

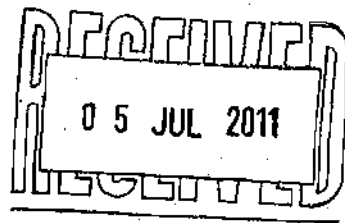
Manipulation in Private University Admission Advertisements:

A Critical Perspective

Thesis submitted in partial fulfillment of the requirement for the degree of

Masters of Arts in English

Farhana Moly



Date of submission: October 2010

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TO MY PARENTS

ABSTRACT

The opening of private universities did meet a long felt need of the country (Islam, 8 April, 2008: 3). In Bangladesh, private universities play a vital role in the growth of education along with public universities (see Islam, Jahangir, Kamol). However, the academic standards of majority of the private universities fall far short of the expected level (*ibid*).

This study mainly looked at the manipulative aspects of university admission ads and it also investigated the power of ad and its impact on the common people. The data was collected in two steps; firstly, the data was collected from the national daily newspaper- *Prothom Alo* and *The Daily Star*. Secondly, data has collected by distributing open and closed ended questionnaire to 100 students from 10 private universities.

The Findings in terms of advertisements seem to suggest that all the private universities are offering varieties of lucrative offers for convincing the target audience for taking admission in their respective institutions. They use not only the linguistic elements in their ads but also semiotic elements to attract the common people. The admission ads of some private universities mention that they offer better physical facilities such as classrooms, laboratories, libraries, computer centers and so on than the public universities and they are giving priorities to the subjects which are in great demand in the job market. Besides all the positive sides of private universities, there are also some drawbacks. Through the advertisements, private university authorities seem to allure students and parents through their catchy language, motto, color, and so on. They seem to be willing to stretch and distort the truth (see Haque,

Jahid, Nadim). Through the advertisements, the bulk of the students they offer admissions are not up to the standard in merit and aptitude for becoming university students (Islam, 8 April, 2008: 3). The lack of standard hampers the quality of education. Sometimes the university authorities become commercially motivated (*ibid*).

Common people and experts suggest that government and UGC should be careful in awarding approval to private universities in the future. Each of the private universities must fulfill the minimum requirements set by the UGC in matters of academic standard and physical facilities (see Islam, Sultana, Jahangir). It has also recommended that more research should be done on this topic, and make people aware of the present situation regarding private universities.

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DECLARATION

I hereby declared that this thesis is based on my original work except for quotations and citations, which have been duly acknowledge. I also declare that it has not been previously or concurrently submitted to other institution.

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CHAPTER I
INTRODUCTION



1.1 Introduction

Private universities in Bangladesh have been playing a significant role by creating opportunities for many students to continue higher education (Kamol, 21 Aug, 2009: 9). According to the Bangladesh Bureau of Educational Information and Statistics (2004), each year more than two hundred thousand students pass Higher Secondary Certificate and equivalent madrassah examinations, and the number is increasing day by day (Jahangir, 23 May, 2008: 11). Most of the students who are unable to obtain admission in the public universities get admitted in private universities (Nadim, 16 August, 2009: 11). In our country, at present, there are only 31 public universities, which are not enough to provide for the tertiary education needs of a growing nation (*ibid*). Public universities can only accommodate 25 % students (Jahangir, 23 May, 2009: 1). So, inevitably the need was felt to create opportunities for the remaining majority students to continue higher studies in institution other than public universities (*ibid*). Students in public universities are facing many problems caused by campus politics, which leads session jam (Islam, 11 May, 2009: 12). So, all the factors paved the way for the implementation of the private university Act (PUA) in 1992 (Islam, 8 April, 2008: 3). Since the enactment of private university Act in 1992, there has been an astonishing expansion of private universities in Bangladesh (Jahangir, 23 May, 2009: 1). Now there are 56 private universities with several more in the process of being approved (*ibid*). The way, in which the private universities

increases, it raises doubt on the quality and standard of education which they are able to dispense (see Haque, 2008a). Rather it seems that they make education a commodity in some extent (see Jahangir, kamol, Sultana). Through the admission advertisements, it appears that they tend to allure the students to get admitted in their particular institutions for their economical benefit.

1.2 Problem Statement

This research mainly focuses on the manipulative aspects of Private university admission advertisements. Through the advertisements, private universities authorities seem to alluring students and parents through their catchy language, motto, color, number and so on .They seem to willing to stretch and distort the truth .Through the advertisements, the bulk of the students they offer admissions are not up to the standard in merit and aptitude for becoming university students (Alam, 6 April, 2008: 9). For that reason, the lack of standard hampers the quality of education (*ibid*). Sometimes the university authorities become commercially motivated, the students are given grades that they do not actually deserve (Islam, 11 May, 2009: 11). It seems that the only motto of these universities is to convince students and parents to get admitted in their particular institutions (Zahid, 19 Sept, 2009: 6). The exceptional rate at which universities are rapidly increasing alone should raise doubts as to the quality and standard of education that these so called institutions of higher learning are able to give out (Jahangir, 23 May, 2009: 11). In reality and in most instances, such institutions target only a select level of their own society - the upper middle class (Alam, 6 April, 2009: 9). This study intends to bring into view the manipulation of private universities advertisements by means of CDA and make the people aware of this manipulate

1.3 Purpose Statement

The main intention of this research is to make the prospective students and their parents concerned about the exaggerated university admission advertisements. It can make the people concerned about the unhealthy competition of the private universities. The whole society can become aware about the manipulation of university admission advertisements. This research can create awareness in the minds of the students, parents and policy maker regards whether the advertisers give true information. This study can also be helpful for the University Grants Commission (UGC) of Bangladesh as it is responsible for supervising and maintaining the quality of education in private as well as public universities in Bangladesh.

1.4 Central Research Question

This study will address the following central research questions are given below:

1. What attention seeking devices are being used by the private university admission advertisements to attract the common people?
2. How are these advertisements manipulating the common people?

1.5 Significance of the Study

This research is helpful for the students, parents, teachers, UGC and government to take correct decision about the exaggeration of university admission ads. It is prepared from CDA perspectives. While doing this research like Critical Discourse Analysts, the researcher can think that it is time to 'expose the hidden agendas' (Haque, 2005: 103), embedded in the discourse of university admission ads. The

researcher can take the explicit position to expose how these universities are taking advantage of the existing colonized mindset of students and parents.

1.6 Limitation

The researcher has encountered with different problems during the data collection phase. The researcher faced problems in collecting data for research. Since little work has been done on this topic. The researcher could not find the name of writer of review when collected literature reviews from internet, besides there are very few articles in the internet and newspaper on this topic. Due to time limitation, the researcher had to end up her interview process with 100 students. Certainly, she wanted to take interview of 200 students.

1.7 Delimitation

In Bangladeshi context this type of study has not been done so far. So it is very difficult to gather literature from the Bangladeshi context on this topic. Two specific news papers, *The Daily Star* and *Prothom Alo*, were selected for collecting university admission advertisements because these two newspapers are the most English and Bangla popular newspapers in Bangladesh. The researcher will also conduct interviews to get a clear picture. The study is limited only the private the university advertisements of Dhaka city.

1.8 Operational Definitions

The definitions of key terms are described below.

1.8.1 University

According to *Microsoft Encarta* (2009), University is the institution of higher education that offers programs beyond the high school level. Colleges and universities provide necessary training for individuals wishing to enter professional careers. They also strive to develop students' creativity, insight and analytical skills.

The public universities are run totally by the tax-payers money (Jahangir, 2009) and the private universities are not found by government rather it depends mostly on student's tuition fees (*ibid*).

1.8.2 Advertising

According to *Microsoft Encarta* (2009), Advertising is a form of commercial mass communication designed to promote the sale of a product the sale of a product or service, or a message on behalf of an institution, organization, or candidate for political office.

1.8.3 Manipulation

According to oxford dictionary, Manipulation means to or influences somebody or something in an ingenious and devious way.

1.8.4 The University Grant Commission (UGC)

The University Grant Commission (UGC) of Bangladesh is a legal apex body for

higher education in Bangladesh. The objectives of UGC are to supervise, maintain, promote and co-ordinate education (New Age, 6 April, 2008: 9).

1.8.5 Critical Discourse Analysis (CDA)

CDA is a process, system or method for critical analyzing instance of discourse in order to unveil or expose hidden agenda embedded in society (Haque, 2008:183).



CHAPTER II

LITERATURE REVIEW

2.1 History of private universities in Bangladesh

A university is an place where teachers and students achieve higher education and research (Zahid, 13 April, 2008: 4). According to the *Oxford Advanced Learner's Dictionary* (2007) the word "university" is derived from the Latin "universitas magistrorum et scholarium," generally meaning community of teachers and scholars (*ibid*). Both public and private universities of Bangladesh contribute a lot for the development of the country by producing highly educated and trained specialist (News Today, 10 Sept, 2009: 3). According to the Bangladesh Bureau of Educational Information and Statistics (2008), there are only 30000 seats in the 31 universities public universities expect National University (Jahangir, 23 May, 2008: 11). However, each year, over two hundred thousand students pass Higher Secondary Certificate Examination (HSC) and this number is increasing day by day (*ibid*). Public universities give scope of higher education only for those who can achieved good results in their School Secondary Certificate Examination (SSC) and Higher Secondary Certificate (HSC) Examination (Sharma, 19 July, 2009: 6). Due to the limited admission capacity of the public universities, most of the students are unable to take admission in these universities. He further says, after successfully completed SSC and HSC when the students cannot find themselves in the public universities, they become frustrated as a result, some of the students who have the ability to study abroad and they take admission in foreign universities (Kamol, 13 Aug, 2009: 14). In this case, country loses many brilliant

students and Governments loses huge amount of money (Jahangir, 23 May, 2009: 11). These students after their completion of studies do not return, to the country, and therefore have no contribution for the welfare of the nation (*ibid*). As a result of the above reasons, the Govt. implemented Private University Act (PUA), 1992 (See Zahid, 2008: 9).

2.2 Private University Education in Bangladesh: The Present Situation

The first private university in our country is North South University and it was established in 1993 (Rehman, 12 July, 2009: 7). This university opened new doors to the students who were unable to take admission into the public universities (*ibid*). But, at present, there are 56 privates universities with several more in the process of being permitted (Mahabub, 23 May, 2008: 7). This mushrooming rate of private universities raise a doubt as to the quality of education that the private universities are able to dispense (Sultana, 24 June, 2009: 3). Most of the private universities do not maintain the standard of education; in other words, they want to reap the maximum gain with minimum investment (*ibid*). Some top ranked universities maintain standard of education (Ronee, 10 May, 2009; 11). But these top ranked reputed universities take Tk. Six hundred thousand or above for a graduation program whereas an average university takes about Tk. two hundred thousand for the same subject, hence, these differences also raise a doubt as to the quality of education (Sultana, 13 Aug, 2009; 14). Professor Rashid mentions in the article “Standardizations of Private University,” mentions that all educational institution in the private sector are being run as private enterprises which that the sponsor provide fund or establishment and infrastructure that generate profits from tuition and other fees (Kamol, 13 Aug, 2009: 14). Most of the private universities are operated from rented accommodation, as a result, they fail

to meet the demand of professionalism (Sultana, 24 June, 2009: 3). Some universities have their own campus like North South University, Ahasanullah Engineering university, Independent university and they mention this for attracting students and parents through admission advertisements (Jahangir, 23 May, 2009: 11). According to the UGC Chairman Professor Nazrul Islam, the tuition fees in private universities are quite high; UGC cannot fix any rate (*ibid*). The private universities are competitors and they are try to buy a reputed teachers from the public universities as showpiece for particular disciplines, while the rest of the faculties consist of mostly fresh master degree holders from the public universities (*ibid*).

2.3 The Difference between Public and Private Universities

Public universities are completely funded by the governments (Haider, 13 July, 2009; 11). The first public university in our country is Dhaka University, which was established in 1921(Ahmed, 8 April, 2009: 10). From 1921 to 2010, only 31 public universities have been established which are not enough to provide tertiary education for the growing of our country people (Ahmed, 8 April, 2009: 10). Public universities are not commercialized but the standard of education is now not up to the expected level due to student politics, irregular and interrupted classes and examinations, unsatisfactory teacher student ratio, so on (*ibid*). Each public university has its own big campus (See Islam, 11 May, 2009: 11). The first Private university, North South University (NSU) opened in (Jahangir, 23 May, 2009: 11). Presently, there are 56 private universities and the number is increasing day by day (*ibid*). Some of the private universities maintain the minimum standards (Ahmed, 8 April, 2009: 10). Most of the private universities offer better physical facilities such as classrooms, libraries, computer centers, and cafeterias and so on (*ibid*). Students enrolled

private universities are able to complete their education faster as there is no session jam which is a common picture in public universities (Jahangir, 23 May, 2009: 11). The environment of the private universities is pleasant and safe and free from violence (Ahmed, 8 April, 2009: 10). All the private universities are becoming commercialized and they offer only demanding subjects like BBA, MBA, MA in English, MA in Law, EEE, Information Telecommunication and so on (Islam, 11 May, 2009: 11).

2.4 Manipulative language in private university admission advertisements

Now-a-days, advertising plays an important role in a free market system. Through advertisements, most of the private universities claim that they have full time faculty members (Islam, 11 May, 2009: 11). But, in reality, they have shortage of senior and qualified faculty members and most of the private universities operate with part time teachers from public universities (Kamol, 13 August, 2009: 13). It seems that it is primarily due to the borrowing of teachers from these public universities (*ibid*). The academic standards of majority of the private universities fall for short of the expected level (Islam, 11 May, 2009: 11). Without having the required facilities many private universities offer technical subjects like textile engineering, pharmacy, medicine, film studies and others (Sultana, 27 Aug, 2009 :11). It seems that graduates of these subjects struggle a lot at the job market, since they don't have the required practical knowledge, which are the basic demand of these subjects (*ibid*).



2.5 Definition of advertisements

According to Bleach (2004), advertising is both commended and criticized not only for its role in selling products but also for its influence on the economy and on society. He further says that advertisement is a source of information which consumers use in making a purchase decision. Consumers are likely to integrate information from advertising and other forms of marketing communication as well as direct experience in forming judgments about a brand (Bleach, 2004). Arens (2002) says that advertising by its nature is not complete information and is biased in favor of the advertiser and the brand. He further mentioned, people expect advertisers to be proud of their products and probably do not mind if they puff them a little. But when advertisers cross the line between simply giving their point of view and creating false expectations, that is when people begin to object (*ibid*).

2.6 Definition of Critical Discourse Analysis (CDA)

According to van Dijk (2001: 352) CDA is a type of discourse analytical research that studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context, where analysts take explicit positions, and thus want to understand and ultimately resist social inequality. He thinks CDA is a critical way of doing scholarship; he calls CDA 'with an attitude'. Wodak and Matouschek (2002:238) feel that CDA has set itself the task, of utilizing an interdisciplinary approach to make transparent socially relevant problems ordinary shrouded in a veil of discourse obfuscation. CDA is a process, system, or method for critically analyzing instances of discourse in order to expose

hidden agenda embedded in society (Haque, 2008: 183). Van Leeuwen, (2002: 166-7) believes that CDA is concerned with not only discourse as the instrument of power and control as well as with discourse as the instrument of social construction of reality, but also with the way in which linguistic analyses can bring to light, for instances, inequality between addressers and addressees. Fairclough (2001: 231) perceives CDA as the analysis of the dialectical relationship between discourse and other forms of social practices. For him, its particular concern is with the radical changes that are taking place in contemporary social life, and with how discourse figures within processes of change, and with shifts in the relationship between semiosis and other social elements within the network of practices.

2.7 Objectives of CDA

One of the objectives of CDA is to focus on social issues and problems embedded in society, and take up the cause of the oppressed and downtrodden people of that society (Haque, 2008a). Actually CDA tries to unveil ideology permeated and often obscured structures of power, political control, and dominance (Wodak in Haque, 2008a: 112). Fairclough (2001) says that CDA 'has an emancipator knowledge interest'. Furthermore he (in Haque, 2008a: 113) says the aim of CDA is to show non-obvious ways in which language is involved in social relations of power and domination, and in ideology. It attempts to liberate the so called "losers of the society"-those who are marginalized, excluded, manipulated or simply taken advantage of because they are informed about certain social practices (ibid). CDA tries to make a balance of the power between the controller of discourse and the target people and it warns also the manipulator, deceiver and the cheaters of misusing of

power (Wodak et al, 1999: 8).

2.8 Foundations of CDA

CDA is concerned with power as a fundamental condition in social life which is practiced through discourse (see van Dijk, 2001). A central notion in most critical works on discourse is that of power of different groups or institutions where CDA wants to theoretically bridge the well known gap between those groups and the common people (see van Dijk, 2001; Fairclough, 2001; Haque, 2008a). From the very beginning, CDA is seeking to disclose the secret issues which cause the unequal power relations in society and balancing social inequalities (see van Dijk, 2001; Haque, 2008a). In fact in consumer oriented society, discourse ideology and power build the ground of CDA (Haque, 2008) However, discourse ideology and power are interrelated with each other like this;

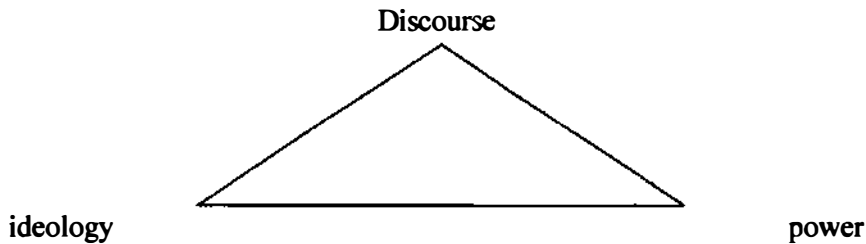


Figure: 2.1 The relationship among discourse, ideology and power

(See van Dijk, 2001; Fairclough, 2001; Haque, 2008a and 2008b)

2.9 History of CDA

The notion of the critical in CDA is derived from two traditions: one is based on the ideas of the Frankfurt School and other on a shared tradition with the so called critical linguistics (Titscher, 2000: 144). CDA was first developed by the Lancaster school of linguists vanDijk, 2002: 133). Norman Fairclough was the prominent figure at that time as well as Ruth Wodak also had made a remarkable contribution to this field of study. Fairclough (2001a: 232-233) says CDA may be perceived as an application of a kind of critical analysis evolved within Western Marxism to language. Though the legacy of western Marxism in 20th century frames, the work of critical discourse analysts, they do not place themselves within the tradition explicitly (Fairclough and Wodak, 1997: 600).

