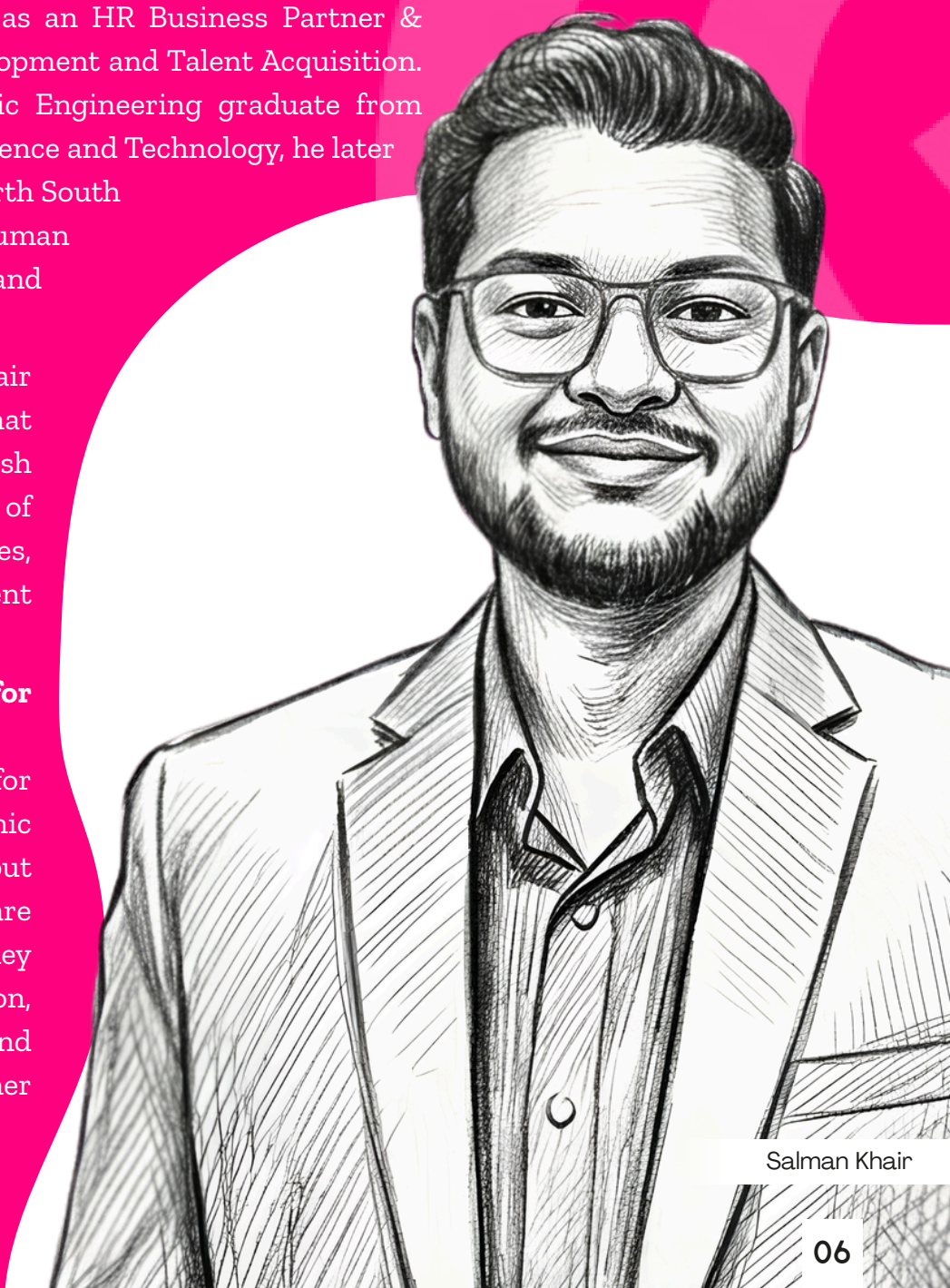
INSIGHTS FROM RECKITT'S HR BUSINESS PARTNER

Salman Khair has been working at Reckitt since March 2022 and currently serves as an HR Business Partner & Lead - Organisational Development and Talent Acquisition. An Electrical and Electronic Engineering graduate from Ahsanullah University of Science and Technology, he later completed an MBA from North South University with majors in Human Resources Management and Finance.

In an interview, Mr. Khair shared insights into what recruiters look for in fresh graduates, the importance of CGPA, career opportunities, and common recruitment mistakes.

