



THE INSTITUTION OF  
ENGINEERS, BANGLADESH



BOARD OF ACCREDITATION FOR  
ENGINEERING AND TECHNICAL EDUCATION

# TRANSFORMING EDUCATION FOR THE INDUSTRY: ENGINEER'S PERSPECTIVE IN ACHIEVING VISION 2041

**KAMRAN BAKR**

FOUNDER, PRO4PRO

FORMER CHAIRMAN & MANAGING DIRECTOR,

UNILEVER BANGLADESH LTD



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RUPOSHI BANGLA GRAND BALL ROOM, INTERCONTINENTAL HOTEL, DHAKA



## PREAMBLE

The educators in engineering programs prepare their graduates for the industry. The industry in Bangladesh is advancing to make up for its grave post-independence deficits. The foreseen national growth per the national visions needs to be visible in the international arena.

Vision 2041 highlights the need for accelerated developments at higher altitudes with the local customization of high-end up-to-date engineering and technological know-how, which must trickle down into the profession as the fruits of Industry 4.0 and the upcoming Industry 5.0.

Engineers from all disciplines will be the prime movers. Our current graduates enhance their knowledge and skills through lifelong learning while the educators prepare our future graduates with up-to-date knowledge. The academic arena and the industry floors need to be under the same roof for the acquisition and delivery of knowledge and skills and their enhancement. A transformation in the teaching and learning process is on the horizon. Engineering graduates will display their learning in the industry at home and abroad consistently over time. In the future, our industry will have to recruit more high-grade professionals from our accredited engineering programs, which are well recognized at home and abroad. The local availability of capable engineers is an attractive ingredient for foreign direct investments (FDIs). The contribution to the national economy from enhanced FDIs is unfathomable. The international job markets will see our graduates as active contributors to the causes of the world. The country can expect to see them as high-income wage earners to enrich our foreign-currency reserves. The visibility in circularity in investment in engineering education is imminent.

All these accomplishments are rooted in an internationally recognized accreditation system for engineering education, which the Board of Accreditation for Engineering and Technical Education (BAETE) of the Institution of Engineers, Bangladesh has been pursuing since 2003 for the entire spectrum of engineering in Bangladesh. BAETE's accreditation criterion, the "Program Outcomes and Assessment," focuses on the industry's needs and describes the industry's most sought attributes in engineering graduates. The "Interaction with Industry" criterion focuses on how the students are exposed to the relevant industries. The "Program Educational Objectives" provide a means to monitor the graduates' development for up to 5 years after graduation.

BAETE's accreditation has led to the formation of industrial advisory panels in many engineering programs to bring the industry closer to academia. Our continuous effort is to bring them even closer together. As BAETE updates its requirements for graduates with the incorporation of sustainable development goals, we must start with the right footing. Our goal is to set a guiding path for the programs to be on the right course, and we need the industry's close collaboration to do that.

With this aim, we are organizing the first national symposium with the theme "Transforming Education for the Industry: Engineer's Perspective in Achieving Vision 2041" to bring faculty members and industry personnel under the same roof.

# From Engineer to Leader

*How can Engineers step into  
Business Leadership roles?*

**Kamran Bakr**

Founder, Pro4Pro

Former Chairman & Managing Director,  
Unilever Bangladesh Ltd

# Industry Need Assessment

## Focused Dialogues

Industries	Positions
FMCG – MNC & Local	Business Heads : 12
Telco	
Paint	
Footwear	Senior Global Executive : 2
Pharmaceutical	
Public Health	
Local Multi-sectoral Conglomerate	CXOs : 6
Global Telecom Equipment Manufacturer	
Global Search Engine	

# The leap from Engineering to Business (2022)



Global Commercial Refrigeration Market: USD 39 bln



Global Market: Soft Drinks USD 900 bln  
Ice Cream USD 82 bln



Global Telecom Equipment Market: USD 249 bln

verizon

AT&T

T . .

NTT

T

中国移动  
China Mobile

Global Revenue of Mobile Operators USD 1070 bln



Global Aircraft Manufacturing Market : USD 409 bln



Revenue of Commercial Airlines Worldwide : USD 727 bln

# Engineering to Business Leader



**Customer & Market  
Orientation**



**Basic Financial Acumen**

# Engineering to Business Leader



**Fundamental End-to-End  
Understanding of Business**



**Strategic Thinking**

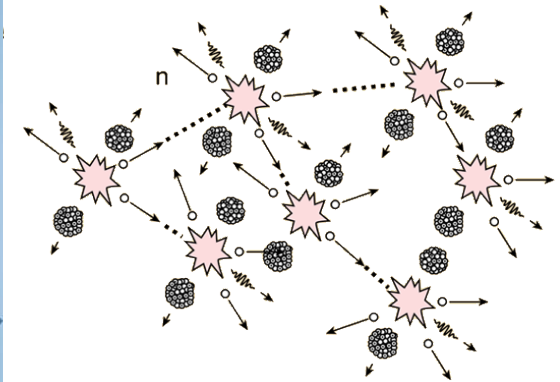
# Engineering to Business Leader



**Embracing Ambiguity & Risk,  
Thriving in Uncertainty**



**Learning from Failure**



**To Catalyze Change**



# Engineering to Business Leader



**Cultivating Resourcefulness**



**Water Conservation**



**Waste Glucose Bottles For  
Drip Irrigation System**

# Engineer to People Leader



**The Art of Getting Things Done Through People**

# Engineer to People Leader



Influencing Stakeholders

# Engineer to People Leader



**Prioritizing Collaboration & Teamwork  
with Interpersonal Skills**

# Engineer to People Leader



Empathetic Communication

# Leveraging Technology & People to deliver Business Goals



**Taking risks in a uncertain, ambiguous environment**

## SHORT BIO OF KAMRAN BAKR

Kamran Bakr, is the Founder of Pro4Pro, where he is codifying personal experiences & learnings on “How to Lead Transformations” as well as “How to Lead Business with Integrity” for sharing with next generation of Corporate Leaders in an innovative manner.

Kamran joined Unilever Bangladesh in 1990. After working in a variety of roles encompassing Production, Development, Industrial Relations as well as a short term assignment to Central Asia & Middle East Regional Innovation Centre, he was appointed Technical Director in 1997. In 2002, as Supply Chain Director, his role was expanded to include Planning, Procurement & Distribution aspects of the business. In January 2007, Kamran moved to Nepal as Managing Director, Unilever Nepal – becoming the first Bangladeshi national to head a Unilever business. During his successful stint in Nepal, he found opportunity in adversity, leading the team to double the business in 4 years; while growing market shares across categories to become market leaders in all categories Unilever Nepal operated in. Kamran returned back to Bangladesh in February 2012 as Chairman & Managing Director, Unilever Bangladesh - a position he held till end of 2017. During his tenure, the early part of which was marked by serious political strife, Kamran is credited for improving the product portfolio mix and savings initiatives leading to doubling the profits of the business. He also undertook a major re-structuring & modernization of the front-end or Sales function thereby ensuring continued success of the business. After his retirement from Unilever Bangladesh, he was invited to continue as the Non-Executive Chairman of the Board of Directors, Unilever Bangladesh – a position he held till mid 2020. Kamran holds a Bachelors degree in Chemical Engineering from Bangladesh University of Engineering & Technology, Dhaka as well as a MBA from McDonough School of Business, Georgetown University, Washington DC. He also attended the Advanced Management Program at INSEAD, Fontainebleau. Kamran is married with a son, and enjoys music from all over the world as well as share his learning over the years with business school students.

## **DISCLAIMER**

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