2.10 CDA in western and Bangladeshi context

The origin and spread of CDA are predominantly western (Haque, 2009: 53). But with the advancement of the communication technology the spread western knowledge has become so pervasive that it has assumed a prominent role in the body of learning of almost all societies (*ibid*). CDA originated primarily in the west and gained prominence, as Wodak says (2001: 4), after the 1991 Amsterdam symposium. The symposium resulted in the emergence of CDA as a network of scholars (*ibid*). When CDA is used in the eastern context the orientation is for the most part, still western (Haque, 2009; 54). CDA started to spread from Europe to the other parts of the world in the mid 1990s (Haque, 2009: 60). Initially in Malaysia, Singapore and Bangladesh, CDA was not offered as a separate course but was taught partially in

courses like 'discourses 'Advance Discourse Analysis' and 'Discourse, Ideology and Power' and so forth (Haque, 2009: 62). Later on CDA became a core course in some institutes of higher learning of these countries (*ibid*). According to Haque (2009), CDA was first introduced in Malaysia and Bangladesh in the early 2000s, particularly in University Putra Malaysia (in 2001, as a core course), University of Malaysia (in 2001, as an elective course) and East West University in 2002 as a core course for M.A. in English and as an elective course for M.A. in ELT in 2009. In Bangladesh, East West university is the only institution of Higher learning among 86 public and private universities to offer CDA as a core and elective course in its MA programmes (Haque, 2009). Students of this university also started to realize the significance of CDA and its usefulness inside and outside academia (*ibid*).

CHAPTER III

METHODOLOGY



3.1 Introduction

This chapter provides a basis of the research and discusses issues related to the research design, theoretical framework, setting, sampling, research instruments, data collection procedure, data analysis procedure and obstacles encountered.

3.2 Research Design

This research is descriptive and qualitative in nature. The goal of this analysis is to show the manipulative depiction of private university admission advertisements by which they are alluring students and their guardians. Through advertisements they tend to (private universities) use various strategies to convince the target audience about the quality education. The ads have been collected from two national daily newspapers, *Prothom Alo* and *The Daily Star* from January, to June, 2010. Textually, the analysis will focus on how the language and semiotic items of the private university ads of the two newspapers are designed to influence and manipulate students and parents. For this research, data was collected through distribute questionnaires. The research tool the students of 100, some open-ended and close ended questionnaires will be designed with 7 different questions which will use for both interview and survey. The research tool will questionnaire. The will be analyzed for a critical discourse analysis (CDA) perspectives.

3.3 Theoretical Framework

This research adopts Fairclough's (2001) three-dimensional approach of discourse analysis. According to his framework, language is a part of society and it is a socially conditioned process. Furthermore, he says that text, interaction and context are involved in a discourse. On the basis of the three dimension of discourse, Fairclough's (2001; 1995) three levels of CDA: linguistic description (text analysis), interpretation (processing analysis) and explanation (social analysis) seems appropriate for analyzing the data of this study (see also Fairclough, 1995).

This study looks at not only the linguistic aspects of admission ads but also the semiotic aspect as well. The explanation part shows the power of discourse and its impact in society, and how advertisers use discourse to influence and manipulate the target audience to convince to take admission in their respective institutions. The analysis follows the following diagram:

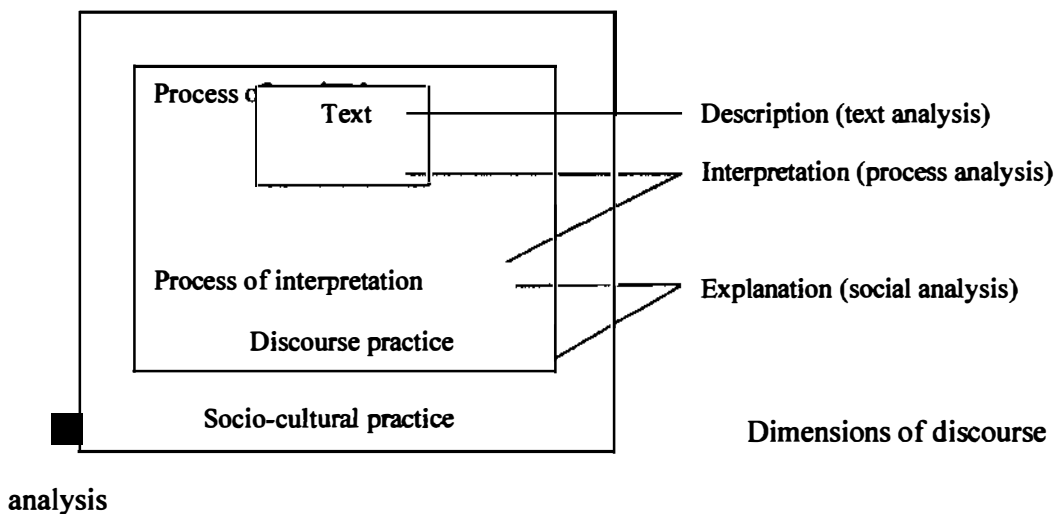


Figure: 3.1 Three Dimensional Approach of CDA

(Source: Fairclough, 1995: 98)

3.4 Setting

The setting is important because in this study as it will have an impact on the data collection. The data was collected in two ways. Firstly, The advertisements were collected from two daily newspaper '*Prothom Alo*', '*The Daily Star*' from January to June 2010. The data was collected from both formal and informal setting however. When the researcher went different institutions to collect data, the setting was formal but that didn't affect because this is a small scale of research. The researcher explained the questions and built up rapport with respondents. Some respondents filled up questionnaire in that setting and those who could not manage time they took questionnaire at home and returned later.

3.5 Sampling

For this research, the researcher will apply different ways. Firstly, samples have been taken from two Bangladeshi newspapers covering the time period of six month that is January 2010 to June, The daily *Prothom Alo* is the best circulated Bangla newspaper in Bangladesh which has a good reputation among the readers in Bangladesh. The other, *the Daily star*, is the best English newspaper in Bangladesh. 2010. Secondly, for collecting the data, the researcher will contact the authority and the students. The researcher will provide the questionnaire to the students and also take interviews

3.6 Research Instruments

For this research the questionnaire are the instruments for collecting data. There are seven questions in the questionnaire which are open ended and close ended questions. Firstly, the students have given a tick mark to close ended question and they have also

explained their response to open ended question. The researcher will make the questionnaire to collect the data of this study base on the central research subject. The researcher took informal interviews of the students. Through the interview, the data collected. The aim of this research is to gather in depth information that's why interview will be taken. In the questionnaire, questions 3, 4, 5, and 6 supports the central research question 1 and 1,2,3,4 helps to find out answer or meet the central research question 2.

3.7 Data Collection Procedure

As already mentioned, the data was gathered from two Bangladeshi national newspapers, the *Daily Star* and the daily *Prothom Alo*. All the data have been collected from different pages of those two newspapers for interpretation. The samples of the advertisements have been collected from Daily from 1st January 2010 to 30 June 2010 over a period of 180 days. The data has been collected through questionnaire. For collecting data, the researcher motivated the students by explaining the objective of the research. Then the researcher provided the questionnaire to the students. After distributing the questionnaire to the students, researcher explains the entire question. The respondent will be assured that their identities will be concealed in the research and they should not be afraid in giving their honest opinions. The questionnaire was given to 150 people with the hope that at least 100 would be returned. To collect data from students the researcher went to ten different private universities.

3.8 Data Analysis Procedure

In this study data analysis procedure was two front approach; analysis of admission ads and Analysis of questionnaire. The findings from ads and questionnaire was compiled and tabulated. After collecting the data the researcher has studied and analyzed those data from CDA perspectives. The scope of CDA is vast. It analyzes certain discourses and helps people by unveiling hidden issues or problem of societies. It shows the negative sides or aspects of a thing, a product and an objective. According to Fairclough (2001) CDA deals with social issues and problem. The researcher has studied discourse of those ads in order to expose some hidden issues. The discourses have been explained in terms of discourse, ideology and power. It is going to show the impact of discourse in our society and how discourses of ads are used in the maintenance and construction of power as well as how power is exercised in terms of discourse ideology. The research is designed to unveil some hidden issues of private universities ads that how private universities are manipulated through their manipulative advertisements.

3.9 Obstacles Encountered

The researcher has encountered with different problems during the data collection phase. It was difficult for her to collect all the ads from two newspapers. At present, there are 56 universities in our country, the researcher wanted to take interview from 150 students the researcher finished interviews only 100 students. Relevant articles, Journals or any other books written on this topic were difficult to find. Some time, the name of a writer of a view could not be found from the internet and newspaper. Also there are very few articles on the internet on this topic.

CHAPTER IV

RESULTS AND DISCUSSION



4.1 Introduction

This research mainly looked at the manipulative aspects of private university admission ads. These ads allure students and parents through their catchy language, motto, color and so on and tend to distort the truth. It seems the motto of these universities is to convince the target audience to take admission in their particular institutions. This study investigated the manipulation of private universities advertisements from a CDA perspective. CDA helps common people by informing them about the hidden issues of a society. This study looked at two central research questions. What attention seeking devices are being used by the private university admission ads to attract the common people? How are these advertisements manipulating the common people?

4.2 Finding in terms of advertisements

The admission advertisements of 40 private universities which are selected as texts which are collected over a period of six months, that is, 1st January to 30 June, 2010 from '*Prothom Alo*' and '*The Daily Star*' were analyzed. Findings in terms of advertisements suggest that all the private universities are offering varieties of lucrative offers for convincing the target audience for taking admission in their respective institutions. They use not only the linguistics elements in their ads but also semiotic elements to attract the common people. The strategies generally used involve the use of slogo, colored picture special waiver, name of the universities and so on,

they have been compiled and tabulated in table 4.1.

Most of the private university ads tend to use a slogan, a motto, as it becomes an ideology or trend of the private university. The primary intention of a slogan is to grab the reader's attention.

Table 4.2: Varieties of slogans used by private universities

| Name of the private university | Slogan |
|---|--|
| North South University | Center of Excellence in Higher Education |
| East West University | Aim for the best by applying to East west! |
| Independent University | |
| American University | Where leaders Are Created |
| Southeast University | Making Leaders for Tomorrow |
| UITS | Future will be better than the past |
| Bangladesh University | A Center of Excellence for higher Education |
| Eastern University | A leader in quality education |
| Daffodil university | A Distinguished Landmark in Higher Education |
| Stamford University | Education for tomorrow's world.... |
| Darul Ishan University | An abode of excellence |
| Primeasia University | A mission with a vision |
| ULAB | DISCOVER THE FUTURE |
| STATE University | Join the trendsetter |
| Uttara University | Quality education at affordable cost |
| World University | A leading university for utilitarian education |
| Prime University | ...a home for rendering prime knowledge |
| Manarat International University | A Center of academic & Moral science |
| Green University | A Global Education Center of Excellence |
| Dhaka International university | Knowledge is Power |
| Atish Dipankar University | Center Of Excellence |
| Shanto-Mariam university of creative Technology | Creative destination of the nation |
| The Millennium University | Knowledge shall make you free |
| The Peoples University of Bangladesh | A home of Global standard Education |

Out of the private universities admission ads of 40, 26 had slogans. Every slogan has certain motto. A motto is usually mentioned on the logo but logo might not attract the audience because it is very small. So, slogan is important as it uses many catchy words and most of the private universities use it, and it suggests that particular university is somehow unique or better than others. By using slogans the private universities are

trying to create a positive image of them. The slogo can be divided into three groups like leader, excellent, knowledge. In this group, the slogos are Making Leaders for Tomorrow, Where leaders are Created, A leader in quality education which means that they are capable of creating students which will be able to lead the country in future. By the slogan they are trying to create a positive image. The slogos in excellent section are Center Of Excellence, A Global Education Center of Excellence, An abode of excellence, Center of Excellence in Higher Education which mean that their university are the global center of higher education and they provide excellent education to build up a new nation. A slogan usually motives readers' belief and helps to create a positive ideology about the private universities.

At present, there are 56 private universities in Bangladesh and most of the private universities use English name like North South University, East West University, Eastern University, Northern University, Daffodil University. By analyzing table the researcher find only one university use Bangla name (Sample 53). English name is also a weapon for manipulating the common people.

Most of the private universities use various color (blue, green, black, yellow, red) in their ads to attract the attention of the readers among them blue is the most commonly used attraction grabbing color. Sometimes they use red color for catchy words like special waiver, last date for application, admission test, hostel facilities for female and financial aid. Sometimes they use various color like blue for university name, red or orange for waiver, black for special key features and yellow for background. Some features do not important but sometimes ads tend to use various colored to give importance to the unimportant features.

In the case of tuition fees, they try to allure students by using various impressions like 'lowest and comparatively less tuition fees' (in sample 4,12 and 18), 'Affordable tuition fees (in sample 26,36), 'full tuition fee waiver for golden GPA -5' (sample 6), 'fabulous tuition fee waivers' (in sample 21), and 'affordable fee structure as well as tuition payment in 03 installments per semester' (in sample 10). They also offer various types of waivers such as -'Up to 100% waiver' (in sample 5,26, 32), '100% waiver for students with GPA-5 and 50% for GPA 4.5 in HSC or equivalents examination and 20% total fee for all the female' (in sample 27,7, 11 and 75), '15%-100% waivers based on SSC and HSC result' (in Sample 76), "50% tuition fee waiver for brother/ sister/spouse of existing students"(sample 28,75), "20 to 100% tuition waiver for needy meritorious and female students"(in sample 41), 10% tuition fee waivers for MBA, LLM and MA female students (Sample 33) and they also provide scholarship for "need based, female based, merit based ,freedom fighters ward, sibling, tribal, physically disabled students"(in sample 20 and 21), more than 3.28 crore in scholarship (in sample 7). They claim in their ads they will provide 100% tuition fee waivers but they do not mention the duration. They provide 100% waiver when one student can fulfill all the requirements like they had good results in all the semester if they do not maintain then 100% is not applicable for him. When students take admission than he or she can find universities hidden issues.

A lot of pictures are used in ads. Sometimes pictures are generally given at the top of the ads . Through using they try to attract the attention of the target audience. They know that when people look at ads, they will first be attracted by the picture.

Through the ads, most of the time private universities claim that they have highly

qualified (PhD) experienced faculty with Ph.D. They mention in their ads that they have 'qualified faculty members from DU and JU' (sample 22), 'experienced faculty members and academic advisors committed to teaching' (sample 32), But in reality all of them might not be senior teachers. Most of the universities have shortage of senior and qualified faculty members. They operate with part time teachers from public universities. Sometimes they also mention their numbers-'84 are having PhD degree', '91 full-time faculty members with proven teaching & research experience at home (sample 19)', '350 full time qualified and experienced teacher and each department and faculty headed by a reputed senior professor with Ph.D' (sample 5). But, the figure of the teachers may be questionable.

Most of the private universities tend to highlight the library. They claim that they have 'rich library and group study area' (Sample 8), "fully automated and digital library with rich collections' (sample 1). Sometimes they mention their number of books like-"more than 50,000 books, modern web based central library" (sample 24), 1, 00,000 copies of books and journals (sample 11), well stocked library with a total collection of about 1, 00,000 books & wi fi library zone (sample 15).

Hostel facilities are also a distinct feature for some universities. Through the ads they mention that 'they have well secured hostel facilities & hostel facilities adjacent to campus for female students' (sample 33, 25, 17), 'inexpensive housing & hostel in locality' (sample 32). By this, female students who have no facilities of accommodation they can easily take admission in these particular universities.

Most of the private universities tend to highlight their own campuses .49 out of 56,

private universities do not have their own campuses, for that reason, some universities point out in their ads that they are moving in their new campus, they have already “permanent campus on 5 acres of land on the bank of river Turag, Uttara”(sample 16) “very well designed own campus and two dedicated, 6-storied campus buildings in Dhanmondi”(sample 48).

All the universities have academic collaboration with many foreign universities in USA, UK, Canada, Australia but sometimes they mention the name of the university like the university of Michigan-Flint, the University of Bedfordshire, Bangkok University, of London College, King stone College (sample 22, 32, 47, 48). Most of the time it does not have any relevant evidence. Some of the universities claim that they are maintaining strict discipline and their campus are smoking and politics free campus and they give the importance on moral values.(sample 20,21,9) Now-a-days most of the illegal works have been done on private universities.

4.3 Analysis of the Questionnaire

In this study data from 100 respondents' were collected, where most of them replied in Bangla. After gathering the data it was transcribed into English, and then compiled and tabulated on the basis of the questions in the questionnaire (see Appendix-A).

With regards to the question 1 of the questionnaire, 62% respondents explained that name is a great matter to them because brand universities try to give quality education (Appendix B). They further said that although they take more money than other universities but the universities maintain their quality and this helps them to get good

job. 19% of the respondents explained that only brand name is not matter to them. They also look at tuition fees, quality of education, and others facilities. When all the qualities are reasonable in a university, they think that such a this university is good for them. 17% respondents explained that brand name is not matter to them, as they need a certificate nothing else. 2% of the respondents did not respond to this question.

In regards to Question 2 of the questionnaire, 75% respondents explained that they visited several universities and collected information before taking admission from daily ewspaper ads (Appendix B). Only newspaper ads are not reliable for some of the respondents. They visited different universities to get or to collect information regarding campus, classroom, and faculty. 10% of the respondents who came from outside of Dhaka said that their parents took care of everything regarding their admission.

In replied of question 3, 52% respondents explained that they did not believe in everything in university admission ads after taking admission. The respondents said that most of the time private universities ads claim that they have full time senior and expert teacher but in reality, after taking admission they realized this,. They said most of the time, the claims in the ads are not as simple as they appear. 32% of the respondents explained that when they took admission then the universities said that they will provide scholarship on the basis of SSC and HSC results; but the universities did not mention in their ads that the scholarships will be provide for only one semester. 10% of respondents explained that sometimes they believed some features like campus, location, library and so on. 6% of the respondents did not

comment on anything regarding question 3.

In response of question 4, it is found that 49% of the respondents did not find the facilities after taking admission in their institutions such as comparatively lowest tuition fees, scholarship, highly qualified teacher and so on. 47% of respondents believed some offers like multi media lab and classroom.

However most of the respondents (82%) explained that most important criteria's to them are tuition fees and highly qualified teacher. Out of this two criteria tuition fees is more important because most of the students come from middle class. Public universities cannot all the tertiary students in our country. That's why students go to private universities where reputed teachers from public universities teach.

The criteria which are less important for selecting a private university are location and others like cafe, playground, river site and so on. Location is not important to them. If he universities provide quality education they will go anywhere.