Q: What do recruiters look for in fresh graduates?

S: Recruiters generally look for a balanced profile. Academic performance is important, but extracurricular activities are equally valuable because they develop communication, presentation, leadership, and interpersonal skills. Another key quality is



Salman Khair

learning agility, both the willingness and ability to learn. Recruiters also value leadership, communication, negotiation, emotional intelligence and problem-solving skills.

However, requirements vary by role. For example, field-sales positions require adaptability, flexibility, communication and relationship-building skills, while analyst roles require strong analytical abilities, Excel and data-interpretation skills. Basic Excel knowledge is desirable for almost every role.

Q: Does CGPA matter?

S: Yes, but it is not the only factor. A decent CGPA shows that a student has taken academic responsibilities seriously. When combined with strong extracurricular involvement, it creates a well-rounded profile that can stand out to recruiters.

Q: Which positions are attractive for fresh graduates?

S: Genuine Management Trainee Officer (MTO) roles are particularly attractive because they can provide exposure to different teams and a broader

understanding of the business. They may also offer faster career progression based on performance. However, candidates should distinguish genuine MTO programs from ordinary entry-level positions that simply carry the MTO title.

Q: What common mistakes do graduates make during recruitment?

S: Many mistakes begin with the CV. Candidates often use poorly formatted, lengthy, or overly designed CVs. A CV should be clear, concise, properly structured, and readable, with no grammatical errors.

Since many companies use Applicant Tracking Systems (ATS), candidates should also ensure their CVs are ATS-friendly so that relevant information can be identified correctly.

Another major mistake is using the same CV for every application. Candidates should tailor their CV to each position, carefully reviewing the job description and aligning their skills and experience with the specific requirements of the role.

KEY TAKEAWAY:

For fresh graduates, academic performance matters, but recruiters increasingly value a combination of education, extracurricular involvement, leadership, communication, learning agility, and role-specific skills. A clear, tailored, and ATS-friendly CV can also significantly improve the chances of getting shortlisted.



পূবালী ব্যাংক পিএলসি
PUBALI BANK PLC

যবে বসেই ব্যাংক অ্যাকাউন্ট খুলুন



পাই ব্যাংকিং (PI Banking) -
একটি পূবালী ব্যাংক অ্যাপস



প্রচলিত ব্যাংকিং অথবা
ইসলামী ব্যাংকিং
উভয় ক্ষেত্রেই
অ্যাকাউন্ট
খুলতে পারবেন

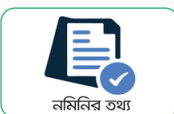
এই সুবিধা ভোগ করবেন

- | ব্যক্তি
- | দোকানদার (ট্রেড লাইসেন্সধারী)
- | দোকানদার (ট্রেড লাইসেন্সবিহীন)

সুবিধাসমূহ

- | চার্জমুক্ত
- | সাথে সাথেই অ্যাকাউন্ট নম্বর
- | শাখা হতে, পাই ব্যাংকিং অ্যাপসে এবং কার্ডে লেনদেনের সুবিধা
- | ফ্রি ডেবিট কার্ড ও চেক বই সুবিধা
- | বাংলা কিউআর কোডে লেনদেনের সুবিধা

যা প্রয়োজন



QR code স্ক্যান করে মোবাইল অ্যাপস
পাই ব্যাংকিং (pi banking) ডাউনলোড করুন



CHOOSING YOUR CAREER: PASSION OR REMUNERATION



Choosing a career is one of the most important decisions in life. Many people face the dilemma of choosing between a well-paid job and a career they genuinely enjoy.

While good remuneration provides financial security and comfort, passion offers **satisfaction, purpose, and fulfillment. So, which should come first?**

