

External (Education) Industry Expert Comments on MBA Curriculum & Program Learning Outcomes

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Strengths

The curriculum reflects a commendable commitment to contemporary business education. The inclusion of *Digital Technology for Business* signals appropriate responsiveness to the evolving digital economy, directly supporting PLO 3's emphasis on the impact of technology on business operations. The *Business Research* course anchors the program in evidence-based practice, providing essential methodological grounding for PLO 7's expectation that graduates apply statistical and research-based reasoning to organizational problem-solving. PLOs 5 and 6, addressing intercultural collaboration and individual accountability, reflect genuine alignment with ACBSP's criterion for professional competency development.

Areas for Development

The elective structure — a single required elective — is notably thin for a graduate-level program and risks limiting students' ability to pursue meaningful specialization. ACBSP standards encourage programs to demonstrate a coherent pathway from curriculum to learning outcomes; with only one elective, that pathway narrows considerably.

PLO 2, which calls for graduates to "suggest ways to improve the economy, society, and politics," is ambitious in scope but unanchored in the curriculum. No course explicitly addresses public policy, macroeconomic analysis, or socioeconomic impact assessment — making this outcome difficult to assess rigorously, which is a concern under ACBSP's assurance of learning requirements.

Additionally, the PLOs lack measurable, behavioral language in several instances. Phrases such as "understand and accept differences" (PLO 5) and "foresee major shifts" (PLO 3) are aspirational rather than assessable. Revising these toward observable, action-verb framing would strengthen both accreditation documentation and faculty assessment alignment.

Finally, the curriculum does not address AI governance, ethical AI deployment, or the workforce implications of automation — all of which fall squarely within a responsible MBA's scope, particularly given PLO 1's emphasis on ethics and PLO 7's focus on organizational problem-solving. Incorporating even a dedicated module or case-based thread on these topics across core courses would meaningfully strengthen both the program's contemporary relevance and its PLO-to-curriculum alignment.