Through the analysis of question 7, 87% respondents explained that private universities admission ads manipulate not only the students but also their parents. The only one motto of these private universities is to convince students and parents to get admitted in their particular institutions. They said that most of the private universities are commodifying education and do not maintain the standard: in other words, they want to reap the maximum gain from their investment. They further said that most of the private universities do not have their own campus; from a few rooms in a whole sale market at Jatrabari to the top floor of a kabab shop in Dhanmondi, private

universities can be located anywhere and make good profit like any other commercial enterprise. Without having the required facilities many private universities offer technical subjects like textile engineering, pharmacy, medicine, film studies and others. The respondents further mention that due to the lack of practical facilities of the above subjects they may face problems in their future jobs.

4.4 Finding in terms of central research questions

The two central research questions that this research sought to answer are:

1. What attention seeking devices are being used by the private university admission ads to attract the common people?
2. How are these advertisements manipulating the common people?

Finding in terms of central research questions suggest that all the private universities (as per the ads) are offering varieties of lucrative offers for convincing students and parents for taking admission in their institutions. They use not only the linguistics elements on their ads but also semiotic elements to attract the common people. The strategies generally used by the authorities on ads involve the use of slogo, colored picture, special wavier, special key features and so on.

At the outset of this investigation, this study found that every private university has a tendency to use slogo as it becomes an ideology of the private universities. Through the use of a slogo they (i.e. private universities) try to inform readers about their respective ideologies.

They use slogo so that they could grab the attention of the readers and motiva

common peoples' belief and help to create a positive ideology about that university. So use of slogo is a strategy used the authorities of private universities in order to influence, deceive and manipulate the common people.

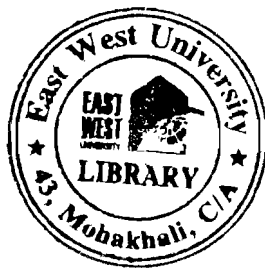
Most of the time, authorities of private university claim that they have highly qualified (PhD) & experienced teaching staff. Sometimes they mention their numbers- 84 are having PhD degree, 350 full time qualified and experienced teacher and each department and faculty headed by a reputed senior professor with PhD. But in reality, most of the universities have shortage of senior and qualified faculty members. They operate with part time teachers from public universities.

In the case of tuition fees, they are trying to allure students in very attractive ways by using language such as 'lowest and comparatively less tuition fee', 'scholarship based on merit for semester final', as well as they are offering various types of waiver-waiver for siblings, spouse, couples, freedom fighter, corporate executives from 10%-100%. But all of these offers are not completely true. In most of the cases there are many terms and conditions. The universities tend to use colored ads of convocations, labs/libraries/classrooms. They are claiming to have rich labs and libraries. They do this by using expressions like –“modern web based central library and subject based specialized labs’ (Sample 57), ‘Spacious library with well equipped modern furniture, fixtures and huge number of books’ (sample 32).

4.5 Findings in terms of Discourse, Ideology and Power

Critical discourse analysis (CDA) focuses particularly on the relationship among

discourse, ideology power. It studies the way in which 'social power abuse, dominance, inequality are enacted, reproduced, and resisted by text and talk in the social and political context' (see van Dijk, 2001:152). In this research the researcher has found how languages, pictures, slogans in private universities advertisements are used subtly to manufacture consent through hidden agendas. The discourse is constructed to project an ideology to the common people. Power is exercised when the discourse successfully manufactures through consent. How power is achieved through ideology is stated here-These universities (as per ads) use carefully some tricky languages in their offerings, for example-American system of education and academic collaboration with foreign universities. The ideology of the discourse is 'everything foreign is superior to and more prestigious than anything local'. If the students take this ideology positively and are motivated to get them admitted in such private universities for international atmosphere, the power is exercised. In the case of lowest tuition fees, waiver and scholarship, the ideology is 'quality education at affordable cost'. The power is exercised when middle class students along with upper class students are motivated to get admitted. They are also producing favorable discourse about their state of art facilities-highly qualified (Ph.D).



CHAPTER V

CONCLUSION

5.1 Introduction

In general, universities both public and private play a pivotal role in creating a pool of highly educated and trained specialist in Bangladesh (Islam, 11 May, 2009: 11). There are not enough public universities to provide the tertiary education of increasing number of students. When the public university act was implemented it looked upon as a blessing because it would help to save valuable foreign currency as well as providing higher education to thousands of young people. But private universities are using various strategies to convince students and parents to take admission in their particular institutions through their admission ads. This research studied the manipulating aspects of private universities admission ads from a CDA perspective in order to expose the unhealthy competition. The main purpose of this research is to make the students, parents and policy makers concerned about the exaggeration made in such (private universities admission) ads. In order to do this, this study addressed two central research questions in order to find out how private universities admission ads try to manipulate the common (uninformed) people; and what the strategies are being used in such ads.

5.2 Summary of the Findings

Private universities offer variety of lucrative offers for convincing student and their

parents for taking admission in their particular institutions. Through the ads they use semiotic as well as linguistic elements. The admission ads of some private universities mention that they offer better physical facilities such as classrooms, laboratories, libraries, computer centers and so on than the public universities and they are giving priorities to the subjects which are in great demand in job markets. Besides all the positive sides of private universities, there are also some drawbacks. The way in which the numbers of private universities are increasing it raises doubt on the quality and standard of education which they are able to dispense (see Haque, 2008a). They are commodifying education and do not maintain the standard of education; in other words, they want to reap the maximum gain with minimum investment (*ibid*).

For convincing the common people, through the ads, private universities use semiotic elements like slogo, picture, color, size and so on and linguistic elements such as special offer, special waiver, hostel facilities, smoking free zone, moral and strict discipline and so on. Most of the private universities tend to use slogo which helps to create an optimistic depiction about the universities. Verities of color and picture are used in ads to grab the attention of the readers.

The private universities have opened up new avenues of higher education in the country. There is no doubt that higher education in private universities should ensured in terms of quality education. However the academic standards of majority of the private universities fall far short of the expected level because they have shortage of senior and qualified faculty members (see Islam, Sultana, Kamol). Most of the time, they operate with part teachers from public universities. These universities also suffer from the lack of proper accommodation facilities. They rent private houses for

classrooms and offices, which are not suitable for academic purposes. They also do not have well-equipped labs and rich libraries. Quality of students who are not up to the standard in merit is another significant area of weakness which hampers the quality of education. Most of the cases, authorities become commercially motivated, the students are given grades that they do not actually deserve. The truth behind the situation is that many of these private universities cannot stage a competition among the admission seekers.

5.3 Contribution to Research

CDA is a new branch of linguistics which studies various sorts of discourses in order to find out the hidden issues embedded in society (Haque, 2008a). From the very beginning of CDA's journey, it sought to disclose the hidden issues which cause the unequal power relations in society (see van Dijk, 2001; Haque, 2008a). However, there are very few researches found on this area especially in Bangladesh. In Bangladesh only East West University offers CDA as a core course for MA in English program, and as an elective course for MA in ELT program (Haque, 2009). There are some students of the East West University who have done their dissertations from CDA perspective. This research studied the discourse of the private universities admission ads from a CDA perspective in order to expose the unhealthy competition of advertisers. So it is obvious that this research will contribute to the limited CDA literature that exists in our context.

5.4 Practical Implication(s)

This study mainly focuses on the manipulating aspects of university admission ads and it also investigated the power of ad and its impact on the common people. In fact, in a society, CDA can help the common people by unveiling the unseen agendas of the private universities. A central notion in most critical works on discourse is that of the power of different groups or institutions, where CDA wants to theoretically bridge the well known gap between those groups and the common people (see van Dijk, 2001; Fairclough, 2001; Haque, 2008a). This research wants to make the common people aware of the manipulative strategies of the private universities admission ads. Based on the findings of this research the government and other UGC directly or indirectly related to the ad sector could take measures to control various strategies used to influence and manipulate the common people.

5.5 Further/ Further Studies

This study only looked at the manipulating aspects of private university admission ads. Further research can be done on any kind of admission ads as well as job ads from a CDA perspective. The researcher studied only the private universities admission ads in Bangladeshi context. So other researchers can do research on manipulating aspects of admission ads inside and/ or outside of Bangladesh. -

5.6 Conclusion

CDA studies any types of discourses (linguistic and semiotic) in order to find out the hidden issues and agendas which are embedded in the society (Haque, 2008a). It

studies discourses critically and informs people about how discourses are used by various forces to influence and manipulate people. Through the findings from this study, it can be said that people should not take everything for granted, rather they need to ask questions about any suspicious facts or discourses and inquire whether those are authentic or not (see Haque 2008a). Thus the people will be aware of the hidden power of the discourse of ads and will be able to make informed choices (*ibid*).

Private universities ads tend to allure students and parents through their catchy language, motto, color and so on and tend to distort the truth. It seems that the motto of these universities is to convince the target audience to take admission in their particular institutions. They are commodifying education and do not maintain the standard of education. So, these type of unethical attitude and practices need to be taken into consideration right now.UGC can take necessary steps to compel private universities not to use any deceptive strategy and the target audience should scrutinize every single point of the private university ads in order not to be manipulated.



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Name of the university:

Name of the department:

Please give tick mark (✓) and explain it.

1. Dose the name of university matter?

➤ Yes

No

Sometimes

Explain:-----

2. Did you visit the university before taking admission?

➤ Yes

No

Explain:-----

3. Do you believe everything that you read in private university admission advertisements?

➤ Yes

No

Sometimes

Explain:-----

4. In what extent do you find the offers realistic in case of your university after taking admission there ?

Explain:-----

5. What information do you look for in private university advertisements?

- Tuition fees
- Campus site
- Course offered
- Faculty members(full time)
- waive
- location
- others

6. From the above, which criteria would you mark as more important and which would you mark as less important in deciding for admission in a particular university? Why?

➤ More important(2 criteria) a. b. c.

➤ less important(2 criteria's) a. b. c.

7. Do you think that private university admission advertisements manipulate students? How and why? -

Yes

No

Sometimes

Explain:-----



| SN* | D* | S* | Q1 | | | Q2 | | | Q3 | | | Q4 | | | Q5 | | | Q6 | | | Q7 | | |
|-----|-----|-----------------|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|
| | | | y | N | S | Y | N | S | Y | N | S | Y | N | S | H | T | O | L | C | O | Y | N | S |
| 1 | EEE | 6 TH | √ | | | √ | | | | | | | √ | | √ | √ | | √ | √ | | √ | | |
| 2 | EEE | 6 TH | √ | | | | | √ | √ | | | | √ | | | √ | | √ | √ | | √ | | |
| 3 | EEE | 6 TH | √ | | | | | √ | √ | | | | √ | | √ | √ | | √ | √ | | √ | √ | |
| 4 | EEE | 6 TH | √ | | | √ | | | | | √ | | | √ | √ | | √ | √ | | | √ | | |
| 5 | ENG | 6 TH | | | √ | | √ | | | | √ | | √ | | | √ | √ | | √ | | √ | | |
| 6 | ENG | 4 TH | | | √ | | | √ | | | √ | | | √ | √ | √ | | √ | | | | | √ |
| 7 | ENG | 7 TH | | | √ | √ | | | | | √ | | √ | | √ | √ | | √ | | | | | √ |
| 8 | ENG | 7 TH | | | √ | √ | | | | | √ | | √ | | √ | | √ | √ | | | | | √ |
| 9 | ENG | 6 TH | | | √ | √ | | | | √ | | | | √ | √ | √ | | √ | | | √ | | |
| 10 | CSE | 5 TH | √ | | | √ | | | | √ | | | √ | | √ | √ | | √ | | | √ | | |
| 11 | CSE | 5 TH | √ | | | √ | | | | √ | | √ | | √ | √ | | | √ | | √ | | | |
| 12 | CSE | 5 TH | √ | | | √ | | | | √ | | √ | | √ | √ | | | √ | | √ | | | |
| 13 | BBA | 5 TH | √ | | | √ | | | | √ | | √ | | √ | | | | √ | | √ | | | √ |
| 14 | BBA | 5 TH | √ | | | √ | | | | √ | | √ | | √ | | √ | | √ | | √ | | | √ |

Appendix – C (Opinion of the Students)

SN*= Serial Number, S*= Semester, D*= Department, H*= Highly Qualified Teacher, T*=Tuition Fees,

| SN* | D* | S* | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | Q5 | | | Q6 | | | Q7 | |
|-----|-----|-----------------|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|
| | | | y | N | S | Y | N | S | Y | N | S | Y | N | S | H | T | O | L | C | O | Y | N | S |
| 15 | ENG | 5 TH | | √ | | √ | | | √ | | | | √ | | √ | √ | | √ | √ | | √ | | |
| 16 | ENG | 6 TH | | | √ | | | √ | √ | | | | √ | | | √ | | √ | √ | | √ | | |
| 17 | CSE | 5 TH | | √ | | | | √ | √ | | | | √ | | √ | √ | | √ | | | √ | √ | |
| 18 | EEE | 5 TH | √ | | | √ | | | | | √ | | | √ | √ | | √ | √ | | | √ | | |
| 19 | EEE | 4 TH | | | √ | | √ | | | | √ | | √ | | | √ | √ | | √ | | √ | | |
| 20 | ENG | 4 TH | √ | | | | | √ | | | √ | | | √ | √ | √ | | √ | | | | | √ |
| 21 | ENG | 7 TH | | √ | | √ | | | | | √ | | √ | | √ | √ | | √ | | | | | √ |
| 22 | ECO | 7 TH | √ | | | √ | | | | | √ | | √ | | √ | | √ | √ | | | | | √ |
| 23 | ECO | 6 TH | | | √ | √ | | | √ | | | | | √ | √ | √ | | √ | | | √ | | |
| 24 | ECO | 5 TH | | √ | | √ | | | | √ | | | | √ | √ | √ | | √ | | | √ | | |
| 25 | ECO | 5 TH | √ | | | √ | | | √ | | | √ | | | | √ | √ | | | | | | √ |
| 26 | CSE | 5 TH | √ | | | √ | | | | √ | | √ | | | √ | √ | | | | | √ | √ | |
| 27 | BBA | 5 TH | | | √ | √ | | | √ | | | √ | | | √ | | | | √ | | | | √ |
| 28 | CSE | 5 TH | | √ | | √ | | | | √ | | | √ | | | √ | | √ | | | √ | | |

SN*= Serial Number, S*= Semester, D*= Department, H*= Highly Qualified Teacher, T*=Tuition Fees,

L*= Location, C*= Café

| SN* | D* | S* | | Q1 | | | Q2 | | | Q3 | | | Q4 | | | Q5 | | | Q6 | | | Q7 | |
|-----|-----|-----------------|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|
| | | | y | N | S | Y | N | S | Y | N | S | Y | N | S | H | T | O | L | C | O | Y | N | S |
| 29 | BBA | 6 TH | √ | | | √ | | | √ | | | | √ | | √ | √ | | √ | √ | | √ | | |
| 30 | BBA | 6 TH | √ | | | | | √ | √ | | | | √ | | | √ | | √ | √ | | √ | | |
| 31 | CSE | 6 TH | √ | | | | | √ | √ | | | | √ | | √ | √ | | √ | | √ | √ | | |
| 32 | EEE | 6 TH | √ | | | √ | | | | √ | | | | √ | √ | | √ | √ | | | √ | | |
| 33 | EEE | 6 TH | | | √ | | √ | | | √ | | | √ | | | √ | √ | | √ | | √ | | |
| 34 | ENG | 4 TH | | | √ | | | √ | | √ | | | | √ | √ | √ | | √ | | | | | √ |
| 35 | ENG | 7 TH | | | √ | √ | | | | √ | | | √ | | √ | √ | | √ | | | | | √ |
| 36 | ECO | 7 TH | | | √ | √ | | | | √ | | | √ | | √ | | √ | √ | | | | | √ |
| 37 | ENG | 6 TH | | | √ | √ | | | | √ | | | | √ | √ | √ | | √ | | | √ | | |
| 38 | ENG | 5 TH | | | √ | | | | √ | | | | √ | | √ | √ | | √ | | | √ | | |
| 39 | ENG | 5 TH | √ | | √ | | | | √ | | | √ | | √ | √ | | | √ | | | √ | | |
| 40 | ENG | 5 TH | | | √ | | | | √ | | | √ | | √ | √ | | | | | √ | √ | | |
| 41 | BBA | 5 TH | √ | | √ | | | | √ | | | √ | | √ | | | | √ | | | | | √ |
| 42 | BBA | 5 TH | √ | | √ | | | | √ | | | √ | | | √ | | | √ | | | √ | | |

SN*= Serial Number, S*= Semester, D*= Department, H*= Highly Qualified Teacher, T*=Tuition Fees,

L*= Location, C*= Cafe

| SN* | D* | S* | Q1 | | | | Q2 | | | | Q3 | | | | Q4 | | | | Q5 | | | | Q6 | | | | Q7 | |
|-----|-----|-----------------|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|--|--|--|----|--|
| | | | y | N | S | Y | N | S | Y | N | S | Y | N | S | H | T | O | L | C | O | Y | N | S | | | | | |
| 43 | EEE | 6 TH | √ | | | √ | | | √ | | | √ | | | √ | √ | | √ | √ | | √ | | | | | | | |
| 44 | EEE | 6 TH | √ | | | | | √ | √ | | | √ | | | | √ | | √ | √ | | √ | | | | | | | |
| 45 | EEE | 6 TH | √ | | | | | √ | √ | | | √ | | | √ | √ | | √ | | √ | | | | | | | | |
| 46 | EEE | 6 TH | √ | | | √ | | | | √ | | | √ | √ | | | √ | √ | | √ | | | | | | | | |
| 47 | ENG | 6 TH | | | √ | | √ | | | √ | | √ | | | √ | √ | √ | | √ | | √ | | | | | | | |
| 48 | ENG | 4 TH | | | √ | | | √ | | √ | | | √ | √ | √ | | √ | | | | | | √ | | | | | |
| 49 | ENG | 7 TH | | | √ | √ | | | | √ | | √ | | √ | √ | | √ | | | | | | √ | | | | | |
| 50 | ENG | 7 TH | | | √ | √ | | | | √ | | √ | | √ | | √ | √ | | | | | | √ | | | | | |
| 51 | ENG | 6 TH | | | √ | √ | | | | √ | | | √ | √ | √ | | √ | | | | √ | | | | | | | |
| 52 | CSE | 5 TH | √ | | | √ | | | √ | | | √ | | √ | √ | | √ | | | | √ | | | | | | | |
| 53 | CSE | 5 TH | √ | | | √ | | | √ | | √ | | | √ | √ | | | √ | | | √ | | | | | | | |
| 54 | CSE | 5 TH | √ | | | √ | | | √ | | √ | | | √ | √ | | | | √ | | √ | | | | | | | |
| 55 | BBA | 5 TH | √ | | | √ | | | √ | | √ | | | √ | | | √ | | | √ | | | √ | | | | | |
| 56 | BBA | 5 TH | √ | | | √ | | | √ | | | √ | | | √ | | √ | | | √ | | | | | | | | |

