

Discourse of Advertising: Linguistic/ Semiotic Discourse Structures in Bangladeshi Educational Advertisements

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To “Abba” and “Samiha”

ABSTRACT

It is virtually impossible to get away from advertising, yet we know so little about it. The discourse of advertising is a complex phenomenon to comprehend. In order to understand the mechanics of advertising, we need to comprehend how the visual (pictorial) and verbal (textual) elements in advertisements mesh to send the appropriate message to the target audience. Furthermore, we need to comprehend the ethical/unethical divide; in other words the subtle distinction between persuasion and manipulation. In Bangladesh, it seems that private universities use specific discourse structures in their admission ads, comprising linguistic and semiotic elements to advertise to their target audience. Furthermore, the concept of ‘selling’ education seems to be quite apparent in the private university admission ads in Bangladesh. The data was collected over a period of three years, from four national daily newspapers, two Bangla (*Prothom Alo* and *The Daily Ittefaq*) and two English (*The Daily Star* and *New Age*). Furthermore, 100 personnel from 41 advertising agencies were interviewed from Dhaka (78), Chittagong (13) and Sylhet (09). The data was analyzed using a three-pronged discursive model (TDM) to explain how the linguistic/semiotic discourse structures are employed to achieve communicative goals, and raise questions regarding the truthfulness of the claims made by the concerned universities. Based on the finding, the linguistic and semiotic discourse structure through which communicative goal may be attained looks like the following: *Verbal + textual + layout + hook + comparative reference = Communicative goal*. Very few of the collected admission ads employ the entire combination. Most of the (admission) ads usually use visual and textual attention seeking devices to attain communicative goal. The analysis of the admission ads suggests that various attention-seeking devices are used to not only attract the attention of the potential target audience, but also to convince and influence them into taking admission into the respective private universities. However, in order to convince and influence the target audience, sometimes the advertisers tend to resort to particular choices of linguistic and semiotic discourse structures that may at one level be to attain communicative goal by providing necessary information, but upon critical analysis, at another level may be to attain communicative goal through manipulative means. The findings from the interviews and the discourse-ideological and consumer-oriented practices, along with the notion of ‘seeing is believing’, all seem to support the notion of manipulation. The socio-ethical implications in the choice of linguistic and semiotic discourse structures may be based on a number of factors: the lack of awareness of the manipulative consumer-culture practices of the advertisers; the lack of general and/or specific ‘Advertising Code of Ethics; the lack of implementation of policies on behalf of the Governmental bodies as well as the UGC; and the lack of initiatives taken by the very weak Consumer Association of Bangladesh (CAB) to protect the rights of the common consumer. It is through a research of this nature that scholars can contribute in amassing a volume of critical and analytical communicative research that may serve the interest of the research community.

ACKNOWLEDGEMENT

In a consumer-oriented society one of the sole intentions of private organizations/institutions, be it corporate or educational is to make profit. Very few private institutions of higher learning in our country give funds to conduct research and attend international conferences. East West University (EWU) is one of those few, which through its Centre for Research and Training (CRT) unit provides substantial amount of funding to its faculty members to conduct research. Such an initiative is already paying dividends. In fact, according to the findings of *Research Bangla*, in 2008 EWU was the top research university among all the 56 private institutions of higher learning in Bangladesh. I am indebted to East West University Centre for Research and Training (EWUCRT) for giving me the opportunity to conduct this research. I am quite optimistic that EWUCRT, by providing a platform for EWU faculty to conduct research, will play a major role in helping the university to earn the recognition of being considered as one of the topmost research universities not only in Bangladesh but also in the South Asian region.

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BACKGROUND OF STUDY

1.0 Introduction

It may seem surprising that although some of the advertising agencies like *Bitopi*, *Asiatic*, (previously *East Asiatic*) and *Interspeed* (previously *Interspan*) were in existence even before the birth of Bangladesh, advertising still does not seem to enjoy the recognition of a full-scale professional industry in its own right in our country (see Anwar, 2003). Prior to independence, there was very little advertising practice in the country due to inadequate industrialisation (Anwar, 2003). What is more perplexing is that though 39 years have elapsed since our independence, there is hardly any documentation in relation to the development of advertising in Bangladesh. The few studies that have been conducted from a consumer perspective are hardly accessible even to academic researchers; there certainly seems to be a dearth of research from a communication perspective. The rationale for academic research at this point in time seems pertinent, more than ever.

It is virtually impossible to get away from advertising, yet we know so little about it. It is a form of communication, which varies from culture to culture, context to context and target group to target group. In order to understand the mechanics of advertising, we need to comprehend how the visual (pictorial) and verbal (textual) elements in advertisements (hereafter ads) mesh to send the appropriate message to the target audience. Furthermore, we need to comprehend the ethical/unethical divide; in other words the subtle distinction between persuasion and manipulation. It is through such understanding, scholars can contribute in amassing a volume of critical and analytical communicative research that may serve the interest of the research community.

1.1 Research Problem

Advertising is an unavoidable fact for a consumer living in this era of information explosion. From a linguistic point of view, advertisements seem to constitute a genre with distinct features whose function is not only to inform but also to persuade and influence. By using the linguistic system as a tool kit in a creative manner, advertising discourse has become a type of public and coexistent communication, manifesting and mediating a mass folk culture (Koll-Stobbe, 1994). Bangladeshi advertisements too have unique structures, patterns and features, which have been evolving over the years in order to keep pace with the changes in consumer culture, communication technology and media industries in this region. One such change, based on

consumer culture is quite apparent in educational ads, especially in private university admission ads.

It seems that in general, private universities in Bangladesh use specific discourse structures in their admission ads, comprising linguistic and semiotic elements to advertise to their target audience. Such structures need to be analyzed and understood so as to be able to comprehend how the ads communicate their message to its readers. In doing so, we need to deliberate, on the one hand, whether the advertisers breach the ethical boundaries of moral conduct, and on the other hand, whether such infringement is a conscious or unconscious choice. From a Machiavellian perspective, it could be said that we need to be determined whether the ads are based on the concept of ‘the ends justify the means’ (see Machiavelli, 1985). This is important because many universities tend to use unethical discursive strategies in their admission ads to lure student to their respective institutions under questionable pretexts for the sake of commerce, that is, profit, without trying to improve their quality of education. Bok (2003: 6) agrees with the commercialization of higher education, however, in order “to keep profit-seeking within reasonable bounds, a university must have a clear sense of the values needed to pursue its goals with a high degree of quality and integrity”. On the other hand, the ‘discursive techniques from advertising’ (Fairclough, 1995: 6-7) seem to raise questions regarding the ‘quality and integrity’ of education in private universities. Fairclough (1995: 9-10) feels that there should be some degree of “accommodations and compromises between ‘telling’ and ‘selling’, reflecting the dilemmas of professionals in various domains faced with commodification and marketization and the pressure to use associated discourse techniques”. This concept of ‘selling’ education seems to be quite apparent in the private university admission ads in Bangladesh.

Once called the ‘Oxford University of the East’, Dhaka University was established in 1921, five decades before the birth of Bangladesh (Miah, 2003: 261; Haque 2009). In the last 89 years, 31 public universities were established in this country. The first private university was established in 1993, with the enactment of the Private University Act 1992 (see Haque 2008). Since then, 56 private universities (approved by the Bangladesh Government and the University Grants Commission or UGC), were established, with well over 40 of them in Dhaka alone (see UGC Profile, 2008). In addition, UGC identified 56 illegal private universities, which may also get governmental approval in the near future; and most of those universities are also situated in Dhaka (see ‘56 Private’, 2007; ‘Bangladesh Will Allow’, 2008; ‘New Ordinance’, 2008). Due to the mushrooming of so many private universities in Bangladesh, especially in Dhaka, it seems that intense rivalry and competition may prompt private intuitions of higher learning to publish admission ads, which to a certain degree may be misleading in nature.

This research analyzes the private university admission ads using a three-pronged discursive model (TDM) to explain how linguistic/semiotic discourse structures are employed to cater to the target audience, and why such structures could raise questions regarding the truthfulness of the claims made by the universities.

1.2 Purpose Statement

When considering the discourse structure of advertising from a professional and academic perspective, one of the fundamental inquiries may be in respect to the linguistic and semiotic strategies. The relevance of discourse structure underlines the significance of grasping the contemporary trends in consumerism and consumer culture.

The purpose of this research is to explore, from a socio-cultural and ideological perspective, the textual and contextual characteristics of contemporary Bangladeshi advertising styles. More specifically, this study is an attempt to examine the discourse(s) structure of advertisements especially in the print (newspapers) media, and the ways they are socio-culturally and ideologically constructed. In doing so, the study intends to explain the marriage of linguistic and semiotic elements through particular discourse structures, as well as make apparent the ethical/unethical dilemma in educational advertisements in Bangladesh, especially in university admission ads. To this end, university admission ads appearing in our newspapers were surveyed and their content analyzed in this research.

The secondary purpose of this investigation is to make the research community, students, and policy makers aware of the manipulative discourse of university admission ads, and how such amoral practices could have dire consequences in the long run.

1.3 Central Research Questions

This study seeks to understand from a socio-cultural and ideological point of view:

1. How do advertisers attain a communicative goal through linguistic and semiotic discourse structures?
2. What are the socio-ethical implications in the choice of linguistic and semiotic discourse structures?

1.4 Significance of Study

A study of this nature has great potentials and can serve as a significant resource reservoir of knowledge and information that may be tapped into by the research community as well as students and advertising industry professionals.

- As there is hardly any documented information on advertising in the Bangladeshi context that may be accessed by the public, this research could serve as an invaluable reference source. It will enrich the almost non-existent research literature in this field.
- The mechanism by which advertising serves the communicative goal of the advertisers, thereby enhancing trends in consumer culture needs to be explored, explained and understood.
- The focus of this research along the lines of linguistic and semiotic transitions in Bangladeshi educational advertising is pertinent in realizing the sociolinguistic and socio-cultural transitions that have contributed in determining the discourse of advertising in this country, since her independence.
- Without any specific advertising code of ethics or ethical constraints, it seems that advertisers have the monopoly in determining the discourse of advertising, irrespective of the fact whether such discourse may have disruptive repercussions on the socio-cultural environment of the community. It should be pointed out that in this age of information, language has become very significant in the functioning of a society; the ability to control the discourse of a society can help people position themselves as dominant powers in the hierarchy of the social system, and it is through ideology that they balance and / or maintain the unequal power relations in a society (Haque, 2006). Hence, it is important to explore the social and ethical constraints in determining the discourse of advertising in Bangladesh.
- The findings of this research would benefit the business and marketing as well as linguistics, advertising, and mass communication students, faculty members and researchers, to become aware of the various strategies adopted in advertising to attract the target audience.
- Based on the findings of the study, a new course entitled *Introduction to Copywriting* could be introduced. The findings will also help (English) linguistics students to become conscious of the linguistic and semiotic elements that are involved in advertising to cater to the needs of the changing market.

LITERATURE REVIEW

2.0 Introduction

In general, ads are supposed to perform basic communicative tasks, that is, relay a message from the advertiser to the consumer or target audience, for promotional and / or informational purposes. Ads that perform this simple task, adhering to *interpersonal* and *intrapersonal* conducts, may be perceived as ethical ads; on the other hand, those that defy such conducts are considered as unethical ads (see Spence and Van Heekeren, 2005).

From a communicative perspective it could be said that the basic notion of ‘advertising’ means ‘drawing attention to something’ or notifying or informing somebody of something (Dyer, 1982:2). On the other hand, a more advanced concept, as defined by the Institute of Practitioners in Advertising, suggests ‘advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost’ (Jefkins, 2000:5); this definition may be perceived from a consumer commercial perspective. Dyer (1982: 4) says that commercial consumer advertising is probably the most prevalent type in our society, commanding more expenditure, space and professional skill than any other type and is directed towards a mass audience. Jefkins (2000: 33) identifies seven main categories of advertising—consumer, business-to-business, trade, retail, financial, direct response and recruitment. It should be mentioned that in this study the main focus will be on print (newspapers), electronic (TV) and outdoor (billboard) consumer commercial advertising.

2.1 Advertising in Bangladesh

The academic understanding of advertising in Bangladesh is vague in the sense that there has been hardly any major studies on the discourse of advertising from a sociolinguistic perspective. In fact, with the exception of one private institution (American International University Bangladesh), which started its ‘B.A. in Advertising’ programme in 2007, no other institution of higher learning in Bangladesh, public or private, offers any specific programmes in the field of advertising. In most BBA and MBA programmes, advertising is a small component of ‘marketing’ or ‘principles of marketing’ course(s). In some Mass Communications programmes, it may be offered as an independent course, but the course contents primarily focus on themes from Western books. There are hardly any academic published materials on advertising in Bangladesh.

As there is hardly any documented information on advertising in the Bangladeshi context that may be accessed by the public, this research could serve as an invaluable reference source. It will

enrich the almost non-existent research literature in this field. The findings will also help students (of linguistics, mass communication, business administration and marketing), researchers, the academic community and copywriters to become conscious of the linguistic and semiotic elements that are involved in creating ethical advertisements, as well as paving the ground for the necessity of a specific advertising code of ethics.

2.1.1 Scarcity of Local Resources

The literature on advertising is vast. Just to name a few, authors like Tolson (1996), Myers (1994), Cook (2001), Vestergaard and Schroder (1985), Goddard (2001), Tanaka, K. (1994) have focused on the linguistic and semiotic aspects of advertising from a communicative perspective. However, in the local context there are so few published studies on advertising from a communication perspective that the volume of work could be thought of as almost negligible. Such studies are difficult to access as the public university libraries are not open to outsiders. The private universities are so new on the educational scene that they have yet to come up with any significant academic output.

The only means of accessing any information on advertising is when news articles are published in the daily newspapers. But even then the publications are not solely on advertising *per se* or advertising in Bangladesh, but on topics such as stereotyping (Islam, Ahmed, Karim and Amin, 2006), negative influence of cigarette ads (Canila, 2003), banning or lifting of ban on certain controversial advertisement(s) (“Ban on telecast”, August 30, 2005), and so on. Sometimes articles are also written on the achievements of certain people in the advertising business, who have passed away (Haque, June 24 2003), seminars or programmes organized by the Advertising Club Dhaka, and so forth.

There are a number of studies conducted by the various media houses, advertising agencies for their clients. However, these are strictly off limits to the public, in order to serve the interests of the clients. Such studies are very rarely published. A few of the advertising agencies have in-house publication, but again, such publications are not accessible to the public. For instance, Expressions Limited brings out a limited circulation monthly ‘house’ magazine called *AdWatch*. Bangladesh Brand Forum (BBF) was established in 2007, which later on launched its monthly magazine—Bangladesh Brand Forum Magazine (Akter, 2 March 2008). However, such publications promote advertising from a commercial perspective, and usually do not empirically analyze advertisements, nor do they critique and/or criticize unethical advertisements or advertising strategies.

Despite the scarcity of local resources, some studies have been conducted in the Bangladeshi context, but not specifically on advertising *per se* from a discourse perspective rather from a marketing perspective. Meher (1989) looks at the role of advertising firms in marketing, with special emphasis on some firms in Chittagong, while Kashem and Rahman (1994) considered the ethical criteria of advertising by exploring the mal-practices in Bangladeshi advertising. Hasan (1989) looks at consumer response to advertising and attitude towards products. A similar study of this nature was conducted almost a decade later by Alam and Rahman (1997), where they investigated students' attitudes towards advertising in Bangladesh. Even though their (Alam and Rahman, 1997) research was similar in orientation to a previous study, they justify the reason for doing a similar research by saying:

Seventeen years ago Bureau of Business Research of Dhaka University published a study of what consumers think about advertising (Hasan S.R. 1989). Because of changes that have occurred since then—such as the increasing volume of advertising, the emergence of consumerism, and evolving regulatory patterns ... updating information is needed regarding the advertising ...

(Alam and Rahman, 1997: 161)

So far, Al-Azami (2008, 2004) is the only who has empirically analyzed Bangladeshi advertisements from linguistic and ethical perspectives. He looks at commercial ads and shows how certain linguistic persuasive strategies are employed to manipulate consumers. However, despite focusing on linguistic and ethical perspectives in Bangladeshi ads, he does not mention anything about the need of a specific advertising code of ethics, nor does he focus on the analysis of educational ads.

The lack of academic research, documented materials, and publications that are accessible to the public imply the relevance for research to be conducted on advertising in Bangladesh, with the intention of documenting and publishing the history and the changes in advertising in our country. Taking such a measure would open avenues for the advertising industry to flourish even more and build bridges between the industry and the public.

2.2 Concept(s) of Advertising

Advertising is inescapable; it is everywhere, in the streets, in newspapers, in the media, in books, on transports, on buildings, and so forth. Because it is everywhere, we probably do not pay that much attention or take the time to appreciate the amount of creativity that goes into creating effective advertisements. Ads reflect society in many ways, visually, textually, culturally, and so forth; they represent the society that they were produced in. In this respect, ads can be considered

as modern art of that society, created by highly specialized artists and copywriters who are skilled in understanding the human-condition. By considering ads as a form of social communication, we can understand our society in novel ways. Williams (1999) reflects a similar thought:

Advertising is also, in a sense, the official art of modern capitalist society: it is what 'we' put up in 'our' streets and use to fill up to half of 'our' newspapers and magazines: and it commands the services of perhaps the largest organized body of writers and artists, with their attendant managers and advisers, in the whole society... taking advertising as a major form of modern social communication ... we can understand our society itself in new ways.

(Williams, 1999: 421-22)

Trends in modern advertising suggest there has been a major shift of focus from the 'quality' of a product to the 'image' that the product represents; that is the image becomes more prized than the quality, and in some instances the product itself. This is how brands are created. Davidson (1992: 23) says that "All brands are products, but not all products are brands, and the difference is advertising." Identity and image in advertising are imperative. The pattern in which the image entices and captivates the audience is enchanting and mesmerizing. Williams (1999) suggests that this pattern is *magic* and implies that this captivating notion of advertising as the magic system:

A short description of the pattern we have is magic: a highly organized and professional system of magical inducements and satisfactions, functioning very similar to magical systems in simpler societies, but rather strangely coexistent with a highly developed scientific technology.

(Williams, 1999: 422)

However, not everyone tends to consider advertising and advertisements in this way. Williamson (1978) thinks that ads are very deceptive and every claim that ads make somehow deviates from truth and reality prompting us to lead superficial lives:

Advertisements obscure and void the real issues of society ... Advertising refers only to consumption ... It emphasises what you *buy* ... into 'meanings', 'images', 'lifestyles', to be bought with *products*, not with money ... Real objects are lifted out of our physical reality and absorbed into a closed system of symbols, a substitute for reality and real emotions.

(Williamson, 1978: 47)

Geis (1982), who tends to perceive things from a logical point of view, implies that TV commercials are likely to digress from reality. For instance, regarding a cereal ad that opens with

the line ‘Mother Nature sweetens apples for two good reasons’ he comments, “Everything claimed is false, for there is no such thing as Mother nature” (Geis, 1982: 88).

When Hall (1999) talks about ‘encoding’ and ‘decoding’ in terms of television programmes, he says:

A ‘raw’ historical event cannot, *in that form*, be transmitted by, say, a television newscast. Events can only be signified within the aural-visual forms of the television discourse. In the moment when a historical event passes under the sign of discourse, it is subject to all the complex formal ‘rules’ by which language signifies. To put it paradoxically, the event must become a ‘story’ before it can become a *communicative event*.

(Hall, 1999: 508)

Even though Hall (1999) talks about television discourse, the fundamental concept of an event becoming a “‘story’ before it can become a *communicative event*” also applies to contemporary advertising, in the sense that advertisers very rarely advertise a raw product on its own. In order to make an advertisement into a ‘communicative event’, linguistic / semiotic strategies and discourse structures play a role in making the ‘advertising discourse’ appealing to the target audience by associating the product with common societal myths. Hence, a product like *Fair & Lovely* becomes appealing to societies where dark complexion is considered as a sign of ugliness as opposed to fair complexion. The myth is used to imply that white skin is more desirable and people with white complexion are sought after and successful. Without the myth, the product is insignificant; it cannot sell by itself. Barthes (1973) implies that myths enable particular images to reinforce our prejudices. Advertisers tend to employ common social myths to sell their products, and in the process, myths are kept alive.

2.3 Advertisements: A Reflection of Society

Despite the pervasiveness of ads, the creative genius that goes into making them and the money that is spent on advertising, we deliberately make it a point or even go out of our way to avoid ads in general:

... it is strange that many people are reluctant to pay attention to ads. An ad is never the programme they are watching, never the letter they are waiting for, never the website they are seeking, nor the part of the newspaper they are reading.

(Cook, 2001: 1)

On the other hand, ads are interesting in the sense that a careful analysis could reveal the contemporary thoughts, inspiration and the culture of a society. Ads may be transient and have a

short life-span, but within the fleeting period they mirror contemporary social life, even if in a rather exaggerated or overwhelming manner. Analyzing these fleeting moments can reveal a world of introspections, myths, hopes, values, transitions, and so forth, the reflection of which may leave a lasting impression on the socio-cultural history of a society. On this theme, Goddard (2002) is somewhat likeminded:

Although advertisements are ephemeral in that each one is short-lived, their effects are longstanding and cumulative: they leave traces of themselves behind, which combine to form a body of messages about the culture that produced them. These messages can then function both to reflect and construct cultural values: they can reflect the values of the powerful groups in society who produced the texts, but the reflection itself can then harden to become the touchstone for everyone.

(Goddard, 2002: 4)

However, at the same time, it can reveal the stereotypes that are prevalent, to some extent adopted, and practiced in a particular society. Stereotyping often arises from the generalization of a group of people based on a singular feature. Such generalization is usually considered discriminatory, marginalizing and exclusionary in nature and can lead to the practice of racism, sexism, elitism, and so forth.

2.4 Ethics in Advertising

The concept of ethics could vary from context to context, individual to individual or society to society. The criteria of ethical conduct might reflect one's personality or the ideology of an organisation, a culture, a society, a nation or even a group of nations. From a basic level, it can simply be defined as a set of prescriptive rules, principles, values, and virtues of character that inform and guide *interpersonal* and *intrapersonal* conduct: that is, the conduct of people towards each other and the conduct of people towards themselves (Spence and Van Heekeren, 2005: 2).

In terms of *universal public morality*, Kant's Categorical Imperative and Gewirth's Principle of Generic Consistency suggest that the concept of universality applies universally to everyone without exception in all places at all times under relevantly similar conditions; this being the case, universal public morality claims that unethical advertising is universally wrong, both locally and globally, and not morally wrong relative to local customs, or to cultural, religious, social, or political norms (Spence and Van Heekeren, 2005: 11-12). Hence, advertising practices that deceive consumers about the products or services advertised would count as unethical irrespective

of the idiosyncratic and specific cultural, social, religious, or political norms of the country in which the deception takes place (Spence and Van Heekeren, 2005: 12).

Arens (2004) considers three levels of ethical responsibility and apply them to advertising; he talks about the ethics of 'the group', 'the individual,' and 'ethic definition'. He argues that when a group or individual cannot resolve an ethical dilemma, they must redefine the issue in dispute. He questions whether the concepts such as good, bad, right, wrong, duty, integrity, and truth are absolute, universal, and binding or relative, dependent on situations and consequences. However, Arens (2004) does not offer a conclusive answer. Instead he (2004: 74) opines that a person's moral and ethical philosophy, influenced by religion, society, and individual values, will determine their answer.

It is without question that advertising is invariably criticised—both for what it is and what it is not—and one of the most frequent criticisms of advertising concerns ethics, either ethics of the marketers or ethics of particular advertisements (Arens, 2004: 14). The innate benefit or harm of advertising is debatable. Simply put, advertising could be merely thought of as a vehicle for conveying a message; however, how this message is conveyed and what lies behind the message may challenge local and universal ethical norms. Viewing advertising with an open mind, it is simultaneously an instrument and a mechanism that can serve and at the same time harm society and its members on individual and social levels. From a religious perspective, the Pontifical Council for Social Communication in *Ethics in Advertising* (2002) are of a similar mind-frame:

There is nothing intrinsically good or intrinsically evil about advertising. It is a tool, an instrument: it can be used well, and it can be used badly. If it can have, and sometimes does have, beneficial results ... it also can, and often does, have a negative, harmful impact on individuals and society.

(Pontifical Council for Social Communication, 2002: 17)

From a social perspective, the Consumers' Association of Penang (CAP) in their publication *Selling Dreams* (1986) also acknowledge that,

Advertising in itself is not necessarily bad. Practised fairly and responsibly, it serves a useful function, informing the public ... To play a positive role advertising must be truthful and informative ... Playing this positive role is an important social responsibility of producers and advertisers.

(Consumers' Association of Penang, 1986: 9)

In *Basic Ethics* Boylan (2000) talks about the notion of 'worldview' where 'all people must develop a single, comprehensive and internally coherent worldview that is good and that we strive to act out in our daily lives' (Boylan, 2000: 27). Spence and Van Heekeren (2005: 18), in their

book *Advertising Ethics* (2005), talk about developing the notion of a four-way consistency—personal, organisational, professional, and social or communal—to develop a notion of integrity that is also in keeping with the principle of worldview as well as with our principle of ethical self-regulation. They argue that it is only on the basis of consistent and comprehensive view about the world, one that is both ethically right and good, that people can develop and sustain their personal, organisational, professional, and social integrity (*ibid.*). It seems that until such a consistency develops in everyone, there are bound to be unethical practices in advertising as well as other realms of the society, irrespective of whatever laws and policies might be in existence.

2.5 Persuasive Language of Advertising

If advertisements are designed to publicize a product or service in order to sell it, the desired response that the advertiser looks for would be 'I'll buy that'. This function of persuasion in advertisements is realized through a text laden with certain linguistic, semiotic, and societal signals. In other words, commercials often exploit both the aesthetic features of verbal communication and fashion of the day dominant in a particular culture in order to promote a product.

Seen in a sociological perspective, advertising will only flourish in a community where individuals live above subsistence level and technological advancement makes mass-production possible (Vestergaard & Schroder 1985). Over-production and under-demand often lead to a competitive market where advertising is justified. Very much in line with this, Fairclough (1989) discusses 'consumerism' as a by-product of the economic systems in which private ownership of wealth is cherished. He holds the view that:

Consumerism is a property of modern capitalism which involves a shift in ideological focus from economic production to economic consumption, and an unprecedented level of impingement of economy on people's lives.... Consumerism is a product of mature capitalism when productive capacity is such that an apparently endless variety of commodities can be produced in apparently unlimited quantities.