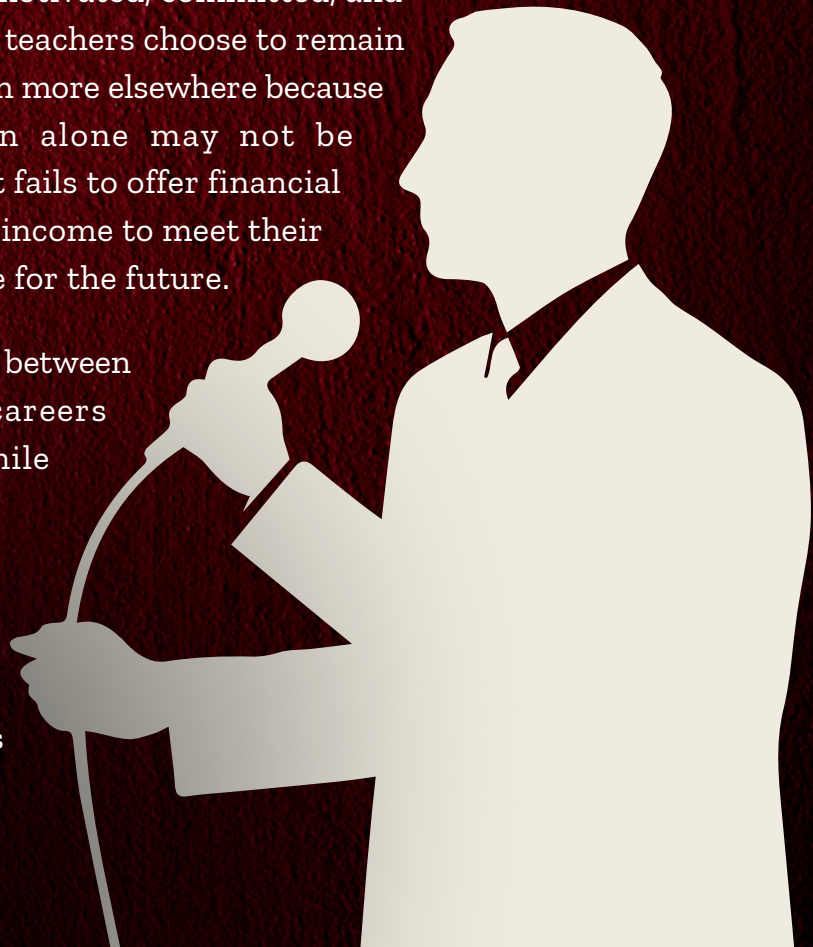
A highly paid career has clear advantages. A good income helps people support their families, save for the future, and enjoy a comfortable lifestyle. For those with major financial responsibilities, choosing a well-paid profession can be a practical **decision**.

However, money alone does not guarantee happiness. A person may earn a high salary but still feel stressed or unfulfilled if they dislike their work. The constant desire to earn more can also take away time, peace, relationships, and overall well-being.

On the other hand, doing work we genuinely enjoy can make our professional lives more meaningful. Passionate people are often more motivated, committed, and eager to develop their skills. For example, many teachers choose to remain in education despite having opportunities to earn more elsewhere because they find meaning in teaching. Still, Passion alone may not be enough. A career that provides satisfaction but fails to offer financial stability can create stress. People need enough income to meet their basic needs, support their families, and prepare for the future.

Therefore, the **best approach** is to find a balance between passion and remuneration. We should seek careers that provide reasonable financial security while matching our interests, abilities, and values.

Ultimately, there is no single answer. Our priorities change with age and circumstances. True career success lies in earning enough to live comfortably while doing something that gives our lives meaning.



SCOPING THE RECRUITMENT PATH

COMPETENCY, INTEGRITY, AND FAIRNESS

Ashraful Alam Zian, an HR professional at New Zealand Dairy with 6+ years of experience, leads talent acquisition, development, and performance management. With an MBA and PGD in HRM, he shared insights on fresher recruitment, standout qualities, common mistakes, and career advice.

Q: What does the recruitment process for fresh graduates look like at your company?

A: Our recruitment process is based on transparency, competency and fairness. After getting the requisitions and issuing the advertisement, what our recruitment team firstly does is screening applicants

using criteria such as academic performance, extracurricular involvement and any skill sets they have. After this initial screening, we conduct competency-based assessments.

Q: What makes candidates outstanding, does academics significantly influence the hiring decisions? Are internships, research assistancy, or other involvements necessary?

Q: How is the corporate landscape moving and what are the most in-demand roles today in your perspective?

A: New Zealand Dairy, starting our business in 1992, is a Fast-Moving Consumer Goods (FMCG) company. Naturally, the most demanding roles are in Sales, Distribution, Branding,

Production, Quality Assurance along with service departments like HR, Finance, etc. like in the FMCG sector.