SN*= Serial Number, S*= Semester, D*= Department, H*= Highly Qualified Teacher, T*=Tuition Fees,

L*= Location, C*= Cafe

| SN* | D* | S* | y | Q1 | | | Q2 | | | Q3 | | | Q4 | | | Q5 | | | Q6 | | | Q7 | |
|-----|-----|-----------------|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|---|----|---|
| | | | | N | S | Y | N | S | Y | N | S | Y | N | S | H | T | O | L | C | O | Y | N | S |
| 57 | EEE | 6 TH | √ | | | √ | | | √ | | | √ | | √ | √ | | √ | √ | | √ | | | |
| 58 | EEE | 6 TH | √ | | | | | √ | √ | | | √ | | | √ | | √ | √ | | √ | | | |
| 59 | EEE | 6 TH | √ | | | | | √ | √ | | | √ | | √ | √ | | √ | | | √ | √ | | |
| 60 | EEE | 6 TH | √ | | | √ | | | | √ | | | √ | √ | | √ | √ | | | √ | | | |
| 61 | ENG | 6 TH | | | √ | | √ | | | √ | | √ | | | √ | √ | | √ | | √ | | | |
| 62 | ENG | 4 TH | | | √ | | | √ | | √ | | | √ | √ | √ | | √ | | | | | √ | |
| 63 | ENG | 7 TH | | | √ | √ | | | | √ | | √ | | √ | √ | | √ | | | | | √ | |
| 64 | ENG | 7 TH | | | √ | √ | | | | √ | | √ | | √ | | √ | | √ | | | | √ | |
| 65 | ENG | 6 TH | | | √ | √ | | | | √ | | | √ | √ | √ | | √ | | | √ | | | |
| 66 | CSE | 5 TH | √ | | | √ | | | √ | | | √ | | √ | √ | | √ | | | √ | | | |
| 67 | CSE | 5 TH | √ | | | √ | | | √ | | √ | | | √ | √ | | | √ | | √ | | | |
| 68 | CSE | 5 TH | √ | | | √ | | | √ | | √ | | | √ | √ | | | | √ | √ | | | |
| 69 | BBA | 5 TH | √ | | | √ | | | √ | | √ | | | √ | | | √ | | | | | √ | |
| 70 | BBA | 5 TH | √ | | | √ | | | √ | | √ | | √ | | √ | | √ | | | √ | | | |

SN*= Serial Number, S*= Semester, D*= Department, H*= Highly Qualified Teacher, T*=Tuition Fees,

L*= Location, C*= Cafe

| SN | D* | S* | | Q1 | | | Q2 | | | Q3 | | | Q4 | | Q5 | | | Q6 | | | Q7 | | |
|----|-----|-----------------|---|----|---|---|----|---|---|----|---|---|----|---|----|---|---|----|---|---|----|---|---|
| | | | y | N | S | Y | N | S | Y | N | S | Y | N | S | H | T | O | L | C | O | Y | N | S |
| 71 | EEE | 6 TH | √ | | | √ | | | √ | | | | √ | | √ | √ | | √ | √ | | √ | | |
| 72 | EEE | 6 TH | √ | | | | | √ | √ | | | | √ | | | √ | | √ | √ | | √ | | |
| 73 | EEE | 6 TH | √ | | | | | √ | √ | | | | √ | | √ | √ | | √ | | | √ | √ | |
| 74 | EEE | 6 TH | √ | | | √ | | | | | √ | | | √ | √ | | √ | √ | | | √ | | |
| 75 | ENG | 6 TH | | | √ | | √ | | | | √ | | √ | | | √ | √ | | √ | | √ | | |
| 76 | ENG | 4 TH | | | √ | | | √ | | | √ | | | √ | √ | √ | | √ | | | | | √ |
| 77 | ENG | 7 TH | | | √ | √ | | | | | √ | | √ | | √ | √ | | √ | | | | | √ |
| 78 | ENG | 7 TH | | | √ | √ | | | | | √ | | √ | | √ | | √ | √ | | | | | √ |
| 79 | ENG | 6 TH | | | √ | √ | | | | √ | | | | √ | √ | √ | | √ | | | √ | | |
| 80 | CSE | 5 TH | √ | | | √ | | | √ | | | | √ | | √ | √ | | √ | | | √ | | |
| 81 | CSE | 5 TH | √ | | | √ | | | √ | | | √ | | | √ | √ | | | √ | | √ | | |
| 82 | CSE | 5 TH | √ | | | √ | | | √ | | | √ | | | √ | √ | | | | √ | √ | | |
| 83 | BBA | 5 TH | √ | | | √ | | | √ | | | √ | | | √ | | | | √ | | | | √ |
| 84 | BBA | 5 TH | √ | | | √ | | | √ | | | | √ | | | √ | | √ | | | √ | | |

SN*= Serial Number, S*= Semester, D*= Department, H*= Highly Qualified Teacher, T*=Tuition Fees,

L*= Location, C*= Café

APPENDIX H



East West University
Leading 14 Years in Teaching and Research

B.Sc. in EEE
Department of Electrical & Electronic Engineering

See what we have to offer!

Why Choose University to Earn a Bachelor's Degree?

- Earn a degree in a field that is in high demand
- Earn a degree in a field that is in high demand
- Earn a degree in a field that is in high demand

What You Will Learn:

- Gain a solid foundation in the basic sciences and engineering
- Develop the ability to analyze and design complex systems
- Gain hands-on experience through laboratory work
- Develop the ability to work in a team
- Gain the ability to communicate effectively

Admission:

Apply to the Department of Electrical & Electronic Engineering, East West University, P.O. Box 123, Dhaka 1215, Bangladesh.

Sample: 01

MA in English Admission
SUMMER 2010
NSU

MA in English: Literature, Linguistics & TESOL

Admission for Study in April 2010 (SEM I)

Eligibility:

- Four years B.A. in English with a CGPA of at least 2.50 in the final year
- B.A. in English or a related field with a CGPA of at least 2.50
- B.A. in English or a related field with a CGPA of at least 2.50

Why Choose MA in English?

- Gain a solid foundation in the basic sciences and engineering
- Develop the ability to analyze and design complex systems
- Gain hands-on experience through laboratory work
- Develop the ability to work in a team
- Gain the ability to communicate effectively

North South University

1000 East-West Highway, Dhaka 1215, Bangladesh

Sample: 02

North South University
Center of Excellence in Higher Education

Department of Electrical Engineering & Computer Science

Why Choose North South University?

- Gain a solid foundation in the basic sciences and engineering
- Develop the ability to analyze and design complex systems
- Gain hands-on experience through laboratory work
- Develop the ability to work in a team
- Gain the ability to communicate effectively

Admission:

Apply to the Department of Electrical Engineering & Computer Science, North South University, P.O. Box 123, Dhaka 1215, Bangladesh.

Sample: 03

MPH Admission
SUMMER 2010
NSU

MPH Admission

Admission for Study in April 2010 (SEM I)

Eligibility:

- Four years B.A. in English with a CGPA of at least 2.50 in the final year
- B.A. in English or a related field with a CGPA of at least 2.50
- B.A. in English or a related field with a CGPA of at least 2.50

Why Choose MPH at NSU?

- Gain a solid foundation in the basic sciences and engineering
- Develop the ability to analyze and design complex systems
- Gain hands-on experience through laboratory work
- Develop the ability to work in a team
- Gain the ability to communicate effectively

North South University

1000 East-West Highway, Dhaka 1215, Bangladesh

Sample: 04

STAMFORD UNIVERSITY
BANGLADESH

Education for tomorrow's world... Admission Summer 2010

To boost up your career learn International language

English

Designed in North America, this degree (study year course) in a number of ways, WITH 500 degree you can become a business executive, leader, officer, teacher, doctor, engineer and many more.

Bachelor of Arts in English (Hons.)
Master of Arts in English (Final)
Master of Arts in English (Preliminary & Final)

Stanford Also Offers:

| | | |
|-------------------|--------------------------------|---------|
| Architecture | Electrical & Electronic Engg. | B.Pharm |
| Civil Engineering | B.A. in Film & Studio | B.Pharm |
| B.A. (Hons.) | B.A. in Film & Studio | CE |
| B.A. (Hons.) | Faculty of Information Science | CE |
| B.A. (Hons.) | B.A. in International Studies | CE |
| Journalism | B.Sc. in International Studies | CE |
| Business | B.Sc. in International Studies | CE |
| ... | B.Sc. in International Studies | CE |

Key Features:
 • Highly qualified & experienced faculty
 • Practical learning opportunities - Meet world class. Learn with the advanced
 • Services and worldwide on-line course
 • Professional networking

Stanford Offers:
 • Master of Laws (LL.M. Final)
 • Master of Laws (LL.M. Preliminary & Final)
 • Class Time: 4:00 PM - 7:00 PM
 • Last Date of Application: January 25, 2010

Contact & Address:
Head Office & Diamond Camp
 244, Satmasjid Road, Dharmash, Dhaka
 Tel: 9124161, 9124122, 9124123, 9124124, 9124125
 Fax: 9124126, 9124127, 9124128
 Mobile: 9124129, 9124130, 9124131, 9124132

Siddhewari Campus
 11, Siddhewari Road, Dhaka
 Tel: 9124133, 9124134, 9124135, 9124136
 Fax: 9124137, 9124138, 9124139, 9124140
 Mobile: 9124141, 9124142, 9124143, 9124144

Last Date of Application: April 25, 2010
 Admission Test: April 26, 2010

02 March, 2010, 7

Sample: 05

STAMFORD UNIVERSITY
BANGLADESH

Education for tomorrow's world... Admission Spring 2010

Stamford proudly launches

LL.M.

Key Features:
 • Highly qualified & experienced faculty
 • Practical learning opportunities - Meet world class. Learn with the advanced
 • Services and worldwide on-line course
 • Professional networking

Stanford Offers:
 • Master of Laws (LL.M. Final)
 • Master of Laws (LL.M. Preliminary & Final)
 • Class Time: 4:00 PM - 7:00 PM
 • Last Date of Application: January 25, 2010

Contact & Address:
Head Office & Diamond Camp
 244, Satmasjid Road, Dharmash, Dhaka
 Tel: 9124161, 9124122, 9124123, 9124124, 9124125
 Fax: 9124126, 9124127, 9124128
 Mobile: 9124129, 9124130, 9124131, 9124132

Siddhewari Campus
 11, Siddhewari Road, Dhaka
 Tel: 9124133, 9124134, 9124135, 9124136
 Fax: 9124137, 9124138, 9124139, 9124140
 Mobile: 9124141, 9124142, 9124143, 9124144

Last Date of Application: January 25, 2010

02 March, 2010, 7

Sample: 06

STAMFORD UNIVERSITY
BANGLADESH

Education for tomorrow's world... Admission Summer 2010

Study

Diploma Engineers

B. Sc. Engineering

the resource you need to boost your career to reach the highest peak...

B.Sc. in Civil Engineering (5th & 6th sem) (4 years)
B.Sc. in Electrical & Electronic Engineering (5th & 6th sem) (4 years)
B.Sc. in Computer Science & Engineering (5th & 6th sem) (4 years)

Stanford Also Offers:

| | | |
|-----|-----------------------|---------------------------------|
| BBA | Architecture | B.A. in English (Hons.) |
| BBA | B.Pharm | B.A. in English (Final) |
| CE | B.Pharm | B.A. in English (Prel. & Final) |
| BCE | B.A. in Film & Studio | Bachelor of Information Science |
| BCE | B.A. in Film & Studio | B.Sc. in International Studies |
| BCE | Journalism | B.Sc. in International Studies |
| BCE | Business | B.Sc. in International Studies |
| BCE | B.A. (Hons.) | B.Sc. in International Studies |

Key Features:
 • Highly qualified & experienced faculty
 • Practical learning opportunities - Meet world class. Learn with the advanced
 • Services and worldwide on-line course
 • Professional networking

Stanford Offers:
 • Master of Laws (LL.M. Final)
 • Master of Laws (LL.M. Preliminary & Final)
 • Class Time: 4:00 PM - 7:00 PM
 • Last Date of Application: January 25, 2010

Contact & Address:
Head Office & Diamond Camp
 244, Satmasjid Road, Dharmash, Dhaka
 Tel: 9124161, 9124122, 9124123, 9124124, 9124125
 Fax: 9124126, 9124127, 9124128
 Mobile: 9124129, 9124130, 9124131, 9124132

Siddhewari Campus
 11, Siddhewari Road, Dhaka
 Tel: 9124133, 9124134, 9124135, 9124136
 Fax: 9124137, 9124138, 9124139, 9124140
 Mobile: 9124141, 9124142, 9124143, 9124144

Last Date of Application: April 25, 2010
 Admission Test: April 26, 2010

02 March 2010, 7

Sample: 07

STAMFORD UNIVERSITY
BANGLADESH

Education for tomorrow's world... Admission Spring 2010

Stamford proudly launches

LL.M.

Key Features:
 • Highly qualified & experienced faculty
 • Practical learning opportunities - Meet world class. Learn with the advanced
 • Services and worldwide on-line course
 • Professional networking

Stanford Offers:
 • Master of Laws (LL.M. Final)
 • Master of Laws (LL.M. Preliminary & Final)
 • Class Time: 4:00 PM - 7:00 PM
 • Last Date of Application: January 25, 2010

Contact & Address:
Head Office & Diamond Camp
 244, Satmasjid Road, Dharmash, Dhaka
 Tel: 9124161, 9124122, 9124123, 9124124, 9124125
 Fax: 9124126, 9124127, 9124128
 Mobile: 9124129, 9124130, 9124131, 9124132

Siddhewari Campus
 11, Siddhewari Road, Dhaka
 Tel: 9124133, 9124134, 9124135, 9124136
 Fax: 9124137, 9124138, 9124139, 9124140
 Mobile: 9124141, 9124142, 9124143, 9124144

Last Date of Application: January 25, 2010

02 March, 2010, 7

Sample: 08

Education for tomorrow's world... Admission Summer 2010

Our Programs:
 B.A. Honors History
 B.S. in Honors Biology
 Bachelor of Science in Biology
 Bachelor of Science in Biology & Chemistry
 B.S. in Honors Biology
 B.S. in Honors Chemistry
 B.S. in Honors Biology & Chemistry
 B.S. in Honors Biology & Chemistry
 B.S. in Honors Biology & Chemistry
 B.S. in Honors Biology & Chemistry
 B.S. in Honors Biology & Chemistry
 B.S. in Honors Biology & Chemistry
 B.S. in Honors Biology & Chemistry
 B.S. in Honors Biology & Chemistry
 B.S. in Honors Biology & Chemistry
 B.S. in Honors Biology & Chemistry
 B.S. in Honors Biology & Chemistry
 B.S. in Honors Biology & Chemistry

Last Date of Receipt of Application: April 03, 2010
Admission Test: April 03, 2010

Stamford University Bangladesh

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Sample: 09

Education for tomorrow's world... Admission Summer 2010

STAMFORD UNIVERSITY
BANGLADESH

Join **MBA**
 Get smart and be a leader in your profession

Membership of International Accreditation Bodies:
 AACSB/AMBA
 EQUIS

Specialization Areas:
 Finance
 Marketing
 Accounting
 Management
 Human Resource Management
 Bank Management
 Management Information System

Mode of Study:
 Full Time & Part Time

Class Time:
 Evening Class (from 6:30 pm)

Do You Know?
 One of the top 1000 business schools of the world and awarded Certificate of Distinction
 Ranked by QS World University Rankings 2008 as one of the top universities in Bangladesh by QS
 Special tests for students with BSL background

Contact Address:
Head Office & Dhaka Campus: Plot, Commercial Road, Dhaka
Dhaka Campus: 21, Siddhanta Road, Dhaka

Last Date of Application: April 03, 2010
Admission Test: April 03, 2010

৩৯ নম্বর, ২০০.৫

Sample: 10

Education for tomorrow's world... Admission Summer 2010

STAMFORD UNIVERSITY
BANGLADESH

Offering the best **MASTER'S degree**

→ Master of Business Administration (MBA)
 → Master of Arts in English (Final)
 → Master of Arts in English (Preliminary & Final)
 → Master of Pharmacy
 → M. Sc. in Microbiology
 → M. Sc. in Environmental Science
 → M. Sc. in Computer Science & Engineering
 → Master in Computer Application (MCA)
 → M. A. in Film & Media (2 years)
 → Master of Public Administration (MPA)

Do You Know?
 One of the top 1000 business schools of the world and awarded Certificate of Distinction
 Ranked by QS World University Rankings 2008 as one of the top universities in Bangladesh by QS
 Taught by qualified & experienced teachers from home & abroad

Last Date of Application: April 03, 2010
Admission Test: April 03, 2010

Contact Address:
Head Office & Dhaka Campus: 744, Commercial Road, Dhaka
Dhaka Campus: 21, Siddhanta Road, Dhaka

১৯ নম্বর, ২০০.৭

Sample: 11

UNITED INTERNATIONAL UNIVERSITY Summer 2010

Admission Test on 23 April 2010

Offering the best **MASTER'S degree**

→ Master of Business Administration (MBA)
 → Master of Arts in English (Final)
 → Master of Arts in English (Preliminary & Final)
 → Master of Pharmacy
 → M. Sc. in Microbiology
 → M. Sc. in Environmental Science
 → M. Sc. in Computer Science & Engineering
 → Master in Computer Application (MCA)
 → M. A. in Film & Media (2 years)
 → Master of Public Administration (MPA)

Do You Know?
 One of the top 1000 business schools of the world and awarded Certificate of Distinction
 Ranked by QS World University Rankings 2008 as one of the top universities in Bangladesh by QS
 Taught by qualified & experienced teachers from home & abroad

UIU nurtures excellence
 UIU awarded 15th anniversary award of best 12 months university
 awarding Tk. 2,78,52,443.30

UIU & UIUCampus are affiliated as University & Campus

Last Date of Application: April 03, 2010
Admission Test: April 03, 2010

Contact Address:
Head Office & Dhaka Campus: 744, Commercial Road, Dhaka
Dhaka Campus: 21, Siddhanta Road, Dhaka

১৭ April, ২০১০

Sample: 12

SPRING 2010

Admission

Admission Test :
19 January 2010

School of Business


- BBA
- BS in Economics
- MBA
- MS in Economics
- EMBA
- Master in Development Studies

Other programs:
BSc in CSE, BSc in CTE, MSc in CSE, BSc in EEE, BSc in ETE.