(Fairclough, 1989: 199)

From a linguistic perspective, the language of advertising (i.e., standard advertising English) is, according to Leech's (1966) classic treatise, characterized by a number of preferred linguistic patterns and techniques:

- (a) Unorthodoxies of spelling and syntax, and semantic oddities are common to attract attention.

(b) Simple, personal, and colloquial style and a familiar vocabulary are employed to sustain attention.

(c) Phonological devices of rhyme and alliteration and sheer repetition are utilized to enhance memorability and amusement. Repetition is usually of two types: intra-textual and inter-textual. In the former, the product's name and certain highlighted features are repeated several times. In the latter, a single slogan is consistently used in different ads for a single product or manufacturer.

(d) An intimate, interactive addressing of the audience and a conversational mode is employed.

(e) Abundant use is made of superlatives and hyperbole in characterizing the product, with often indirect reference to rival products.

(Leech, 1966: 27)

In the same vein, following Habermas (1984), Fairclough (1989:198), advertising is an instance of strategic discourse oriented towards instrumental goals and getting results. Strategic discourse is then broadly contrasted with communicative discourse which is fundamentally oriented towards reaching a common understanding between interlocutors. So, the fact remains that writers of ads exploit all these devices and strategies not to engage in communication, but to promote products only. Toolan (1988) believes that the discourse of ads in the press fundamentally carries the following macro-structural components:

- Headline
- Body
- ILLUS - Signature line -STRATION
- Slogan
- Standing details

(Toolan, 1988: 55)

In the framework of the press ads, a headline acts as an introduction to discourse in news. In the TV ads, however, a picture, or a brief scenario or the first few utterances play this introductory role. To attract attention, some headlines are obscure and ambiguous, like crossword clues, to be disambiguated by the body- the actual presentation of the product and its attributes. Besides, in the TV ads, since time is a determining factor, the riddle should be solved in the twinkling of an eye. Slogans seem to be the same both in the press and TV ads. And in contrast to the structure of the press ads, signature line and standing details are often missing in the TV ads. Furthermore, unlike press advertising, writers of TV commercials do not depend on readerships. They deal with

a mass and indeterminable audience, potentially a nation. Therefore, they should be more careful not to offend any sizeable or influential groups. Brierley (1995) and Goddard (1998:80) suggest that if advertisers attempt to promote a single product in different cultures, they cannot use the same strategy. That is to say, the dominant cultural values of a particular society greatly shape the way people in that society respond to an ad. With this in mind, the present study sets out to offer a descriptive account of the sociolinguistic / socio-cultural features of advertisements in Bangladesh, and to consider their content as indices of ideological values.

2.6 Marketization of Discourse

When talking about marketization of discourse with respect to higher education, technologized words or phrases such as ‘Commoditization’ or ‘McDonaldization’ of education cannot be avoided (Daniel, 2002). It is through this McDonaldization of education that many businesspersons are turning the institutions of higher learning into a thriving industry, which has much appeal in the developing nations:

Higher education has always been an important priority in the public agenda as it is considered an investment with economic return both for individuals and society... The demand for higher education thus keeps growing worldwide and especially in third world countries.

(Cheung 2003:1)

Marketization of discourse, in order to sell education, seems to be using “discursive techniques form advertising” (Fairclough 1995: 106-7). By employing such discursive techniques the university prospectus is going through a kind of evolutionary process, as is quite evident from the consumer discourse that is prevalent on the websites of various institutions of higher learning, especially private universities in the case of Bangladesh. In general, the marketization of discursive practice of universities is merely one of the dimensions of higher education and with the increasing demand for university education they are operating “as if they were ordinary businesses competing to sell their products to consumers” (Fairclough 2002: 78). For instance, on the Internet, various private universities, by making use of consumer rhetoric and commercial (visual) images, instead of trying to inform potential students about the institutions and the programmes they offer, actually try to persuade them regarding what programmes (degrees) they should pursue and why they should pursue such programmes at those particular institutions. In other words, private institutions of higher learning contemporary societies seem to be resorting to the consumer practice of treating students as clients and endeavouring to sell education to them. Fairclough (1995) reflects this notion of consumerism and expresses that earlier, the prospectus of

an institution only informed people regarding its academic programmes and entry conditions and considered itself as the ‘authoritor’ with the authority to admit or reject applicants according to entry criteria. However, now, the prospectus seems to sell courses and due to a “consumer oriented relationship being forced upon universities by the economic position they have been placed in, where the applicant is the authoritor choosing (as consumers do) among the range of goods on offer” (Fairclough 1995: 107). The earlier version the prospectus focused on giving information about courses and conditions of entry, but the later version centred on selling courses (*ibid.*).

2.7 Tertiary/Higher Education in Bangladesh

The first public university of Bangladesh came into being before the birth of this nation. Dhaka university was established in 1921, and Bangladesh was born in 1971 (see Karim *et al.*, 2008; Chowdhury, 2003). The growing number of students who wanted higher education could not be accommodated by the 11 public universities; as a result, students went abroad, and among them 75,000 students went to India each year (see Karim *et al.*, 2008; Haque, 2004). As a result, the Private University Act (PUA) 1992 was implemented, giving rise to 56 private universities within the next 17 years (Private Universities: some relevant thoughts, *The New Nation*, 29 Oct. 2003). Since the birth of the first private university, the Private University Act (PUA) was amended twice—in 1998 and 2010.

2.8 University Grants Commission (UGC) of Bangladesh

The University Grants Commission (UGC) of Bangladesh was established in 1972 (Karim *et al.*, 2008). It is the government body, which monitors the academic and financial functions of the public and private universities of Bangladesh, reports and gives advice to the Government regarding various issues pertaining to higher education in Bangladesh:

The UGC is the apex and statutory body of the universities of Bangladesh including the private universities. The primary objectives of instituting the UGC were to promote and coordinate university education; monitor, and maintain standard of university education; assess the needs in terms of funding for the public universities; and advise the Government on various issues related to the universities. The arrangement was also designed to safeguard the autonomous character of the universities.

(Karim *et al.*, 2008: 1)

Universities in Bangladesh need permission to introduce, implement or change any course, programme or syllabus. Higher educational institutions are required to follow the rules and regulations of UGC.

Since 1992, UGC has been dispensing its duties under the leadership of various Chairmen. However, no one seems to monitor the UGC regarding whether it is doing its job efficiently and ethically. Based on the discourses published on its website, and publications like *University Grants Commission: A Profile* (2008), which describe its history, function and responsibilities, it seems that public rather than private universities are favoured by UGC. The UGC website (see below) and its publication (see below) tend to show preference for public universities by mentioning particular privileges that government universities are entitled to, but do not mention such privileges with regard to private universities:

UGC PhD and M.Phil Fellowships 2012

Applications are hereby invited in the prescribed forms from the teachers of public universities and government colleges for UGC Ph.D. and M.Phil Fellowships under some terms and conditions.

Postdoctoral Fellowships

Applications are invited in the prescribed form from the teachers of public universities in Bangladesh for the UGC Post-Doctoral Fellowship Programme.

Guidelines & Application Form for post doctoral fellowship 2012

(Retrieved from UGC website on 01.04.2012: <http://www.ugc.gov.bd/fellowships/>)

d. Senior Research Fellowship: The Senior Research Fellowship is meant basically for promoting and raising the standard for creative research by those public university teachers who have substantial original contribution in researches and who are engaged in some research works which would require the uninterrupted devotion free from their normal teaching load to complete it within a period not exceeding twelve months.

(*University Grants Commission: A Profile*, 2008: 17)

At times, its rules and regulations are not always followed properly by the universities it is supposed to monitor. So far, UGC has done hardly anything regarding the half-truth claims of private universities in their admission ads. As a result, private universities keep on publishing such ads without any obstruction from UGC or the Government.

2.9 Public vs. Private universities

One of the main attractions of public universities is the very low tuition fee, which can be considered as almost negligible. The other significant facilities may be summarized below:

- Hostel facilities: Students are not charged for hostel facilities—they only have to pay for their own meals, and hardly anything for accommodation, electricity or water
- Campus: All public universities have huge campuses, and most of them have adequate infrastructure—libraries, playgrounds, auditoriums, gymnasiums, etc.
- Teachers: Public universities generally have qualified teachers, with sufficient teaching and research background

As a result of the above facilities, the competition for public universities is very intense. Public universities do not need to publicize and/or market themselves. There is already a great demand for public higher education.

However, the scenario of the private universities is quite different from the public. Among the 56 UGC and Government approved private universities, 54 are local, while two are international. The 54 private universities vary in terms of dispensing quality education; only a handful of them meet the standard set by the UGC, while the others are adequate or below the standard (see Alam *et al.*, 2007; Sultana, 24 June, 2009; Naser, 2009; Ashraf *et al.*, 2009; Monem & Baniamin, 2010; Huda *et al.*, 2010). Those offering quality education have demand, and are sought-after, while others hardly get any students (*ibid.*). Consequently, there are great rivalries among the private institutions of higher learning. The competition is very apparent in the admission ads, which try to claim that their respective universities are unique. The rivalry is so intense, that sometimes the claims made in the admission ads are based on exaggerations and half-truths.

2.10 Contributions of Private Universities

Criticisms against private universities were quite severe in the 1990s up to the 2000s. However, such scenario perception of private universities is gradually changing. Though the criticisms are still there, they seem to be more balanced, as media tends to highlight the positive and negative aspects of public and private higher education. Those who teach in both public and private universities highlight some positive dimensions and contributions of private higher education in Bangladesh in the media. The medium of instruction of every private university is English, where Basic English language skills—reading, writing, speaking, and sometimes listening—are taught to all the students of every department. Besides, soft skills like pronunciation, public speaking, presentation are also taught in private universities but not, to a greater extent, in the public

universities. Furthermore, students can graduate on time, if not sooner, from private universities. On the other hand, students in public universities tend to graduate two to three years behind their academic calendar/schedule due to campus politics and session jam. In other words, there is no session jam in private universities.

The private universities tend to follow specific academic calendar, and results are mostly published within a few days of the final exam. However, the situation is very different in public universities, where due to the double checking system of exam scripts, results are often published seven to eight months, and sometimes ten months after the final exam. Furthermore, the classes of the graduate programmes in every single of the 54 local private universities are held in the evening, which provide opportunities for students to work fulltime during the day. The graduate students of public universities are mostly unable to work, as majority of the graduate courses are held during the day, that is, mornings and afternoons. Despite all the criticisms, the private universities have, to a grater extent, stopped students from travelling abroad for higher education, as almost half of the tertiary level students tend to pursue higher education in the 56 private universities; thus saving outflow of currency, inhibiting brain-drain (see Alam *et al.*, 2007; Naser, 2009; Huda *et al.*, 2010). This is how the private universities are contributing to our society.

METHODOLOGY

3.0 Research Design

The study followed a non-experimental, exploratory, descriptive research paradigm. In doing so, the research endeavoured to describe the linguistic / semiotic discourse structures in Bangladeshi educational advertisements. The data was collected over a period of three years (September 2007 – August 2010) from four national daily newspapers. Furthermore, 100 personnel from 41 advertising agencies were interviewed from Dhaka (78), Chittagong (13) and Sylhet (09). The data was initially compiled, selected and subsequently analyzed according to a three-dimensional discursive model (TDM) (see Figure 3.1).

3.1 Theoretical Framework

This study sought to understand the discourse of advertising from a socio-cultural and ideological point of view. In order to do that a three-dimensional discursive model (henceforth, TDM) was developed to analyze the data (Figure 3.1). This model was devised to analyze the data of this research, as other existing models do not comprehensively cater to the nature of data under investigation. The TDM comprises three phases—investigative, analysis, and comprehension (see Figure 3.1). The investigative phase consists of three stages, each with its own investigative elements. The analysis phase has three steps: discourse analysis, ideological analysis and societal analysis. The last phase comprises two levels of comprehension, that is, communicative level and empowerment level. This is a trans-disciplinary model, which has various stages, phases and levels, but one should keep in mind that all of these (i.e. stages, phases and levels) work simultaneously.

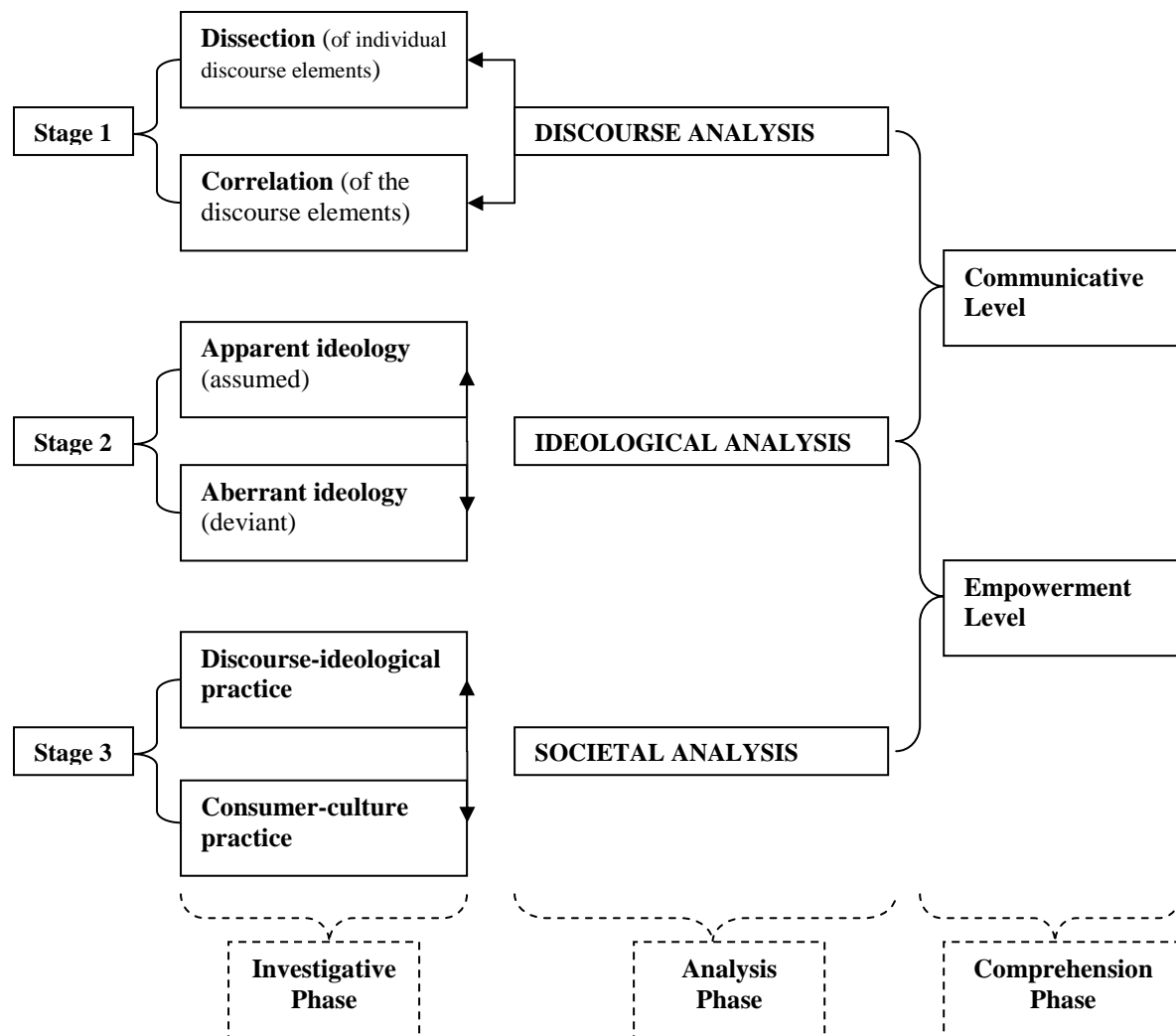


Figure 3.1: Three-Dimensional Discursive Model (TDM)

The first stage of TDM consists of two steps—‘dissection’ and ‘correlation’. The first step dissects a piece of discourse into its basic components. In this study, the ads are from private and public institutions of higher learning, more specifically university admission advertisements. The ads are dissected in terms of attention-seeking devices—image, verbal text (linguistic features), layout, hook, comparative reference, and so on (see Goddard, 2002; Cook, 2001). Once the ads are dissected, the correlation among the dissected discourse elements can be explained; that is how the image, verbal text, layout, hook, comparative reference, and so on are connected with each other to convey the message of the ad.

‘Apparent’ and ‘aberrant’ ideologies constitute the second stage of TDM. ‘Apparent ideology’ deals with the set of values that are responsible for creating positive images of universities that the advertisers (universities in this study) wish to project to the target audience. ‘Aberrant ideology’ is

based on the set of values that the advertisers do not wish to project to the audience, because such values may raise questions as to the claims made in the admission ad.

The third stage is probably the most important of all of them because it explains the ongoing practices of the society. In other words, it deals with the societal practices, more specifically the 'discourse-ideological practice' and 'consumer-culture practice'. The discourse-ideological phase explains how discourse (in this case advertising discourse) is strategically employed to create the anticipated ideologies in order to manufacture consent from potential target audience. The consumer-culture practice is dependent on the creation of a good or perfect consumer through advertising, which Fairclough (2001) feels is based on the amalgamation of economic conditions, technological conditions and cultural conditions.

3.2 Sampling

The private and public university admission ads, covering a period of three years, that is, from September 2007 to August 2010, was collected from four prominent national dailies. The dailies comprised two Bangla (*Prothom Alo* and *The Daily Ittefaq*) and two English (*The Daily Star* and *New Age*) newspapers. *Prothom Alo* and *The Daily Ittefaq* were selected because they are the most prominent Bangla newspapers with the most ads and readership (see Rahman and Chapal 2009). Among the English newspapers, *The Daily Star* and *New Age* were selected, as they are the preferred English national dailies for publishing ads. A sampling population of over 1000 ads was gathered, from which one forth samples, that is, 250 were selected via lottery (see Kumar, 1996) for critical analysis. It should be mentioned that the total number of university ads published during the data collection period would have far exceeded 1000, because many ads were repeatedly published. Such, ads were not considered as part of the data. It should be mentioned that the official duration of the East West University Centre for Research and Training (EWUCRT) funded research project was supposed to be from September 2007 to August 2008. Therefore, the print educational ads were collected, initially over a period of eight months (i.e. September 2007-April 2008), but subsequently when the data collection period was prolonged, the collection of ads continued for another 28 months (i.e. May 2008-August 2010). Thus, the entire data (i.e. university admission ads) was gathered over a period of three years, more specifically from September 2007 to August 2010.

Interviews were conducted with 100 personnel from 41 advertising agencies from Dhaka, Chittagong and Sylhet. Among the 41 agencies, 29 were from Dhaka, 7 from Chittagong, and 5 from Sylhet. From a total of 100 media personnel who were interviewed, 78 were from Dhaka agencies, 13 from Chittagong and 09 from Sylhet. Convenience sampling was used to select the

agencies; that is the agencies were selected based on their accessibility and the availability of their personnel. The media personnel comprised 52 copywriters, 11 art directors, 5 creative directors, 4 producers, 4 photographers, 3 media planning managers, 2 managing directors, 3 chief executive officers, 2 vice presidents, 3 general managers, 4 media researchers, 3 customer service employees, and 4 human resources executives. The interviews were sometimes short and sometimes elaborate, depending on how much time the interviewees could spare. However, between small talk, certain key questions relevant to the present study were asked (see Appendix-A).

3.3 Data Collection and Analysis Procedures

A two-pronged approach was employed to collect the data—print ads and interviews. As already mentioned the data was collected over a period of three years (i.e. from September 2007-August 2010). The educational ads from the newspapers (*The Daily Star*, *The New Age*, *Ittefaq*, *Prothom Alo*) were selected, cut out and scanned on a daily basis. After 250 samples were selected by means of a lottery from a sampling population of over 1000 ads they were ready for analysis.

In the meanwhile, interviews were conducted in Dhaka, Chittagong and Sylhet. In Dhaka, appointments were rescheduled on many occasions due to the hectic and unpredictable schedules of the advertising agency personnel. Before going to Chittagong and Sylhet the appointments were confirmed; as a result, three days in each city was enough to conduct all the interviews. Some of the advertising agency personnel gave permission to record the interviews while others did not. In such cases, notes were taken for later use.

The data was analysed using the three-dimensional discursive model (TDM). The model has three stages. At the first stage, the public and private university admission ads were analyzed; initially they were dissected into various elements and then correlation among those individual elements was established. The second stage, comprising apparent ideology and aberrant ideology, involves the analysis of the findings from the first stage and the data from the interviews. The third stage, consisting discourse-ideological and consumer-culture practices, is more theoretical, in the sense it tries to explain the practices of a capitalist society. This stage associates the findings of the first two stages, the responses of the interview data and social-ideological practices in a consumer-oriented society. At the ‘analysis’ and ‘comprehension’ phases (see Figure 3.1), ‘discourse analysis’ and ‘ideological analysis’ help to explain how communication is taking place with the target audience. In other words, how the advertisers attain a communicative goal through linguistic and semiotic discourse structures of the private and public university admission ads is

explained at these phases (see Figure 3.1). Furthermore, the ‘ideological analysis’ and the ‘societal analysis’ explain how empowerment can take place if people are aware of certain consumer-oriented ideologies.

The findings based on the three-dimensional discursive model (TDM) helped to answer the central research questions, which focused on the strategies that advertisers employ to attain communicative goal through linguistic and semiotic discourse structures, as well as determine the socio-ethical implications in the choice of linguistic and semiotic discourse structures.

RESULTS AND DISCUSSION

4.0 Introduction

As already mentioned in Chapter 1, very little research, if any at all, has been done on the discourse of advertising in the Bangladeshi context. Advertising is an emerging industry in Bangladesh, which has grown tremendously in the last decade or so. Data for this study was collected from two sources: two Bangla (*Prothom Alo* and *The Daily Ittefaq*) and two English (*The Daily Star* and *New Age*) national newspapers and interviews with ad agency personnel. Private education, especially tertiary education, is increasing in the country, and advertising plays a major role in its growth and sustenance. Since competition is so intense, it is interesting to find out what linguistic and semiotic attention seeking devices discourse structures they employ in their advertisements, especially the print media advertisements. In order to do this, this study looked at the strategies advertisers employ to attain a communicative goal through linguistic and semiotic discourse structures, and identify the socio-ethical implications in the choice of linguistic and semiotic discourse structures.

This investigation attempted to explain the above questions from a socio-cultural and ideological point of view. The study analyzed the data using a three-pronged discursive model (TDM) consisting of three stages—discourse analysis, ideological analysis and societal analysis.

4.1 Stage 1: Discourse analysis—dissection / correlation

If we analyze the ads, we can see two general emerging patterns—one from private university ads and the other from the public university ads. Based on the collected data, the findings seem to suggest that public university admission ads do not seem to publish coloured admission ads. In other words, they seem to publish black and white ads, with lots of text providing necessary information, as mentioned above, required by potential applicants to sit for the admission test (see Appendix B: Ad 87-Ad 103). The language is predominantly *Bangla*, written in black with white background. The layout is very formulaic, with the name of the university or institution on the top written in large font along with the logo, and the rest of the information below in smaller font. Sometimes, private medical colleges, under the affiliation of Bangabandhu Sheikh Mujib Medical University tend to use black and white pictures of their campuses. From the findings, it seems that public universities never publish the images of their campuses.

In the public university admission ads, they never refer to their faculty members, libraries, cafeterias, or even anything regarding scholarships to lure the students. They merely give the relevant information with reference to admission tests, that is, with reference to:

- Details regarding various units, e.g. ‘K Unit’, ‘L Unit’, ‘M Unit’, etc.
- Where the admission forms are available/sold
- How much they cost
- When is the deadline for the submission
- When will the admission test be held
- When will the results be published

On the other hand, most of the private university ads are coloured but the public university ads are never coloured. The private university admission ads on the one hand, like the public university ads, are informative, as well as communicative in the sense they appear to be more interesting. On the other hand, after critically reading the ads and interpreting them in terms of the apparent and aberrant ideologies (see Stage 2 of TDM), it seems that implied patterns of deception, half-truths, and commodification / commercialization of higher education appear. Such patterns are discussed in detail in ‘Stage 2’.

The first stage comprises dissection and correlation. Upon dissecting the data (i.e. admission ads), it was found that the private and public universities used specific attention seeking devices to attract and inform the target audience:

- textual elements
- visual elements
- layout
- hook—problem-solution format
- comparative reference

Some of the attention seeking devices seem generic (common), suggesting that they are employed more frequently than others, while others are not so generic (uncommon), as can be seen from Table 4.1.