**AN EXCLUSIVE WITH
NEW ZEALAND
DAIRY'S HR
BUSINESS
PARTNER**



Ashraful Alam Zian

A: New Zealand Dairy and companies like ours always seek the best in people, or be it in materials and machines. Before hiring, we look for expertise and experience in job functions. For freshers who do not have such, our first criteria to filter them is academic excellence. Apprenticeships or internships are also important as they may provide the corporate exposure and functional knowledge, and an idea on what skill sets you have and should acquire. Apart from these, club involvements, voluntary jobs or case competitions could also help you stand out.

In the current job market, one has to first be very good at academic knowledge and also have some sort of skills. In this case, rather than certification, acquire the skills first with good academic backing.

Q: What common mistakes do freshers make during the recruitment process?

A: The candidates send us an untailored CV while applying, they simply make the cold call. The same resume is being sent for every single position and role, finance, management, sales, brands. But the CV needs to be carefully tailored and customised to meet the requirements, job functions, and the positions or brand they are applying for.

To stand out, you can articulate your CV in a very presentable way with the skills and knowledge particularly related to the job functions or the brand.

Q: If you could only give three pieces of advice to the freshers, what would they be?

1.

Be Good at Academics - CGPA does matter. Your academic foundation reflects your understanding of core principles and job-related concepts. A 3.50+ CGPA is generally a strong benchmark for building that foundation and clearing initial screening.

2.

Prioritize Continuous Skill Development- Give time on pursuing continuous developments by acquiring technical and analytical skills to match your desired path.

3.

Develop Your Professional Attitude- Professional attitude includes discipline, time management, and agility to learn. And what is a must is integrity. Integrity is the license to work.

SECRET INGREDIENT!!

WHAT CCI LOOKS FOR IN FRESH GRADUATES

Yasin Shohag has spent more than a decade in HR across the FMCG industry. He started his career at ACI, later became Country HR Head at Godrej Consumer Products Bangladesh, and now leads People strategy at Coca-Cola İçecek (CCI) Bangladesh, one of the world's largest Coca-Cola bottlers. He holds both a BBA and an MBA from the University of Dhaka. In an interview, he shared how CCI hires fresh graduates, what catches a recruiter's eye, and where most young applicants slip up.

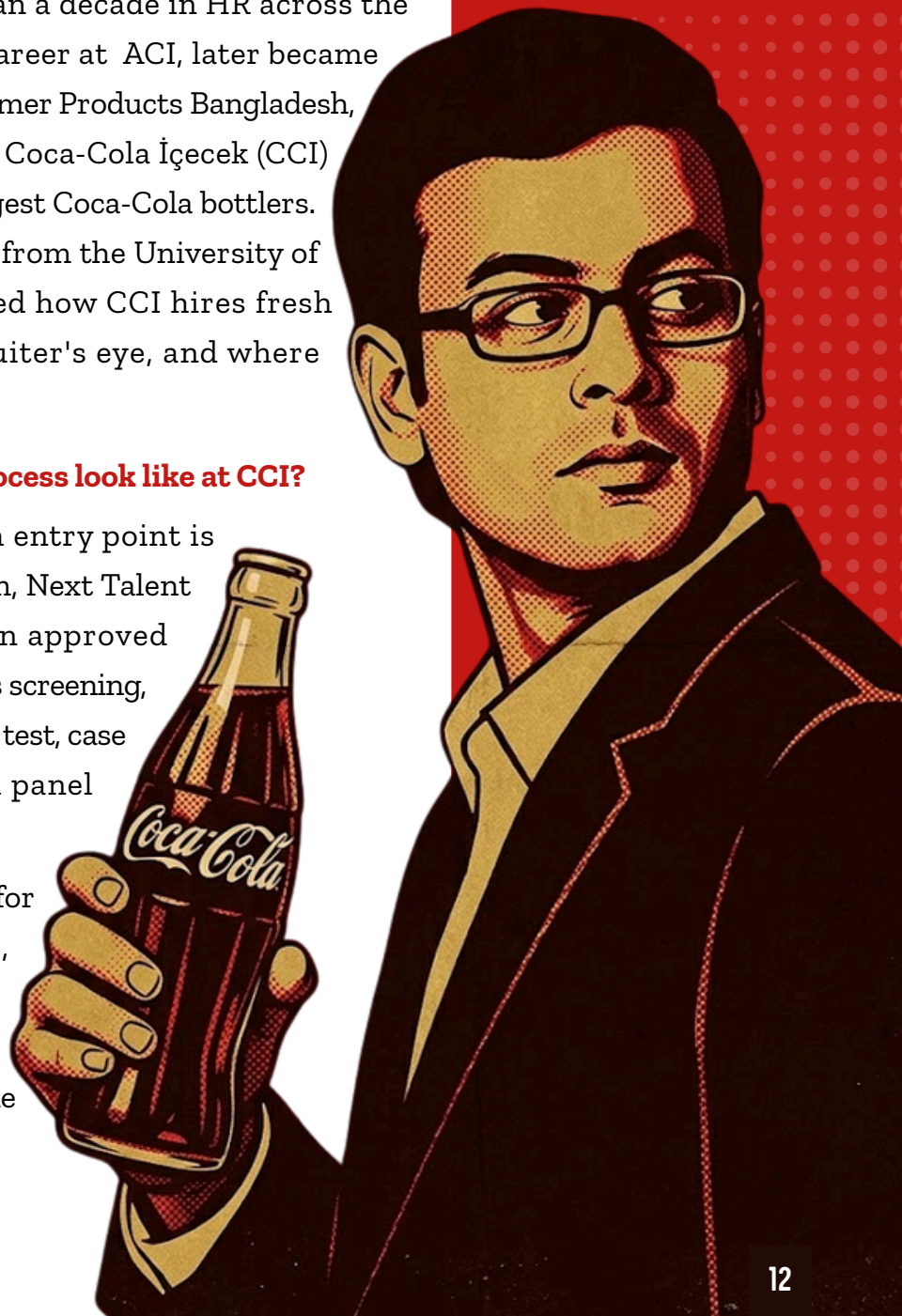
Q: What does the recruitment process look like at CCI?