FACULTY

Prof. Dr. Amrul Islam Chowdhury
Prof. Dr. Md. Haqueur Rahman
Prof. Dr. Mohammad Musin
Prof. Dr. A. K. Enamul Haque
Prof. Dr. Hannan Ahmad
Prof. Dr. Md. Saadul Islam
Prof. Dr. Syed Ferhat Anwar
Dr. A.S.M. Sobir-Uz-Zaman
Dr. Oqlem Ahmed Faruqi
Dr. Selma Karim

All master level courses are also offered on Fridays and Saturdays.



Prof. Dr. Amrul Islam Chowdhury

Prof. Dr. Amrul Islam Chowdhury

Sample: 13

Eastern University

A Leader in Quality Education

Admission Spring 2010

Programs

Faculty of Arts

- B.A. (Hons.) in English
- M.A. in English
- M.A. in English Language Teaching (ELT) 1-yr
- M.A. in English Language Teaching (ELT) 2-yr

Faculty of Business Administration

- BBA
- MBA (Regular)
- MBA (Executive)

Faculty of Engineering & Technology

- B.Sc. in Computer Science & Engineering (CSE)
- B.Sc. in Electrical & Electronic Engineering (EEE)
- B.Sc. in Electronics & Telecom. Engineering (ETE)
- 1 year for Diploma Holders

Faculty of Law

- LL.B. (Hons.)
- LL.B. (1-yr.)

For Water

- 10% to 15% extra seats for water carriers
- 10% extra seats for female students
- Special adviser for brotherhood, students with GPM
- 10% extra seats for physically disabled students

Vice-Chancellor
Professor Dr. Tahsin Taha
Former Director, Dhaka University

Pro-Vice-Chancellor
Professor Dr. Akbar Hossain
Former Director, Dhaka University

Admission Test for Undergraduate Programs on 19 December 2009

19 Dec. 2009

Sample: 14

Daffodil International University

One of the top ranking universities

Admission Spring 2010

Faculty of Business & Administration

- BBA
- BS in Economics
- BS in International Business
- BS in Computer Science & Engineering
- BS in Computer & Information Systems
- BS in Computer Science
- BS in Software Engineering
- BS in Management Information Systems
- BS in Electronic and Information Engineering
- BS in Computer Science & Engineering
- BS in Software Engineering

Faculty of Engineering & Technology

- B.Sc. in Computer Science & Engineering
- B.Sc. in Electrical & Electronic Engineering
- B.Sc. in Electronics & Telecom. Engineering
- B.Sc. in Software Engineering

Faculty of Law

- LL.B. (Hons.)
- LL.B. (1-yr.)

Admission Office

14 Dec. 2009

Sample: 15

University of Liberal Arts Bangladesh

SCVT & UGC APPROVED

Admission Spring 2010

Faculty of Business & Administration

- BBA
- BS in Economics
- BS in International Business
- BS in Computer Science & Engineering
- BS in Computer & Information Systems
- BS in Computer Science
- BS in Software Engineering
- BS in Management Information Systems
- BS in Electronic and Information Engineering
- BS in Computer Science & Engineering
- BS in Software Engineering

Faculty of Engineering & Technology

- B.Sc. in Computer Science & Engineering
- B.Sc. in Electrical & Electronic Engineering
- B.Sc. in Electronics & Telecom. Engineering
- B.Sc. in Software Engineering

Faculty of Law

- LL.B. (Hons.)
- LL.B. (1-yr.)

Admission Office

14 Dec. 2009

Sample: 16



PRIME UNIVERSITY
 ... a home for rendering prime knowledge
 (UGC & Govt. Approved)
 www.primeuniversity.edu.bd

ADMISSION SPRING-2010

Upto **100%** tuition fee waiver

STUDY
BA (Hons) in English
MA in English

Prime University also offers

- BBA
- B.Sc. in EEE
- B.Sc. in ETE
- B.Sc. in CSE
- LL.B (Hons)
- LL.B (Prel & Final)
- B.Ed
- MBA
- MCA
- LL.M (Regular)
- LL.M (Prel & Final)
- M.Ed

Admission Requirement
BA (Hons) in English: Candidates must have minimum GPA 2.50 in both SSC and HSC or equivalent Examinations.
MA in English: Candidates must have Bachelor Degree from any recognized University.

Smoking and politics free campus

For further information
 Main Campus: 24, North-East Dharmapala Road, Mirpur-12, Dhaka-1215
 Ultra Campus: 42, Shyambazar, Dhaka-1000

Info@primeuniversity.edu.bd | ad@primeuniversity.edu.bd

Ref: Kam. Ab. 19 Jan. 2010. 7

Sample: 17

PRIME UNIVERSITY
 ... a home for rendering prime knowledge
 (UGC & Govt. Approved)
 www.primeuniversity.edu.bd

Admission Spring-2010

Upto **100%** tuition fee waiver for LL.B (Hons)

Study
LL.B (Hons)
LL.B (Prel & Final)
LL.M (Prel & Final)

Admission Requirement
LL.B (Hons): Candidates must have minimum GPA-2.50 in both SSC and HSC or equivalent Examinations.
LL.B (Prel. & Final): Candidates must have Bachelor Degree from any recognized university.
LL.M (Prel. & Final): Candidates must have LL.B Degree from any recognized university.

Class Day
LL.B (Prel. & Final): Thursday (Evening) & Friday.
LL.M (Prel. & Final): Friday & Saturday

Prime University also offers

- BBA
- B.Sc. in EEE
- B.Sc. in ETE
- B.Sc. in CSE
- BA (Hons) in English
- B.Ed
- MBA
- MA in English
- MCA
- M.Ed

Hostel facilities available for female students.

For further information
 Main Campus: 24, North-East Dharmapala Road, Mirpur-12, Dhaka-1215
 Ultra Campus: 42, Shyambazar, Dhaka-1000

Info@primeuniversity.edu.bd | ad@primeuniversity.edu.bd

Ref: Kam. Ab. 30 Jan. 2010. 7

Sample: 18

PRIME UNIVERSITY
 ... a home for rendering prime knowledge
 (UGC & Govt. Approved)
 www.primeuniversity.edu.bd

ADMISSION FALL - 2009

Undergraduate Programs:

- BBA
- B.Sc. in EEE
- B.Sc. in ETE
- LL.B (Hons)
- BA (Hons) in English
- LL.B (Preliminary & Final)
- B.Ed
- Diploma in English
- B.Sc. in EEE (grouped)

Eligibility for Admission
Undergraduate Programs: Candidates must have minimum GPA 2.3 both in SSC & HSC or equivalent examinations.
Graduate Programs: Candidates must have minimum Bachelor Degree from any reputed University.

Graduate Programs:

- MBA (Regular & Executive)
- MA in English
- LL.M (Preliminary & Final)
- LL.M (Regular)
- MCA
- M.Ed

Special Offer
 Up to 100% tuition fee waiver for meritful students.

Politics and Smoking free campus.

Hostel facilities for female students.

For further information
 Main Campus: 24, North-East Dharmapala Road, Mirpur-12, Dhaka-1215
 Ultra Campus: 42, Shyambazar, Dhaka-1000

Info@primeuniversity.edu.bd | ad@primeuniversity.edu.bd

Ref: Kam. Ab. 30 Sep. 2009. 1

Sample: 19

WORLD UNIVERSITY OF BANGLADESH
 WUB

ADMISSION SPRING-2010

BSc in Civil Engg. & Mechatronics Engg.

Special Offer: 40% fee waiver only for morning shift.

Faculty of Business Studies:

- BBA
- Tourism & Hospitality Management
- MBA (Regular & Executive)
- Major: Management, Marketing, HR, Finance, Accounting, BBA, Insurance & Banking
- Master of Business Education (MBE)

Faculty of Engineering:

- B.Sc in Mechatronics Engg.
- Electrical & Electronic Engg.
- Textile Engg.
- Computer Science & Engg.

Faculty of Arts & Humanities:

- LLB (Hons) 4 years
- LLB 2 years
- LLM 1 year
- BA Hons. in English
- MA in English (2 yrs & 1 year)

Faculty of Pharmacy:

- Bachelor of Pharmacy (Accredited by the Pharmacy Council)

For Diploma Engineers:

- Mechatronics Engg.
- Electrical & Electronic Engg.
- Civil Engg.
- Textile Engg.
- Computer Science & Engg.

Some Specialities of WUB:

- Light-weight PhDs
- International System of Education
- Faculty of Medical Care
- Library
- 24 Cellar
- 24 Cellar
- Lab: Computer, EEE, Civil, Pharmacy, Mechatronics, Textile, Physics, Chemistry, English Language Lab and many more.
- 100% Learn with Board Issuing System and award transferable Credits
- Accredited with Universities in USA, UK, Australia & Canada

Last Date of Admission: February 25, 2010

Contact
 Vice-Chancellor, Prof. Dr. Abdul Mannan Chowdhury
 Former Academic Dean, FIAT, BGR, Wiguna, Proctor (DIP)
 Present Vice-Chancellor of Bangladesh Studies Dept.,
 President Chairman of WUB (Past), Founder Director of Teaching MBA
 Program in Management Dept. & Selection Guide Professor of ISI

Ref: Kam. Ab. 23 Feb. 2010. 23

Sample: 20

WORLD UNIVERSITY OF BANGLADESH

20%-100% Fee Waiver

- EEE 43rd batch
- Pharmacy 4th batch
- Textile Engg. 6th batch
- LLB (Hons.) 22nd batch

Class Starts on: April 03, 2010

Education Fair-2010

Admission Fee 50% off for Spot Admission

Venue: Hotel Sheraton Marble Room
 Street No. 23, 23
 19-20 March, 2010

Other Programs

- BBA
- Bachelor of Tourism & Hospitality Management
- Master of Business Education (MBE)
- MBA (Regular & Executive)
- Major: Management, Marketing, HRM, Financial Accounting, MIS, Insurance & Banking
- B.Sc. in Civil Engg.
- B.Sc. in Mechanical Engg.
- B.Sc. in Computer Science & Engg.
- LLB 2 years
- BA Hons. in English
- MA in English (2 yrs & 1 year)

For Diploma Engineers

B.Sc. in Civil Engg. Mechanical Engg.
 Textile Engg. EEE Computer Science & Engg.

Contact

Vice-Chancellor: Prof. Dr. Abdul Mannan Chowdhury
 Former Chairman of Management Studies and MIS Dept.,
 Founder Director of Evening MBA & Selection Grade Professor of DU

Govt. & UGC Approved

Sample: 21

WORLD UNIVERSITY OF BANGLADESH

ADMISSION SPRING-2010

Faculty of Business Studies

- BBA
- MBA (Regular & Executive)
- Major: Management, Marketing, HRM, Finance, Accounting, MIS, Insurance & Banking

Faculty of Engineering

BSc in

- Mechatronics Engg.
- Electrical & Electronic Engg.
- Civil Engg.
- Textile Engg.
- Computer Science & Engg.

Department of Pharmacy

- Bachelor of Pharmacy
- (Accredited by the Pharmacy Council)

Faculty of Arts & Humanities

- LLB (Hons.) 4 years
- LLB 2 years
- LLM 1 year
- BA Hons. in English
- MA in English (2 yrs & 1 year)

For Diploma Engineers

BSc in

- Mechatronics Engg.
- Electrical & Electronic Engg.
- Civil Engg.
- Textile Engg.
- Computer Science & Engg.

Some Specialities of WUB

Application/offer agreement including all
 Entrance Examinations
 Evening & Weekend Fee
 Limited Admission
 All Countries/Continents
 Labs: Computer, GIS, CAD, Pharmacy,
 Mechatronics, Textile, Physics, Chemistry,
 English language labs and many more
 Rich Library with latest technology facilities
 and access to online classes
 Academic Collaboration with Universities in
 USA, UK, Australia & Canada

Contact

Vice-Chancellor: Prof. Dr. Abdul Mannan Chowdhury
 Former Academic Dean FAMS, BUET, Nigeria, Professor (DU),
 Professor I.A. Hall (DU), Chairman of Management Studies Dept.,
 Founder Chairman of MIS Dept., Founder Director of Evening MBA
 Program in Management Dept., & Selection Grade Professor of DU

Govt. & UGC Approved

Sample: 22

WORLD UNIVERSITY OF BANGLADESH

ADMISSION

SUMMER 2010

- LLB 2 Years
- LLM 1 Year
- MA in English (Prell & Final)
- MA in English (Final)
- MBA (Regular & Executive)
- MBE (Masters of Business Education)

Special Waiver 50%-65%

From 31st May, 2010

OTHER PROGRAMS

- BBA
- Bachelor of Tourism & Hospitality Management
- LLB (Hons.) 4 years
- BA Hons. in English
- Bachelor of Pharmacy
- B.Sc. in Mechanical Engg.
- B.Sc. in Textile Engg.
- B.Sc. in Civil Engg.
- B.Sc. in EEE
- B.Sc. in CSE

FOR DIPLOMA ENGINEERS

BSc. in

- Civil Engg.
- Mechatronics Engg.
- Textile Engg.
- EEE
- CSE

CERTIFICATE COURSES

- SPSS
- PLC
- Research Methodology
- English Language

Contact

Vice-Chancellor: Prof. Dr. Abdul Mannan Chowdhury
 Former Chairman of Management Studies and MIS Dept.,
 Founder Director of Evening MBA & Selection Grade Professor of DU

Govt. & UGC Approved

Sample: 23

WORLD UNIVERSITY OF BANGLADESH

ADMISSION FALL-2009

Faculty of Business Studies

- BBA
- MBA (Regular & Executive)
- Major: Management, Marketing, HRM, Finance, Accounting, MIS, Insurance & Banking

Faculty of Engineering

BSc in

- Mechatronics Engg.
- Electrical & Electronic Engg.
- Civil Engg.
- Textile Engg.
- Computer Science & Engg.

Department of Pharmacy

- Bachelor of Pharmacy
- (Accredited by the Pharmacy Council)

Faculty of Arts & Humanities

- LLB (Hons.) 4 years
- LLB 2 years
- LLM 1 year
- BA Hons. in English
- MA in English (2 yrs & 1 year)

For Diploma Engineers

BSc in

- Mechatronics Engg.
- Electrical & Electronic Engg.
- Civil Engg.
- Textile Engg.
- Computer Science & Engg.

Some Specialities of WUB

Application/offer agreement including all
 Entrance Examinations
 Evening & Weekend Fee
 Limited Admission
 All Countries/Continents
 Labs: Computer, GIS, CAD, Pharmacy,
 Mechatronics, Textile, Physics, Chemistry,
 English language labs and many more
 Rich Library with latest technology facilities
 and access to online classes
 Academic Collaboration with Universities in
 USA, UK, Australia & Canada

Contact

Vice-Chancellor: Prof. Dr. Abdul Mannan Chowdhury
 Former Academic Dean FAMS, BUET, Nigeria, Professor (DU),
 Professor I.A. Hall (DU), Chairman of Management Studies Dept.,
 Founder Chairman of MIS Dept., Founder Director of Evening MBA
 Program in Management Dept., & Selection Grade Professor of DU

Govt. & UGC Approved

Sample: 24

**Postgraduate Admissions
SUMMER 2010**



MA IN ENGLISH

with concentration in
LITERATURE AND CULTURE

LITERATURE AND CULTURE MA is a 2-year program. Students must complete 30 credits. The MA program offers students the opportunity to work with distinguished faculty and to complete a thesis.

The MA & Applied Linguistics program prepares you to a career in teaching through a solid grounding in pedagogy and practical planning.

MS IN BIOTECHNOLOGY

Eligible Applicants should have a B.Sc. (Hons.) degree in Biotechnology, Microbiology, Botany, Zoology, or Applied Agriculture or any relevant science or an M.Phil. degree with at least 70% of 70% of every year of education. Candidates with 2nd Division Class are not eligible to apply.

Special Programs of the Program

- 5 credits can be earned by optional coursework
- Concentrated Study track in different research industries
- Meeting ground between research and industry and related to the needs of the industry.

**M.Sc./M.Engg. IN ELECTRICAL & ELECTRONIC
ENGINEERING**

Eligible Applicants should have a four-year B.Sc. degree in EEE, EE, ECE, ETC or an equivalent degree in related areas. Graduates holding a B.Sc. degree in CBCS need to take a minimum of 6 semesters of coursework. Candidates must have a minimum CGPA of 2.0 out of a total of 4.0 in a second class II B.Sc.

The program features the students with a choice of three major areas namely:

- Power System
- Telecommunication
- Embedded System

Application Deadline: 28 April 2010
Admission Test Date: 30 April 2010

For Admissions Form and further details contact the Admissions Office, BRAC University, 66 Mirpur-1, Dhaka-1216 or visit our website at www.brac.edu.bd Phone: 880-2-8800, Fax: 880-2-8800, email: admission@brac.edu.bd Prospective candidates are strongly advised to visit the respective Department in person before submitting the application form.

• All amounts are in US dollars unless otherwise stated. • Payment should be made in cash or by credit card. • For the fee structure of various programs visit www.brac.edu.bd

MANARAT INTERNATIONAL UNIVERSITY MIU

ADMISSION Spring-2010

Prof. Dr. Mohammad Abdur Bob
Vice-Chancellor
Former Governor, Bangladesh Textile Corporation

PROGRAMS OFFERED

- BBA
- LL.B (Hons.)
- CSE
- ECE
- B.Pharm
- BA in English
- MBA (Regular & Executive)
- MA in English

WHY MIU?

- Govt. & UGC Approved
- MIU Maintains International Standard
- Up to 100% Tuition Fee Waiver
- Open Credit System
- Distinguished Faculty with National & International Exposure
- Peaceful Academic Environment
- Provision for Credit Transfer to & from other Universities
- Affordable Fee Structure

New Special Programs Offered:
Mirpur Campus

- MBA (Evening)
- MA in English (Evening)

Department of Pharmacy is accredited by the Pharmacy Council of Bangladesh.

