



## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **JOB DESCRIPTION & PERSON SPECIFICATION FOR ASSOCIATE PROFESSOR**

#### **1. JOB INFORMATION**

Post Title: **ASSOCIATE PROFESSOR OF BUSINESS ADMINISTRATION (Major in Marketing)**

Mode: **Full Time**

Ref No: **WUB/DBA/Asso\_Prof/2024(003)**

#### **2. JOB DESCRIPTION**

##### **Purpose**

1. To participate actively in applied research: both in terms of academic publications and income generation research activities, such as use of blended learning and online means of delivery.
2. To undertake project supervision of undergraduate and graduate students and other teaching and learning activities as required by the Department.

##### **Main Duties and Responsibilities**

1. To take responsibility for the development and delivery of learning, teaching materials, and assessment. This can include substantial responsibility for the design, enhancement and organization of teaching and learning, for curriculum development, or for the student experience more broadly.
2. To demonstrate innovative approaches to teaching and support for students through the use of a wide range of learning resources and appropriate pedagogic practice, such as use of blended learning approaches in teaching.
3. To ensure that the teaching for which you are responsible is informed by contemporary research in the relevant field and develops the ability of students to engage in debate, critical discourse and rational thinking.
4. To ensure that students have an effective learning experience by providing high quality academic guidance and advice and by enhancing their employability.
5. To reflect critically on the teaching for which you are responsible, implementing improvements, disseminating good practice effectively to others, contributing to quality monitoring and enhancement and to professional accreditation processes as appropriate.
6. To undertake applied research through, as appropriate:
  - A. Contributing actively to applied research groups or communities of practice internally and/or externally.
  - B. Making a substantial contribution to delivery of externally-funded projects or contracts.
  - C. Disseminating research outputs using a range of media. For example: academic publications, external reports, conference presentations, short courses for

- knowledge transfer, exhibitions, performances.
- D. Developing external networks nationally and/or internationally.
  - E. Supervising research students and guiding fellow academics in research activities.
7. To undertake work with a range of external partners and professional bodies/agencies in the home and overseas.
  8. To corroborate linkage with industry and practitioners in the field of discipline.
  9. To contribute to the promotion and external profile of the University and adopt a customer/client-focused approach where appropriate.
  10. To work effectively as a team member, chairing committees and working groups, and where appropriate supervising or mentoring other members of staff.
  11. To undertake professional development in support of teaching and applied research, and if appropriate in support of student welfare and curriculum management.
  12. Beside these the candidate is required to -
    - A. Maintain academic discipline, Performance monitoring of junior teachers, Maintain students records in the University management system, Member as a thesis defense panel and thesis supervision committee.
    - B. Prepare and modifies the course syllabus and course outlines.
    - C. Conduct research in different areas and publishes findings in scholarly journals.
    - D. Perform academic administration & other activities as required (exam proctoring, viva conducting, registration duty etc.)
    - E. Meet with and reports the activities to the Vice-Chancellor/President of the University/top Management
    - F. Assess students which include setting and marking assignments, class tests and term papers/project works.
    - G. Undertake any other duties as determined by the University of Management and the Vice Chancellor.

**AND** such other duties as are within the scope of the spirit of the job purpose, the title of the post and its grading.

**Supervision Given**

Assistant Professor, Sr. Lecturer, Lecturer, Instructors, and Research Associates as appropriate.

**Salary Range:      BDT: Tk. 81,540/- to Tk. 1,37,432/- (Per Month)**

(Salary depending on qualifications preferably PhD degree, experiences, number of publications and contribution to the University.)

## PERSON SPECIFICATION FOR ASSOCIATE PROFESSOR

ATTRIBUTES	ESSENTIAL	DESIRABLE
<p><b>Education / Qualifications</b></p>	<p>Must have a Ph.D. or DBA or a minimum M.Phil. or MRES Degree in Business Administration with major in Marketing and 3/4 years Bachelor Degree from any recognized University.</p>	<p>PhD and relevant publications – 10 nos.</p> <p>Recognized teaching qualifications.</p>
<p><b>Teaching Experience</b></p>	<p>Must have 10 years of teaching experience for Ph.D. Degree holders.</p> <p>Must have 15 years of teaching experience for M.Phil. Degree holders.</p> <p>Must have 17 years of teaching experience for Master Degree holders.</p>	<p>Evidence of communication to the wider student experience e. g. in recruitment/ retention initiatives, in employability/ enterprise initiatives, student welfare.</p>
<p><b>Job Related Skills and Capabilities</b></p>	<p>Ability to work independently, to take the initiative, and to innovate ability to identify and secure opportunities for development of the Department/ University.</p> <p>Commitment to delivering high quality service to students.</p> <p>Good organizational and management skills.</p> <p>Suitable level of proficiency in ICT and understanding of its application to teaching, learning and applied research.</p>	<p>Experience of process and systems improvement.</p>
<p><b>Interpersonal Skills</b></p>	<p>Effective oral and written communication skills in both individual and group situations.</p> <p>Ability to lead and work as a member of a team of group.</p> <p>Ability to relate to students with diverse backgrounds, ages and experience.</p>	<p>Experience of mentoring or supporting more junior or less experienced colleagues.</p>

<p><b>Other Requirements</b></p>	<p>Willing to undertake academic activities in the evening when necessary, and participate in occasional weekend activities such as recruitment days.</p> <p>Willingness to travel abroad to undertake academic and related activities.</p> <p>Must have knowledge in initiating and development of laboratory facilities for facilitating teaching and research.</p>	<p>Experience of working abroad or Working in partnership with organizations overseas.</p> <p>Competence in more than one language.</p>
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**Instructions**

For further information, please send your enquiries to the Mr. Md. Abdul Jalil at [aj.masud@wub.edu.bd](mailto:aj.masud@wub.edu.bd). An online application forms must be filled in <http://jobs.wub.edu.bd>