Table 4.1: Generic (common) and non-generic (uncommon) linguistic and semiotic attention seeking features (private university admission ads)

Sl.	LINGUISTIC (AND/OR NUMERIC) FEATURES		SEMIOTIC FEATURES	
	Common (Generic) attention seeking features	Uncommon (Non-generic) attention seeking features	Common	Uncommon
1.	Scholarships: <ul style="list-style-type: none"> • <i>5% students will be awarded full free studentship</i> • <i>Chancellor scholarship</i> 	ISO 9001: 2000 certification: <ul style="list-style-type: none"> • <i>First and Only ISO 9001: 2000 Certified University</i> 	Colour combination	Different coloured internal baubles & shapes (e.g. IUB)

	<ul style="list-style-type: none"> • <i>University president scholarship</i> • 100% IUB Merit Scholarship: —GPA of 4.8 (without 4th subject) at HSC —Two ‘A’ grades in minimum 2A’ level • D • 	<i>in Bangladesh</i>		
2.	<p>Tuition waiver/discount:</p> <ul style="list-style-type: none"> • <i>Tuition Fees Waiver: 10%-100% on HSC GPA</i> • <i>One of the two siblings 50% tuition fee waiver</i> • <i>Special waiver for brothers/sisters, husband/wife (25%)</i> • <i>Full tuition fee waiver for top ten students in admission test</i> • <i>10% to 100% tuition waiver for meritorious students</i> • <i>10% special tuition waiver for female students</i> • <i>10%-100% tuition waiver based on semester result</i> • Tuition Fee Discount: —100% tuition fee discount for top 3 students in IUB Admission Test —30% tuition fee discount for students having GPA 5.0 in both SSC & HSC (with 4th subject) —50% financial discount for siblings • 	<p>Rating/ranking:</p> <ul style="list-style-type: none"> • <i>Rated as the best private university in Bangladesh by Television Dorshok Forum</i> • <i>Graded as one of the top universities in Bangladesh by Govt.</i> • <i>Ranked No. 1 Private University in Bangladesh by “Webometrics”-Spain</i> 	Pictures/images of campus(es), convocation, etc.	Pictures/images of people equipment, etc.
3.	List of graduate and/or undergraduate programmes	Questions	Layout	
4.	Sometime only one particular programme is highlighted	<p>Questions-answer of problem-solution format:</p> <ul style="list-style-type: none"> • <i>Want world class education?</i> <i>Want excellent</i> 	Different fonts & typefaces	Size of the ad—full page (Stamford)

		<p>environment?</p> <p>Want to be taught by renowned Professors?</p> <p>UIU-the right answer to all your questions.</p> <ul style="list-style-type: none"> Want to have a degree in Business Economics just on time for a very modest price? 		
5.	<p>University Grants Commission (UGC) of Government approval:</p> <ul style="list-style-type: none"> UGC & Government Approved Govt. & UGC Approved Gov. & UGC approved since 2003 Government Approved 		Explicit logo(s)	Implicit logo(s)
6.	Accreditation with foreign universities	<p>Quality education:</p> <ul style="list-style-type: none"> Quality Education At Affordable Cost Guaranteed Quality Education Ensured Career Quality education at affordable cost Everyone promises quality... Who keeps it truly? Visit UIU before you take a decision... (Paralinguistic features to appeal to out emotion) 		Guarantee seals for (quality education, ensured career)
7.	Foreign trained faculty members / academics	Pictures of foreigners		
8.	Guest lecturer	Programme fee		
9.	Prominent public university academics/professors	<p>Tag lines:</p> <ul style="list-style-type: none"> We bring out the best in you Discover a good degree 		

		<p><i>accepted all over the world...</i></p> <ul style="list-style-type: none"> • <i>Education for tomorrow's world</i> • <i>Future will be better than thy past</i> 		
10.	<p>Narrative/descriptive passage: <i>Explore a job-oriented degree in</i></p> <p><i>English.</i></p> <p><i>Designed in North American model, this degree boosts you career in a number of ways. With this degree you can become a business executive, liaison officer, banker, teacher, editor, interpreter and many more.....</i></p>	<p>Cafes:</p> <ul style="list-style-type: none"> • Lake-view cafe 		
11.	<p>Features:</p> <ul style="list-style-type: none"> • <i>Computer labs for each school/Digital Electronic</i> 	<p>Separate campus:</p> <ul style="list-style-type: none"> • <i>SEPARATE & SECURE FEMALE CAMPUS</i> 		
12.	<p>Approval:</p> <ul style="list-style-type: none"> • Government and UGC approved 	<p>Hostel facilities:</p> <ul style="list-style-type: none"> • <i>HOSTEL FACILITIES FOR BOTH MALE FEMALE STUDENTS</i> 		
13.		<p>Sense of urgency:</p> <ul style="list-style-type: none"> • <i>LIMITED SEATS – HURRY UP!</i> 		

Textual elements are based on not merely, what is said, but more importantly the ‘font’, ‘font size’ and the ‘style’ of the written text. Goddard (2001), who does not categorize the three elements, but uses the general term ‘typographical’ to explain the different type faces in written texts, which she refers to as ‘verbal text’. The reason why the ‘font’, ‘font size’ and the ‘style’ are important is that these factors prioritise which textual information are more significant than others. Hence, these textual elements determine the order in which a reader or potential consumer will read/interpret an advertisement.

Happy New Year 2008

We Bring Out The Best In You

Discover A Good Degree Accepted All Over The World...

Our Programs:

<ul style="list-style-type: none"> Ⓢ Bachelor of Architecture Ⓢ B. Sc in Civil Engineering Ⓢ B. Sc in Electrical & Electronic Engineering Ⓢ B. Sc in Computer Science & Engineering Ⓢ B. Sc in Computer Science & Information Ⓢ M. Sc in Computer Science & Engineering Ⓢ Master in Computer Application (MCA) Ⓢ Bachelor of Arts in English (4 Years Hons.) Ⓢ Master of Arts in English (Final) Ⓢ Master of Arts in English (Preliminary & Final) 	<ul style="list-style-type: none"> Ⓢ Bachelor of Environmental Science Ⓢ B. Sc in Microbiology Ⓢ Bachelor of Pharmacy Ⓢ Bachelor of Laws (4 Years LL. B Hons.) Ⓢ B. S. S in Economics Ⓢ B. S. S in Journalism for Electronic & Print Media Ⓢ B. A in Film & Media (4 Years) Ⓢ M. A in Film & Media (2 years) Ⓢ Bachelor of Business Administration (BBA) Ⓢ Master of Business Administration (MBA)
--	--

Non-conventional Features of Stamford:

- Ⓢ Largest campus among all private universities
- Ⓢ Well equipped labs, high speed campus backbone network
- Ⓢ Six modern & rich libraries with sufficient stock of books
- Ⓢ Visiting professors from renowned North American universities
- Ⓢ Nationally renowned professors of our own and from Dhaka University & BUET
- Ⓢ Non-smoking and non-political environment
- Ⓢ Free doctor's service
- Ⓢ Credit transfer facilities

Only Private University In Bangladesh Having Membership of Top Two International Accreditation Bodies

Scholarships:

- Ⓢ 5% student will be awarded full free studentship.
- Ⓢ Chancellor Scholarship
- Ⓢ University President Scholarship

★ **Rated As The Best Private University In Bangladesh By Television Dorshok Forum**

★ **First & Only ISO 9001 : 2000 Certified University In Bangladesh**

★ **Graded As One Of The Top Universities In Bangladesh By Govt.**

Head Office & Dhanmondi Campus

744, Satmosjid Road
Dhanmondi, Dhaka
Tel: 9124161, 9124569,
8156122-3, 8153168-9
(Ext - 110, 118, 119, 120, 124, 125,
126, 128, 129, 224 & 462)
Fax: 9143531
Mobile: 01713082401-03

Siddeswari Campus:

51, Siddeswari Road, Dhaka
(Behind Monowara Hospital)
Tel: 835628, 835629, 835477, 835512-13
(Ext - 114, 116, 119, 121, 122, 191 & 192)
Mobile: 01713082404-05

STAMFORD UNIVERSITY
BANGLADESH (Govt. Approved)

E-mail: stamford@stamforduniversity.ws, admission@stamford.ac, Web Page: www.stamforduniversity.info

Ad 1

Figure 4.1: Prominence of textual elements— ‘font’, ‘font size’ and the ‘style’

All ads tend to use textual elements to a greater or lesser extent to draw the attention of the potential target audience. Figure 4.1 (Ad 1) is a good example, from where all the three textual elements (‘font’, ‘font size’ and ‘style’) can be distinguished. This advertisement uses six different types of font—*Times New Roman*, *Arial*, **Arial Black**, *Ariel Narrow*, **Albertus Extra Bold**, *Monotype Corsiva*. These fonts have been used in different sizes; in this particular ad the font sizes range from approximately 20-8. The text has been written in different styles—for instance ‘Normal + Monotype Corsiva, 20 pt, Bold, Orange’; ‘Normal + Arial Black, 20 pt, Bold, White’; ‘Normal + Arial Narrow’; ‘Normal + Albertus Extra Bold, 14 pt, White’; ‘Normal + 20 pt, Bold, White’; ‘Normal + Ariel Narrow’; ‘Normal + Arial, 14 pt’; ‘Normal + Arial, 8 pt’; ‘Normal + Arial, 14 pt, Italic,’ and so on. Apart from various combinations of the three elements (‘font’, ‘font size’ and ‘style’), the text can adopt various cases—like Sentence case, lower case, UPPER CASE, Title Case. Furthermore, the texts may be written in bullet points, complete sentences with or without appropriate punctuations (Figure 4.1).

In early period of modern print advertising, there was more emphasis on text and less on visuals. However, in the last couple of decades with advancement of the media technology, predominantly due to the fast pace of life and increased competition, visuals have become a vital component of commercial advertising. This may be because good, unexpected, shocking visuals, and sometimes images unrelated to the dominant themes of ads can almost instantaneously draw the attention of the target audience, as well as the common audience. The strategy of using visuals or images is quite common in the private university admission ads in Bangladesh, while public university ads never use them.



Figure 4.2: Image that is not directly related to education

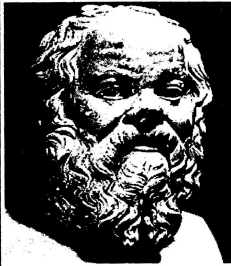
In Figure 4.2 (Ad 2), the image of the *Jatio Smriti Shoudho* (National Martyrs' Memorial) symbolizes the courage and the sacrifices that Bangladesh made in the 1971 Liberation War, in order to be free from the then West Pakistan. 26th March 1971 is considered the official Independence Day of Bangladesh. Since Ad 2 (Figure 4.2) was published in the month of March, the concerned authority of the university decided to go along with the theme of nationalism to show its patriotic responsibilities; such awareness and concern of the country is commendable. However, how is *Jatio Smriti Shoudho* (National Martyrs' Memorial), Independence Day of

Bangladesh or the theme of nationalism related to education, more specifically tertiary education? If the university had an image of *Buddhijibi Smriti Shoudho* (Martyred Intellectuals' Memorial) commemorating the genocide of intellectuals of Bangladesh in 1971, this could have been indirectly related to

Vision of Excellence

"Moving Teaching Excellence from Good to Great"

We Bring Out The Best In You



**What did
Socrates
Know
About 21st Century?**

Probably nothing. But he was right about the skill needed for it, when he said,
"There is only one good, knowledge. And one evil, ignorance."

How true, do you think, are those words today? Very? We agree. As the technological pace continues to accelerate, your personnel need even more knowledge than before. New skills on new machinery and software, in new and ever changing environments.

But each business is unique, with different staff and skill levels. Your needs are diverse. So who can offer the appropriate prospect to cover these different needs?

Enter Stamford University. We haven't been around as long as the wisdom of Socrates, but we do have a long history of global academic and corporate training programs from 1941 to the present day and beyond. As a member of internationally reputed Stamford educational group since 1994 in Bangladesh, Stamford has been continuing academic and training programs with the flexibility and adaptability to excel and train the latest in techniques by using the latest technologies.

Choose from a wide range of programs designed to improve and enhance the skills of your greatest asset. We have schools in all major fields of business including engineering, science, arts and computer education. Each school exists with one aim- to equip today's fresh students and working adults with the knowledge that will help your business run more efficiently. Courses that work for students and working people.


What's more, you can dictate the syllabus. Custom made courses can be designed and tailored to precisely fit your training requirements. Save money and staff out-time by precision targeting of learning needs. Call us today for a talk. We can't take your business into the next millennium. But we can help you get your people there.

Head Office & Diamond Campus:
 744, Satterghat Road, Diamond, Dhaka
 Tel: 8153188 - 88, 8156122, 8156123
 8156204, Ext: 110, 124, 126, 127
 Mobile: 01713362463, 01713362462, 01713682463

Siddowall Campus:
 51, Siddowall Road, Dhaka
 Tel: 8355121, 8355122, 8355123
 8355124, 8355125 (Ext: 116, 118, 121, 122, 124)
 Mobile: 01713362463, 01713362462, 01714612728

Our Programs:

● Bachelor of Arts in English	● Bachelor of Laws (LL.B) (4 years Honors)	● B.Sc in Computer Science & Engineering (CSE)
● Master of Arts in English (Final)	● Master of Laws (LL.M)	● B.Sc in Computer Science & Information (CSI)
● Master of Arts in English (Preliminary & Final)	● B.A in Film & Media (4 years)	● M.Sc in Computer Science & Engineering (MCSSE)
● B.Sc in Architecture	● B.A in Theatre & Music	● Master in Computer Application (MCA)
● Bachelor of Environmental Science	● M.A in Theatre & Music	● B.Sc in Microbiology
● B.Sc in Civil Engineering	● Bachelor of Public Administration (BPA)	● Bachelor of Pharmacy (B. Pharm)
● B.Sc in Electrical & Electronic Engineering	● Master of Public Administration (MPA) (Executive)	● B.S.S in Economics
	● Bachelor of Journalism for Electronic & Print Media	● Bachelor of Science in Business Administration (BSBA)
		● Master of Science in Business Administration (MSBA)



STAMFORD UNIVERSITY

Bangladesh

Education For Tomorrow's World

E-mail: admission@stamford.ac, Stamford@stamforduniversity.we Web Page: www.stamforduniversity.info

Graded As One Of The Top Universities in Bangladesh By Govt.

Ad 3

Figure 4.3: Image that is indirectly related to education and directly to knowledge

education and the sacrifice that was made by our intellectuals. The big colourful image of *Jatio Smriti Shoudho*, which takes up more than three quarters of the advertisement, would draw the attention of the audience. The image in Figure 4.3 (Ad 3) is indirectly related to education and directly to knowledge. Socrates was a Greek philosopher and the embodiment of knowledge. Then again, one should keep in mind that not everyone in our country might recognize Socrates merely from the image, without the written discourse/text. Nevertheless, like Figure 4.2 (Ad 2), the big black and white sketch of Socrates' bust attracts the attention of the audience. Besides textual and visual elements, layout is another important attention seeking device that is used especially in commercial creative advertisements to draw the attention of the audience. In public university admission ads, very formal and symmetrical layout is used (see Appendix-B—

Ads 52-68). Private university admission ads in general are formal and symmetrical, but occasionally do use asymmetrical layout to stand out in order to be noticed. For instance Figure 4.4 (Ad 4) uses seven different shapes with various colours,

Independent University, Bangladesh (IUB)
PROGRESSIVE HIGHER EDUCATION SINCE 1993

Undergraduate Programmes

Business BBA
Accounting, Finance, Marketing, Management, Management Information Systems (MIS) & Human Resources Mgt (HRM).

Engineering BSc
Computer Science, Computer Information Systems (CIS)
Computer Engineering, Electrical & Electronics Engineering
Electronic & Telecommunication Engineering

Environmental Science BSc
Environmental Management
Population Environment
Land & Water Resources Management

Media BSS
Media & Communication

Economics BSc
Economics

Admission Enquiries For Spring 2008 Open

Admission eligibility

- HSC & SSC pass Certificate with a minimum GPA of 3.00 in both
- S.O. Levels with a GPA 2.50 & 2 'A' Levels with a GPA of 2.00
- International Baccalaureate/other equivalent degrees

Special Consideration

- Students with minimum 1250 in SAT 1 and minimum 550 (213 Computer based) in TOEFL or 5.5 in IELTS will be exempted from admission test

Full Tuition Waiver to Student with

- Grade point average of 4.8 (without 4th subject) on a scale of 5.0
- Two "A" grades in minimum 2 "A" level subjects

Financial Assistance

- Discount on tuition based on performance during the 1st semester
- 50% Financial discount for concurrently admitted siblings on entry
- Campus job & other financial assistances

Student with major in any of the above subjects other than Engineering may sign-up for Anthropology or Sociology as their minor

INDEPENDENT UNIVERSITY, BANGLADESH
House 1, Road 13, Baridhara, Dhaka 1212
Tel: 9881681, 9881917, 9862386-90 Ext: 268, 269
Fax: +880-2-8823959, 8850226
Email: info@iub.edu.bd
Website: http://www.iub.edu.bd

Chittagong Campus: Minhaz Complex, 12 Jamal Khan Road, Chittagong
Tel: 031-611262, Fax: 031-611263, Email: info@ctg.iub.edu.bd

Ad 4

Figure 4.4: Layout containing seven different shapes with various colours containing different information

containing different information. The different shapes take up more than three quarters of the advertisement. Due to their unique shapes and internal colours, the ad becomes more prominent in catching the eye of the audience. Figure 4.5 (Ad 5) shows two rectangles overlapping each other. The bigger rectangle contains the information regarding the university, the tuition fee waiver criteria, admission date, while the smaller rectangle, which overlaps the bigger one, provides the information regarding the graduate and undergraduate programmes of Eastern University.

Eastern University
UGC & Government Approved

Admission Spring 2010

A Leader in Quality Education

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)

* 3-year for Diploma Holders

Faculty of Law

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

Fee Waiver

- ◆ 10% to 100% tuition waiver for meritorious students*
- ◆ 10% special tuition waiver for female students
- ◆ Special waiver for brother/sister, husband/wife (25%)
- ◆ 10% -60% tuition waiver based on semester result*
- ◆ Special waiver for physically disabled/acid victims

Vice Chancellor
Professor Dr. Rahim B. Talukdar
Former Director, IBA, Dhaka University

Pro-Vice Chancellor
Professor Dr. Abdur Rab
Former Director, IBA, Dhaka University

*Conditions apply

Admission Test for Undergraduate Programs on 19 December, 2009

Admission Office Open Everyday

Main Campus : House 15/2, Road 3, Dhanmondi R/A, Dhaka, Phone : 9676031-5, Ext-101/102, Mobile : 01741 300002, 01823 660833, Web : www.easternuni.edu.bd

14 Dec, 2009

Ad 5

Figure 4.5: Layout—Admission ad using overlapping rectangles

Even though Ad 5 (Figure 4.5) is a simple black and white advertisement, the unusual shape (i.e. the overlapping of the two rectangles) could help to make it stand out from the other ads and attract the attention of readers.

SPRING 2008

ADMISSION OPEN

Admission Test on 1st February 2008

UIU is run by a team of **NATIONALLY RENOWNED PROFESSORS**

Advisor:
Prof. Dr. Golam Rahman
Founder VC, Khulna University & UIU

Prof. Dr. M. Razwan Khan (Vice Chancellor)
Former Professor, Dept. of CEE, BUET

Prof. Dr. Chowdhury Mofazzal Rahman (Pro-VC)
Former Professor & Head, Dept. of CSE, BUET

Prof. Dr. Habibur Rahman (Dean, School of Business)
Former Professor of Marketing, UIU & NSU

Prof. Dr. M. Musa (Professor, School of Business)
Former Professor of NSU, Former Pro-VC, EIU

Prof. Dr. Saleh Uddin (Professor, School of Business)
Former VC, Dhaka University, Former Chairman, BBA Program, UIU

Prof. Dr. Md. Saadul Islam
Coordinator, MBA Program (Part Time)

Registrar:
Prof. A.S.M. Salahuddin
Former Director (College & Admin.), DGE, MCE

SPECIAL PROGRAM CCNA
Admission going on
Class Begins
Jan 19, 2008
Forms Available
Up to Jan 10, 2008
Last Date of Admission
Jan 12, 2008

Everyone promises quality...
Who keeps it truly?

Visit UIU before you take a decision ...

UNITED INTERNATIONAL UNIVERSITY

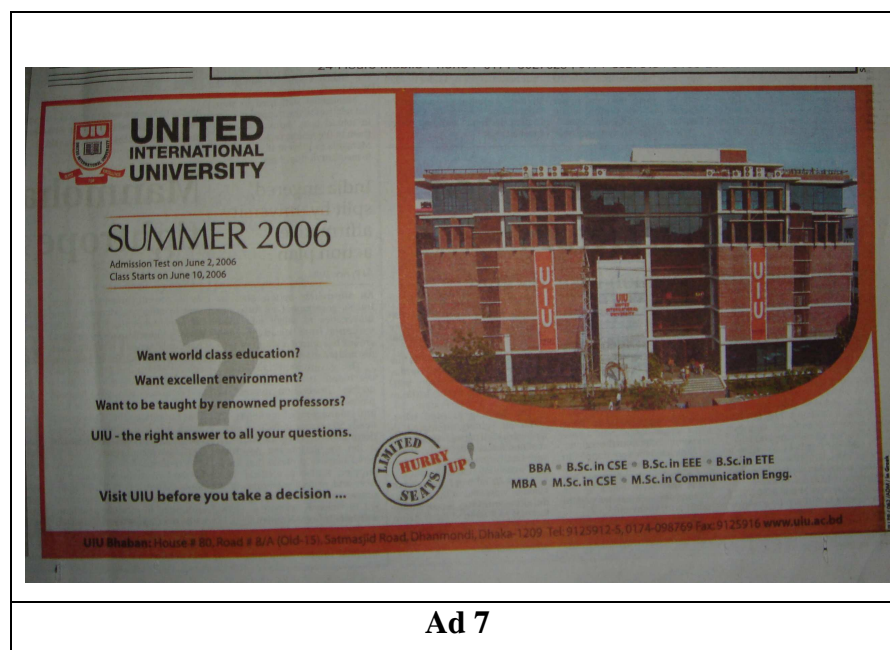
UIU Bhaban:
House # 80, Road # 8/A (Old-15), Satmasjid Road, Dhanmondi,
Dhaka-1209, Tel: 9125912-5, 01914-001470, Fax: 9125916
www.uiu.ac.bd

CISCO SYSTEMS
Local Academy

Ad 6

Figure 4.6: Implicit hook—Admission ad using employing an indirect a problem-solution format

The ‘hook’ uses a problem solution-format to advertise a product, service, organization or institution. Figure 4.6 (Ad 6) raises the issue of quality education, which a number of private universities have been accused of not dispensing or maintaining. Ad 6 (Figure 4.6) makes a statement ‘Everyone promises quality...’ and then asks the question “Who keeps it truly?”. By asking this question, the reader is presented with a problem, to which the answer is obvious. The answer is United International University. In other words, the university raises the issue of quality of education (‘Everyone promises quality...’) by raising a question (“Who keeps it truly?”), and presents itself as the indirect answer or solution with the words “Visit UIU before you take a decision ...” (Figure 4.6). The hook or problem-solution format is even more obvious in the admission



Ad 7

Figure 4.7: Explicit hook—Admission ad using employing a direct a problem-solution format

advertisement published by the same university a couple of years back, which can be seen in Figure 4.7 (Ad 7). This is an example of an explicit problem-solution format because the answer has been explicitly suggested by the ad. The advertisers or the concerned university asks the reader(s) a series of questions and then gives the answer by suggesting its own name:

Want a world class education?

Want excellent environment?

Want to be taught by renowned professors?

UIU – the right answer to all questions.

The advertisement also tries to create a sense of urgency by using a seal, which has been stamped onto the ad, saying ‘LIMITED SEATS – HURRY UP’. By using a hook, the advertisers are not only arousing the curiosity of the readers, but also indirectly positioning the name of the university into the minds of the readers.

Comparative reference refers to ads using linguistic attention-seeking device to compare a product or service with other products and services, but without making any direct or specific comparison. For instance words like ‘brighter’, ‘cheaper’, ‘brighter’, and so on, may be used to compare a particular product or service being compared with the rest of the products/services in the market (see Goddard, 2002). In Ad 8 (Figure 4.8), the comparative reference is implied. The responses to the question “*Why study ELT in East West?*” in Ad 8 (Figure 4.8) suggest an implicit comparison with the other ELT programmes in the market. In other words, the question prompts a comparison between EWU and the other universities, and justifies the reasons for studying the “MA in ELT” programme in this university than the others.

East West University

Launches “MA in ELT” Program



EAST WEST UNIVERSITY

Aim for the Best by Applying to East West!

Eligibility:

- * BA in English (4/3 years)
- * At least BA/BSc/BCom or equivalent in any discipline or BA (Pass Course) with substantial teaching experience

WHY STUDY ELT IN EAST WEST ?

- * Classes will be taken by leading ELT experts of the country
- * Our curriculum balances theory and practice perfectly and supplements classroom work with practice teaching while teaching research techniques systematically.
- * Our library subscribe to some of the most important ELT journals published anywhere and stock the latest ELT books and teaching accessories.
- * EWU semesters run smoothly and results are always published on schedule and before the end of every semester.

- * Our MA in ELT classes are offered in the evening and on weekends, and are ideal for teachers and working people full-time elsewhere.
- * The Department organizes regular seminars and conferences and is at the forefront of ELT research and knowledge.
- * EWU fees are reasonable and great value for the money; EWU itself is a non – profit organization.
- * EWU offers a number of scholarships; MA students with outstanding results also have scope to work as Teaching Assistants.

For information about admission eligibility & requirements visit us at www.ewubd.edu

Foreign students may apply directly to admissions@ewubd.edu

Application Deadline: 16 April 2009

For information about admission procedures & forms please contact: Admissions Office
EAST WEST UNIVERSITY 43 Mohakhali C/A, Dhaka 1212,
 Bangladesh Phone: 9882308, 9887989
 Fax: 880-2-8812336 E-mail: admissions@ewubd.edu

Ad 8

Figure 4.8: Comparative reference—Admission ad using implied comparative reference as attention seeking device

4.2 Stage 2: Ideological analysis—apparent ideology/aberrant ideology

Different intellectuals have defined ideology in different ways. In general, ideology is a set of beliefs believed or adopted by a group of people, organization/institution, community, country, and so on, to express or project a certain viewpoint/image (see Haque and Khan, 2004). This part of the analysis looks at the apparent ideologies that are projected and the aberrant ideologies that are not projected by the universities. Each university wants to project a positive ideology in order to attract the target audience; it does so through various types of media discourse, be it the electronic media (television & radio), the new media (Internet—web-based discourse) or the print media (newspapers, magazines & brochures—advertising discourse of admission ads). This positive ideology, in the context of this study is referred to as ‘apparent ideology’. The ideology that a university may not want to project, as it could be misread or misunderstood is referred to as ‘aberrant ideology’.