Waiver for Undergraduate Programs

| Total GPA of SSC & HSC Without 4th Subject | Waiver | Waiver (B. Merit) |
|--|--------|-------------------|
| 10.0 | 100% | 80% |
| 9.5-9.99 | 75% | 40% |
| 9.0-9.49 | 50% | 30% |
| 8.5-8.99 | 25% | 20% |
| 7.0-7.99 | 10% | 10% |

Main Campus
Abul Kasher Khan Registrar
Plot # C/14, Road # 106, Gulshan-2, Dhaka-1212.
Tel: 881-5225, 9862251, 9864736
Fax: 9862226, Mob: 01813-243895

Mirpur Campus
Plot # 01, Block # B, Section # 01, Zoo Road, Mirpur-1, Dhaka-1216
Tel: 8859999-01, Mob: 01716-427028

www.manarat.edu.bd

Brochure No. 1 Feb. 2010.3

Sample: 25

Sample: 26

ADMISSION Spring 2010 www.sub.edu.bd

Distinguished Faculty

- Prof. Dr. Md. Akbar Hossain
Honorary Advisor, S.S. Dept., Faculty of Pharmacy, DU
- Prof. Dr. Mahabubul Hossain
Advisor, Dept. of Public Health, S.S.
- Prof. Dr. Shahid Uddin
Professor of Public Health Administration
Advisor, School of Health Sciences, S.S.
- Prof. Dr. Md. Nazim
Advisor, Dept. of Law, S.S., Prof. Dept. of Law, DU
- Prof. Nazim Uddin Hossain, FCA
Advisor, Dept. of Business Studies, S.S. Former President, OAS
- Dr. Carol Abdul Hossain
Honorary Advisor, Dept. of Architecture, S.S.
Prof. Dept. of Architecture, IED
- Dr. Shahid Hossain
Advisor, Dept. of English Studies, S.S., Prof. Dept. of English, DU
- Dr. Tahmid Hossain
Professor & Head, Dept. of Health Sciences & Technology, S.S.
- Prof. A. A. H. Hossain
Dean, School of Science & Technology, S.S.
- Dr. Md. Hossainul Hossain
Advisor, Dept. of Computer Science & Engineering, S.S.
Associate Prof. Dept. of CSE, OUE
- Dr. A. H. Khan
Advisor, Dept. of Information Science, S.S.
- Dr. Akbar Hossain
Professor, Dept. of Health Sciences & Technology, S.S.

Additional facilities

- Qualified faculty members from home & abroad
- Computer library with internet access & printing facilities
- English language program for all students
- Health & safety facilities for all students
- Career counseling services
- On-campus health services
- On-campus food & well equipped canteen
- Library for teaching students
- On-campus housing

Application Form

Application Form available on the S.S. website. Submit the form daily. Mail in via postal mail with a bank draft of Tk. 500/- in the name of Independent University, Bangladesh.

Last date of Application: 16th November 2009
Admission Test: 19th November 2009 at 3:00 pm

House 1, Road 13, Baridhara, Dhaka 1212
Tel: 9884481, 9881881, 9881917, 9822365-60 and 268 269
Fax: +880-2-8823698, 8650228
Email: admission@sub.edu.bd

www.iub.edu.bd

Brochure No. 16 Nov. 2009.3

Brochure No. 16 Nov. 2009.3

Sample: 27

Admission Spring 2010

INDEPENDENT UNIVERSITY, BANGLADESH

We will be moving to our Bashundhara Campus from Spring 2010

Admission Eligibility

HSC & SSC pass Certificate with a minimum GPA of 2.0 in both 100 Levels with a GPA 2.50 & 2.0 levels with a GPA of 2.20. International Baccalaureate certificate equivalent.

Admission Test Exemption

Minimum score of 15.00 in SAT I & minimum SAT II score of 2700 minimum level or 800 minimum level in GRE or 5.5 in IELTS Grade 7 in English and Math in IELTS.

100% IUB Merit Scholarship

GPA of 4.0 in two 4th subject in HSC & 4.0 in two 'X' grades in minimum 2 'X' level.

Full Admission Fee Waiver

For top ten students in admission.

Tuition Fee Waiver

100% tuition fee waiver for the top 3 students in IUB Admission Test.
50% tuition fee waiver for students having GPA 5.0 in both SSC & HSC with 4th subject.
50% financial waiver for all others.

Financial Aid

Tuition discount on the basis of IUB entrance result and financial need.
On campus job facilities.

Undergraduate Programme

BBA in:

- Accounting
- Finance
- Marketing
- Management
- Management Information System (MIS)
- Human Resource Management (HRM)

B.Sc. in:

- Economics
- Statistics
- Communication
- Anthropology

B.A. in:

- English Literature (EL)

B.Sc. in Environmental Science

- Environmental Management
- Population Environment
- Land & Water Resources Management

B.Engg.

- Computer Science
- Computer Engineering
- Electronic & Electrical Engineering
- Electrical & Telecommunication Engineering

Admission Form

Application Form available on the IUB website. Submit the form daily. Mail in via postal mail with a bank draft of Tk. 500/- in the name of Independent University, Bangladesh.

Last date of Application: 16th November 2009
Admission Test: 19th November 2009 at 3:00 pm

House 1, Road 13, Baridhara, Dhaka 1212
Tel: 9884481, 9881881, 9881917, 9822365-60 and 268 269
Fax: +880-2-8823698, 8650228
Email: admission@iub.edu.bd

www.iub.edu.bd

Sample: 28

University of South Asia

(Govt. & UGC approved) The Career Minded University

ADMISSION

Under-Graduate Programs

- Bachelor of Business Administration (BBA)
- B.Sc in Textile Engineering
- Bachelor of Arts in English Literature

Graduate Programs

- MBA (Executive & Executive)
- Master of Public Health
- Master of Bank Management
- Master in Nutrition and Food Science

Diploma Program

- Diploma in Law (DIPLO)
- Diploma in Nutrition and Food Science

Special Advantages of Unisa

- Highly qualified, certified and licensed teaching staff
- International standard academic standards as an affiliate university
- International accreditation by UGC, Bangladesh Education Board
- Highly qualified and experienced administrative staff
- Highly qualified and experienced support staff

7th Year of providing Quality Education

Admission Office Open on Friday

Prof. Dr. Nisar Ahmed
Dean, Faculty of Business Administration & Registrar

Prof. Dr. M A Maslin
Vice Chancellor

Dr. M A Mubik
Pro-Vice Chancellor (Acad.)

Admission Office: House #78 & 79, Road #14, Block B, Barisal, Dhaka, Phone: 8857073-4
Mob: 01711346436, 01713452422, 011 90618980, website: www.unisa.ac.bd

16 May, Freshman A/c, 2010, 17

Sample: 29

WORLD UNIVERSITY OF BANGLADESH

ADMISSION SPRING 2010

Faculty of Business Studies

- BBA
- MBA (Regular & Executive)
- Major: Management, Marketing, HR, Finance, Accounting, IT, Economics & Banking

Faculty of Engineering

BSc in

- Mechatronics Engg.
- Electrical & Electronic Engg.
- Civil Engg.
- Textile Engg.
- Computer Science & Engg.

Department of Pharmacy

Bachelor of Pharmacy
(Accredited by the Pharmacy Council)

Faculty of Arts & Humanities

- LLB (Hons.) 4 years
- LLB 2 years
- LLM 1 year
- BA Hons. in English
- MA in English (2 yrs & 1 year)

For Diploma Engineers

BSc in

- Mechatronics Engg.
- Electrical & Electronic Engg.
- Civil Engg.
- Textile Engg.
- Computer Science & Engg.

Some Specialities of WUB

- High quality PGD & approved faculty and support systems of Education
- Foreign & Local Studies
- Globalization
- No Conditioned Orientation
- Wide Courses: BSc, Civil, Pharmacy, Mechanical, Textile, Process Chemistry
- English Language Lab and many more
- Rich Library with latest teaching facilities and access to online journals
- Academic collaboration with universities in USA, UK, Australia & Caribbean

Vice-Chancellor: Prof. Dr. Abdul Haque Chowdhury
Former Academic Dean, FSNM, BUET, Nigeria; Professor (DGE), Pabna Univ. Hall (DU), Chairman of Management Studies Dept.; Founder Chairman of MES Dept.; Founder (Director of Evening MBA Program) & Management Dept. & Selection Grade Professor of DU.

Contact

www.wub.edu.bd
www.wub.edu

Sample: 30

IBAIS University

ইবাইস ইউনিভার্সিটি

BA (Hons.) in Tourism & Hotel Management (BTHM)-Day/Evening

Academic Collaborations

- The University of Michigan-Flint, USA
- The University of Southampton, UK
- Roehampton University, Thailand
- City of London College, UK
- Kingston College, Canada
- College of Tourism & Hotel Management, Cyprus
- The Institute of Hospitality Management, Ireland

Other Programs

- BA (Hons.) in English / BA (Hons.) in Business English / BSc (Hons.) in Economics / B.Sc. in CSIT / B.Sc. in CSE / B.Sc. in EEE / B.Sc. in Electrical & Computer Engineering / BBA / MBA / B.Sc. in Computer Science / MA in English

Admission Requirements: • Degr. SSC & H.S.C/O Levels & A Levels
• Evening Dept (Part) Honours Diploma (3-4 years) / B.L.C. with 4 years work experience in relevant field.

Only university in Bangladesh having the following modern lab facilities:

- CRS Lab with "Academy 7300 Class" Training Software used by excellent Airlines, Five Star Hotels, Resorts and Travel Agencies around the world - to expose students with job market of (BAISU) BTHM graduates.
- Real Room (International Standard) for homestay practice.
- Kitchen (International Standard) for food production.
- Restaurant (International Standard) for food & beverage service.

Class starts from May 3, 2010

27 April 2010, 7

Freshman A/c, 16 Oct, 2009, 32

Sample: 31

admission Fall 2009

University

130 Credits (20% specialisation)

120 Credits (20% specialisation)

110 Credits (20% specialisation)

100 Credits (20% specialisation)

90 Credits (20% specialisation)

80 Credits (20% specialisation)

70 Credits (20% specialisation)

60 Credits (20% specialisation)

50 Credits (20% specialisation)

40 Credits (20% specialisation)

30 Credits (20% specialisation)

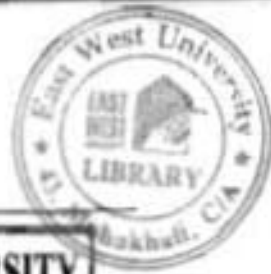
20 Credits (20% specialisation)

10 Credits (20% specialisation)

Contact for further details

CITY UNIVERSITY ADMISSION OFFICE, Al, formal Azadpur Avenue, Forum, Dhaka-1213, BANGLADESH
Phone: 88014289144, 88014289145, 88014289146, 88014289147, 88014289148, 88014289149, 88014289150
Fax: 88014289157 Email: admission@cityuniversity.edu Web: www.cityuniversity.edu.bd

Sample: 32



DEPARTMENT OF CIVIL ENGINEERING

MASTERS IN CIVIL ENGINEERING

SPRING 2010 SEMESTER

Specialized Fields: **Structure and Water Resources**

20% TUITION FEE WAIVER for the Spring 2010 semester

DEPARTMENT OF CIVIL ENGINEERING
 40 COLLEGE, Dhaka 1213, Dhaka 1213, Dhaka 1213

THE UNIVERSITY OF ASIA PACIFIC
 40 COLLEGE, Dhaka 1213, Dhaka 1213, Dhaka 1213

Sample: 37

PRESIDENCY UNIVERSITY

admission summer 2010

Get 3.000 Approval

Academic Programs

- Bachelor of Business Administration (BBA)
- BBA in English (Minor in Business)
- BSc in Civil Engineering (CE)
- BSc in Electrical & Electronic Engineering (EEE)
- BSc in Electronics & Telecom Engineering (ETE)
- Master of Business Administration (MBA)
- MBA for Professionals (PMBA)
- MA in English Language Teaching (ELT)

15-10% Scholarship on HSC/Al and Bachelor Results
 Superior Academic for Degree Program
 Tuition Waiver for Female, Sliding and Active Students

Key Features

- On 44 Electrical Engineering Labs
- Well Equipped Library and Computer Lab
- Career Services for Interview & Placement
- Campus Facilities
- Free English Tuition

Banani Campus
 17 Road, Banani, Dhaka 1213
 Tel: 9600000, 9600000, Mobile: 01711278000

Gulshan Campus
 11A, Road 10, Gulshan 2, Dhaka 1212
 Tel: 9600004, 9600003 (Sat 10, 11)

www.presidenty.edu.bd
 Email: info@presidenty.edu.bd
 Web: www.presidenty.edu.bd

Sample: 38

বাংলাদেশ ইউনিভার্সিটি

(উচ্চ শিক্ষার আনন্দ প্রকল্প)

গোষ্ঠীয় নম্বর

□ ইংলিশ □ ইংলিশ □ ইংলিশ □ ইংলিশ

□ এম.বি.বি (অন্যান্য) □ কম্পিউটার সায়েন্স □ কেমিস্ট্রি

□ অ্যাকাউন্ট্যান্ট □ ইন্সট্রাক্টর ইঞ্জিনিয়ার □ পবিত্র

□ এল.এল.এম - ১ বছর □ বি.এড - ১ বছর

□ এমবিএ এবং ইএমবিএ □ এমএ (ইংলিশ)

শীতকালীন সেমিস্টারে ভর্তি-২০০৯

কর্তৃপক্ষের ঘোষণা

১. এমবিএ এবং ইএমবিএ প্রোগ্রামের জন্য ১০% টিউশন ফি ছাড় প্রদান করা হবে।

২. এমবিএ এবং ইএমবিএ প্রোগ্রামের জন্য ১০% টিউশন ফি ছাড় প্রদান করা হবে।

৩. এমবিএ এবং ইএমবিএ প্রোগ্রামের জন্য ১০% টিউশন ফি ছাড় প্রদান করা হবে।

৪. এমবিএ এবং ইএমবিএ প্রোগ্রামের জন্য ১০% টিউশন ফি ছাড় প্রদান করা হবে।

৫. এমবিএ এবং ইএমবিএ প্রোগ্রামের জন্য ১০% টিউশন ফি ছাড় প্রদান করা হবে।

৬. এমবিএ এবং ইএমবিএ প্রোগ্রামের জন্য ১০% টিউশন ফি ছাড় প্রদান করা হবে।

৭. এমবিএ এবং ইএমবিএ প্রোগ্রামের জন্য ১০% টিউশন ফি ছাড় প্রদান করা হবে।

৮. এমবিএ এবং ইএমবিএ প্রোগ্রামের জন্য ১০% টিউশন ফি ছাড় প্রদান করা হবে।

৯. এমবিএ এবং ইএমবিএ প্রোগ্রামের জন্য ১০% টিউশন ফি ছাড় প্রদান করা হবে।

১০. এমবিএ এবং ইএমবিএ প্রোগ্রামের জন্য ১০% টিউশন ফি ছাড় প্রদান করা হবে।

Sample: 39

ASIAN UNIVERSITY OF BANGLADESH

Admission SUMMER-2010

AIM FEATURES

- Highly qualified and experienced faculty members (90% of the courses taught by full-time faculty)
- International student facilities and world-class facilities in foreign universities.
- 100% computerized and well-equipped classrooms.
- State-of-the-art library with 1,00,000 copies of books & journals.
- 24 hours live internet facilities for students.

১. উচ্চশিক্ষার মান বৃদ্ধি।

২. উচ্চশিক্ষার মান বৃদ্ধি।

৩. উচ্চশিক্ষার মান বৃদ্ধি।

৪. উচ্চশিক্ষার মান বৃদ্ধি।

৫. উচ্চশিক্ষার মান বৃদ্ধি।

৬. উচ্চশিক্ষার মান বৃদ্ধি।

৭. উচ্চশিক্ষার মান বৃদ্ধি।

৮. উচ্চশিক্ষার মান বৃদ্ধি।

৯. উচ্চশিক্ষার মান বৃদ্ধি।

১০. উচ্চশিক্ষার মান বৃদ্ধি।

২২ March, ২০১০

Sample: 40

IUBAT - International University of Business Agriculture and Technology
(Founded 1991 by Md Atiqul Kabir Memon)

Admission for Summer, 2010

| Program | Available Programs | Why Choose IUBAT |
|---------|---|---|
| MBA | Finance, International Business, Logistics, Supply Chain, Marketing, Human Resource | <ul style="list-style-type: none"> ✓ Program (Campus & 7) years of flex ✓ Accredited by UGC, Bangladesh University Grants Commission ✓ A successfully equipped young team with 13 faculties across academic disciplines: BA, Law, Commerce, M.A., and Health Science ✓ Available for all levels (up to PhD) including post, career growth ✓ Campus in presence of 5000 students ✓ One house for each grade of course, College & Open in shape ✓ Accredited by UGC, Bangladesh University Grants Commission |

Admission Office
 1. Dhaka: Dhaka Road, Sector 18, Uttara Model Town, Dhaka 1216
 2. Jessore: Jessore Road, Sector 1, Jessore-7414
 3. Chittagong: Chittagong Road, Sector 1, Chittagong-6410

www.iubat.edu

3 May, 2010, 19

Sample: 41

STATE UNIVERSITY OF BANGLADESH
Join the movement

BAMA English & Applied Linguistics & ELT English Literature

Department of English Studies
SUMMER 2010

Adjunct Faculty:
 Professor Dr. Nasim Farooq, CU, Professor, Dept. of English Studies, CU
 Professor Shah Afzal, CU, Dept. of English, CU
 Professor Dr. Kamrunnabi Akmal, Professor, Dept. of English, CU
 Professor Tahmina Afroz, CU, Dept. of English, CU
 Supt. Dr. Ahsan Uddin, Professor, Dept. of English, CU
 Dr. M. Asim, Associate Professor, Dept. of English, CU

Special Facilities:

- ✓ Qualified faculty members from CU & abroad
- ✓ Computer equipped library
- ✓ Range for book & video collection
- ✓ Computer equipped class room
- ✓ Top class guest house facilities
- ✓ Various English language program to offer

Vice Chancellor: Professor Dr. Hafeez Ghazi Chowdhury, Former Director, USA

SUB 77 Sathysard Road, Dhanmondi, Dhaka-1205, Ph: 9157781-3, 9128323, 9125471, 8156520, Mobile: 0171-1238900 Fax: 886-2-8123274
 E-mail: info@sub.edu.bd, www.sub.edu.bd

28 April, 2010, 21

Sample: 42

PRIMEASIA UNIVERSITY
Admission with a vision
(Approved by UGC & Govt.)