Y: For fresh graduates, the main entry point is our management trainee program, Next Talent which runs once a year based on approved vacancies. The assessment includes screening, an aptitude, an English proficiency test, case studies, group discussions, and panel interviews.

English proficiency is mandatory for almost every professional role, because we hire for the career path just the immediate job. Panels are always cross-functional to keep the decision fair.

Yasin Shohag

HR Lead,
Coca-Cola İçecek (CCI)
Bangladesh



Q: Which positions are open to fresh graduates?

Y: Next Talent places recruits across our three main areas: Sales, Supply Chain (which includes manufacturing and plant operations), and Corporate Functions like Finance and HR.

In Sales, we run three development programs: Emerge, Evolve, and Elevate, along with a dedicated stream for female sales trainees.

For short-term opportunities, we run an internship program called LIVE. Everything is announced on our LinkedIn page and careers portal.

Q: Does academic performance really matter?

Y: Yes and no.

A single Next Talent circular can bring in close to 10,000 applications, so a CGPA cut-off becomes practical. For business graduates, around 3.3 or above usually keeps you in the running.

Once you have a year or two of real work experience, no one is really looking at your CGPA anymore. What matters then is your track record.

Q: What stands out the most in a candidate?

Y: Learning agility and communication, above everything. And communication is not about being the best speaker in the room. It's about listening. Practical AI literacy is becoming important too, but only if it's paired with domain knowledge.

Q: Does academic performance really matter?

Y: The biggest CV mistake is sending the same one everywhere. Tailor it to the job description, keep it to one or two pages, and use a professional email and an active phone number.

In interviews, the mistake I see most is candidates showing up without researching the company. Most of the information is one search away. Also, don't treat "tell me about yourself" as a filler question. Use it to steer the conversation toward what you want the interviewer to remember.

Q: What are three pieces of advice you'd give to fresh graduates?

Y: First, listen. It sounds simple, but most people don't do it well.

Second, respect the people around you, regardless of their position.

Third, be patient with your own growth. Keep learning, stay grateful, and stay consistent, and the results will come.

Key takeaway:

At Coca-Cola İçecek, a decent CGPA might get you through the first filter, but it isn't what builds a career there. What matters is a balanced profile, learning agility, and the willingness to grow through demanding entry-level roles. A tailored CV, proper interview preparation, and a genuine interest to keep learning can take a fresh graduate a long way.

BRIDGING CAMPUS TO CORPORATE

Anupom Chowdhury, an accomplished HR professional with more than 13 years of experience in Human Resource management. Currently serving as the Organization Development Manager at Renata PLC, where he worked for more than 11 years contributing to employee engagement, learning and development, talent management employer branding and organizational development to solve real business problems, and build people-centric systems. He gained a BBA in Management Studies, & an MBA majoring in Human Resource Management, both from the University of Dhaka.