Based on the data, it seems that some of the ways that private universities in Bangladesh try to create a positive image are by offering scholarships and tuition waiver/discount. Majority of the universities try to suggest that they offer quality education. This is done through a formula that Haque (2004) has pointed out in his earlier investigation of private university web pages:

$$\text{International atmosphere} + \text{state-of-the-art-facilities} = \text{quality education}$$

A critical analysis of the admission ad data suggests the emergence of this formula. International atmosphere is explicitly and implicitly implied in a number of ways (see Appendix B—Ads 8, 9, 10, 21). Sometimes it is explicitly stated through the accreditation with different foreign universities, as can be seen from some of the following examples:

- Membership of International Accreditation Bodies—AACSB International; The Association of Advanced Collegiate of Schools of Business; The Association of Collegiate Schools and Programs, Kansas, USA (Appendix B-Ad 9, Ad 20)
- **COLLABORATION WITH:** Winona State University, MN & University of Texas, Dallas, **USA**; TAFE, South Western Sydney Institute, **Australia**; AIT & SIAM University, Bangkok, **Thailand**; JUN Delhi & IIIT Allahabad, India. (Appendix B- Ad 12, Ad 15; Ad 38)
- Academic collaboration maintained with many reputable foreign universities (Appendix B- Ad 21)

- **Academic Collaboration:** The University of Michigan-Flint, USA; The American University in London; Bangkok University; Kingston College, Canada; College of Hotel & Tourism Management, Cyprus (Appendix B- Ad 25)
- Overseas credit transfer facilities to University of Bedfordshire, University of Worcester (Appendix B- Ad 40)

International atmosphere is implicitly stated through the names of universities, which are predominantly written in English, without any Bangla equivalents. In total there are 56 Government and University Grants Commission approved private universities in Bangladesh (See UGC Profile, 2008). In the collected data, the admission ads of all the private universities are not present. Even then majority of the ones that have been collected, have English names as can be seen from Table 4.2 (Appendix B—Ads 1-86):

Table 4.2: Private universities with English names based on the collect data

Sl.	Private Universities with English Names
1	Prime University
2	Eastern University
3	Northern University, Bangladesh
4	Primeasia University
5	Victoria University of Bangladesh
6	The University of Asia Pacific
7	American International University, Bangladesh
8	North South University
9	Independent University Bangladesh
10	Stamford University
11	International University of Business, Agriculture & Technology (IUBAT)
12	World University of Bangladesh
13	University of Information Technology & Science (UITS)
14	ASA University of Bangladesh (ASAUB)
15	University of Liberal Arts Bangladesh
16	Presidency University
17	The People's University of Bangladesh
18	United International University
19	East Delta University
20	Leading University

21	BRAC University
22	Bangladesh University of Business & Technology (BUBT)
23	Daffodil International University
24	Uttara University
25	Shanto-Mariam University of Creative Technology
26	Primer University
27	International Islamic University Chittagong
28	University of Science & Technology Chittagong (USTC)
29	Manarat International University (MIU)
30	Bangladesh University
31	The Millennium University
32	City University
33	Green University
34	State University of Bangladesh
35	Southeast University
36	Uttara University
37	East West University
38	Darul Ihsan University
39	Asian University of Bangladesh
40	Royal University of Bangladesh
41	University of South Asia
42	Sylhet International University
43	Dhaka International University
44	Eastern Medical College
45	East West Medical College
46	Central Medical College, Comilla
47	Central Women's University

Furthermore, some universities try to create the international atmosphere by advertising their accreditation with foreign universities, foreign trained faculty members / academics, prominent public university academics/professors, rating/ranking, ISO 9001: 2000 certification, state-of-the-art-facilities, and so on (see Appendix B: Ad 52-86).

4.3 Stage 3: Societal analysis—discourse-ideological practice/consumer-oriented practice

The third stage, that is, societal analysis comprising the discourse-ideological and consumer-oriented practices, of the three-dimensional model (TDM) is more complicated than the previous

two stages. This stage combines the findings of the first two stages to explain how in a consumer-oriented society we become the perfect consumer so as to become gullible enough to be attracted by admission ads of private universities, which may be based on half truths.

In Bangladesh, even though majority of the people are poor and the gap between the rich and poor is wide (see Khan *et al.*, 2011), the affluent few are predominantly the target audience of the private universities. It is true that various types of scholarships, tuition waiver, and/or discounts are being offered (see Table 4.1):

Scholarships:

- *5% students will be awarded full free studentship*
- *Chancellor scholarship*
- *University president scholarship*
- **100% IUB Merit Scholarship:**
 - GPA of 4.8 (without 4th subject) at HSC*
 - Two 'A' grades in minimum 2A'level*

Tuition waiver/discount:

- *Tuition Fees Waiver: 10%-100% on HSC GPA*
- *One of the two siblings 50% tuition fee waiver*
- *Special waiver for brothers/sisters, husband/wife (25%)*
- *Full tuition fee waiver for top ten students in admission test*
- *10% to 100% tuition waiver for meritorious students*
- *10% special tuition waiver for female students*
- *10%-100% tuition waiver based on semester result*
- **Tuition Fee Discount:**
 - 100% tuition fee discount for top 3 students in IUB Admission Test*
 - 30% tuition fee discount for students having GPA 5.0 in both SSC & HSC (with 4th subject)*
 - 50% financial discount for siblings*

However, all the scholarships, tuition waiver, and/or discounts that are being offered by the private institutions of higher learning in Bangladesh are conditional. These conditions are not mentioned in the admission ads, which give a partial view to the parents or guardians who are going to finance their children's/word's education. In general, the scholarships and tuition waiver are never for the entire duration of studentship. In many instances, students who cannot afford to study in private universities, enter such institutions as they have been offered scholarships based

on their secondary and higher secondary results, admission test results or freedom fighter scholarships. However, after a couple of semesters, they lose such scholarships because they are unable to maintain a particular CGPA, which is a precondition of such scholarships. However, such conditions were never mentioned before admission.

In a consumer-oriented society, almost everything seems to be packaged and can be purchased with money. Before such a transaction is made, the universities endeavour to build a relationship between themselves and their clients, and try to maintain this through customer satisfaction, which in due course ensures continuous flow of income. In other words, a symbiotic relationship needs to be established and sustained over prolonged period. The private universities establish this relationship through admission ads, where they use advertising discourse to try to project a positive image about themselves by means of various apparent ideologies. At the same time, they try to assure their potential consumers, quality education through the following formula:

$$\textit{International atmosphere} + \textit{state-of-the-art-facilities} = \textit{quality education}$$

Coupled with these strategies, the universities through their admission ads try to address some of the fears and concerns of their potential clients regarding private higher education in Bangladesh.

Sometimes, parents and guardians have concerns regarding the legitimacy of particular institutions. To quash their fears, majority of the private universities make it a particular point to mention in their admission ads that they have approval from the Government and University Grants Commission (UGC) of Bangladesh. This is done to get rid of the fear that they are not one of the 56 illegal universities (see, 56 private...varities...illegal, 12 May 2007, New Nation Online Edition), which was published in the national dailies by the UGC. In order to address another concern that private universities do not have enough qualified teachers and operate with part-time public university teachers, in the admission ads specific statistics is provided by some (private) universities regarding the following (see Appendix B):

- the number of full-time and adjunct teachers
- the number of Ph.D. holders
- the number of Professors, and sometimes Associate and Assistant Professors
- the countries from where higher degrees were obtained, with specific reference to North America, UK, and Australia

The competition for ranking has become a global phenomenon. Since there has been no official ranking by the Government of Bangladesh or the UGC, certain universities try to come up with their own version of ranking to magnify the image of their respective universities. Few tend to use texts like ‘First private university in Bangladesh’ (e.g. Appendix B— 21, 51), ‘The first Private

University in Bangladesh established in 1989 by Darul Ihasan Trust’ (e.g. Appendix B—Ad 42). In such a situation when two private universities both claim that they are the first private universities in Bangladesh, one might become suspicious as to which one has the right to claim such an honour, and which one is lying. Few universities might employ ‘research’ as a selling point like ‘Leading 14 years in teaching and research’ (e.g. Appendix B—Ad 47), which is legitimized by claiming the top honours for research (‘... is ranked the top private university in Bangladesh’). Some will highlight their ranking position according to *Webometrics*, a Spanish based global university ranking website. However, there is a serious concern regarding the criteria that *Webometrics* employs to rank the universities. It tends to rank universities based on the number of web pages and not on research citations, publications, number of foreign academics and students, and so on that are related to the quality or standard of education:

The Webometrics University Ranking is a ranking system based on university web presence, visibility and web access. This ranking system measures how strongly a university is present in the web by its own web domain, sub-pages, rich files, scholarly articles etc. The central hypothesis of this approach is that web presence is a reliable indicator of the global performance and prestige of the universities and as such, is an indirect way to measure all the university missions (teaching, research, transfer). Although the Web is universally recognized as one of the most relevant tools for scholarly communication, it is still very rare these indicators are used for the evaluation of the scientific research and the academic performance of universities.

(Webometrics Ranking, 2012, <http://en.wikipedia.org/>)

The problem with such a ranking system is that some universities will come up with their own ranking system/format that has no legitimacy, like ‘Rated as the best private university in Bangladesh by Television Dorshok Forum’ (see Ad 1). In the Bangladeshi context, those who are socially conscious and are aware of quality education will know that the university which claims that it is the best according to ‘Bangladesh by Television Dorshok Forum’ is not even one of the best in Bangladesh, let alone the best. However, only a few intellectuals will have this knowledge, especially those who have glocal (global and local) awareness about university education and global ranking. Majority of the people in our country will be influenced by the discourse-ideological and consumer-oriented practices, that are based on the concept of ‘seeing is believing’. When they see that a university has been ranked the best by some sort of body or forum, they will hardly investigate or try to find out the legitimacy of that ranking body or forum. For those common people, ‘seeing is believing’.

The universities which tend to use manipulative discourse do so because in Bangladesh there is no specific 'Advertising Code of Ethics', a document for protecting the consumers/common people from malicious, manipulative, discriminatory advertisements. This seems to support the responses of majority of the 100 personnel from the 41 advertising agencies. A few have mentioned that Bangladesh Television (BTV) has an advertising policy, but not even a single advertising agency could produce the hardcopy of such a policy. If a policy is not made available to the advertising agencies, how will they abide by the rules of such a policy when making an advertisement? Based on the interviews, it seems that the Bangladesh print media has no 'general' or 'specific' 'Advertising Code of Ethics', as a result of which advertisers have the liberty to print whatever manipulative discourse they choose. Furthermore, the interviews revealed that the Consumer Association of Bangladesh (CAB) is almost invisible and seems to have very little leverage or power in challenging advertisers and protecting the rights of the common consumers.

The advertisers are quite aware of the local and global consumer practices. They are also aware of the lack or improper implementation of certain policies to protect the average consumer. It seems, that based on the evidence from the analysis of the university admission ads and the responses of the interviewees, the advertisers are well versed with consumer ideologies and societal practices, especially in the Bangladeshi context. With this knowledge, they seem to be taking advantage of the ignorance of the common people, that is, people who are not aware or are uninformed of certain social practices. Due to the lack of proper policies of advertising in Bangladesh, they also seem to be taking advantage of the negligence of the lawmakers as well as the UGC of Bangladesh.

4.4 Findings in terms of the central research questions

This study sought to investigate two central research questions:

1. How do advertisers attain a communicative goal through linguistic and semiotic discourse structures?
2. What are the socio-ethical implications in the choice of linguistic and semiotic discourse structures?

In terms of the first central research question, it seems that the advertisers use a number of linguistic and semiotic attention seeking devices, which combine in different combinations to form various discourse structures. These structures in turn help to attain communicative goal. In general, the linguistic and semiotic discourse structure through which communicative goal may be attained looks like the following:

Verbal (attention seeking device) + textual (attention seeking device) + layout + hook + comparative reference = Communicative goal

Very few of the collected admission ads employ the entire combination. Most of the (admission) ads usually use visual and textual attention seeking devices to attain communicative goal.

In order to answer the second central research question, several factors need to be amalgamated and understood. These factors include the findings from the university admission ads, the findings from the responses of the advertising agency personnel and the discourse-ideological and consumer-oriented practices in the context of the Bangladeshi society. The analysis of the admission ads suggests that various attention-seeking devices are used to not only attract the attention of the potential target audience, but also to convince and influence them into taking admission into the respective private universities. However, in order to convince and influence the target audience, sometimes the advertisers tend to resort to particular choices of linguistic and semiotic discourse structures that may at one level be to attain communicative goal by providing necessary information, but upon critical analysis, at another level may be to attain communicative goal through manipulative means. The findings from the interviews and the discourse-ideological and consumer-oriented practices, along with the notion of ‘seeing is believing’, all seem to support the manipulative theory. The socio-ethical implications in the choice of linguistic and semiotic discourse structures may be based on a number of factors: the lack of awareness of the manipulative consumer-culture practices of the advertisers; the lack of general and/or specific ‘Advertising Code of Ethics; the lack of implementation of policies on behalf of the Governmental bodies as well as the UGC; and the lack of initiatives taken by the very weak Consumer Association of Bangladesh (CAB) to protect the rights of the common consumer.

CONCLUSION

5.0 Contribution to Research: Relevant Theory Relevant Practice

As already mentioned, since the beginning of this century, the advertising industry has been flourishing tremendously in Bangladesh. This surge of interest in advertising has led American International University Bangladesh (AIUB) to open the first BA in Advertising programme in the country. Very little research on advertising has been done in our country, and the ones that have been done are mostly from marketing perspectives, and a few from economic and sociological perspectives. Empirical research in the area of ‘discourse of advertising’, in the Bangladeshi context is so negligible that it can be considered as nonexistent. The findings of this research will contribute in a significant way to fill that void.

In general, theories tend to be theorize in a systematic manner how things function or work in society or the universe. In order to analyze the data of this study in the most appropriate way that could explain the finding so as to answer the central research questions, it was very difficult to come up with a single theory that could be employed to serve the purpose of this investigation. Hence, a three-dimensional discursive model (TDM) was formulated to explain how advertisements achieve a communicative goal, and to identify the socio-ethical implications in the choice of linguistic and semiotic discourse structures.

It may be generally assumed that the literature review, the theorization of the three-dimensional discursive model (TDM) to analyze the data, the findings of the study, all will contribute to enhance the literature that in the field of ‘discourse of advertising, particularly in the Bangladeshi context. Furthermore, the theorization of TDM will provide a platform for students, academics, and researchers to use the model to not only analyze advertising discourse but could also pave the way for them to other types of discourse, for instance, media discourse, political discourse, gender discourse, and so on and so forth.

5.1 Further / Future Studies

Since there is hardly any research in the area of ‘discourse of advertising’ in the Bangladeshi context from a linguistic/semiotic discourse structural perspective, this study delimited its scope by looking at a particular category of advertisements, that is, educational ads. Future or further studies on this theme (i.e. discourse of advertising) can include advertisements from other sectors in the Bangladeshi context such as telecommunication (mobile phones, pre-paid/post-paid offers, etc.), cosmetic (skin whitening products, creams, etc.), beauty products (shampoo, soap, hair oil, etc.), fashion (attire, footwear, fashion accessories, etc.), real estate (plots, apartments, etc.),

banking, airlines (package holidays, reduced rates, etc.), fast food (local and foreign food chains, special offers, etc.), and so on and so forth.

5.2 Retrospection

In one of the poorest countries of the world, the divide between the haves and the have-nots in terms of the education system may seem blatantly apparent to the onlooker: the ‘haves’ go to private schools, colleges and universities, while most of the ‘have-nots’ who seek education avail the public education system. For some people such a scenario, especially at the tertiary level, is so crystal-clear that they will go to great lengths to enhance this black and white portrayal, by suggesting that all private universities have mushroomed, in the wake of capitalism, to con the rich and suck the hard earned bread from the common people. In other words, money is the name of the game, and it has to be spent in exchange for the so-called imported, processed, and packaged education. In a McDonaldized society (Ritzer, 2007), where university degrees seem to be grown in pods, packaged on an assembly line conveyor belt, and delivered to your doorsteps in return for the right amount, a proper monitoring body is needed to regulate and ensure the quality of education offered by some private universities. University Grants Commission (henceforth UGC) has taken on the role of safeguarding the sanctity of public and private higher education in the country. According to the *University Grants Commission of Bangladesh: A Profile* (2008), UGC is supposed to act as the “spokesman and regulatory body for the universities” and play a “pivotal role in presenting the problems and demands of the universities to the Government” (see Karim *et al.*, 2008: 1). Here the phrase ‘the universities’ means the public and private institutions of higher learning in Bangladesh. However, it seems that until now the UGC has not done much in curbing the exaggerated and/or unethical admissions ads of private universities.

5.3 Conclusion

The discourse of advertising is a complex phenomenon to comprehend. In other words, advertisements are not so easy to decipher as some people may think. Advertising has many layers which can be of interest to common/target consumers, capitalists, students, academics, researchers from different disciplines, just to name a few. Advertisers tend to use various strategies to cater to the target audience, which can vary from common audience to target audience, community to community, country to country.

Based on the empirical evidence of this study, it seems that the linguistic and semiotic discourse structures in various combinations facilitate to attain communicative goals in the private and public university admission advertisements. In other words, the attention seeking devices (i.e.

image, verbal texts, layout, hook, etc.) in different combinations act as catalysts to cater to the anticipated ideological needs of the potential consumers, for instance parents and their children or guardians and their wards, who are subconsciously influenced by the linguistic/semiotic discourse structures of the admission ads and are subsequently made to feel that quality education is being offered by the private institutions of higher learning in particular. The analysis of the public university admission ads seem to suggest that their intention is to merely inform the target audience regarding the application formalities for the admission tests in the various disciplines of the concerned universities. In terms of binary oppositions, it appears that while the private universities try to sell education by means of commercialization and commodification of higher education through their admission ads, the public universities provide informative instructions regarding the admission procedures.

Haque (2004) in an earlier study based on the analysis of the web pages of the private universities revealed that they (i.e. private universities) employ strategic use of discourse in order to ideologically create an ‘international atmosphere’, which when combined with the discursive construction of ‘state-of-the-art-facilities’ results in ‘quality education’ being offered, as is claimed by majority of the so-called top or leading private universities in Bangladesh. He encapsulates the findings by suggesting a formula:

$$\textit{International atmosphere} + \textit{state-of-the-art-facilities} = \textit{quality education}$$

This formula is implicitly apparent in the discourse structures of university admission ads, in particular private university ads. This simulation of quality education through the discourse structures of private university admission ads is possible because there is hardly any restriction on the part of the advertisers regarding the socio-ethical implications in the choice of linguistic and semiotic discourse structures. A number of reasons surfaced as a result of the interviews with the advertising agency personnel. Among them, the more significant ones that were identified could be due to the lack of media specific and/or general advertising code of ethics, an almost invisible Consumer Association of Bangladesh (CAB), lack of consumer awareness regarding the quality education.

The accommodation of the attention seeking devices such textual elements, visual elements, layout, hook/problem-solution format, comparative reference in admission ads that make consumers interested in a particular university is a calculated and strategic measure employed by the universities/advertisers to not only ensure that effective communication is taking place, but more importantly to guarantee that the advertisers’ intended message is being conveyed to the target audience. However, in order to accommodate the needs of the potential target audience, questions need to be raised regarding whether moral ethics is being breached, and on the other

hand, whether the claims made by the private universities in the admission ads are based on half-truths and exaggeration. The findings seem to suggest that the socio-ethical implications in the choice of linguistic/semiotic structures are based on consumer satisfaction. In order to satisfy and accommodate the needs of consumers, private universities in general tend to adopt questionable linguistic/semiotic discourse structures, which manipulate the consumers into believing what may not be accurate or authentic.

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APPENDIX – A
Interview Questions

1. What is your opinion regarding the advertising industry in Bangladesh?
2. How do you think advertisers or advertising personnel try to communicate with the target audience through their advertisements?
3. What sort of constraints or problems do you face when you try to come up with a good concept for an advertisement?
4. In Bangladesh, do we have any general or specific Advertising Code of Ethics, which provides guidelines regarding what should be avoided when creating an advertisement?
5. How influential is Consumer Association of Bangladesh (CAB)?
6. What is our general opinion regarding private and public university admission advertisements?
7. Do they display any notions of commercialization or commodification of education?

APPENDIX B



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Ad 1



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

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Ad 3

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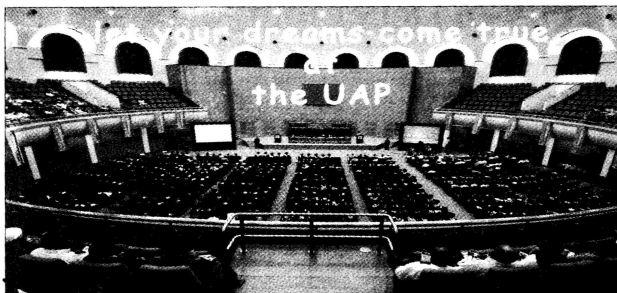
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Ad 4



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 - Computer Information System
 - Computer Science & Software Engineering
 - Computer Science & Engineering
- M.Sc.
 - Masters of Computer Science

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- BBA
 - Accounting & Finance
 - Marketing
 - Management
 - Economics
 - Human Resource Management (HRM)
 - Hotel and Tourism Management (HTM)
 - Management Information System (MIS)
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 - Marketing
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- Science Laboratories: Highly equipped modern Physics, Chemistry and Design & Drafting Laboratories
- Other IT Infrastructure: 12 powerful servers, Fiber Optic Backbone, own VSAT with dedicated 768/384K bandwidth
- Library: Rich collection of books, journals, articles, encyclopedia covering more than 80 academic concentrations
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Phone: 9887016, 9884425, 8800771 Ext. 404

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Phone: 8815387, 9894229, 8811749; Ext. 100, 200; **Web:** www.aiub.edu **E-mail:** info@aiub.edu

Ad 6

Admission

Applications are invited for admission into EMBA Program in
Spring semester starting in January 2008

Executive MBA Program

Majors: Marketing, Finance, Management & HRM

This is a unique EMBA program exclusively designed for mid-level and senior executives. Our EMBA program will enable you

- to acquire latest knowledge and skills of business
- to enhance your career progression and
- to prepare yourself to compete in a global marketplace

Special Features of EMBA Program

- Faculty members with Ph.D. from North American or equivalent universities or with long industry experience from prestigious institutions
- Holiday classes
- Customized course offering
- Exclusive computer lab for EMBA students
- Up-to-date curriculum
- Extracurricular activities through MBA Club
- NSU financial aid/tuition waiver
- Academic collaboration with leading North American universities

Interview: 7 December 2007
Application Deadline: 4 December 2007

Admission Requirements

- A four-year Bachelor or a three-year Honors degree or a Master's degree in any discipline
- At least Second Class in all exams or a minimum CGPA of 2.5 on a 4-point scale
- At least five years of continuous work experience as executive (eight years for those with a two-year Bachelor degree)

- No written test but must pass an oral test for admission
- Special course waiver based on academic background
- Classes on Thursday, Friday and Saturday

NORTH SOUTH UNIVERSITY

For information, please contact: MBA Program Office (Sunday - Thursday)
12 Kemal Ataturk Avenue, Banani, Dhaka 1213
Phones: 9885611-20 ext: 140/158/274, Fax: 8823030
E-mail: mbainfo@northsouth.edu; Web: www.northsouth.edu

Ad 7

Independent University, Bangladesh

Admissions : Spring 2008

MSc in Environment Management

ADMISSION REQUIREMENTS

A four-year Bachelor's degree or equivalent from a recognized university in any field of environmental, chemical, biochemical, biological, engineering, medical or earth sciences with a minimum CGPA of 2.5 in the scale of 4 or equivalent, no third division/ class in any previous public examination

Employment Opportunity

UN organizations, like UNEP, UNESCO, UNICEF, WHO, UNDP etc. ADB, WB, Public/Private industries, Environment related NGOs etc.

SPECIAL FEATURES

Financial Assistance:

- 15% discount for IUB Graduates
- Teaching/Research assistantship on merit.
- 50% financial discount for concurrently admitted siblings/spouse
- Meritorious students on the basis of their academic performance in 4 year Bachelor's degree or equivalent (CGPA >= 3.6) will get 15% discount of their tuition fees on entry.

Payment : By installments.

Faculty: Highly qualified full time faculty members mostly Ph.D's from renowned universities of the world.

Research Lab: State-of-the-art research laboratory equipped with modern instruments and computer facilities with internet connections.

Degree Recognition: Degrees from IUB accepted globally for higher studies and job placement.

Library: Online digital library with rich collection of modern books, proceedings, journals, magazines, daily newspapers and photocopies.

Classes: Classes in the evening from 6 - 9 pm

DURATION : 12 months (3 semesters)

Application Deadline : 14 January 2008
Interview : 15 January 2008 at 10 am
Registration : 16-17 January 2008
Classes begin : 20 January 2008

Contact :
School of Environmental Science and Management
Road # 12, House # 27 (2nd Floor, Room 309)
Baridhara, Dhaka - 1212
Phone - 9884498, 9881681, 9881917 and 9862386-90 Ext : 228 Fax : 880-2-8823959

www.iub.edu.bd

Ad 8

ADMISSION - SPRING 2008

Are you seeking internationally recognized

MBA

degree?

STAMFORD offers internationally recognized Regular & Executive MBA

Membership of International Accreditation Bodies



AACSB International -
The Association to Advance
Collegiate Schools of Business



Association of Collegiate
Business Schools and Programs
Kansas, U.S.A.

(AACSB International is the premier accreditation body of the world in business education.)

Specialization Areas:

- ★ Marketing
- ★ Finance
- ★ Management
- ★ Human Resource Management (HRM)
- ★ Bank Management
- ★ Management Information system (MIS)

Mode of Study:

Full Time & Part Time

Class Time:

★ Evening Class

(from 6:30 p.m.)