ADMISSION SUMMER 2010

Application Form: 14 May, 2010
Final Date of Application: 13 May, 2010

Prof. Dr. Saif-ur-Rahman Khan
 Dean, School of Business
 (Former Vice-Chancellor, National University & President, Dhaka University)

14 May, 2010, 7

Sample: 43

INDEPENDENT UNIVERSITY, BANGLADESH

MBA & EMBA ADMISSION TEST
SUMMER 2010

Executive MBA • Finance • Marketing • HRM • Banking
Special Features

- ✓ All faculty have Ph.D. Degree
- ✓ Admission to various Master Programs, Executive level Master (EMBA)
- ✓ Degree from IUB is recognized globally for higher studies and job placement
- ✓ Class of less than 17 students
- ✓ Separate host for MBA & EMBA
- ✓ Teaching Assistant
- ✓ 10% discount on tuition for IUB Graduate
- ✓ 10% discount on tuition based on academic achievement available to the rest of Institute students
- ✓ 10% discount for siblings in systems
- ✓ Payment of fees in installments
- ✓ Classes are held on the evening & week-end (EMBA)

| Level | MBA | EMBA |
|---------------------------|---------------------|---------------|
| Form Sale For Application | April 7, 2010 | April 7, 2010 |
| Admission Test | April 8, 2010 | April 9, 2010 |
| Interview | April 16 & 17, 2010 | April 9, 2010 |
| Class Commencement | May 3, 2010 | May 8, 2010 |

FORM SALE: ALL DAYS OF THE WEEK FROM 10:00 A.M. - 8:00 P.M.
Please Contact:
School of Business
 83 Subarnaree Avenue, Block-C
 Baridhara, Dhaka-1212
 Tel: 9662368 - 96, 9661817, 9661861, 9661488
 Fax: 9661-9-9623906, 9660228
 E-mail: info@iub.edu.bd

6 April, 2010, 8

Sample: 44

THE PEOPLES UNIVERSITY OF BANGLADESH (PUB)
Start & End Approved, Established 1992
A Unit of State Minister Education & A Member of State Society

Admission for Spring Semester



Management, Marketing, Accounting, Finance, HRD/HRD/HRD/HRD and IT System

B.A. Honors in English

B.A. Honors in Islamic Studies / Islamic Banking

B.Sc. in Computer Science & Engineering

B.Sc. in Electronics & Telecommunication Engineering

B.Sc. in Traffic Engineering

B.Sc. in Banking and Finance / Bank Work (Specialized) for B.S.S.B Course

LL.B (First) - 1 year

B.A. (First) - 1 Year

B.A. (Second) - 1 Year

B.A. (Final) in Islamic Studies - 1 Year

B.A. (Second) - 1 Year

B.A. (Final) in Islamic Studies - 1 Year

B.Sc. in Computer Science & Engineering - 2 Year

25% rebate for students with 50% Last 10% to 20% **40% to 50%** in previous Semester.
20% rebate for girls & students with 20% of the total number of 20% rebate more to 40% total rebate.
25% rebate for students for admission 1 year of away board.

Admission going on

Site Campus: Admission Information Office
10, Madani Market, Dhaka, Dhaka-1000
Tel: 912967, 911944, 92, 930 173
Mobile: 0171901911, Fax: 9103-912900
E-mail: info@pub.edu.bd
Website: www.pub.edu.bd

Branch Campus: Department of Publications
100, Sher-e-Bangla, Dhaka-1000
Tel: 920219

Head Office: Road # 04, Site # 02, Dhaka, Dhaka-1000
Phone: 9103-912900, 9103-912901

Sample: 45

UNIVERSITY OF INFORMATION TECHNOLOGY & SCIENCES (UITS)



ADMISSION - FALL 2009

UITS is one of the Oldest and Best University in the Private Sector

ADMISSION INFORMATION

ENROLLMENT DEADLINE: 30/08/2009

| Program | Fee | Registration Fee |
|--|--------|------------------|
| B.A. Honors in English | 30,000 | 3,000 |
| B.A. Honors in Islamic Studies | 30,000 | 3,000 |
| B.A. Honors in Computer Science & Engineering | 30,000 | 3,000 |
| B.A. Honors in Electronics & Telecommunication Engineering | 30,000 | 3,000 |
| B.A. Honors in Traffic Engineering | 30,000 | 3,000 |
| B.A. Honors in Banking and Finance | 30,000 | 3,000 |
| B.Sc. in Computer Science & Engineering | 30,000 | 3,000 |
| B.Sc. in Electronics & Telecommunication Engineering | 30,000 | 3,000 |
| B.Sc. in Traffic Engineering | 30,000 | 3,000 |
| B.Sc. in Banking and Finance | 30,000 | 3,000 |
| B.Sc. in Islamic Studies | 30,000 | 3,000 |
| B.Sc. in Management Studies | 30,000 | 3,000 |
| B.Sc. in Business Administration | 30,000 | 3,000 |
| B.Sc. in Marketing | 30,000 | 3,000 |
| B.Sc. in Accounting | 30,000 | 3,000 |
| B.Sc. in Finance | 30,000 | 3,000 |
| B.Sc. in HRD | 30,000 | 3,000 |
| B.Sc. in IT | 30,000 | 3,000 |
| B.Sc. in English | 30,000 | 3,000 |
| B.Sc. in Urdu | 30,000 | 3,000 |
| B.Sc. in Bengali | 30,000 | 3,000 |
| B.Sc. in Arabic | 30,000 | 3,000 |
| B.Sc. in Islamic Studies | 30,000 | 3,000 |
| B.Sc. in Management Studies | 30,000 | 3,000 |
| B.Sc. in Business Administration | 30,000 | 3,000 |
| B.Sc. in Marketing | 30,000 | 3,000 |
| B.Sc. in Accounting | 30,000 | 3,000 |
| B.Sc. in Finance | 30,000 | 3,000 |
| B.Sc. in HRD | 30,000 | 3,000 |
| B.Sc. in IT | 30,000 | 3,000 |
| B.Sc. in English | 30,000 | 3,000 |
| B.Sc. in Urdu | 30,000 | 3,000 |
| B.Sc. in Bengali | 30,000 | 3,000 |
| B.Sc. in Arabic | 30,000 | 3,000 |

Enrollment Office: 10, Madani Market, Dhaka-1000
Tel: 912967, 911944, 92, 930 173
Mobile: 0171901911, Fax: 9103-912900
E-mail: info@uits.edu.bd
Website: www.uits.edu.bd

Sample: 46

SOUTHEAST UNIVERSITY
Building Excellence for Tomorrow

Admission Summer 2010

Applications are invited for admission in the following programs for Summer 2010 starting from 24 May 2010:

| Undergraduate Programs | Graduate Programs | Postgraduate Programs |
|--|--|--|
| <ul style="list-style-type: none">B.A. Honors in EnglishB.A. Honors in Islamic StudiesB.A. Honors in Computer Science & EngineeringB.A. Honors in Electronics & Telecommunication EngineeringB.A. Honors in Traffic EngineeringB.A. Honors in Banking and Finance | <ul style="list-style-type: none">M.A. in EnglishM.A. in Islamic StudiesM.A. in Computer Science & EngineeringM.A. in Electronics & Telecommunication EngineeringM.A. in Traffic EngineeringM.A. in Banking and Finance | <ul style="list-style-type: none">LL.B (First) - 1 yearLL.B (Second) - 1 yearLL.B (Final) - 1 yearLL.M. (First) - 1 yearLL.M. (Second) - 1 yearLL.M. (Final) - 1 year |

Admission Office: 10, Madani Market, Dhaka-1000
Tel: 912967, 911944, 92, 930 173
Mobile: 0171901911, Fax: 9103-912900
E-mail: info@seu.edu.bd
Website: www.seu.edu.bd

Sample: 47

Daffodil International University
A Daffodil Group of Institutions



One Student One Future

At Daffodil International University you have the privilege of getting a high-quality and well-rounded education, today, without any debt. Please visit for details: www.daffodiluniversity.edu.bd

Programs:

- B.A. Honors in English
- B.A. Honors in Islamic Studies
- B.A. Honors in Computer Science & Engineering
- B.A. Honors in Electronics & Telecommunication Engineering
- B.A. Honors in Traffic Engineering
- B.A. Honors in Banking and Finance
- M.A. in English
- M.A. in Islamic Studies
- M.A. in Computer Science & Engineering
- M.A. in Electronics & Telecommunication Engineering
- M.A. in Traffic Engineering
- M.A. in Banking and Finance
- LL.B (First) - 1 year
- LL.B (Second) - 1 year
- LL.B (Final) - 1 year
- LL.M. (First) - 1 year
- LL.M. (Second) - 1 year
- LL.M. (Final) - 1 year

Admission Office: 10, Madani Market, Dhaka-1000
Tel: 912967, 911944, 92, 930 173
Mobile: 0171901911, Fax: 9103-912900
E-mail: info@daffodiluniversity.edu.bd
Website: www.daffodiluniversity.edu.bd

Sample: 48

GREEN UNIVERSITY OF BANGLADESH
Govt. Approved
Admission Spring 2010

BSc in Textile Engineering (BTE)
Regular Student Total Fee: 2,80,000-
Diploma Holder Total Fee: 2,42,000-

BSc in Electrical & Electronic Engineering (EEE)
Regular Student Total Fee: 2,87,000-
Diploma Holder Total Fee: 2,49,000-

Other Programs
BBA (Special) Total Fee: 2,45,000-
LLB (Special) Total Fee: 2,26,000-
LLB (General) Total Fee: 26,000-
LLM (1 Year) Total Fee: 47,000-
CXE Total Fee: 1,42,000- to 2,51,000-
MBA Total Fee: 28,000- to 1,27,000-

LLA (New) in Film, TV & Digital Media
Total Fee: 2,74,000-

Features of GUB

- Flexibly tailored payment facilities.
- 75% BWS Scholarship based on SSC & HSC result.
- Merit Scholarship based on entrance test results for undergraduate students.
- Full-time faculty with outstanding academic records.
- Well equipped computer, Physics, Chemistry, Tactile & digital communication lab with Internet & multimedia facilities.
- Credit transfer facility in University at lower and abroad.
- Free collection of student books, journals, magazines and daily news papers.
- Career Guidance & Placement Office for providing internship & job placement facilities.
- Large campus, regular students in world topics, fully air-conditioned classrooms, extra-curricular activities.

Last Date of Admission January 21, 2010

Mirpur Campus
220 D, Begun Bakuwa Sharan, Dhaka-1230
Tel: + 88-02-9014725, 011-91758791-3

Dhanmondi Campus
24 Mirpur Road (Opposite of Dhaka College)
Dhanmondi, Dhaka-1205
Tel: + 88-02-9673642, 011-91426307

E-mail: info@gub.edu.bd

Sample: 49

Passions will be better when they pass

UITS
UNIVERSITY OF INFORMATION TECHNOLOGY & SCIENCES

ADMISSION - SUMMER 2010

GRADUATE PROGRAMS

| | |
|----------------------------------|--------------|
| M.Sc. in Information Systems | 60,000 BDT |
| M.Sc. in Computer Science | 60,000 BDT |
| M.Sc. in Applied AI/Robotics | 1,10,000 BDT |
| M.Sc. in Business Administration | 60,000 BDT |
| Ph.D. in Information Systems | 1,20,000 BDT |
| Ph.D. in Computer Science | 1,20,000 BDT |
| Ph.D. in Applied AI/Robotics | 1,20,000 BDT |
| Ph.D. in Business Administration | 60,000 BDT |

UNDERGRADUATE PROGRAMS

| | |
|-----------------------------------|--------------|
| B.Sc. in Information Systems | 60,000 BDT |
| B.Sc. in Computer Science | 60,000 BDT |
| B.Sc. in Applied AI/Robotics | 1,10,000 BDT |
| B.Sc. in Business Administration | 60,000 BDT |
| B.A. in Law | 60,000 BDT |
| B.A. in English Language | 60,000 BDT |
| B.A. in Environmental Science | 60,000 BDT |
| B.A. in Human Resource Management | 60,000 BDT |
| B.A. in Marketing | 60,000 BDT |
| B.A. in Public Administration | 60,000 BDT |
| B.A. in Social Science | 60,000 BDT |
| B.A. in Statistics | 60,000 BDT |

Our Opportunities

- Full Time Faculty with outstanding academic records
- Flexibly tailored payment facilities
- Merit Scholarship based on entrance test results for undergraduate students
- Free collection of student books, journals, magazines and daily news papers
- Career Guidance & Placement Office for providing internship & job placement facilities
- Large campus, regular students in world topics, fully air-conditioned classrooms, extra-curricular activities

Admission Office Hours
10:00 AM - 4:00 PM
11:00 AM - 4:00 PM
12:00 PM - 4:00 PM
1:00 PM - 4:00 PM

Website: <http://www.uits.edu.bd> A Campus of PAF Group

27 April, 2010

Sample: 50

Green University
Admission
Admission Spring 2010

B.A. (Hons) in Film, TV & Digital Media
First time in Bangladesh

Major Features

- Home facilities of affordable cost
- Government credit marks for the students up to 100% based on GPA
- Full equipped lab with internet facilities that enabling them to acquire international programs
- Professional lecturers
- International Students
- Library & Media Resource Center
- Highly Qualified
- Regular & Extraordinary Classes
- Specialized admission for the students
- Admission walk-in test based on the 25 May 2010

What You Get

- BBA (Regular) Extension & 5 yrs
- Electrical and Electronic Engineering
- Computer Science and Engineering
- Media Engineering
- BSc (Hons) in Sociology
- Sociological Anthropology
- LLB (Hons & Post) LL.M (1 year)

Study Start Information for 20 April 2010
 10:00 AM - 4:00 PM
 11:00 AM - 4:00 PM
 12:00 PM - 4:00 PM
 1:00 PM - 4:00 PM

Admission Office
220 D, Begun Bakuwa Sharan, Dhaka-1230
Tel: 9014725, 01191758791, 01191758792, 01191758793
Email: info@gub.edu.bd

27 April, 2010

Sample: 51

INDEPENDENT UNIVERSITY, BANGLADESH
Undergraduate Programme
Admission Summer 2010

Estd-1993

Admission Eligibility
 HSC or equivalent with a minimum GPA of 2.0 in last 5-10 semesters
 BSc or equivalent with a minimum GPA of 2.0 in last 5-10 semesters
 BBA or equivalent with a minimum GPA of 2.0 in last 5-10 semesters
 B.Com or equivalent with a minimum GPA of 2.0 in last 5-10 semesters

Admission Test Categories
 Entrance exam of IUB is for 1 address 50 years
 Inside 70 computer based or Manual mode of IUB
 If IUB B.Sc. Grade 1 in English and Math & Fundamentals

100% BBS Merit Scholarship
 GPA of 4.0 holder 60 subject in IUB
 Top 70 students admission 100% fee

Full Admission Free Waiver
 To top 10 students in admission list

Graven Fee Waiver
 10% waiver for value for the top 10 students
 50% waiver for
 20% waiver for value for number having
 100% scholarship 50% fee waiver for student
 100% waiver for value for change

Programme List
 BBA in:
 - Accounting + Finance + Marketing + Management
 - Management Information System (MIS)
 - Human Resource Management (HRM)
 - International Business (IB)
 B.Sc in -
 - Economics
 - BSc in - Media & Communication
 - Anthropology
 B.A. in -
 - English Literature
 - English Language Teaching (ELT)
 B.Sc in Environmental Science
 - Environmental Management
 - Population Development
 - Land & Water Resource Management
 B.Sc in:
 - Computer Science
 - Computer Engineering
 - Electrical & Electronic Engineering
 - Electronic & Telecommunications Engineering

Last date of Application: Tuesday 18th May, 2010
Admission Test: Saturday 22nd May, 2010

Honour 1, Road 11, Barancha, Dhaka-1212
 Tel: +88-02-88288081, 88288082, 88288083, 88288084, 88288085
 Fax: +88-02-88288086, 88288087
 Email: admissions@iub.edu.bd

Website: www.iub.edu.bd

27 April 2010, 9

Sample: 52

রাজ বিশ্ববিদ্যালয়ে আত্র জাতি
 রাজ বিশ্ববিদ্যালয়, ঢাকা-১০০

কর্তৃপক্ষের ঘোষণা: রাজ বিশ্ববিদ্যালয় কর্তৃক পরিচালিত বিভিন্ন অন্তর্-প্রাথমিক, স্নাতক, স্নাতকোত্তর এবং গবেষণামূলক প্রোগ্রামে নিম্নলিখিত বৃত্তিক ছাত্র-ছাত্রীদের নামের তালিকা প্রকাশ করা হল।

রাজ বিশ্ববিদ্যালয়ের স্নাতক (সম্মান) ডিগ্রীর ফলাফল

| স্নাতক (সম্মান) ডিগ্রীর নাম | ফলাফল | গ্রেড |
|-----------------------------|-------|-------------|
| বাংলাদেশের ইতিহাস | ১০ জন | ১ম থেকে ১০ম |
| আইন | ১০ জন | ১ম থেকে ১০ম |
| শাসন-শাসিত | ১০ জন | ১ম থেকে ১০ম |
| পত্রিকাবাদ | ১০ জন | ১ম থেকে ১০ম |
| ইংরেজি ভাষা | ১০ জন | ১ম থেকে ১০ম |
| সংস্কৃত | ১০ জন | ১ম থেকে ১০ম |
| অন্যান্য | ১০ জন | ১ম থেকে ১০ম |

গুরুত্বপূর্ণ তথ্য:
 - প্রথম দুই স্থানে প্রথম স্থান অর্জনকারী ছাত্রের নাম।
 - ফলাফল পরীক্ষায় অংশগ্রহণকারী ছাত্রের নামের তালিকা প্রকাশ করা হল।
 - প্রোগ্রামের ফলাফল পরীক্ষায় অংশগ্রহণকারী ছাত্রের নামের তালিকা প্রকাশ করা হল।

নাম No. 01 Jan 2010

Sample: 53

ROYAL UNIVERSITY OF BRAGA
 International Education

BBA

Admission open for SPRING 2010
 Application fee: €10000 + €10000 (tuition fee)

For more information visit our website: www.royaluniversitybraga.com

ROYAL UNIVERSITY OF BRAGA
 Av. António Augusto de Gusmão, 164
 4700-043 BRAGA, PORTUGAL

ROYAL UNIVERSITY OF BRAGA
 Av. António Augusto de Gusmão, 164
 4700-043 BRAGA, PORTUGAL

নাম No. 01 Jan 2010

Sample: 54

University of South Africa

Under-graduate Programs
 Graduate Programs
 Diploma Program
 Attractive Festivals

Admission going on 2009

Prof. Dr. M. J. ...

10000 10000 10000

নাম No. 23 Oct. 2009

Sample: 55

ADMISSION GOING ON
 Spring 2010 (18th Batch)

Day Program
 B.Sc. in CSE
 B.Sc. in CSI
 B.Sc. in ECE
 BBA
 LL.B. (Hons.)
 BA (Hons.) in English
 English LL.B. (Hons.)