In the **interview**, he shares the way pharmaceutical industries recruit talents, their areas of expected expertise and how graduates should prepare themselves to meet the gap from academics to corporate.

Q: What is the recruitment process for freshers in Renata and Which departments offer the best opportunities?

A: Pharmaceutical Manufacturing and Field Force (Sales) offer the highest number of opportunities for fresh graduates with diverse backgrounds in pharmacy, engineering, life sciences, business administration, etc. They prefer fresh recruits because they can be trained according to company-specific technologies, SOPs and International regulatory standards.



Anupom Chowdhury

Manager, HR & Organization Development
RENATA PLC

Field Force (Sales) follows a structured recruitment process that usually includes a walk-in interview, written assessment, training period, and final selection. Successful candidates begin as Professional Service Officers (PSOs) and can progress to senior leadership positions based on performance.

While Accounting and Finance departments may require a partly/fully qualified CA, ACCA or CMA for vacant roles; HR, International Business and Data Science recruits fresh graduates more frequently especially for candidates who have at least completed relevant internships

Q: Does CGPA matter in Renata or in other industries? What are your thoughts?

A: Yes, CGPA definitely matters. The idea that CGPA is unimportant is a misconception. A strong academic record is particularly important for important and strategic roles, such as research and development (R&D), where companies may screen out candidates below a high CGPA threshold. Also it helps to assess the basic qualifications and pivotal ideas of the total process of the pharmaceutical industry.

For most corporate roles, maintaining at least a 3.0 CGPA is advisable. A low CGPA may create a negative impression regarding academic commitment and discipline. If I mention the specific bar, then it should be above CGPA 3.4. otherwise the CVs won't be screened.

While Marketing and HR place greater emphasis on communication, leadership, and relevant practical experience along with core academic basics.

Q: How important are extracurricular activities and internships?

A: Extracurricular activities are valuable, but they should be meaningful. Recruiters prefer candidates who hold real responsibilities in one or two organizations rather than being passive members of many clubs.

Students should pursue internships in industries where they genuinely want to build their careers rather than choosing internships only for convenience. Internships are highly important for three reasons-

- They provide real industry exposure.
- They can lead directly to permanent employment.
- They strengthen a candidate's CV and interview performance.

Campus Ambassador programs can also provide useful corporate exposure and networking opportunities, but candidates should avoid joining too many programs simultaneously in order to not lose focus.

Q: What mistakes do fresh graduates make when applying for jobs?

A: The biggest mistakes involve CV preparation and exaggeration. A fresher's CV should generally be limited to two pages and should clearly highlight academics, internships, and relevant achievements. Candidates should use a

professional photograph and follow a format suitable for the Bangladeshi corporate context.

Common mistakes include:

1. Using identical CV templates that are easily available online.
2. Exaggerating responsibilities during internships or extracurricular activities.
3. Claiming achievements that cannot be explained during interviews.
4. Misrepresenting educational backgrounds or affiliations.

Recruiters often verify details through interview questions, and dishonesty can result in immediate rejection

Q: What qualities do recruiters value most in fresh graduates?

A: Recruiters value candidates who demonstrate a strong learning attitude, honesty, and self-awareness. Fresh graduates are not expected to know everything; they are expected to be willing to learn, adapt, and grow within the organization. Analytical skills, creativity, and rational thinking are also really appreciated in such fields.

Candidates should present their genuine strengths rather than trying to create an artificial impression during interviews.

Q: What advice would you give to students preparing for the corporate world?

A:

Conduct market study: Understand which industry and function you genuinely want to pursue instead of applying randomly to every job.

Conduct market analysis: Research companies, internship opportunities, and recruitment patterns early, ideally before the final semester.

Build professional networks: Attend job fairs, interact with recruiters, visit companies directly, and develop industry connections before graduation.

According to Anupom Chowdhury, students who understand the market, prepare strategically, and build genuine professional relationships have a significant advantage during recruitment.

Key takeaway:

Renata PLC values academic performance, especially for technical and research roles, but recruiters also place strong emphasis on internships, meaningful extracurricular involvement, honesty, learning ability and role-specific skills. Fresh graduates should maintain a solid CGPA, gain relevant practical experience, prepare a truthful and professional CV and actively build industry networks to improve their career prospects.