★ **Special Batch For Students With BBA Background**

★ **Graded As One of The Top Universities in Bangladesh By Govt.**



★ **Last Date of Admission: January 24, 2008**



STAMFORD UNIVERSITY
Bangladesh (Govt. Approved)
Education For Tomorrow's World

Contact Address:

Head Office & Dhanmondi Campus

744, Satmossjid Road, Dhanmondi

Dhaka - 1209

Tel: 9124161, 9124569, 8156122-3, 8153168-9

(Ext - 110, 118, 119, 120, 121, 124, 125, 126, 127 & 128)

Mobile: 01713082401, 01713082402, 01713082403

E-mail: stanford@stanforduniversity.ws, Web Page: www.stanforduniversity.info

Siddeswari Campus

51, Siddeswari Road, Dhaka

(Behind Monowara Hospital)

Tel: 8355626, 8355596, 8354577, 8355512-13

Ext - 114, 116, 119, 121, 122, 191 & 192

Mobile: 01713082404, 01713082405

E-mail: stanford@stanforduniversity.ws, Web Page: www.stanforduniversity.info

Ad 9

IUBAT - International University of Business Agriculture and Technology

(Founded 1991 by Md. Alimullah Miyan)

Admission for Spring, 2008

Programs

- MBA : Master of Business Administration
- BBA : Bachelor of Business Administration
- BCSE : Bachelor of Computer Science & Engineering
- BSCE : Bachelor of Science in Civil Engineering
- BSEEE : Bachelor of Science in Electrical & Electronics Engineering
- BSME : Bachelor of Science in Mechanical Engineering
- BA Econ : Bachelor of Arts in Economics
- BSAg : Bachelor of Science in Agriculture
- BATHM : Bachelor of Arts in Tourism & Hospitality Management
- BSN : Bachelor of Science in Nursing
- DCSE : Diploma in Computer Science & Engineering

Permanent Campus

4 Embankment Drive Road (Off Dhaka-Ashulia Road)

Sector 10, Uttara Model Town, Dhaka-1230

896 3523-27, 01714 014 933, 892 3469-70

Fax: 892 3635, admissions@iubat.edu, info@iubat.edu

Admission office open

8.30 am-8.00 pm everyday

Vice-Chancellor: Professor Dr M Alimullah Miyan

www.iubat.edu

An environment designed for learning

SPECIAL OFFER SPRING '08 For Undergraduate Programs	
GPA	Rate of Scholarship
4.50-5.00	100%
4.00-4.49	65%
3.50-3.99	45%
3.00-3.49	35%
2.50-2.99	25%

15% special scholarship
for girls

Evening & Friday classes
for MBA and Engineering
programs available

Why Choose IUBAT

- Permanent Campus on 5 1/2 acres of land on the bank of river Turag
- Excellent local and international faculty
- Internationally recognized having links with 57 institutions abroad including those in Europe, USA, Canada, Australia with credit transfer facilities
- Affordable fees and financial support through scholarships, grants
- Assistance in practicum & job placement at home and abroad
- Free transport from certain points of city to campus & shuttle service within Uttara
- Inexpensive housing & hostel in the locality
- Agreement with an US agency for placement of 2000 nurses in USA
- Only non government university having Agriculture degree program

Ad 10

WORLD UNIVERSITY OF BANGLADESH

ADMISSION

SPRING 2008

Govt. & UGC Approved

(All Programs - Day & Evening)

Faculty of Business Studies

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

Faculty of Engineering

- BSc in Mechanical Engg.
- BSc in Electrical & Electronic Engg.
- BSc in Civil Engg.
- BSc in CSE

Faculty of LAW

- LLB (Hons.) 4 years
- LLB 2 years
- LLM 1 year

Faculty of Arts & Humanities

- BA Hons. in English
- MA in English- 2 years
- MA in English- 1 year
- Master of Business Education (MBE)
- B.Ed- 1 year & M.Ed- 1 year

Special fee Waivers for HSC/A' Level holders or Equivalent

Vice-Chancellor: Prof. Dr. Abdul Mannan Choudhury

Former Academic Dean FSMS, BUK, Nigeria; Proctor (DU); Provost S.M. Hall (DU); Chairman of Management Studies Deptt.; Founder Chairman of MIS Deptt.; Founder Director of Evening MBA Program in Management Deptt. & Selection Grade Professor of DU.

Why Mechanical Engg.?

WUB is the first university in Bangladesh to offer the very demanding Mechanical Engineering Program. A graduate from this discipline will have enough knowledge in the fields of Electrical & Electronics, Mechanical, Industrial & Production, Information & Communication Technology, System Control & Robotics, PLC, Industrial Automation, Quality Control. Therefore, graduates will not search the job, rather the jobs will chase them.

Contact

DHANMONDI UNIT-1, House-20, Road-7, ARA Center (on Mirpur Road), Dhaka-1205, Tel: 8144631-2, 01813930223, 01552339906
DHANMONDI UNIT-2, House-13/A, Road-5, Mehrar Plaza (on Mirpur Road), Dhaka-1205, Tel: 9667435-6, 01915466952
LALMATIA CAMPUS, S/5, Block-E, Lalmatia, Dhaka-1207, Tel: 8155308, 8142046; 01724307349
BANANI UNIT, House-16, Road-27 Block-1, Banani Dhaka-1213, Tel: 8827131, 01915466952; 01719289151

Ad 11

UNIVERSITY OF INFORMATION TECHNOLOGY & SCIENCES

Future will be better than thy past

Admission Spring 2008

BSc in Electrical & Electronics Engg (EEE) Tk. 1420 Per Credit

Other Programs

- BBA
- BSc in CSE
- BSc in ECE
- BSc in IT
- LLB Honors
- BA English Honors
- MBA (Executive), MBA (Regular)
- MS Telecom. (1 year & 2 years)
- LLB (2 years)
- LLM (1 year & 2 years)
- MA English (1 year & 2 years)

Govt & UGC approved since 2003

Guaranteed Affordable cost

Limited Seats

Kakrail Campus

PHP Tower

107/2 Kakrail, Dhaka-1000.

Tel: 8314674, 017 16937456

017 27238799

Gulshan Campus

PBL Tower

17, North Gulshan CA

Gulshan-2, Dhaka-1212.

Tel: 9892755, 8850010

017 15064566

Motijheel Campus

Fakir Rahman Center (2nd Floor)

72, Dilkusha CA, Dhaka-1000.

Tel: 9565388, 018 17542800

COLLABORATION WITH:

Winona State University, MN & University of Texas, Dallas, USA

TAFE, South Western Sydney Institute, Australia

AIT & SIAM University, Bangkok, Thailand, JNU Delhi & IIT Allahabad, India

info@uits-bd.org

a concern of PHP Group

www.uits-bd.org

Ad 12

ASA UNIVERSITY BANGLADESH (ASAUB)
(Government & UGC Approved)

LAW LLB(Hons)

4-Year Program

Study Law at ASAUB, be a successful Lawyer

ADMISSION SPRING 2008

Admission form is available now
CLASSES WILL START ON MARCH 1, 2008

ADMISSION ELIGIBILITY: Students who have passed SSC and HSC or equivalent examinations with at least two 2nd divisions or minimum GPA 2.5 in each (on the scale of 5), may apply for admission. For 'A' level students, at least 5 subjects in 'O' level with minimum GPA 2.5 and 2 subjects in 'A' level with minimum GPA 2.5 (A=5, B=4, C=3, D=2 & E=1. Only one E is acceptable) are required.

Special Features of ASAUB:

- Quality higher education is the mission and to become a prominent university in the country is the vision
- Western standard physical /classroom (centrally air-conditioned) facilities and academic standard at an affordable cost
- Highly qualified and efficient teaching staff
- Job opportunities within ASA (Leading Microfinance Institution in the world for the graduates of ASAUB)
- Situated in a convenient point of well connected road network in Dhaka
- Most effective English language programs, foreign students have already enrolled in it
- Special tuition fee waivers are offered from 15% to 100% on the basis of HSC result, semester result & need*

Prof. Md. Muinuddin Khan
Vice-Chancellor, ASAUB
Former Dean, Faculty of Business Studies & Former Professor and Chairman, Dept. of Accounting & Information Systems, University of Dhaka
Former Adviser, Caretaker Govt. People's Republic of Bangladesh

Prof. Dr. Tareq M. R. Chowdhury
M.A. LL.D.
Professor and Dean, Faculty of Arts, Social Science & Law, ASAUB
Former Professor and Dean, Faculty of Arts, Social Science & Law Southeast University
Former faculty University of Stockholm, Sweden

Students of ASAUB will be given preference to get jobs in ASA

ASAUB, 23/3, Knijj Road, Shyamoli, Dhaka-1207
Tel: 8130283, 8122555
Mob: 01713149578, 01916031857
www.asaub.edu.bd

Ad 13

ULAB Discover the future

ULAB's unique curriculum is designed to help students succeed in today's professional world, and also to have the ability of lifelong learning and progress.

Our faculty, facilities and environment ensure an education fit for the globalized era, and graduates who will lead through excellence and service.

Undergraduate Program

- BBA
- BA in English Literature
- BA in English Language
- BSS in Media Studies and Journalism
- BSc. in Computer Science and Engineering
- BSc. in Electronics and Telecommunication Engineering

Graduate Program

- MBA

Undergraduate scholarship ranges from 10% - 100%

Direct Admission Facilities for GPA 4.5 average in SSC/HSC or equivalent results in O/A levels

Office Hours : 9 am - 7 pm (Everyday)

Admission Spring 2008

(GOVT. & UGC APPROVED)

University of Liberal Arts Bangladesh: House # 56, Road # 4A Dhanmendi RA, (Salmajid Road), Dhaka
Phone: 9681255, 9661301, 9665686, 9682414, 01713 091934 Web: www.ulab.edu.bd
E-mail: admissions@ulab.edu.bd

Ad 14

UITS UNIVERSITY OF INFORMATION TECHNOLOGY & SCIENCES
Future will be better than thy past

Admission Spring 2008

GRADUATE PROGRAMS

Programs	Taka
Ms	
Telecommunications (1 Year)	60,000
Telecommunications (2 Years)	1,10,000
MBA	
Executive	70,000
Regular	1,10,000
Other Courses	
MA English (1 Year)	50,000
MA English (2 Years)	84,000
LLM (1 Year)	40,000
LLM (2 Years)	72,000
LLB (2 Years)	65,000

UNDERGRADUATE PROGRAMS

Programs	Taka
BBA (Bachelor of Business Administration)	1,82,500
Finance, Banking & Insurance	
Management	
Economics	
Information Technology (IT)	
BSc	2,12,000
Electronics & Communication Engg (ECE)	
Information Technology (IT)	
Computer Science & Engg (CSE)	
Other Courses	
LLB Honors	1,70,000
BA Honors English	1,44,000

Govt & UGC approved since 2003

Quality Education Guaranteed
Affordable Cost

Chittagong Campus
Woodland Center
40/1 Jaki Housain Road
South Khulsi, Chittagong.
Tel: 2854036, 2854037
017 26817000, 017 27238799

Kakrail Campus
PHP Tower
107/2 Kakrail, Dhaka- 1000.
Tel: 8314674, 017 27442592

Gulshan Campus
PBL Tower
17, North Gulshan CA
Gulshan-2, Dhaka- 1212.
Tel: 9892755, 8850010
017 15064566

Rajshahi Campus
Hatem kha (Near PDB), Rajshahi.
Tel: 0721 812441
017 11577411, 017 12111331

Motijheel Campus
Fazlur Rahman Center (2nd Floor)
72, Dhakshu C.A, Dhaka- 1000.
Tel: 9565388, 018 17542800

COLLABORATION WITH:
Winona State University, MN & University of Texas, Dallas, USA
TAFE, South Western Sydney Institute, Australia
AIT & SIAM University, Bangkok, Thailand, JNU Delhi & IIT Allahabad, India
E-mail: info@uits-bd.org; Web: www.uits-bd.org

Ad 15

PRESIDENCY UNIVERSITY
Govt. & UGC Approved

Azimur Rahman School of Engineering

Admission Open for Spring 2008

Academic Programs:

- BSc in Electrical & Computer Engineering (ECE)
(Major in Power, Electronics, Communication & Computer)
- BSc in Civil Engineering
- BSc in Electronics & Telecommunication Engineering (ETE) (Proposed)

Special Features:

- Quality education at an affordable cost
- Curricula Officially designed by BUET experts.
- Highly equipped Electrical Circuits, Electrical Machines, Electronics, Microprocessor, Communication Engineering, VLSI, DSP, Physics and Chemistry Laboratories.
- Distinguished Faculty Members with Degrees from BUET & Reputed Foreign Universities
- Special Guaranteed Scheme for Diploma Engineers
- Additional tuition waivers for tribal /siblings / female students.

Other Academic Programs:
BBA, MBA, PMBA, BA in English & MA in ELT

Dr. Tapan Kumar Chakraborty
Dean and Head
Electrical & Computer Engineering

Dr. Mohammad Nazmul Islam
Head
Civil Engineering

Address: House # 11A, Road # 92, Gulshan 2, Dhaka-1212.
Tel: (02)-8857617-8; (02)-8831182-4 Mobile: 01727 210 180.
www.presidency.edu.bd

Attractive Tuition Waiver Scheme up to 100% based on HSC & A-level

Ad 16

THE PEOPLE'S UNIVERSITY OF BANGLADESH
(Govt & UGC Approved, Established: 1996)
A University for middle income group A University free from Politics, Smoking and Drugs

1st Convocation-2007
The People's University of Bangladesh
Date: 29-2007

Admission Winter -2008

UNDER GRADUATE PROGRAMS		Financial Benefits
BBA - Management, Marketing, Accounting, Finance, HRM/ Banking/ Insurance and IT system	1,80,000/-	• Scholarships to 5% Students as per 1992 Act.
B.Sc. in Tourism and Hospitality Management (THM)	1,60,000/-	• 10% Tuition waiver for PUB Graduates
BA (Hons) in English	1,00,000/-	• 20% Fee reduction for female students
BA (Hons) in Islamic Studies	40,000/-	• 30% Discount for Executives (MBA Program) (Banker/Insurance/Journalist/Teacher/ Army/Engineer/ Doctor/Govt. Gazetted officer)
B.Sc. (Engr.) in Computer Science & Engineering	1,50,000/-	• 40% Scholarships on the basis of Semester result
B.Sc. (Engr.) in Electronics & Telecommunication Engineering	2,00,000/-	• 50% Tuition waiver for brother/sister/ spouse of existing students
GRADUATE PROGRAMS		Tuition Fee Waiver:
MBA (Regular) 2-Year	1,20,000/-	• CGPA-5-100% CGPA 4.5-50%
MBA (Executive) 1.5-Year	90,000/-	• Children of Freedom Fighters-25%
MBA BBA Degree Holder's 1-Year	70,000/-	
MA (Final) in English 1-Year	35,000/-	
MA (Preli) in Islamic Studies 1-Year	12,000/-	
MA (Final) in Islamic Studies 1-Year	12,000/-	
M.Sc. in Computer Science & Engineering	80,000/-	

Admission Schedule

- Application forms obtainable from Nov.15,2007
- Last date of submission of Application Jan.15,2008
- Admission Test on January 17,2008
- Publication of Result on January 19,2008
- Last date of Admission: February 07,2008
- Commencement of Classes: February 09,2008

For further details please contact:
Registrar, PUB

Own Campus: Admission - Information Office: 3/2, Asad Avenue, Mohammadpur, Dhaka-1207
(Opp to St. Joseph School & College) Tel: 9127807, 9117454 Ext. (100, 113), 8128679, 9142670, 9130728
Fax: 88-02-9128009 e-mail: peoplesuniversity@yahoo.com

Campus 2: 5/3, Block-C, Lalmatia, Dhaka-1207, Tel: 9123310

Ad 17

Be the Striker

Spring 2008
Admission Test: 01 February 2008
Renowned Professors at School of Business

Focus on UIU BBA MBA

Top Ranked Faculty •
Curricula Based on AACSB Guideline •
Befitting Campus •
Scholarships for 30% Students •
Individual Care & Counseling •
Career Guidance •

Prof. Dr. Md. Habibur Rahman
Dean, SoB. Former Professor, DU & NSU

Prof. Dr. Mohammad Musa
Former Professor, NSU & Pro-VC, EWU

Prof. Dr. Saleh Uddin
Former Professor, CU, EWU & VC, SUST

Prof. Dr. Md. Sadiqul Islam
Coordinator, MBA Program (PT), Professor, DU

Prof. Dr. Hasnan Ahmed
Director, BBA Program

UNITED INTERNATIONAL UNIVERSITY

House - 80, Road - 8/A,
Satmasjid Road, Dhanmondi, Dhaka-1209.
Phone: 9125912-5 Fax: 9125916,
Mobile: 01914-001470 Web: www.uiu.ac.bd

Visit UIU and See the Difference

Ad 18

LEADING UNIVERSITY SYLHET

admission going on spring semester 2008

20% special tuition fees waiver for all

bachelor of architecture

Admission Requirements:
Minimum CGPA 2.50 out of 5.00

10% to 100% tuition fees waiver
20% special tuition fees waiver for 2nd batch
15% tuition fees waiver for female students

Polytechnic Diploma holders may apply

admission deadline:
January 27th 2008, until further notice

All the faculties are BUET graduate

Other Programs:
Undergraduate Programs: BBA, Bachelor of Hotel Management, LL. B (Hons.), B.Sc. (Hons.) in CSE, BA (Hons.) in English.
Graduate Programs: MBA, Executive MBA.

Dept. of Architecture
LEADING UNIVERSITY, SYLHET
a promise to lead

want more information?
Contact Us:
Phone: 0821-720303-6, 01717 794232

Ad 19

ADMISSION - SPRING 2008
Are you seeking internationally recognized
MBA degree?
STAMFORD offers internationally recognized Regular & Executive MBA

Membership of International Accreditation Bodies

AACSB AACSB International - The Association to Advance Collegiate Schools of Business
Association of Collegiate Business Schools and Programs Kansas, U.S.A.
(AACSB International is the premier accreditation body of the world in business education.)

Specialization Areas:
★ Marketing
★ Finance
★ Management
★ Human Resource Management (HRM)
★ Bank Management
★ Management Information system (MIS)

Mode of Study:
Full Time & Part Time
Class Time:
★ Evening Class (from 6:30 p.m.)

Special Batch For Students With BBA Background

Graded As One of The Top Universities in Bangladesh By Govt.

Last Date of Admission: January 24, 2008

STAMFORD UNIVERSITY
Bangladesh (Govt. Approved)
Education For Tomorrow's World

Contact Address:

Head Office & Dhanmondi Campus
744, Satmasjid Road, Dhanmondi
Dhaka - 1209
Tel: 9124161, 9124569, 8156122-3, 8153168-9
(Ext - 110, 118, 119, 120, 121, 124, 125, 126, 127 & 128)
Mobile: 01713082401, 01713082402, 01713082403

Siddeswari Campus
51, Siddeswari Road, Dhaka
(Behind Monowara Hospital)
Tel: 8355626, 8355596, 8354577, 8355512-13
Ext - 114, 116, 119, 121, 122, 191 & 192
Mobile: 01713082404, 01713082405

E-mail: stamford@stamforduniversity.ws, Web Page: www.stamforduniversity.info

Ad 20

North South University

NSU

The first private university in Bangladesh

Undergraduate Admission SPRING 2008

Admission Test: December 01, 2007, Time: 9:00 AM
Application Deadline: November 28, 2007

Tuition Waiver & Scholarship

- Students securing 1st or 2nd position in the Admission Test would be eligible for 100% tuition waiver.
- Candidates fulfilling the following minimum requirements would be eligible for 100% or 50% or 25% tuition waiver subject to their performance in the admission test:
 - Students with 7 A's at a time in O-level and 3 A's in A-level examination.
 - Candidates with GPA 5.0 (excluding 4th subject) in either SSC or HSC and at least GPA 4.8 in the other (excluding 4th subject).

Admission Eligibility

- Minimum GPA of 3.0 in S.S.C. and H.S.C. and total combined GPA of 4.5 in both.
- Minimum GPA of 2.5 in three subjects in O-Level and 2.0 in two subjects in A-Level (A=5, B=4, C=3, D=2 & E=1).
- Qualifying at admission test.

Undergraduate Programs

- Bachelor of Architecture
- BBA (Marketing, HRM, MIS, Int'l Business, Business Policy & Strategy, Finance & Accounting)
- BS in Biochemistry & Biotechnology
- BS in Computer Science
- BS in Computer Engineering
- BS in Economics
- BS in Electronic & Telecommunication Engineering
- BA in English (TESOL, Linguistics, Literature)
- BS in Environmental Science & Management
- BS in Microbiology
- Bachelor of Pharmacy

NSU Features:

- Academic collaboration maintained with many reputable foreign universities.
- Credits completed at NSU are transferable to reputable foreign universities.
- 22 graduate and undergraduate programs being offered under three different schools.
- 160 fulltime and 125 part-time highly qualified faculty members with degrees mostly from reputable North American universities.
- Has the first fully automated and online digitized library in Bangladesh with over 33,000 books, 5700 bound volumes of journals and magazines, 1269 CD-ROM, DVD and a good number of other information resources.
- 17 labs, including separate MBA lab and around 800 PCs and highly equipped modern Architectural Design, Electronics and Telecommunications, Environment, Physics, GIS and Chemistry laboratories.
- 14 different student activity clubs engaged in extracurricular activities for students.
- Part-time student employment of up to 20 hours per week available in various departments.
- 2 language and 2 research institutes: English Institute, Confucius Institute, IDESS and CICT.
- Construction of a new campus on 175 bigha land at Bashundhara R/A with all modern amenities of an international university is underway and expected to be completed by 2008.
- Has a Department of Career and Professional Development Services (CPDS) which brings together employers, students and alumni to assist employers to find the most suitable candidates for available positions.

For Further Information, Please Contact:
NSU Admission & Information Office (Sunday-Thursday)
12 Kemal Ataturk Avenue, Banani, Dhaka-1213.
Tel: 880-2-882-5611 Fax: 880-2-882-3030
E-mail: registrar@northsouth.edu
Web: www.northsouth.edu

Ad 21

Undergraduate admission spring 2008

BRAC UNIVERSITY

Bachelor of Architecture (B. Arch)
Bachelor of Business Administration (BBA)
BSc in Computer Science and Engineering
BSc in Computer Science
BSc in Electronics and Communication Engineering
BSS in Economics
BA in English
LLB (Hons)
BSc in Physics

Eligibility Requirements

Minimum GPA of 2.5 in SSC and HSC separately and a total GPA 6.0 or O-Level in five subjects and A-Level in two subjects with a GPA of 2.5 at each level (A=5, B=4, C=3, D=2 & E=1). Only one E is acceptable.

All eligible candidates are required to take the admission test.

Full tuition waiver for candidates having

- GPA of 5.0, without the fourth subject, in both SSC and HSC
- 7 A's in 'O' level in one sitting and 3 A's in 'A' level.

Scholarships

Tuition waivers and scholarships are available in different categories

- A full residential semester for all students at its highly acclaimed Savar campus
- Unique English language program (El-Pro) for all students
- Access to BRAC facilities and programs all over Bangladesh
- Wide choice of co-curricular activities
- Hostel with transport facilities for female students
- Own ISP with 24 hour connectivity
- Rich library with access to online journals
- Career services guidance and placements.

Admission Test: November 23, 2008

Deadline for applications: November 20, 2008

The admission application forms and other information are available at www.bracuniversity.ac.bd or at the admissions office on the ground floor of the University Building at 66 Mohakhali, Dhaka.

Tel: 8824051; 8853948-9. Fax: 8810383. email: admission@bracuniversity.ac.bd

Ad 22

BUBT

(বি ইউ বি টি)

Bangladesh University of Business & Technology

(Founded by Dhaka Commerce College, approved by UGC and the Government)

ADMISSION Summer 2008

Free Foundation classes start from April 19, 2008.

Programs:

MBA (Master of Business Administration)
EMBA (Executive MBA)
BBA (Major: Accounting, Finance, Marketing & HRM)
LL.B (Hons.) Four-year Program
LL.B Two-year Program
LL.M Two-year Program
LL.M One-year Program
B.A (Hons.) in English
M.A in English Two-year Program
B.Sc (Hons.) in Economics
M.Sc in Economics
B.Sc in CSIT
B.Sc in CSE
M.Sc in Mathematics One-year Program

Why should you choose BUBT?

- Own highly qualified teachers and also from DU, IBA & JU.
- Quality education at an affordable price.
- European & American standard curriculum.
- Tutorial and special classes.
- Modern teaching and learning equipments.
- Free Internet & e-mail facility.
- Rich Library and Computer Lab.
- Indoor & outdoor games facilities.
- Scholarship and fee waiver available for meritorious and poor students.
- Special fee waiver on the basis of GPA of SSC and HSC results.
- Special fee waiver based on Semester results.
- 50% tuition fee waiver for spouse / sibling.
- Hostel facility available for male & female students.

Contact BUBT from 9:00 am to 9:00pm including Friday.
Dhaka Commerce College Road, Mirpur-2, Dhaka-1216.
Phone: 8057581-2, 9015397, 01190658100.
Web site: www.bubt.edu.bd

Ad 23

Daffodil International University

One of the top ranking Universities

Assessed by a high powered committee, University Grants Commission of Bangladesh (UGC)

Admission Summer, 2008

20th Batch

Scholarship/Financial Waiver

GPA - 5.00 - 100%
GPA - 4.75 - 4.99 - 50%
GPA - 4.50 - 4.74 - 25%
GPA - 4.25 - 4.49 - 15%
GPA - 4.00 - 4.24 - 10%

Waiver for each brother & sister - 25%
For female students - GPA-2.50 - 3.99 - 10%
Freedom Fighter's wards - 25%
Need-based financial aid
Waiver for Husband & Wife

Bachelor of Real Estate

(First time in Bangladesh)

Last Date of Application
March 06, 2008
Admission Test
March 08, 2008

102, Shukrabad, Mirpur Road, Dhanmondi, Dhaka-1207, Bangladesh
Phone: 9138234 - 5, 9116774, 9136694, Cell: 01713493050-51, 01713-493030
Fax: 88-02-9131947, Email: info_diu@daffodilnet.com

House # 04, Road # 07, Sector # 03, Uttara Model Town, Uttara, Dhaka-1230, Tel: 8922660, Mob: 01713-493141
www.daffodiluniversity.edu.bd

Ad 24

ADMISSION

IBAIS University
ইবাইস ইউনিভার্সিটি

PROGRAMS	Academic Collaboration
Bachelor of Arts in English (Major in Literature/Languages)	The University of Michigan-Flint, USA
Bachelor of Arts in Business English	The American University in London
BA in Tourism & Hotel Management (Day/Evening)	Bangkok University
B.Sc. in CSIT	Kingston College, Canada
B.Sc. in CSE (Major in Telecommunication/Computer Networking/Software Engg.)	College of Tourism & Hotel Management, Cyprus
B.Sc. in CSE (Evening Program for Diploma Engineers) (Major in Telecommunication/Computer Networking/Software Engg.)	
Bachelor of Business Administration (Day/Evening)	
Master of Business Administration (Direct/Executive)	
M.Sc. in Computer Science (Direct/Executive)	
MBA in Healthcare Management	
MBA in Bank Management	

Accreditation

ASSOCIATION OF COLLEGIATE BUSINESS SCHOOLS AND PROGRAMS, KANSAS, USA

EUROPEAN UNIVERSITIES CONTINUING EDUCATION NETWORK (The Largest University Networks in Europe)

AUSTRALIAN EDUCATION INTERNATIONAL National Office of Overseas Skills Recognition (AEI-NOOSR), Australia

For further information, please contact (9 am - 8 pm, including Friday):
House # 21/A, Road # 16 (Old-27), Dhanmondi R/A, Dhaka-1209, Tel: 8127476, 8152325, 8156420, 8110531, 9121927, 9124064
Mobile: 01711-4021617, 01552-389834, Fax: 880-2-9121970, E-mail: admission@ibais.edu, registrar@ibais.edu http://www.ibais.edu/

Ad 25

Premier University
Chittagong City Corporation

ADMISSION

Applications are invited for admission to the following programs:

1. BBA	2. BA (Hons) in English
3. MBA (2 years)	4. MA in English
5. LLB (Hons)	6. BSS (Hons) in Economics
7. B.Sc. in CSE	8. CCNA Exploration (CISCO Networking)
9. Electrical & Electronic Engineering	

Any student, having minimum GPA 2.5 or second division or equivalent in both SSC and HSC, or in equivalent examinations, is eligible for admission to undergraduate programs. For admission to MBA and MA in English, students should have at least 6 and 5 points (total) respectively. The last date for collecting admission forms and submitting the filled-in application forms is **February 25, 2008**.