Evening Program
 LL.B. (P & P) (Hons.)
 MBA English (4 Semesters)
 MBA Executive (3 Semesters)
 Eligibility: Graduate
 LL.M. (1 & 2) (Hons.)
 Eligibility: LL.B. Holder
 B.Sc. in ECE for Diploma Holders

Sylhet International University
 Sylhet, Bangladesh

Contact:
 Admission Office, SUI, Shamshabad, Bagheri, Sylhet.
 For any information contact the Director or Vice-Chancellor.
 Vice-Chancellor: Professor Dr. Subratul Choudhury
 For the details visit our website: www.sylhetuniversity.edu.bd

নাম No. 01 Jan 2010

Sample: 56



প্রথম আল

ATISH DIPANKAR UNIVERSITY OF SCIENCE & TECHNOLOGY (ADUST)
(UGC & Govt. Approved)

ADMISSION, SUMMER 2010

BBA & MBA

ADUST offers you 124 credit hours BBA (4 years), 48 credit hours MBBA & 45 credit hours EMBA

Unique Features:

- Highly qualified and experienced faculty members
- Enriched library with up to date books & study materials
- State-of-art laboratory facilities
- Affordable tuition fees
- Well-equipped indoor gaming zone including Pool, Table Tennis etc.

We also offer:
B.Sc in Textile Engineering, EEE, CSC, ETE, LLB, LL.M, MPH etc.

| | | | |
|--|--|---|---|
| Block 1, 2, Road 1/1A, Dhaka-11, Dhaka, Dhaka. Phone: 987723, 987724, 987725, 987726, 987727, 987728, 987729 | Building-1, Sector 1/1/2/3/4, Road 1/1A, Dhaka-11, Dhaka, Dhaka. Phone: 987725, 987726, 987727, 987728, 987729 | CVT, Sector Palton Lane, Dhaka. Phone: 987732, 987733, 987734, 987735 | Block 11, Road 11, Sector 11, Dhaka-11, Dhaka, Dhaka. Phone: 987745, 987746, 987747, 987748, 987749 |
|--|--|---|---|

www.atishdipankaruniversity.edu.bd

Sample: 65

১৫ এ পৃষ্ঠা, ২১ জানুয়ারি ২০১০

জাভান্নাশিগ্যানু শাব্বিককলেবর জন্ম

জাভান্নাশিগ্যানু শাব্বিককলেবর ১৫ জানুয়ারি ২০১০ সালে বাংলাদেশের ঢাকায় জন্ম নিয়েছে। এটি বাংলাদেশের প্রথম শাব্বিককলেবর।

জাভান্নাশিগ্যানু শাব্বিককলেবর বাংলাদেশের প্রথম শাব্বিককলেবর। এটি বাংলাদেশের প্রথম শাব্বিককলেবর।

Master of Public Health (MPH)
Center of Excellence
CLASS STARTS ON 10 JANUARY 2010

MPH Provider:

- One-year program.
- Congential learning environment with state-of-the-art facilities.
- Classes on Friday only.
- Respected & experienced faculty members headed by Professor Dr. Saiful Hujj Chowdhury.

ATISH DIPANKAR UNIVERSITY OF SCIENCE & TECHNOLOGY (ADUST)
(UGC & Govt. Approved)

Contact for admission:
Dhaka Campus: Room 11/11/11, Road 1/1A, Dhaka-11, Dhaka, Dhaka 1209. Phone: 987725, 987726, 987727, 987728, 987729, 987730, 987731, 987732, 987733, 987734, 987735, 987736, 987737, 987738, 987739, 987740, 987741, 987742, 987743, 987744, 987745, 987746, 987747, 987748, 987749, 987750, 987751, 987752, 987753, 987754, 987755, 987756, 987757, 987758, 987759, 987760, 987761, 987762, 987763, 987764, 987765, 987766, 987767, 987768, 987769, 987770, 987771, 987772, 987773, 987774, 987775, 987776, 987777, 987778, 987779, 987780, 987781, 987782, 987783, 987784, 987785, 987786, 987787, 987788, 987789, 987790, 987791, 987792, 987793, 987794, 987795, 987796, 987797, 987798, 987799, 987800.

Sample: 66

ULAB DISCOVER THE FUTURE

B.Sc in ELECTRONICS AND TELECOMMUNICATION ENGINEERING

Department Headed by Professor Asadul Haq, Ph.D. Khawassa University, Khawassa, Japan

Achievements

- ETE graduates are awarded by renowned companies
- Champions Girl Financial IT Case Competition 2009

Admission Summer 2010
Admission Office: 9am-7pm, everyday

Facilities

- Electronic Lab: Digital Storage Oscilloscope, Digital LCR Meter, Analog Communication Trainer Board
- Telecommunication Lab: GSM Trainer Board, Microwave Communication Group, Optical Fiber Trainer Board
- Hardware and Software Lab
- 7 Mbps internet connection

Scholarships

- Range from 10% to 100%
- Unlimited Study Scholarship
- 10% additional scholarship for female students

University of Liberal Arts Bangladesh
115/16, Rd 64, Commercial Road, Dhaka-1100, Dhaka 1209. Phone: 982275, 982281, 987714, 982294, 987720, 987721, 987722, 987723, 987724, 987725, 987726, 987727, 987728, 987729, 987730, 987731, 987732, 987733, 987734, 987735, 987736, 987737, 987738, 987739, 987740, 987741, 987742, 987743, 987744, 987745, 987746, 987747, 987748, 987749, 987750, 987751, 987752, 987753, 987754, 987755, 987756, 987757, 987758, 987759, 987760, 987761, 987762, 987763, 987764, 987765, 987766, 987767, 987768, 987769, 987770, 987771, 987772, 987773, 987774, 987775, 987776, 987777, 987778, 987779, 987780, 987781, 987782, 987783, 987784, 987785, 987786, 987787, 987788, 987789, 987790, 987791, 987792, 987793, 987794, 987795, 987796, 987797, 987798, 987799, 987800.

Sample: 67

ULAB DISCOVER THE FUTURE

BA in ENGLISH AND HUMANITIES

ULAB's Department of English and Humanities inspires students to work the winning words of literature & language. The department broadens the intellectual horizon, and instills a true sensibility that helps us succeed in life.

Spring Admission Test: January 21, 2010
Admission Office: 9am-7pm, everyday

Facilities

- Two computer & internet access lab in Dhaka
- Full of qualified teachers with excellent facilities
- Well equipped library
- Sports facilities
- Laboratory etc.
- Two tiered hostel with green
- Computer/Mobile/Digital/Internet Language lab. Used with some equipment

Scholarships

- Range from 10% to 100%
- Unlimited Study Scholarship
- 10% additional scholarship for female students

University of Liberal Arts Bangladesh
115/16, Rd 64, Commercial Road, Dhaka-1100, Dhaka 1209. Phone: 982275, 982281, 987714, 982294, 987720, 987721, 987722, 987723, 987724, 987725, 987726, 987727, 987728, 987729, 987730, 987731, 987732, 987733, 987734, 987735, 987736, 987737, 987738, 987739, 987740, 987741, 987742, 987743, 987744, 987745, 987746, 987747, 987748, 987749, 987750, 987751, 987752, 987753, 987754, 987755, 987756, 987757, 987758, 987759, 987760, 987761, 987762, 987763, 987764, 987765, 987766, 987767, 987768, 987769, 987770, 987771, 987772, 987773, 987774, 987775, 987776, 987777, 987778, 987779, 987780, 987781, 987782, 987783, 987784, 987785, 987786, 987787, 987788, 987789, 987790, 987791, 987792, 987793, 987794, 987795, 987796, 987797, 987798, 987799, 987800.

Sample: 68



BUBT
বি ইউ বি টি

Bangladesh University of Business & Technology
(Charter Act 1992 approved)

Programs Offered: BBA, MBA, LLB, B.Pharm, Textile Engineering, EEE, CSE, ICE, BA (Hons.) in English, M.A. in English, M.A. in IIT, B.S. (Hons.) in English, B.Sc. in Eng. & CE, B.Sc. in IT for Light Engineer, B.Sc. Eng. & IT for Light Engineer, M.Sc. in IT (Hons.), L.L.M., L.L.M., M.B.A. in Finance, M.B.A. in Development, M.B.A. in HR, M.B.A. in Marketing, M.B.A. in HR (Special), M.B.A. in Marketing (Special)

ADMISSION SUMMER 2010

| | |
|------------------------------------|----------------|
| BBA | Tk. 1,01,000/- |
| MBA | Tk. 1,15,000/- |
| LLB | Tk. 1,15,000/- |
| B.Pharm | Tk. 1,15,000/- |
| Textile Eng. | Tk. 1,15,000/- |
| EEE | Tk. 1,15,000/- |
| CSE | Tk. 1,15,000/- |
| ICE | Tk. 1,15,000/- |
| BA (Hons.) in English | Tk. 1,15,000/- |
| M.A. in English | Tk. 1,15,000/- |
| M.A. in IIT | Tk. 1,15,000/- |
| B.S. (Hons.) in English | Tk. 1,15,000/- |
| B.Sc. in Eng. & CE | Tk. 1,15,000/- |
| B.Sc. in IT for Light Engineer | Tk. 1,15,000/- |
| B.Sc. Eng. & IT for Light Engineer | Tk. 1,15,000/- |
| M.Sc. in IT (Hons.) | Tk. 1,15,000/- |
| L.L.M. | Tk. 1,15,000/- |
| L.L.M. | Tk. 1,15,000/- |
| M.B.A. in Finance | Tk. 1,15,000/- |
| M.B.A. in Development | Tk. 1,15,000/- |
| M.B.A. in HR | Tk. 1,15,000/- |
| M.B.A. in Marketing | Tk. 1,15,000/- |
| M.B.A. in HR (Special) | Tk. 1,15,000/- |
| M.B.A. in Marketing (Special) | Tk. 1,15,000/- |

Special Features Available

Contact: OFFICE 1, UNIVERSITY, DAKSHINATARA, DAKSHINATARA, DAKSHINATARA
Phone: 8801 200 1000 or 8801 200 1001
www.bubt.edu.bd

23 May, Dhaka No. 000, 15

Sample: 69



NORTHERN UNIVERSITY
BANGLADESH

ADMISSION Spring-2010

Special Admissions

- All programs offer an advanced and 100% based on the results of SSC & HSC examination.
- Students will get 25% waiver on admission fee of each student.
- Merit scholarship based on the entrance test results.
- Government financial assistance available for poor and meritorious students from BDT Trust.

Special Features

- More than 100 LABs for faculty members with proven learning & research experience of some 5 abroad.
- Well-equipped library with a vast collection of about 20,000 books & over 200 computers with internet facilities.
- North American & European standard academic curriculum.
- 2 powerful servers, Fiber optic backbone, 3 Mbps bandwidth connected to the BTCL. Near open facilities of the extensive canteen.
- Modern Digital labs for Electrical, Electronic & Telecommunication.

PROGRAMS OFFERED

- BBA
- LLB (Hons.)
- BA (Hons.) in English
- B. Pharm
- CSE, ICE
- EEE, Textile
- LLB 6-Year
- MBA
- MPH (Master of Public Health)
- M.A. (Hons.) in English
- M.A. in Eng. & 6-Year
- M.A. in IIT
- LL.M. 6-Year

Apply Online: <http://www.nu.edu.bd>

Last Date of Admission: 21 January 2010

23 May, Dhaka No. 000, 15

Sample: 70



NORTHERN UNIVERSITY
BANGLADESH

ADMISSION Summer 2010

PROGRAMS OFFERED

- BBA
- LLB (Hons.)
- B. Pharm
- Textile Engineering
- EEE
- CSE
- ICE
- BA (Hons.) in English
- MBA
- MPH (Master of Public Health)
- BA in Communication Studies
- LLB 6-Year
- M.A. in Eng. (Hons.) - 6 Year
- M.A. in IIT
- BA in IT & IIT

Special Features

- More than 100 LABs for faculty members with proven learning & research experience of some 5 abroad.
- Well-equipped library with a vast collection of about 20,000 books & over 200 computers with internet facilities.
- North American & European standard academic curriculum.
- 2 powerful servers, Fiber optic backbone, 3 Mbps bandwidth connected to the BTCL. Near open facilities of the extensive canteen.
- Modern Digital labs for Electrical, Electronic & Telecommunication.

Special Admissions

- All programs offer an advanced and 100% based on the results of SSC & HSC examination.
- Students will get 25% waiver on admission fee of each student.
- Merit scholarship based on the entrance test results.
- Government financial assistance available for poor and meritorious students from BDT Trust.

Apply Online: <http://www.nu.edu.bd>

Last Date of Admission: 21 May 2010

THE KNOWLEDGE ISLAND

Call: 8801 200 1000 or 8801 200 1001
www.nu.edu.bd

Sample: 71



INDEPENDENT UNIVERSITY, BANGLADESH

Admission Spring 2010

Master of Science

- Computer Science
- Software Engineering
- Telecommunication Engineering
- Computer Networks & Communication

Application Eligibility

Completion of a 3-year undergraduate degree in relevant or closely related discipline from any accredited university.

Length and Duration

Students have to complete a total of 24 credits of graduate course work with 60% minimum.

Financial Assistance

Financial assistance is available in the form of Scholarship & Research Assistantship.

Overseas Students

All programs are currently accepted at official locations, under a full range of complete, international level contracts available on the basis of their results of the entrance test.

Apply online at <http://www.iub.edu.bd>

Application deadline: Monday, 18 January 2010
Admission deadline: Tuesday, 19 January 2010
Test deadline: Monday, 24 January 2010

iub
<http://www.iub.edu.bd>

Sample: 72

STATE UNIVERSITY OF BANGLADESH
www.su.edu.bd

SPRING & SUMMER 2010

Department of Ultrasound

CERTIFICATE IN CLINICAL ULTRASONOGRAPHY (CCU) | **DIPLOMA IN MEDICAL ULTRASONOGRAPHY (DMU)**

26th Batch | **30th Batch**

- Classes will commence on **04 February, 2010**
- Regular 1 day classes exclusively on **Tuesdays**
- Convenient class timing: 2pm-4pm
- Three months duration (12 weeks)
- Classes will commence on **04 April, 2010**
- Classes exclusively on **Fridays**
- Convenient class timing (8:30 am - 6:30 pm)
- One year duration (48 weeks)

Special Features

- Most advance 3D-4D Color Doppler, Power Doppler machines available for teaching
- Diploma course include all aspects of abdominal, OB & Gynae, Small parts, Thoracic, Pediatric and vascular ultrasound examinations
- North American course curriculum
- Extensive hands-on practical training & Audio visual lecture classes
- Excellent Preparation for ICMS & IMT examinations

Admission on Fridays

Sub | **Sub**

Campus 1: 77 Deshmooj Road, Dharmoad, Dhaka-1205. Ph: 815781-3, 8157328, 8156741, 8156820. Fax: 880-2-8123558. E-mail: info@su.edu.bd, Urf: www.su.edu.bd

Campus 2: 2176 Iqbal Road, Asad Avenue, Dhaka-1207. Ph: 8126894, 8152956

Ref: Hm. Ab. 21 Jan 2010, 23.

Sample: 73

East Delta University

Admission Summer 2010
Experience the world class teaching at EDU.

2008 in

- 4 Years
- Human Resources Management
- Marketing
- Supply Chain Management
- Accounting
- Finance
- Human Resource Management
- Business

2009 in

- Accounting
- Marketing
- Finance
- Human Resource Management
- Business

2010 in

- Accounting
- Marketing
- Finance
- Human Resource Management
- Business

100% English Medium

Application Deadline: 15th May 2010
Start Date: May 6, 2010

Sample: 74

THE PEOPLE'S UNIVERSITY OF BANGLADESH (PUB)
2nd Convocation will be held on Feb. 8, 2010

Admission for Spring Semester

Exploring Tourism

Other Programs

Application Deadline: 31 May 2010

3 May, 2010

Sample: 75

Victoria University of Bangladesh
The only Victoria University approved by UEC & Govt of Bangladesh

Admission Summer 2010 | **Bachelor of Tourism & Hospitality Management (BTHM)**

Exploring Tourism

Other Programs

Application Deadline: 31 May 2010

3 May, 2010

Sample: 76

UPLAB DISCOVER THE FUTURE

Be an ELECTRONICS AND TELECOMMUNICATIONS ENGINEER

COMPUTER SCIENCE AND ENGINEERING

FOR THE WINNING TEAM
Old National IT Case Competition Winner

Admission Test Dates: 21, 2010

2010-11

1. 3000 sq. ft. modern computer building in Dhaka
2. 1000 sq. ft. computer lab

Scholarship

1. 10% for top 10% in 10th
2. 5% for top 20% in 10th
3. 10% for students with excellent academic record

1. 100% tuition and hostel fee
2. 100% maintenance fee
3. 100% books and material fee

1. 100% for top 10% in 10th
2. 5% for top 20% in 10th
3. 10% for students with excellent academic record

1. 100% for top 10% in 10th
2. 5% for top 20% in 10th
3. 10% for students with excellent academic record

1. 100% for top 10% in 10th
2. 5% for top 20% in 10th
3. 10% for students with excellent academic record

Sample: 77



East West University
Leading 14 years in Teaching and Research

East West is seeking the best graduate students to research internships in Research Group

Master of Population, Reproductive Health, Gender and Development (MPRHGD)

2010-11 April, 20 to 21, 10:00 AM

• Can study abroad without leaving the country
• High level research training available
• High quality research facilities
• High standards and high level of research training
• Researcher-oriented curriculum
• Research training by 20 leading international research institutions
• Research of high quality in a lot of the important reproductive health fields

• 100% tuition and hostel fee
• 100% maintenance fee
• 100% books and material fee

• 100% for top 10% in 10th
• 5% for top 20% in 10th
• 10% for students with excellent academic record

• 100% for top 10% in 10th
• 5% for top 20% in 10th
• 10% for students with excellent academic record

• 100% for top 10% in 10th
• 5% for top 20% in 10th
• 10% for students with excellent academic record

• 100% for top 10% in 10th
• 5% for top 20% in 10th
• 10% for students with excellent academic record

Sample: 78

SOUTHEAST UNIVERSITY
Admission Summer 2010

BSc in Engineering

Electrical (EEE)

Telecom (ITE)

Computer (CSE)

Textile

11 May, 2010

Sample: 79

DHAKA INTERNATIONAL UNIVERSITY
Admission-2010

Govt. B. UGC Approved

Key Resource Persons:

Under Graduate Programs:

Graduate Programs:

11 May, 2010

Sample: 80