FRESHLY GRADUATED

A DILEMMA IN DISGUISE

For most fresh graduates, stepping outside after their graduation feels like being left in the ocean without any protective gear. After years of assignments, exams, homeworks, etc the real world feels unreal. They are often left with one question, **'What do I do now?'** They are also faced with questions like **'Where do I start?'** and **'How do I start?'**

With their graduation, it is expected that a fresher will immediately land a job. However, the job market is way more complicated than it seems. Some jobs require academic excellence and others require skills. Most of the time there is a gap between what recruiters want and what the graduates are ready to offer. Graduates are usually confined within a certain set of skills and a certain bar for academics. However, for most recruiters the benchmark is quite simple and straight-forward; they want people who are adaptable, eager to learn and capable.

A degree is just the starting point for someone's career. A person must have basic skills such as communication, presentation and teamwork to land themselves a job. Recruiters often look at academic qualification as a measure of knowledge of one's chosen field and they look at skills as evidence that one can apply their knowledge at practical levels.

A graduate cannot be fully blamed for not having knowledge of the employability gap. Most students are confined to only bookish knowledge and given little to no corporate exposure, during their undergraduate years.



Many students do not explore their options at their respective universities to gain practical knowledge. This restricts them to understand how the corporate world works and how to fit in.

The transition from the university to the corporate world is not about having everything figured out; it is rather about having the urge to learn, adapt and grow. Life after graduation is simply the starting point where a new journey awaits.

2-DAY CAREER-ORIENTED EVENT

Job Fair 2026 was all about new ideas, meaningful connections, and countless opportunities. Several top-tier companies and MNCs graced the event, providing students with the opportunity to submit their CVs and explore the potential career opportunities offered by leading organizations.

Day 1 The opening day began with an inauguration by the Honourable Dean of the FBS. The event then progressed with an insightful HR panel discussion featuring distinguished HR professionals from the corporate world. The day concluded with a mock FGD, providing participants with a valuable real-life experience of the recruitment process.

Day 2 The second day started with mock interviews for participants who performed in the FGD round. A fascinating session was also conducted to bridge the gap between talent and opportunity in the professional world. The event concluded with a colourful closing ceremony featuring cultural performances and recreational activities.

25+

Corporate and Media Partners

5000+

Visitors from all over the University of Dhaka

550+

CV Collection

VOB
PRESENTS
JOB FAIR
— 2026 —

POWERED BY



CO-POWERED BY



IN ASSOCIATION WITH



Patroned by the Dean
Faculty of Business Studies,
University of Dhaka



YOUTH ENGAGEMENT
PARTNER
THE GRADUATES



TELEVISION PARTNER
93



TELEVISION PARTNER
24



TELEVISION PARTNER
93



BANGLA MEDIA PARTNER
কালের কণ্ঠ



SOCIAL MEDIA PARTNER
infogram



ONLINE MEDIA PARTNER
YD MARKEDIUM



PRINT MEDIA PARTNER
বণিক-বার্তা



RADIO PARTNER
93



Photography &
Cinematography Partner
৩৩৩

MEMENTO OF JOB FAIR



MOCK INTERVIEW



VoB MEMBERS



SESSION AUDIENCE



HR PANEL DISCUSSION

VOICE OF BUSINESS BULLETIN

8th Issue List of Contributors

Editorial Team

Ishrak Farhan Bhuiyan

Chief Editor

Sumaita Ilham Konon

Deputy Editor

Tasniya Hossain Asha

Senior Associate

Tajkia Akter

Senior Associate

Tanvirul Islam

Senior Associate

Salim Sadman Prangon

Senior Associate

Maryam Rahman

Senior Associate

Elma Tabassum

Executive

Tahasinuzzaman Shafi

Executive

Ahammed Sabir Chowdhury

Executive

Hamima Swad

Associate

Publication Team

Md. Nahidul Islam Sakib

Head of Publications

Avijit Saha Badhan

Senior Associate

Farhan Tanvir

Senior Associate

Muhtashim Ahmad Khan

Executive

Md. Tasriful Hoque

Executive

Humaira Anjum

Executive

Md. Rezwanur Rashid Sajid

Executive

Ehtashmul Hoque Rafi

Executive

A A Shai Marma

Executive

Sincere Gratitude

Ayesha Tabassum

Head of HR and Finance

Afia Jahin Mowla

Executive, HR and Finance

Mobasshir Hossain Alvi

Head of Communications

Mehadi Hasan

Associate, Corporate Affairs

Sryza Sakil Megh

Executive, HR and Finance