Admission tests (or interviews) will begin at 9.00 a.m. as per following schedule :-

Program	Date	Venue
Electrical & Electronic Engineering	27-02-08	5th floor of academic building no.-2, West of Badnasha Mazar.
CSE	28-02-08	5th floor of academic building no.-2, West of Badnasha Mazar.
BBA	02-03-08	1st floor of academic building no-3, Dampara Campus.
BSS (Hons) in Economics	04-03-08	3rd floor of academic building no.-4, Press Club Bhavan, Jamal Khan
BA (Hons) in English	06-03-08	2nd floor of academic building no.-1, Prabortak Circle.
MBA (2 yrs.)	14-03-08	1st floor academic building no-3, Dampara Campus.
MA in English	14-03-08	2nd floor of academic building no.-1, Prabortak Circle.
LLB (Hons)	15-03-08	1st floor academic building no-1, Prabortak Circle.
CCNA Exploration (CISCO Networking)	Open	2nd floor of academic building no.-1, Prabortak Circle.

For further information, please contact
Information office
1/A, O.R. Nizam Road, Chittagong 88-031-656917, 657654, 636258, 2550811
e-mail: puc@pubd.net, web: www.pubd.net

Ad 26

International Islamic University Chittagong
Dhaka Campus
Government Approved www.iiucdc.org

Admission Going on

Bachelor Programs:	Facilities for Hon's Program
BBA Bachelor of Business Administration (Total Credit 131, Total Cost 2,07,100/-)	Tuition Fees Waiver: 10%-100% on HSC GPA SEPARATE & SECURE FEMALE CAMPUS HOTEL FACILITIES FOR BOTH MALE FEMALE STUDENTS • Rich Library including supply of all textbooks • One of the two siblings 50% tuition fee waiver • Rich EEE (Circuit Lab, Digital Lab, Machine Lab & Communication Lab, CSE & Physics Lab) • Credit Transfer to foreign universities • Open Credit Hour system • Hostel Facilities for both Male & Female students • On Campus Doctor facilities
EEE B.Sc. In Electrical & Electronic Engineering (Total Credit 160, Total Cost 2,88,760/-) Major in EEE: Telecommunication Engineering, Computer Science & Engineering	
CSE B.Sc. In Computer Science & Engineering (Total Credit 160, Total Cost 2,88,760/-)	
ELL B.A. (Hons) in English Language & Literature (Total Credit 130, Total Cost 1,25,700/-)	
LLB Bachelor of Law (Total Credit 132, Total Cost 1,45,300/-)	
ALL B.A. (Hons) in Arabic Language & Literature (Total Credit 122, Total Cost 27,000/-)	

Masters of Business Administration MBA

MBA for	Credits	Duration	Total Cost (Tk.)
Executives/ Honors/ Masters Degree Holders	60 CH	2- Year	98,000/-
4- Year BBA Graduates/CA/CMA	36 CH	1-Year	67,000/-
Friday MBA Program (EMBA)	48 CH	20-Month	86,000/-

ADMISSION TEST Under Graduate **MBA** at Dhanmondi 11 January at 4:00 pm **EMBA** at DCCI Center 15 January at 6:00 pm

Contract Address: House # 23, Road # 3, Dhanmondi, Dhaka-1205.
Tel : 9670193, 9670220 And 8629947, Ext : 211, 228.
8620115, 8652576, Ext : 112, Cell : 01915 453282
DCCI Center: 9552562 Ext: 232, 01816 401488
Download admission form: www.iiucdc.org

Ad 27

University of Science & Technology Chittagong (USTC)
Sponsored by : Janasheba Foundation

ADMISSION GOING ON
MBA Program
SPRING SEMESTER

The Program :

- 16 months professional post-graduate program.
- 48 credit hours (including dissertation) in 4 semesters.
- Total course fee : BDT 60,000 in installments.

Faculty :

- Well-qualified senior teachers and leaders of the profession.

Eligibility :

- Minimum graduation + two years' job experience, or Master's degree in any subject.

May be noted :

- Stipends/special concessions are allowed for brilliant or deserving students.
- Classes are held on Friday only.
- The first private university in Bangladesh having permanent campus since 1992.

Last date of application February 10, 2008.
Registrar, USTC

For Application Form & Prospectus
Please contact any day between 9am and 8pm at Central Office of USTC, 63 Central Road, Dhaka-1205. Tel : 02-8614400, 8614959, ext 104/108, Fax : 8618300, Email: ustcbd@bangla.net

Ad 28

BANGLADESH UNIVERSITY

(A Centre of Excellence for Higher Education) (Govt. & UGC Approved)

Admission In Spring-2010

Programs Offered

Faculty of Business Studies	BBA
	MBA & EMBA
Faculty of Science	B.Sc in CSE (4 years)
	Pharmacy (B.Pharm.)
	Mathematics (Hons)
Faculty of Arts	BA (Hons) English
	MA in English & B. Ed (1 year)
Faculty of Law	LL.B (Hons) & LL.M (1 year)
Faculty of Engineering	Architecture (B.Arch)
	Electrical & Electronic Engg.
Faculty of Social Science	Sociology (Hons)
	Economics (Hons)



- Foreign Degree Holder Teachers
- Modern labs, Library with 35000 books
- American standard curriculum
- Very well designed own campus.
- Excellent Academic Environment for modern knowledge.
- Extra curricular & cultural Programs.
- Modern spacious class rooms & exam. Halls
- Strict discipline.

15/1, Iqbal Road, Mohammadpur, Dhaka. 9136061, 9112663, 01711903103
01914535759, 01717579278, web : www.bangladeshuniversity.edu.bd

40-100 % Stipend for meritorious & deserving students

Ad 29

ADMISSION OPEN

'creative destination of the nation'

Shanto-Mariam University of Creative Technology ensures quality education in
Bachelor of Business Administration



(Government Approved)

BBA

Class Starts from 10th January
at Uttara Campus

Contact:

SHANTO-MARIAM UNIVERSITY OF CREATIVE TECHNOLOGY

House # 01, Road # 14, Sector # 13, Uttara Phone: 8919366, 8918932, 8952610, 8958048

Prof. Dr. Al. 8 Jan 2010. 23

Ad 30

THE MILLENNIUM UNIVERSITY

Knowledge shall make you Free
A New Generation University setting at the highest standard
(Govt. & UGC Approved)

ADMISSION

Programs Offered

Faculty of Business Studies	BBA (48 months)	124 Credit
	MBA (24 months)	60 Credit
	EMBA (16 months)	48 Credit
Faculty of Computer Science & Technology	BS in CSE (48 months)	163 Credit
	BS in ICT (48 months)	173 Credit
	BS in CSE & BS in ICT (36 months for Diploma Students)	120-130 Credit
Faculty of Arts & Humanities	BA in English (48 months)	120 Credit
	MA in English (24 months)	54 Credit
	MA in English (12 months)	30 Credit
Faculty of Law	LLB (48 months)	120 Credit
	LLB (24 months)	60 Credit

Special Discount

Special Features

- Discount upto 80%
- Comparatively Less Tuition Fee
- Easy Communication
- Job Opportunities for meritorious students

Vice Chancellor:
Professor Abu Ayub Md. Baquer
(Formerly Dean, Faculty of Commerce (DU), Chairman, Department of Management and Chairman, Bureau of Business Research (DU))

Own Campus: 5 Momenbagh (Opposite Rajarbagh Police Line North Gate), Dhaka-1217.
Admission Details : Tel : (88-02) 936 0836, 933 0323, +880-1711-206594; 01552-387804 (9 a.m - 5 p.m)

14 May, Prof. Dr. Al. 2010. 14

Ad 31

admission

Fall 2009

City University

Bachelor of Science in Textile-Engineering (BSTE)

Regular Program: 154 Credits Total cost: Tk. 2,95,800 only
Evening Program : (Only for Textile Diploma Holders)

Bachelor of Law (Hon's) (LLB, Hon's)

130 Credits Total cost: Tk. 1,91,000 only
50% special waiver

Bachelor of Business Administration (BBA)

124 Credits Total cost: Tk. 2,20,400 only

Bachelor of Computer Science & Engineering (BCSE)

Regular Program: 144 Credits Total cost: Tk. 2,23,600 only
Evening Program : (Only for Computer Diploma Holders)

Bachelor of Arts (Hons) in English (BA, Hon's)

120 Credits Total cost: Tk. 1,18,000 only
50% special waiver

BSS (Hon's) in Social Welfare Policy & Social Work Practice

124 Credits Total cost: Tk. 1,20,800 only

Master of Business Administration

Regular Program: 60 Credits Total cost: Tk. 1,20,000 only

Executive MBA (EMBA)

48 Credits Total cost: Tk. 99,000 only

Master of Arts in English

39 Credits Total cost: Tk. 51,100 only
50% special waiver

City University Provides :

- Part-time, on-campus job facility
- Job guaranty for deserving candidates
- Internship arrangement facility
- Tuition waiver / scholarship up to 100%
- 50% tuition waiver for siblings / couples
- 10 - 50% tuition waiver for female students
- Well secured own hostel facility near Bandhara

Special Features

- Faculty with Ph.D from USA, UK, Ukraine Japan, Korea and Malaysia
- Closely related with group of industries specially in Textiles, Garments & Financial Institutions.
- Well-equipped modern labs for Computer Science & Textile Engineering.
- Spacious library with well-equipped modern furniture, fixtures and huge number of books.
- Flexible credit transfer facility
- Remedial English & Basic Computer are compulsory for all programs.

Contact for further details

CITY UNIVERSITY ADMISSION OFFICE, 40, Kemal Ataturk Avenue, Banani, Dhaka-1213. BANGLADESH
Phone: 9893983, 9861543, 9885848, 8836782. Extn: 112, Mobile: 01819 813111, 01817040987
Fax : 880-2-8859597 Email : admission_city@yahoo.com; Web: www.cityuniversity.edu.bd

Prof. Dr. Al. 16 Oct. 2009. 303

Ad 32

Admission Going On Spring-2010



1st Convocation of Leading University-2006

Tuition Fees Waiver

- GPA 5.00 both in SSC & HSC: Full tuition fees waiver
- GPA 4.50 both in SSC & HSC: 40% tuition fees waiver
- GPA 4.00 both in SSC & HSC: 25% tuition fees waiver
- GPA 3.50 both in SSC & HSC: 20% tuition fees waiver
- Female students: 10% tuition fees waiver
- For admission of second child of same parents: 30% tuition fees waiver
- Special waiver for teacher's children & Physically Disabled: 10% tuition fees waiver

Programs Available

- ☐ LL.B (Hons)
- ☐ Bachelor of Architecture
- ☐ B.Sc. (Hons) in Computer Science & Engineering
- ☐ BA (Hons) in English
- ☐ BBA
- ☐ B.Sc in Civil Engineering
- ☐ MBA
- ☐ MBA (Executive)
- ☐ MA in English (Preliminary)
- ☐ MA in English (Final)

Special Waiver
20% for Architecture
20% for Civil Engg.
15% for CSE

LEADING UNIVERSITY

(UGC & Government Approved)
Founded by: Renowned Philanthropist Mr. Ragib Ali

Sylhet Campus
Modhubon, Sylhet.
Tel: 88-0821-720303-6
Cell: 01716-871188

Dhaka Campus
83, Siddeswari Road, Dhaka-1217
Tel: 02-8353469-72
Cell: 01712721244

Vice-Chancellor (Acting):
Prof. Dr. Md. Kabir Hossain
Ph.D (JU), Post Doctorate - Japan

Pratham Alo, 23 Dec, 2009, 16

Ad 33

MANARAT INTERNATIONAL UNIVERSITY MIU

Prof. Dr. Mohammad Abdur Rob
Vice-Chancellor
Former Chairman, Bangladesh Red Crescent Society

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.
* Bi-Semester Spring admission

Waiver For Undergraduate Programs

Total CGPA at SSC & HSC Without 4th Subject	Waiver	Waiver (B. Pharm)
10.0	100%	50%
9.5-9.99	75%	40%
9.0-9.49	50%	30%
8.0-8.99	25%	20%
7.0-7.99	10%	10%

Main Campus	Mirpur Campus
Abul Basher Khan Registrar	
Plot # CEN 16, Road # 106 Gulshan-2, Dhaka-1212 Tel: 8817525, 9862251, 9884736 Fax: 9862226, Mob: 01819-245895	Plot # 01, Block # B, Section # 01 Zoo Road, Mirpur-1, Dhaka-1216 Tel: 8059990-01 Mob: 01716-627078
admission@manarat.ac.bd	www.manarat.ac.bd

Pratham Alo, 1 Feb, 2010, 3

Ad 34

MANARAT INTERNATIONAL UNIVERSITY MIU

A Center of Academic & Moral Excellence

Admission Summer-2010

MIU Offers

Gulshan Campus

- BBA
- BA in English
- CSE
- MA in English
- ECE
- MBA (Regular & Executive)

Mirpur Campus

- B.Pharm*
- LL.B (Hons.)
- MBA (Evening)
- MA in English (Evening)

Open on Fridays

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

Prof. Dr. Mohammad Abdur Rob
Vice-Chancellor
Former Chairman, Bangladesh Red Crescent Society

Waiver For Undergraduate Programs

Total CGPA at SSC & HSC Without 4th Subject	Waiver	Waiver (B. Pharm)
10.0	100%	50%
9.5-9.99	75%	40%
9.0-9.49	50%	30%
8.0-8.99	25%	20%
7.0-7.99	10%	10%

Gulshan Campus
Plot-CEN 16, Road-106, Gulshan, Dhaka-1212
Tel: 8817525, 9862251, 01819 245895, Fax: 9862226

Mirpur Campus
Plot-01, Block-B, Section-01, Mirpur-01, Dhaka-1216
Tel: 8059990, 8059991, Cell: 01716-627078

admission@manarat.ac.bd www.manarat.ac.bd Abul Basher Khan, Registrar

27 April 2010, 9

Ad 35

STATE UNIVERSITY OF BANGLADESH

join the trendsetter

BA MA

in English (4 Years, 120 Credits)
in Applied Linguistics & ELT
in English Literature

Department of English Studies
SUMMER 2010

Adjunct Faculty:

- Professor Dr. Nevin Farida, DU
Advisor, Dept. of English Studies, SUB
- Professor Shafi Ahmed
Dept. of English, JU
- Professor Dr. Khondkar Ashraf Hossain
Dept. of English, DU
- Professor Tahmina Ahmed
Dept. of English, DU
- Begum Shahnaz Sinha
Associate Professor, Dept. of English, DU
- Zerin Alam
Associate Professor, Dept. of English, DU

Vice Chancellor: Professor Dr. Iftekhar Ghani Chowdhury, Former Director, IBA

Admission office open: Sun-Thurs: 9:00am-8:00pm, Fri-Sat: 9:00am-6:00pm

SUB
77 Satmasjid Road, Dhanmondi, Dhaka-1205. Ph: 8151781-3, 9128329, 9125671, 8156520, Mobile: 0171-1228900 Fax: 880-2-8123296
E-mail: info@sub.edu.bd, www.sub.edu.bd

Special Facilities:

- Located at own campus
- Qualified faculty members from DU & JU
- One-to-one counselling service
- Hostels for male & female students
- Convenient communication system
- Rich library, group study area
- Scholarship for deserving students
- Tailored English language program for all

28 April, 2010, 21

Ad 36

SOUTHEAST UNIVERSITY
Making Leaders for Tomorrow

Admission Summer 2010

Applications are invited for admission in the following programs for Summer 2010 starting from 26 May 2010.

School of Business Studies	School of Science & Engineering	School of Arts & Social Sciences
<ul style="list-style-type: none"> BBA MBA Regular MBA Executive MBA Friday MBA (For BBA/CA graduates only) 	<ul style="list-style-type: none"> BSc Electrical & Electronic Engg. BSc Information & Telecom. Engg. BSc Computer Science & Engg. BSc Textile Engineering Bachelor of Pharmacy (8-Semester - April/October) 	<ul style="list-style-type: none"> BA (Hons) English MA English BSS (Hons) Economics BA (Hons) Bangla BA (Hons) Islamic Studies MA Islamic Studies LLB (Hons) LLB (Pass) LLM (1 Year) B Ed MDS M Ed

Majors: Marketing, Accounting, Finance, HRM, MIS, Bank Management, Health Care Management, Textile & Apparel Merchandising, Pharmaceutical Management.

Prof. Dr. M. Shamsher Ali
Vice Chancellor
Former VC
Bangladesh Open University

Prof. Dr. ANM Meshquat Uddin
Pro Vice Chancellor
MBA (Indiana)
PhD (Cleveland) USA

Distinct Features of SEU

- Rapidly growing university with current enrolment of over 12,000 students.
- Hostel facilities adjacent to campus for female students.
- Tuition waiver up to 100% based on merit and for sibling/spouse & corporate executives.
- Tuition payment in 03 installments per semester.
- Modern web-based central library.
- Subject-based specialized labs with computer labs for all departments.
- Evening/holiday classes for MBA, MDS, LLB (Pass), LLM (1 Year), BA & MA Islamic Studies.

Admission Office
9 am - 8 pm
all days

Ground Floor, House # 64, Road # 18, Block # B, Banani, Dhaka-1213
Tel : 8833024, 8860456, 8860454, 9882340. Ext : 333, 326, 330, 334
Cell : 01928-636618, 01747-664674, 01747-667884, 01916-658736, 01913-642229, 01914-198355
Web : www.seu.ac.bd, E-mail : admission@seu.ac.bd

17 May, Featherm Alo, 2010, 3

Ad 37

Future will be better than the past

UNIVERSITY OF INFORMATION TECHNOLOGY & SCIENCES
Govt & UGC approved since 2003

ADMISSION - SUMMER 2010

"I am delighted to be with the UITS and address and interact with the students... I can do it, you can do it, UITS can do it, Bangladesh can do it" - Dr. APJ Abdul Kalam, Former President of India.

GRADUATE PROGRAMS		UNDERGRADUATE PROGRAMS	
M.Sc.	Telecommunications (1 Year - 30 Credits) 60,000 TK Telecommunications (2 Years - 60 Credits) 110,000 TK	B.Sc. in	Per Credit 1420 TK
MBA	Executive 75,000 TK Regular (60 Credits) 110,000 TK	Civil Engineering (CE)	Per Credit 1420 TK
Other Programs	MA in English (1 Year) 50,000 TK MA in English (2 Years) 84,000 TK LLM (1 Year) 40,000 TK LLM (2 Years) 72,000 TK LLB (2 Years) 65,000 TK	Electrical & Electronic Engg. (EEE)	Per Credit 1420 TK

Our Opportunities

- Full Time Faculty with Outstanding Academic Records
- Assured Career & Employment guidance
- Financial awards based on merit & performance from PHP Foundation
- Credit transfer to all International Universities
- Special Credits waiver for Diploma Engineers
- Internship in top tier companies/industries

Admission Office Open
7 Days a Week
Sat - Thu (9 am - 9 pm)
Fri (9 am - 7 pm)

Baridhara: Jamalpur Twin Tower (Tower 2) (Opposite to American Embassy)
Baridhara View, CA - 37/1 Pongali Sarani, Baridhara J-Block, Dhaka 1212.
Phone: 0171367744, 880075, 880010, 8832136

Kakali: PHP Tower
1077 Kakali, Dhaka-1005.
Phone: 013113, 01716937455

Chittagong: 40/1 Jakhir Hossain Road, Khulshi, Chittagong - 4225.
Phone: 01727 238799, 01914 326597, 031 2854036, 031 2854037.

Rajshahi: Hasem Kha (Near PDB) Rajshahi.
Phone: 071812441, 0171577411, 0171211331

http://www.uits-bd.org A Concern of PHP Group e-mail: info@uits-bd.org

27 April, 2010, 11

Ad 38

পাঠ্যক্রম : কামারের স্টোরনাম মাছের ওয়াশ বসেন, মাছের সেপার বসেন, যুক্তরাষ্ট্র

UGC and Govt. Approved

Green University

Admission

Going On

BA (Hons) in Film, TV & Digital Media
First time in Bangladesh

Special Features:
Hostel facilities at affordable cost
Guaranteed credit transfer facilities
Scholarship up to 100% based on GPA
Well equipped lab with internet facilities
Friday and evening classes for executives
Independent campus
Air-conditioned classrooms

We Also Offer
BBA • MBA (Regular/ Executive)
B.Sc. in Electrical and Electronic Engineering
Computer Science and Engineering
Textile Engineering
BSS (Hons) in Sociology & Anthropology
LL.B (Hons & Pass) LL.M (1 year)

Scholarships:
Siblings • Tribal • Female Students

Early bird admission by 20 April'10
(50% discount on admission fees)
Regular admission by 05 May'10
Admission with late fees by 20 May'10

Admission Office
220/D, Bagum Rakaya Sharan (near DB Bhavan), Dhaka-1207
Ph: 9014725, 01191758791, 01191758792, 01191758793
Email: info@green.edu.bd

World Class Education at Affordable Cost
www.green.edu.bd

29 March, 2010, 10

Ad 39

UTTARA UNIVERSITY
Govt. & UGC Approved
Quality education at affordable cost

Admission Fall 2009

School of Business
• BBA • MBA • EMBA
Major Areas: • Accounting • Finance • Marketing • HRM • MIS

School of Science & Engg.
B.Sc.
• B.Sc. (Hons) Computer Science
• B.Sc. Computer Science & Engg.
• B.Sc. (Hons) Math
• B.Sc. (Final) Math
• B.Sc. (Final) Physics
M.Sc.
• M.Sc. Computer Science & Engg.
• M.Sc. (2-yr) Math
• M.Sc. (Final) Math
• M.Sc. (Final) Physics

School of Arts & Social Sc.
Bachelor (Hons)
• B.A. (Hons) English
• LL.B. (Hons)
• LL.B. (2-yr) • LL.B. (Final)
• B.A. (Hons) Islamic Studies
Masters
• M.A. (Prel) English
• M.A. (Final) English
• M.A. (Prel) Islamic Studies
• M.A. (Final) Islamic Studies
• LL.M.
School of Education & Physical Education
• B. Ed. (Hons) • B. Ed. (1-year) • B. P. Ed. (1-year)
Masters
• M. Ed. (1-year) • M. P. Ed. (1-year)

Special Tuition Waiver for Fall 09
S.S.C. & H.S.C.
★ GPA (5.00) - 100% ★ GPA (4.0 - 4.49) - 20%
★ GPA (4.5 - 4.99) - 40% ★ GPA (3.75 - 3.99) - 10%

20% Tuition Waiver for Siblings & Spouses

Friday Classes For Service Holders
Accommodation for International Students both Male & Female

Overseas credit transfer facilities to University of Bedfordshire University of Worcester

Main Campus
House - 4, Road-15, Section-6, Uttara, Dhaka-1230
Phone: 88-02-8919794, 88-02-8919116
88-02-8912286, 88-0153-460277
88-01534-308175, Fax: 88-02-8918047
E-mail: uunews_ech@yaho.com

Business Campus
House-9, Road-12, Section-6, Uttara, Dhaka-1230
Phone: 88-02-8932255, 88-02-8932581,
88-01534-308175, 88-0153-460237
Fax: 88-02-8918047
web : www.uttarauniversity.com

Dhanmondi Campus
House-5/11, Road-16 (New) 27 (Old), Dhanmondi, Dhaka-1206.
Phone: 88-02-8124401, 88-02-9132287,
88-01535-540398
E-mail: uunews_ech@yahoo.com

Patham Alo, 30 sep-2009, 5

Ad 40

Admission Summer 2010

EAST WEST UNIVERSITY
Aim for the Best by Applying to East West!

WHY EAST WEST?

- In 2007 and 2008 it ranked number 1 among the private universities of Bangladesh as per Webometric survey
- East West is the top ranked private University in research achievements as per survey by Research Bangla
- EWU maintains a large team of very high standard faculty members of whom 96 hold Ph.D degrees
- EWU offered about 3 crore taka as scholarship/aid last year, more will be offered this year to deserving students
- We allow tuition discount to couples and siblings
- We allow corporate discount to group of students
- Friday-Saturday classes in graduate programs
- We stand for excellence in education and don't compromise with standard
- We promote knowledge through research
- We shall move to permanent campus at Atfab Nagar by 2011 which is now under construction

UNDERGRADUATE PROGRAMS

- B.Sc. in CSE
- B.Sc. in EEE
- B.Sc. in ICE
- B.Sc. in ETE
- BBA
- BSS in Economics
- BA in English
- Bachelor of Pharmacy

GRADUATE PROGRAMS

- MBA (Regular: 60 Credits)
- Executive: 42 credits, Waiver Available
- MBM
- MDS
- MS in CSE
- MS in Telecommunications
- MA in English
- Engineering (TE)
- MA in ELT
- MS in Applied Physics & Electronics
- Master of Population, Reproductive Health, Gender and Development (MPRHGD)

Admission Eligibility:

- Minimum GPA of 3.00 in both SSC and HSC Examinations. or, at least one first division either in SSC or in HSC. No third division is allowed or
- University of London & Cambridge GCE 'O' Level in Two subjects with a minimum GPA of 3.00 in the scale of A=5, B=4, C=3, D=2 and E=1; or
- American High School Diploma, and
- Acceptable EWU Admission Test Score.
- Final selection for admission will be based on the total scores obtained out of 100 weightage as follows: (a) Admission Test Score (50%), (b) Results of SSC/O' level (20%) and (c) Results of HSC/A' level (Equivalent exams) (30%)

Admission Test Waiver:
Candidates having minimum a total score of 1500 in SAT or GPA 5.00 excluding 4th subject marks in the latest SSC & HSC exams or 7 'A' in 'O' level (at one sitting) and 3 'A' in 'A' level.

Merit Scholarship/Tuition Fee Waiver:
Following will be awarded 100% merit scholarship at entry level for 4 years subject to maintenance of minimum GPA of 3.50 in each semester.

- Candidates scoring GPA 5.00 (excluding 4th subject) in the most recent SSC & HSC examinations or
- Candidates scoring 7 'A' in 'O' Level (at one sitting) and 3 'A' in 'A' Level (in one year)
- Top 5 scorers in the Admission Test (with minimum score of 75%)

Moreover, based on the academic performance after each year, a large number of students will be awarded merit scholarship/tuition waiver/financial aids.

Undergraduate Admission Test
Date: 10 April 2010 at 10:00 a.m.
Application Deadline: 01 April 2010

Graduate Admission Test
Date: 02 April 2010 at 10:00 a.m.
Application Deadline: 01 April 2010

Foreign students are encouraged to apply

For Application Form and detail information, please visit our website: www.ewubd.edu or contact:
Admission Office, EAST WEST UNIVERSITY, 43 Mohakhali C/A, Dhaka 1212, Bangladesh
Phone: 9882308, 9887889 Fax: 980-2-8612336, E-mail: admissions@ewubd.edu

27 March, 2010 11

Ad 41

Darul Ihsan University
(An Abode of Excellence)

The first Private University in Bangladesh Established in 1989 by Darul Ihsan Trust (Reg. No. S-5542(656)/06 and approved by the Government & UGC in 1993)

Admission Spring 2010

Program	Total Tuition Fee	Admission Fee	Monthly Fee	Class Day
BBA	1,68,000/-	10,000/-	3,500/-	Regular
LL.B (Hons)	1,44,000/-	10,000/-	3,000/-	Regular
LL.B (Phil & final)	48,000/-	5,000/-	2,000/-	Friday
CSE/CST	1,68,000/-	10,000/-	3,500/-	Regular
BA (Hons) in English	1,20,000/-	10,000/-	2,500/-	Regular
BA (Hons) in Islamic Studies/History	48,000/-	5,000/-	1,000/-	Friday
B.Ed (Pass)	10,000/-	2,000/-	850/-	Friday
MBA (Regular)	84,000/-	10,000/-	3,500/-	Friday
MBA (Executive)	56,000/-	10,000/-	3,500/-	Friday
LL.M (1 Year)	36,000/-	5,000/-	3,000/-	Friday
MA in English (1 Year)	36,000/-	5,000/-	3,000/-	Friday
MA in Islamic Studies/History	18,000/-	5,000/-	1,500/-	Friday
M.Ed	12,000/-	2,000/-	1,000/-	Friday

Uttara Campus
Registrar

Farmgate Campus
112 Sajeda Mansion, Green Road, Farmgate, Dhaka-1205
Cell : 01746-686006, 01190568398
Tel : 8115084, 8113045
E-mail : info@diubd.edu.bd, admission@diubd.edu.bd

Uttara Campus
B.N.S Center, Plot # 87, Sector #7
(13th Floor), Dhaka Mymensingh Road Uttara, Dhaka
Tel : 7911427, 7911428, Cell : 01822-022100, 01741-228824
E-mail : info@diubd.edu.bd, admission@diubd.edu.bd

Prothom Alo, 10 Dec, 2009, 17

Ad 42

ASIAN UNIVERSITY OF BANGLADESH
Estd. in 1996

Admission SUMMER-2010

Bachelor Programs	Master Programs
BBA	MBA (Eve/Exe/Regular)
B Sc (Engg) in CSE	MA in English
B Sc (Engg) in CSE for Diploma Engg.	MA in Bengali
B Sc (Hons) in CS	MA in Islamic Studies
BA (Hons) in English	MA in Islamic Hist. & Civil.
BA (Hons) in Bengali	MSS in Economics
BA (Hons) in Islamic Studies	MSS in Govt. & Politics
BA (Hons) in Islamic Hist. & Civil.	MSS in Sociology & Anthro.
BSS (Hons) in Sociology & Anthro.	MSS in Information Science & Library
BSS (Hons) in Govt. & Politics	Management
BSS (Hons) in Economics	MSS in Social Welfare
BSS (Hons) in Social Welfare	M Ed.
B Ed	

AUB FEATURES

- Highly qualified and experienced faculty members (80% of the courses taught by full time teachers).
- International Standard syllabus and credit transfer facilities to foreign Universities.
- Air conditioned and well equipped class rooms.
- Rich library with 1,20,000 copies of books & Journals.
- 24 hours free Internet facilities for students.

Admission Schedule
Last date of application: 15-04-2010
Admission Test: 17-04-2010

Scholarship/Financial assistance for good/poor students.

- Tuition fee waiver is available for good result at HSC level.
- Tuition fee waiver of 12.5% each for brother-sister of same parentage & also for husband-wife studying at AUB.

Main Campus: House 9, Road 5, Sector 7, Uttara, Dhaka. Ph: 8950729, 8922992, 01720280852, 01711362682.
Dhanmondi Complex: House 36, Road 27 (Old), 16 (New), Dhanmondi, Dhaka. 9132256, 9134777.
Motijheel Complex: 28/1, Toyenbee Circular Road, Motijheel, Dhaka-1000. Ph: 01711469153, 01552573225.

27 March, 2010, 91

Ad 43

ROYAL UNIVERSITY OF DHAKA
Government & UGC Approved

BBA

Admission open for SPRING 2010

- Admission Ends: 04/02/2010
- Class Starts: 07/02/2010

- 10% to 100% tuition waiver based on HSC result
- Additional waiver for dependants of Freedom Fighters, ethnic minorities, woman, and siblings.
- Full-time faculty members with international and professional exposures

Iqbal Centre, 11th Floor, 42 Kemal Ataturk Avenue, Banani, Dhaka-1213.
Tel: 02-9886150, 8861628, Mobile: 01745-477241, 01197-085274, 01716-151142,
E-mail: rudhaka@gmail.com

Prothom Alo, 31 Jan, 2010, 22

Ad 44

University of South Asia
(Govt. & UGC approved) The Career Minded University

Under-graduate Programs

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

Graduate Programs

- MBA (Regular & Executive)
- Master of Public Health (with major subjects in Community Ophthalmology, Epidemiology, Public Health Management, Behavioral Science and Health Communication, Reproductive and Child health, Environmental Health Science, Nutrition)

Diploma Program

- Optometry & Low Vision (DOLV)

Attractive Features

- Full time faculty with international degree from renowned universities of USA, UK, Australia and also from DU, IBA & BUET
- Moderate Fees & Easy Monthly Installment System
- 100% Tuition Fee waiver for poor and meritorious students
- Excellent Location in Banani with Beautiful environment.

Professor Dr. Nesar Ahmed
Dean, Faculty of Business Administration
& Registrar, Unisa, Ex-Dean, Faculty of Business Studies
South East University

Professor M. A. Matin
Vice Chancellor
University of South Asia

Admission Office: House # 78 & 76, Road # 14, Block-B, Banani, Dhaka.
Phone : 8857073-4, Mob : 01711346496, 01711319734, Website : www.unisaedu.org

Pratham Alo, 29 Oct, 2009. ২৩

Ad 45

ADMISSION GONIG 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.

Eligibility: SSC & HSC or equivalent; at least GPA 2.5

***Application Deadline: 28th Feb. 2010**

***Class Starts: 03 March 2010**

Evening Program

- LL B (Pre & Final) 2 Years
- MBA Regular (4-Semester)
- MBA Executive (3-Semester)
- Eligibility: Graduate
- LL M (1 & 2) 2 Years
- Eligibility: LLB Graduate
- B Sc in ECE for Diploma Holders

20% to 80% tuition waiver for needy meritorious and female students.

***Bachelor of Pharmacy (B.Pharm) Coming Soon**

SYLHET INTERNATIONAL UNIVERSITY
Acquire a good degree accepted all over the world

Contact:
Admission Office, SIU, Shamimabad, Bagbari, Sylhet.
Phone: (0821) 720771, 717183. Mobile: 01742032735. Fax: (0821) 725644. E-mail: siu_sy@yahoo.com. Website: www.siu.edu.bd

Vice-Chancellor: Professor Dr. Sadruddin Ahmed Chowdhury
(First Vice-Chancellor, Shahjalal University of Science & Technology)

Pratham Alo, 28 Jan, 2010. 9

Ad 46

DHAKA INTERNATIONAL UNIVERSITY
Govt. & UGC Approved

Admission-2010
Last Date of Admission: 31st January 2010
CSE, EETE, BBA, English & Sociology
Orientation: 29th January 2010
Law, BBA & Pharmacy

Key Resource Persons:

- Prof. Dr. Nurul Momen, (Ex. Chairman, Dept. of IR, DU) Vice-Chancellor, DIU
- Prof. Mohammad Ali Wani, (Ex. Chairman, Dept. of Management, DU), Treasurer, DIU
- Prof. Dr. K.M. Mahin, (Ex. Professor, DU, Former Member, UGC) Dean, Faculty of Arts & Social Sciences, DIU
- Prof. Asim Rahman Chowdhury, (Ex. Chairman, Dept. of Law, DU) Dean, Faculty of Law, DIU
- Prof. Dr. Md. Saad Ullah, (Ex-Director & CSD, BAEC) Dean, Faculty of Science & Engineering, DIU
- Prof. Amrullah Ahmed (Ex-VC, RU) Chairman, Dept. of English, DIU
- Prof. Dr. B.W. Rahman, (Ex-Professor, IER, DU) Chairman, Dept. of Education, DIU
- Prof. Dr. M. Lutfur Rahman, (Founder Chairman, Dept. of CSE, DU) Adviser (Honorary), Faculty of Sc. & Engg. DIU
- Prof. Dr. Adnan Kibber, (Professor, Dept. of BEE, DU) Adviser (Honorary), Dept. of EETE, DIU
- Prof. Md. Sahabuddin (Professor, Dept. of Management, DU) Adviser, Faculty of Business Studies, DIU
- Associate Prof. Md. Hassan Kavarar, Chairman, Dept. of Pharmacy, DIU
- Asst. Prof. QMH Sopan, (Asst. Prof., Dept. of Law, DU) Adviser, Faculty of Law, DIU

Under Graduate Programs:

- Bachelor of Pharmacy (4 Years) (Bangladesh Pharmacy Council Accredited)
- B.Sc. in EETE (4 & 3 Years)
- LL.B Hons. (4 Years)
- BBA (4 Years)
- B.A Hons. in English (4 Years)
- BSS Hons. in Sociology (4 Years)
- B.Sc. in CSE (4 & 3 Years)

Graduate Programs:

- LL.B (2 Years)
- LL.M (1 & 2 Years)
- Masters of Human Rights (MHR) (2 Years)
- MBA (Regular & Executive)
- MA in English (1 & 2½ Years)
- MSS in Sociology (1 & 2 Years)
- B.Ed (1 Year)
- M.Ed (1 Year)
- M.Sc. in CSE (1 Year)

Waiver

- Sibling and Spouse : 10% from Total Fees.
- Freedom Fighter : 10% from Total Fees.
- GPA 5.00 (Both in SSC & HSC) : 50% from Total Fees.
- GPA 4.50 (Both in SSC & HSC) : 25% from Total Fees.
- GPA 4.00 (Both in SSC & HSC) : 10% from Total Fees.
- Female Students : 25% from Total Fees.
- N.B. : Applicable only for 4 years (Hons.) Courses

Admission Office : House # 4, Road # 1, Block # F, Banani, Dhaka-1213, Phone: 8858734-5, 8854608.
Ext-104. Mobile: 01819891431, 01732764871, 01732604438-9.
Farmgate Campus : 66 & 143, Green Road, Dhaka-1205, Ph: 9137568, 01670761719, 01720009787.

Pratham Alo, 21 Jan, 2010. 21

Ad 47

ইস্টার্ন মেডিকেল কলেজ
কাবিলা (নতুন ক্যাম্পাস), কুমিল্লা, রোইসকোর্স প্রধান সড়ক (পুরাতন ক্যাম্পাস), কুমিল্লা।
ফোন : ০৮১-৭১০০৭, মোবাইল : ০১৭১১-৭৮০০০০, ০১৭১৭-০০১৪১১ (কাবিলা অফিস), ০১৭০১-৮০০৬০২ (রোইসকোর্স অফিস), ০১৭১১-৭৪৭৪৭৭

এম.বি.বি.এস কোর্সে ছাত্র-ছাত্রী ভর্তি বিজ্ঞপ্তি

২০০৭-২০০৮ শিক্ষাবর্ষে ৪র্থ ব্যাচে ১ম বর্ষে এম.বি.বি.এস কোর্সে ভর্তির জন্য দেশী ছাত্র-ছাত্রীদের নিকট হইতে আবেদনপত্র আহবান করা যাইতেছে।
ভর্তি ফরম বিতরণ ১৮/১২/২০০৭ ইং তারিখ হইতে শুরু।
বিস্তারিত তথ্যের জন্য কলেজ অফিসে যোগাযোগ করুন।

Ad 48



ইট-ওয়েস্ট মেডিকেল কলেজ

আইটি নগর, জেবিসিএস সরণী, হরিরামপুর, পোঃ খায়েরটেক, তুরাগ, ঢাকা-১২৩০।
ফোন : ৮৯১৮৮৯, ৮৯৫০৫০৮, ০১৭১১৯৩১৫৫, ০১৭১২০১০৭৮৭, ০১৭১৬৫৭৭৩৭৭

এমবিবিএস কোর্সে ভর্তি বিজ্ঞপ্তি

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার অনুমোদিত এবং ঢাকা বিশ্ববিদ্যালয় অধিভুক্ত ঢাকা মহানগর উত্তরা সলংগা ইট-ওয়েস্ট মেডিকেল কলেজে ২০০৭-২০০৮ শিক্ষাবর্ষে ১ম বর্ষ এমবিবিএস (৫ম ব্যাচ) কোর্সে ছাত্র-ছাত্রী ভর্তির জন্য নির্ধারিত ফরমে কতিপয় শর্ত সাপেক্ষে আবেদন পত্র আহ্বান করা যাচ্ছে।

- ১। শর্ত সমূহ নিম্নরূপঃ
 - (ক) যাহারা পদার্থবিদ্যা, রসায়নবিদ্যা ও জীববিদ্যাসহ এইচএসসি/আলিম/এ-লেভেল/১২-তম গ্রেড/সমমান পরীক্ষায় ইং ২০০৬ এবং ২০০৭ সনে পাস করিয়াছে তাহারা ই কেবলমাত্র আবেদনের যোগ্য।
 - (খ) যাহারা ইং ২০০৮ সনের পূর্বে এসএসসি/দাখিল/ও-লেভেল/১০ম গ্রেড/সমমান পরীক্ষায় পাস করিয়াছে তাহারা আবেদনের যোগ্য নহে।
 - ২। শিক্ষাগত যোগ্যতা নিম্নরূপঃ

এসএসসি এবং এইচএসসি পরীক্ষায় প্রাপ্ত জিপিএ-এর যোগফল ন্যূনতম ৮.০০ থাকিতে হইবে। তবে কোন অবস্থাতেই এসএসসি বা এইচএসসি বা সমমান পরীক্ষায় জিপিএ ৩.৫০ এর নিচে গ্রহণযোগ্য হইবে না এবং এইচএসসির বায়োলজিতে (Biology) ন্যূনতম জিপিএ-তে ৩.০০ হতে হবে।
 - ৩। যাহারা বিদেশী কার্যক্রমে এসএসসি ও এইচএসসি সমমান পরীক্ষায় উত্তীর্ণ হইয়াছে, তাহাদের নম্বরপত্র বাহ্য অধিদপ্তর কর্তৃক Equivalence Certificate সঙ্গহ সাপেক্ষে ভর্তির ফরম প্রদান করা হইবে।
- প্রসপেক্টাসহ আবেদনের ফরম ১,০০০/- (এক হাজার) টাকা নগদ মূল্যে (অফেরতযোগ্য) প্রত্যহ কলেজ অফিসে পাওয়া যাচ্ছে এবং আবেদনপত্র যথাযথভাবে পূরণ করে আগামী ১০/০১/২০০৮ইং তারিখের মধ্যে কলেজ অফিসে জমা দিতে হবে। ভর্তি পরীক্ষা আগামী ১১/০১/২০০৮ইং তারিখ সকাল ১০:০০ ঘটিকায় নিজস্ব কলেজ ভবনে অনুষ্ঠিত হবে এবং ভর্তি পরীক্ষার ফলাফল এদিনই সন্ধ্যা ৭.০০টায় প্রকাশিত হবে। বিতারিত তথ্যের জন্য কলেজ অফিসে প্রত্যহ সকাল ৮টা হইতে বিকাল ৪টা পর্যন্ত যোগাযোগ করা যেতে পারে।
- অধ্যক্ষ
ইট-ওয়েস্ট মেডিকেল কলেজ

Ad 49



সেন্ট্রাল মেডিকেল কলেজ, কুমিল্লা।

কুমিল্লা টাওয়ার, কান্দিরপাড়া, কুমিল্লা
স্থায়ী ক্যাম্পাসঃ পদুমার বাজার, বিশ্বরোড, কুমিল্লা (নুরজাহান হোটেলের পূর্ব দিকে)।
ফোন : ০৮১-৭১২৯৮, মোবাইলঃ ০১৭১৮-৩৩৬৯৬০, ০১৭১১-১৩৮৭৩০ ফ্যাক্সঃ ০৮১-৭১৪৮৯, ই-মেইলঃ cemcc05@yahoo.com

এমবিবিএস (৪র্থ ব্যাচ) কোর্সে ছাত্র-ছাত্রী ভর্তি বিজ্ঞপ্তি

- (স্মারক নং-স্বাপকম/চিশিজ/বেসমেক-৯/২০০২(অংশ-৩)/৮০৩, তারিখ ১৭/১২/২০০৭ স সরকার কর্তৃক অনুমোদিত ও চট্টগ্রাম বিশ্ববিদ্যালয় কর্তৃক অধিভুক্ত সেন্ট্রাল মেডিকেল কলেজে ২০০৭-২০০৮ শিক্ষাবর্ষে এমবিবিএস (৪র্থ ব্যাচ) কোর্সে ভর্তির জন্য নির্ধারিত ফরমে আবেদনপত্র আহ্বান করা যাচ্ছে।
- ১। আবেদনকারীর ন্যূনতম যোগ্যতাঃ-
 - আবেদনকারীকে বাংলাদেশের নাগরিক হতে হবে।
 - যারা ২০০৮ ইং সালের পূর্বে এসএসসি/দাখিল/ও-লেভেল/ ১০ গ্রেড/সমমান পরীক্ষায় পাস করেছে তারা আবেদনের যোগ্য নয়। আবেদনকারীকে পদার্থ, রসায়ন ও জীববিজ্ঞান বিষয়সহ এইচএসসি/আলিম/এ-লেভেল/ ১২তম গ্রেড/সমমান পরীক্ষায় ২০০৬ইং/২০০৭ইং সনে পাস হতে হবে। এসএসসি/সমমান ও এইচএসসি/সমমান উভয় পরীক্ষায় মোট জিপিএ ৮.০০ এবং আলাদাভাবে প্রতি পরীক্ষায় ন্যূনতম জিপিএ ৩.৫০ থাকতে হবে, তবে এইচএসসি/সমমান পরীক্ষায় জীববিদ্যা (Biology) বিষয়ে ন্যূনতম জিপিএ ৩.০০ হতে হবে।
 - ভর্তির জন্য অন্যান্য বিষয়াদি সরকারি নীতিমালা অনুযায়ী অনুরণযোগ্য। কলেজের ৫% আসন দরিদ্র ও মেধাবী ছাত্র-ছাত্রীর জন্য সংরক্ষিত থাকবে।
 - বিদেশী শিক্ষা কার্যক্রমে এসএসসি ও এইচএসসি সমমান পরীক্ষায় উত্তীর্ণদের নম্বরপত্র বাহ্য অধিদপ্তর হতে সমতা নিরূপণের সনদ গ্রহণপূর্বক দাখিল করতে হবে।
 - ২। আবেদন ফরম সঙ্গহ ও জমা দেয়ার শেষ তারিখঃ ১৮/১২/০৭ ইং থেকে ০৩/০১/২০০৮ ইং পর্যন্ত।
 - ৩। ফরম প্রাপ্তির স্থানঃ-
 - * সেন্ট্রাল মেডিকেল কলেজ, কুমিল্লা টাওয়ার (৭ম তলা)।
 - * স্থায়ী ক্যাম্পাস- পদুমার বাজার, বিশ্বরোড (হোটেল নুরজাহানের পূর্ব দিকে) কুমিল্লা।
 - * অফেরতযোগ্য ফরম ফি ১,১০০/- (এক হাজার একশত) টাকা।
 - ৪। আবেদনপত্রের সাথে সকল পরীক্ষার সনদ ও মার্কসিটের সত্যায়িত কপি, নাগরিকত্বের সনদপত্রের সত্যায়িত কপি ও ৩ (তিন) কপি পাসপোর্ট সাইজের সত্যায়িত কপি জমা দিতে হবে। ডাকযোগে কোন আবেদন ফরম গ্রহণ করা হবে না।
 - ৫। অসম্পূর্ণ ও ভুল তথ্য সফলিত আবেদন বাতিল বলে গণ্য হবে। ভর্তির পরও কোন ভুল তথ্য পাওয়া গেলে তার ফলাফল বাতিল করা হবে।
 - ৬। লিখিত পরীক্ষা ০৫/০১/০৮ইং সকাল ১০.০০-১১.০০ ঘটিকায়।
 - ৭। ফলাফল প্রকাশঃ ০৫/০১/২০০৮ ইং বিকাল ৫.০০ টা।
- বিশ্বঃ জেনারেল (বহঃ) পোঃ মোজাম্মর হোসেন
অধ্যক্ষ
সেন্ট্রাল মেডিকেল কলেজ, কুমিল্লা।

Ad 50



North South University

The first private university in Bangladesh

EMBA Admission

SPRING 2010

- Majors: Marketing, Finance, Management & HRM**
- This is a unique EMBA program exclusively designed for mid-level and senior executives. Our EMBA program will enable you
- to acquire latest knowledge and skills of business
 - to enhance your career progression and
 - to prepare yourself to compete in a global marketplace
- Admission Requirements**
- A four-year Bachelor or a three-year Honors degree or a Master's degree in any discipline
 - At least Second Class in all exams or a minimum CGPA of 2.5 on a 4-point scale
 - At least five years of continuous work experience as executive (eight years for those with a two-year Bachelor degree)
- Special Features of EMBA Program**
- > Faculty members with Ph.D. from North American or equivalent universities or with long industry experience from prestigious institutions
 - > NSU financial aid/tuition waiver for meritorious students
 - > Exclusive computer lab for EMBA students
 - > Weekend classes
 - > Customized course offering
 - > Up-to-date curriculum
 - > NSU is a non-smoking campus
 - > Extracurricular activities through EMBA forum
 - > Academic collaboration with leading North American universities
- Interview: Saturday, 26 December 2009**
Application Deadline: Wednesday, 23 December 2009
- No written test but must pass an oral test for admission
 - Special course waiver based on academic background
 - Classes on Thursday, Friday and Saturday
- Application Forms are available for Tk. 800 at NSU Accounts Dept. A complete application includes: (i) application form (duly filled in); (ii) three passport size photographs; (iii) clean copies of certificates and mark-sheets (attested); (iv) appointment letter and experience certificate (attested) and (v) visiting card of the candidate and her/his supervisor.
- For Further Information, Please Contact
EMBA Program Office, School of Business
NORTH SOUTH UNIVERSITY
Bashundara, Dhaka-1229
Tel: 880-2-885-2000, ext: 1765/1764/1763
E-mail: emba@northsouth.edu, web: www.northsouth.edu

Ad 51

Victoria University of Bangladesh

The only Victoria University approved by UGC & Govt. of Bangladesh

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

Exploring Tourism

Special Features

- Free Intensive English Language courses of 207 hours
- All THM faculty members are trained from abroad
- Full equipped Hospitality Lab
- Library with rich collection of tourism & hospitality books
- Low tuition fees
- Monthly tuition fees payment facility
- Modern computer lab with internet facility

Scholarship

- 15%-100% scholarship based on SSC & HSC or equivalent results
- 10% additional scholarship for female/tribal/spouse/sibling

Other Programs

- BBA ■ B.A. (Hons) in English, ■ M.A. in English (1 Yr)
- M.A. in English (2 Yr), ■ MBA (Regular), ■ MBA (Executive)

Last date of Admission 31 May 2010

Admission & Information
58/11/A Panthapath, Dhaka-1205
Phone: 862 2634, 865 2926, 862 2361, 862 1840, 01819 203691-2
Web: www.vub.edu.bd, E-mail: info@vub.edu.bd, Fax: 88-02-8622635

3 May, 2010.21

Ad 52

ULAB Discover the future

MBA

a 21st century business program

ULAB is proud to offer an internationally oriented MBA program to meet the needs of this fast-changing global economic era.

The program is led by the most experienced and accomplished faculty in the country, including current and ex-members of the IBA. ULAB's faculty are well versed in cutting-edge business theories and teaching methods.

In addition to theoretical lectures, the program will use case studies and project-based learning. Professionals will be able to apply the learning at work right away.

The ULAB MBA will offer new topics such as Leadership and Enterprise, Sustainability and Social responsibility, Negotiations and Conflict Management, Scenario Analysis and Strategic Management. The program is designed to make students globally competitive.

- Day, evening & weekend class for fulltime & working students
- Scholarships and financial assistance
- Spacious and ideally located campus
- Workshops on communication, IT and soft skill development
- Synergies from research and consulting centre
- Graduate degree with second class in all exams

For details, please contact
Admissions office: 9am-7pm, everyday.

Admission Spring 2008

University of Liberal Arts Bangladesh, House # 56, Road # 4A (Saimasjid Road), Dhanmondi R/A, Dhaka-1209
Phone: 8861235, 8861201, 8861202, 8861214, 01721091294 Web: www.ulab.edu.bd
E-mail: admissions@ulab.edu.bd

Ad 53

PRESIDENCY UNIVERSITY
Approved by the Government of Bangladesh & UGC

Admission Open for Spring 2008

BBA

Contemporary Business Education at an Affordable Cost

- Full-time faculty with international education & professional experience
- 20% to 100% tuition waiver based on previous results.
- Additional tuition waivers for siblings, female & tribal students.

Other Undergraduate Programs

- BSc in Civil Engineering
- BSc in Electrical & Computer Engineering
- BA in English

Graduate Programs

- MBA • PMBA • MA in English Language Teaching (ELT)

Vice Chancellor
Prof. Dr. M. Harunur Rashid
Former Chairman
Dept. of Accounting & Information Systems
Dhaka University

Address: 11A, Road # 92, Gulshan 2, Dhaka-1212.
Tel: (02)-8857617-8, (02)-8831182-4 Mobile: 01727210160, 01731953716
www.presidency.edu.bd

Ad 54

WORLD UNIVERSITY OF BANGLADESH

ADMISSION

SPRING 2008

Govt. & UGC Approved

Faculty of Business Studies
BBA
MBA (Regular)
MBA (Executive)

Faculty of Engineering
BSc in Mechatronics Engg.
BSc in Electrical & Electronic Engg.
BSc in Civil Engg.
BSc in CSE

Faculty of LAW
LLB (Hons.) 4 years
LLB 2 years
LLM 1 year

Faculty of Arts & Humanities
BA Hons. in English
MA in English- 2 years
MA in English- 1 year
Master of Business Education (MBE)
B.Ed- 1 year & M.Ed- 1 year

Special Scholarship
Last Date of Admission: **January 25, 2008**

Vice-Chancellor: Prof. Dr. Abdul Mannan Choudhury
Former Academic Dean FSMS, BUK, Nigeria; Proctor (DU); Provost S.M. Hall (DU); Chairman of Management Studies Deptt.; Founder Chairman of MIS Deptt.; Founder Director of Evening MBA Program in Management Deptt. & Selection Grade Professor of DU.

Why Mechatronics Engg.?
WUB is the first university in Bangladesh to offer the very demanding Mechatronics Engineering Program. A graduate from this discipline will have enough knowledge in the fields of Electrical & Electronics, Mechanical, Industrial & Production, Information & Communication Technology, System Control & Robotics, PLC, Industrial Automation, Quality Control. Therefore, graduates will not search the job, rather the jobs will chase them.

Contact
DHANMONDI UNIT-1, House-20, Road-7, A.R.A Center (on Mirpur Road), Dhaka-1205, Tel: 8144631-2; 01813930223; 01552339906
DHANMONDI UNIT-2, House-13/A, Road-5, Mehar Plaza (on Mirpur Road), Dhaka-1205; Tel: 9667435-6; 01915466952
LALMATIA CAMPUS, 5/5, Block-E, Lalmatia, Dhaka-1207, Tel: 8155308; 8142046; 01724307349
BANANI UNIT, House-16, Road-27 Block-J, Banani Dhaka-1213, Tel: 8827131; 01915466952; 01719289151

Ad 55

Independent University, Bangladesh since '93

Undergraduate Admission

Admission Eligibility:
HSC & SSC pass Certificate with a minimum GPA of 3.00 in both 5 O' Levels with a GPA 2.50 & 2 A' levels with a GPA of 2.00 International Baccalaureate/other equivalent degrees

Admission Test Exemption:
Minimum score of 1250 in SAT 1 & minimum 550 (213 computer based) in TOEFL or 5.5 in IELTS
Grade 'X' in English and Math in A' Level

Full Admission Fee Waiver:
For top ten students in admission test

100% IUB Merit Scholarship:
GPA of 4.8 (without 4th subject) at HSC
Two 'A' grades in minimum 2 A' level

Tuition Fee Discount:
100% tuition fee discount for the top 3 students in IUB Admission Test
30% tuition fee discount for students having GPA 5.0 in both SSC & HSC (with 4th subject)
50% financial discount for siblings

Financial Aid:
Tuition discount on the basis of IUB semester result
On campus job facilities

Features

- Computer labs for each school / Digital Electronics Lab & a central IT system.
- Separate lab for Physics, Chemistry, Biology, Environmental Science & Geographical Information Services (GIS)
- Career Guidance & Placement Office for providing internship & job placement facilities.
- Central library with electronic communication backup with online access to Emerald, JSTOR, Oxford Journals. Only operational digital library with more than 30,000 documents in the archive.
- Global collaboration with reputed universities.
- Participation of IUB students at global events.

Undergraduate Programs

Business, BBA

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

BSc

- Economics

Liberal Arts and Social Sciences, BSS

- Media & Communication

Environmental Science, BSc

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

Engineering, BSc

- Computer Science
- Computer Information System (CIS)
- Computer Engineering
- Electrical & Electronic Engineering
- Electronic & Telecommunication Engineering

student with major in any subject other than Engineering may sign-up for Anthropology or Sociology as minor

Application Deadline: 5 November 07
Admission Test: 10 November 07

Dhaka Campus
House 1, Road 13, Baridhara, Dhaka-1212
Tel: 9884498, 9881681, 9881917, 9862386-90 ext-268, 269
Fax: +880-2-8823959, 8850226
Email: admission@iub.edu.bd

Chittagong Campus
Minhaz Complex 12 Jamal Khan Road
Tel: 031-611262
Fax: 031-611263
Email: info@ctg.iub.edu.bd

www.iub.edu.bd

Ad 56

North South University
The first private university in Bangladesh

EMBA Admission

SPRING 2010

Majors: Marketing, Finance, Management & HRM

This is a unique EMBA program exclusively designed for mid-level and senior executives. Our EMBA program will enable you

- to acquire latest knowledge and skills of business
- to enhance your career progression and
- to prepare yourself to compete in a global marketplace

Admission Requirements

- A four-year Bachelor or a three-year Honors degree or a Master's degree in any discipline
- At least Second Class in all exams or a minimum CGPA of 2.5 on a 4-point scale
- At least five years of continuous work experience as executive (eight years for those with a two-year Bachelor degree)

Special Features of EMBA Program

- Faculty members with Ph.D. from North American or equivalent universities or with long industry experience from prestigious institutions
- NSU financial aid/tuition waiver for meritorious students
- Exclusive computer lab for EMBA students
- Weekend classes
- Customized course offering
- Up-to-date curriculum
- NSU is a non-smoking campus
- Extracurricular activities through EMBA forum
- Academic collaboration with leading North American universities

Interview: Saturday, 26 December 2009
Application Deadline: Wednesday, 23 December 2009

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- Special course waiver based on academic background
- Classes on Thursday, Friday and Saturday

Application Forms are available for Tk. 800 at NSU Accounts Dept. A complete application includes: (i) application form (duly filled in); (ii) three passport size photographs; (iii) clean copies of certificates and mark-sheets (attested); (iv) appointment letter and experience certificate (attested) and (v) visiting cards of the candidate and her/his supervisor.

For Further Information, Please Contact
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NORTH SOUTH UNIVERSITY
Bashundhara, Dhaka-1229
Tel: 880-2-885-2000, ext. 1765/1764/1763
E-mail: mbainfo@northsouth.edu, web: www.northsouth.edu

Ad 57

Independent University, Bangladesh since '93

Undergraduate Admission Spring 2008

Undergraduate Programs

Admission Eligibility:
HSC & SSC pass Certificate with a minimum GPA of 3.00 in both 5 O' Levels with a GPA 2.50 & 2 A' levels with a GPA of 2.00
International Baccalaureate/other equivalent degrees

Admission Test Exemption:
Minimum score of 1250 in SAT 1 & minimum 550 (213 computer based) in TOEFL or 5.5 in IELTS
Grade A in English and Math in A' Level

Full Admission Fee Waiver:
For top ten students in admission test

100% IUB Merit Scholarship:
GPA of 4.8 (without 4th subject) at HSC
Two 'A' grades in minimum 2 A' level

Tuition Fee Discount:
100% tuition fee discount for the top 3 students in IUB Admission Test
30% tuition fee discount for students having GPA 5.0 in both SSC & HSC (with 4th subject)
50% financial discount for siblings

Financial Aid:
Tuition discount on the basis of IUB semester result
On campus job facilities

Features

- Computer labs for each school / Digital Electronics Lab & a central IT system.
- Separate lab for Physics, Chemistry, Biology, Environmental Science & Geographical Information Services (GIS)
- Career Guidance & Placement Office for providing internship & job placement facilities.
- Central library with electronic communication backup with online access to Emerald, JSTOR, Oxford journals. Only operational digital library with more than 30,000 documents in the archive.
- Global collaboration with reputed universities.
- Participation of IUB students at global events.

Application Deadline: 5 November 2007
Admission Test: 10 November 2007

Dhaka Campus
House 1, Road 13, Baridhara, Dhaka-1212
Tel: 9884498, 9881681, 9881917, 9882386-90 ext-268,269
Fax: +980-2-8823959, 8850226
Email: admission@iub.edu.bd

Chittagong Campus
Minhaz Complex 12 Jamal Khan Road
Tel: 031-611262
Fax: 031-611263
Email: info@ctg.iub.edu.bd

student with major in any subject other than Engineering may sign-up for Anthropology or Sociology as minor

www.iub.edu.bd

Ad 58

WHERE LEADERS ARE CREATED
AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH

AIUB ADMISSION

Programs We Offer

Faculty of Engineering

- B.Sc.
 - Computer Engineering
 - Electrical & Electronic Engineering
- B.Arch.
 - Bachelor of Architecture

Faculty of Science

- B.Sc.
 - Computer Science
 - Software Engineering
 - Computer Science & Software Engineering (Students from Commerce background may apply)
 - Computer Science & Engineering (The program is fully offered by Faculty of Science and Faculty of Engineering)
- M.Sc.
 - Masters of Computer Science

Faculty of Arts and Social Sciences

- BA
 - Advertising
 - English
 - Mass Communication & Media Arts

Faculty of Business Administration

- BBA
 - Accounting & Finance
 - Marketing
 - Management
 - Economics
 - Human Resource Management (HRM)
 - Hotel and Tourism Management (HTM)
 - Management Information System (MIS)
- MBA
 - Finance
 - Marketing
 - Operations Management
 - Human Resource Management (HRM)
 - Management Information System (MIS)

Special Degrees

- Agribusiness MBA
- Executive MBA

Special Program
AIUB offers CCNA, A+ and IT Essentials
For more information, visit www.aiub.edu and IT Essentials
Phone: 9887354-5, 8814432, 8816173 Ext. 406

For More Information
House 83/B, Road 4, Kemal Ataturk Avenue, Banani, Dhaka 1213
Phone: 9815387, 9894229, 8811749; Ext. 100, 200; Web: www.aiub.edu E-mail: info@aiub.edu

Ad 59

Independent University,

Master of Business Administration

Admission Spring 2008

Eligibility

- Three-year Bachelor Degree from a reputed university and at least one year of work experience in a managerial/executive position.
- Four-year Bachelor Degree from a reputed university. Some work experience after graduation in a managerial/executive position is preferable, but not essential.
- A CGPA of at least 2.50 at undergraduate or graduate level with no 3rd Division/Class in any previous public examination.
- Students with minimum 500 in GMAT will be exempted from admission test.

Focus Areas

- Finance
- Banking
- Marketing
- Human Resources Management

Special Features

- All faculties have Ph.D. degrees
- Subscription to online library (ProQuest, Emerald, Jstor, OUP, Hinari)
- Degree from IUB is accepted globally for higher studies and job placement
- International Curriculum
- State-of-the-art IT facilities
- Teaching Assistantship
- 15% discount on tuition for IUB Graduates
- 15% discount on tuition (based on academic achievement and financial need) available for the deserving students at the end of foundation module
- 50% discount for siblings or spouses
- Payment of fees in installments
- Classes are held in the evening

Duration of the program will be 4 semesters (6 months). However, one may finish the program in 3 semesters (12 months) taking maximum course load or because of waiver or transfer of courses granted to her/him.

Last Date for Application : December 5, 2007
Admission Test : December 7, 2007
Interview : December 13 and December 14, 2007
Classes Commence : January 6, 2008

Please Contact Registrar's Office

Dhaka Campus
House 81 Ka, Road 11, Suhrawardy Ave.
Baridhara, Dhaka-1212
Tel: 9862386 - 90, 9881917, 9881681, 9884498
Ext: 254
Fax: 880-2-8823959, 8850226
E-mail: info@iub.edu.bd

Chittagong Campus
Minhaz Complex
12 Jamal Khan Road
Tel: 611262
Fax: 880-31-611263
E-mail: info@ctg.iub.edu.bd

www.sb.iub.edu.bd

Ad 60

www.aiub.edu/architecture

AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH
WHERE LEADERS ARE CREATED

Bachelor of Architecture

5 year Professional Degree (B.Arch-I)

at **AIUB**

The program is led by Professor Dr. Saleh Uddin Badat of University of Missouri-Columbia, USA

Admission for Summer 2008 Semester:
Last date of application: Tuesday, February 26, 2008
Admission Test: Saturday, March 15, 2008

Application materials can be obtained from Admission Office of AIUB at 83/B, Road 4, Kemal Ataturk Avenue, Banani, Dhaka 1213

Admission Information:
Phone: 9894229, 8811749, Ext - 100, 200
Web: www.aiub.edu; Email: info@aiub.edu

architecture admission SUMMER 2008

Ad 61

WHERE LEADERS ARE CREATED
AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH

AIUB
excellence in leadership
CELEBRATING THE 12TH YEAR

Academic Programs
Summer Semester
Academic Year 2007-2008
Admission Exam : March 15, 2008

Faculty of Engineering

- BSc
 - Architecture
 - Computer Engineering
 - Electrical & Electronic Engineering

Faculty of Science

- BSc
 - Computer Science
 - Software Engineering
 - Computer Information System
 - (Students from General background may apply)
 - Computer Science & Software Engineering
 - Computer Science & Engineering
 - (The program is jointly offered by Faculty of Science and Faculty of Engineering)
- MScS
 - Masters in Computer Science

Faculty of Arts and Social Sciences

- BA
 - Advertising
 - English
 - Mass Communication & Media Arts

Faculty of Business Administration

- BBA
 - Accounting & Finance
 - Marketing
 - Management
 - Economics
 - Human Resource Management (HRM)
 - Hotel and Tourism Management (HTM)
 - Management Information System (MIS)
- MBA
 - Finance
 - Marketing
 - Operations Management
 - Human Resource Management (HRM)
 - Management Information System (MIS)

Special Degrees

- Agribusiness MBA
- Executive MBA

AIUB Facilities

- Placement: Separate placement office to assist students to find challenging & growth oriented employment & internship
- Research: Only private university to publish separate Business & Economics and Science & Engineering Journals
- Faculty: More than 175 full-time faculties with proven teaching & research excellence at home & abroad
- Computer Laboratories: State of the art Computer Laboratories with more than 400 workstations (only labs)
- Engineering Laboratories: 14 well equipped Electrical, Electronics, Telecommunications and Data Communications Laboratories, and Separate Design Studios for Architecture
- Science Laboratories: Highly equipped modern Physics, Chemistry and Design & Drafting Laboratories
- Other IT infrastructure: 12 powerful servers, Fiber Optic Backbone with 3 Mb/s Bandwidth, own VSAT with dedicated 768/512K bandwidth as backup
- Library: Rich collection of books, journals, articles, encyclopedia covering more than 80 academic concentrations
- Language Laboratory: Most modern audio-visual & oral equipment to facilitate development of oral & written communication skill in English
- Residence: Separate hostel facilities for male and female students nearby the university campus

Admission Information Office
House 83/B, Road 4, Kemal Ataturk Avenue, Banani, Dhaka 1213
Phone: 9894229, 8811749, 9894229; Ext. 100, 200
MBA Program Office (12 pm to 8 pm)
House 83/B, Road 21, Kemal Ataturk Avenue, Banani, Dhaka 1213
Phone: 8820865, 9890804, 9894641; Ext. 555
E-mail: info@aiub.edu
Web: www.aiub.edu

Ad 62

ADMISSION - SUMMER 2008
Be a proud professional in Film & Media by acquiring a degree on

Film & Media

Dept. of Film & Media Offers:

- ◆ B. A in Film & Media (4 Years Hons.)
- ◆ Master in Film & Media (Prof & Final)

Specialization:

- Direction
- Media
- Editing
- Cinematography
- Script Writing

Key Features:

- ★ Latest state of the art own editing panel & media preview lab
- ★ Rated As The Best Private University in Bangladesh By Television Dorshok Forum
- ★ First & Only ISO 9001 : 2000 Certified University In Bangladesh
- ★ Graded As One of The Top Universities in Bangladesh By Govt.

◎ Last Date of Application: March 25, 2008
◎ Admission Test: March 28, 2008

STAMFORD UNIVERSITY
BANGLADESH (Govt. Approved)
Education for Tomorrow's World

Contact Address:

Head Office & Dhanmondi Campus
744, Satmosjid Road, Dhanmondi
Dhaka - 1209
Tel: 9124161, 9124566, 9156122-3, 9153168-9
(Ext - 110, 118, 119, 120, 124, 126, 128, 129, 294 & 462)
Mobile: 01713082401-03
E-mail: stamford@stamforduniversity.ws, admission@stamford.ac, Web Page: www.stamforduniversity.info

Siddeswari Campus
51, Siddeswari Road, Dhaka
(Behind Monowara Hospital)
Tel: 8355626, 8355596, 8354577, 8355512-3
Ext - 114, 116, 119, 121, 122, 191 & 192
Mobile: 01713082404-05

Ad 63

We Bring Out The Best In You

Discover A Good Degree Accepted All Over The World...

Our Programs:

- ◆ Bachelor of Architecture
- ◆ B. Sc in Civil Engineering
- ◆ B. Sc in Electrical & Electronic Engineering
- ◆ B. Sc in Computer Science & Engineering
- ◆ B. Sc in Computer Science & Information
- ◆ M. Sc in Computer Science & Engineering
- ◆ Master in Computer Application (MCA)
- ◆ Bachelor of Arts in English (4 Years Hons.)
- ◆ Master of Arts in English (Final)
- ◆ Master of Arts in English (Preliminary & Final)
- ◆ Bachelor of Environmental Science
- ◆ B. Sc in Microbiology
- ◆ Bachelor of Pharmacy
- ◆ Bachelor of Laws (4 Years LL. B Hons.)
- ◆ B. S. S in Economics
- ◆ B. S. S in Journalism for Electronic & Print Media
- ◆ B. A in Film & Media (4 Years)
- ◆ M. A in Film & Media (2 years)
- ◆ Bachelor of Business Administration (BBA)
- ◆ Master of Business Administration (MBA)

Non-conventional Features of Stamford:

- ◆ Largest campus among all private universities
- ◆ Non-conventional Features of Stamford:
 - ◆ Largest campus among all private universities
 - ◆ Well equipped labs, high speed campus backbone network
 - ◆ Six modern & rich libraries with sufficient stock of books
 - ◆ Visiting professors from renowned North American universities
 - ◆ Nationally renowned professors of our own and from Dhaka University & BUET
 - ◆ Non-smoking and non-political environment
 - ◆ Free doctor's service
 - ◆ Credit transfer facilities

Only Private University In Bangladesh Having Membership of Top Two International Accreditation Bodies

Scholarships:

- ◆ 5% student will be awarded full free studentship.
- ◆ Chancellor Scholarship
- ◆ University President Scholarship

★ Rated As The Best Private University in Bangladesh By Television Dorshok Forum
★ First & Only ISO 9001 : 2000 Certified University In Bangladesh
★ Graded As One of The Top Universities in Bangladesh By Govt.

Head Office & Dhanmondi Campus
744, Satmosjid Road
Dhanmondi, Dhaka
Tel: 9124161, 9124569, 8156122-3, 8153168-9
(Ext - 110, 118, 119, 120, 124, 125, 126, 128, 129, 294 & 462)
Fax: 9143531
Mobile: 01713082401-03

Siddeswari Campus:
51, Siddeswari Road, Dhaka
(Behind Monowara Hospital)
Tel: 8355626, 8355596, 8354577, 8355512-3
(Ext - 114, 116, 119, 121, 122, 191 & 192)
Mobile: 01713082404-05

STAMFORD UNIVERSITY
BANGLADESH (Govt. Approved)
E-mail: stamford@stamforduniversity.ws, admission@stamford.ac, Web Page: www.stamforduniversity.info

Ad 64

PROGRESSIVE HIGHER EDUCATION SINCE 1993

Independent University, Bangladesh

Admission Enquiries Open Round The Year



Undergraduate Programmes

Business BBA
Accounting, Finance, Marketing, Management, Management Information Systems (MIS) & Human Resources Mgt (HRM).

Engineering BSc
Computer Science
Computer Information Systems (CIS)
Computer Engineering
Electrical & Electronics Engineering
Electronic & Telecommunication Engineering

Environmental Science BSc
Environmental Management
Population Environment
Land & Water Resources Management

BA English
English Literature

Media BBS
Media & Communication

Economics BSc
Economics

Graduate Programmes

School of Business
MBA: Banking, Finance, Marketing & HRM

School of Engineering & Computer Science
MSc: Computer Science, Telecommunication Engineering, Software Engineering, Computer Networks & Communication

School of Environmental Science & Management
Master of Public Health (MPH)
MSc in Environment Management

School of Liberal Arts & Social Sciences
MSS: Development Studies

Special Consideration (for Undergraduates only)

- Students with minimum 1250 in SAT 1 and minimum 550 (213 Computer based) in TOEFL or 5.5 in IELTS will be exempted from admission test
- Full Tuition Waiver to Student with**
 - Grade point average of 4.8 (without 4th subject) on a scale of 5.0
 - Two "A" grades in minimum 2 "A" level subjects
- Financial Assistance**
 - Discount on tuition based on performance during the 1st semester
 - Campus job
 - 50% Financial discount for concurrently admitted siblings on entry

INDEPENDENT UNIVERSITY, BANGLADESH
House 1, Road 13, Dardang, Dhaka 1212
Tel: 9884498, 9881681, 9881917, 9862386-90
Fax: +880-2-8823959, 8850226
Email: info@iub.edu.bd
Website: http://www.iub.edu.bd

Chittagong Campus: Minhar Complex, 12 Jamal Khan Road, Chittagong
Tel: 031-611262, Fax: 031-611263, Email: info@ctg.iub.edu.bd

Ad 65

Postgraduate Certificate Programme on Early Childhood Development (ECD)



BRAC University Institute of Educational Development (BU-IED) will offer a 10 months Certificate program on Early Childhood Development with a unique curriculum designed to prepare highly skilled ECD professional to work in public and private sectors.

Features:

- A blend of 2 weeks class room instruction and 6 weeks individual assignment for each course.
- Limited scholarships available to cover full or partial fees to highly qualified applicants without financial support from the employer.
- Well designed curriculum taught by international and national resource persons and BU-IED faculties.
- English proficiency course by BRAC EL-Pro.

Eligibility:

- Minimum requirement is Bachelor degree
- English proficiency (to be determined by placement test or IELTS score- 5.5)
- Applicant engaged in or having experience of early childhood development program will be given preference.

- Admission test**
November 3, 2007
- Deadline for application**
October 31, 2007
- For admission form and Brochure**
www.ecd-bangladesh.net/academic.asp
- For course related information**
Dr. Nishat F. Rahman,
e-mail: nfrahman@bracuiversity.ac.bd
or Tel: (880-2) 882-4180 (Ext. 2126, 2127)
- Venue**
BU-IED, House 113, Road 2, Block A, Niketon, Gulshan 1, Dhaka 1212

Ad 66

MANARAT INTERNATIONAL UNIVERSITY (MIU)
(A Center of Academic & Moral Excellence)

ADMISSION GOING ON

MIU own Camps

MIU Offers

- ✓ BBA
- ✓ BSc in CSE
- ✓ Bachelor of Pharmacy (B. Pharm)*
- ✓ BSc in Electronics & Communication Engineering
- ✓ BA (Hons) in English
- ✓ MBA (Regular & Executive)
- ✓ MA in English

Why should you choose MIU?

- ✓ UGC & Govt. Approved
- ✓ MIU maintains international standard
- ✓ Upto 100% tuition fee waiver
- ✓ Distinguished faculty with national & international exposure
- ✓ Provision for credit transfer to and from other universities
- ✓ Peaceful academic environment
- ✓ Affordable cost

Waiver for Undergraduate Programs

Total CGPA at SSC & HSC Without 4th Subject	Waiver
9.5 and above	100%
9.0 - 9.49	75%
8.5 - 8.99	50%
7.5 - 8.49	25%
6.5 - 7.49	10%

Open on Friday

Department of Pharmacy is accredited by the Pharmacy Council.

For details : Information desk of MIU
Plot # GEN 16, Road # 106, Gulshan, Dhaka-1212
Tel : 8817525, 9862251, 9884736; Mob : 91819-245695,
Fax: 9862226, E-mail: admission@manarat.ac.bd, www.manarat.ac.bd

Abul Bashir Khan
Registrar

Professor Dr. M. Umar Ali
Vice Chancellor

Ad 67

North South University

Certificate Course in Digital and Online Librarianship

North South University is going to offer the 6th batch of 'Certificate Course in Digital and Online Librarianship' in Fall 2007. This course will enable you to know how to effectively utilize digital and online resources in the library and eventually will help you to pursue higher studies and research and develop skills in designing and maintaining individual websites and digital libraries. The course covers internet & web technology, database management and web page design, digitization, online books and journals procurement, use and access to electronic and online resources etc. Each participant will be given access to an individual PC.



Classes Start: 5 November 2007
Course Duration: 14 weeks (56 Hours)
Class Time: 6pm-8pm (2 days a week)
Course Fee: Tk. 8100/- only
Application Deadline: 1 November 2007

Contact: Dr. M. Mostafizur Rahman
Program Coordinator & Deputy Librarian
North South University, House # 1, Road # 17, Block-C,
Banani, Dhaka-1213. Phone: 9885611~20/Ext.150,141, 230
Email: cdol@northsouth.edu

Ad 68

STAMFORD UNIVERSITY
BANGLADESH

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

Our Programs:

B.Sc. (Hons.) in Microbiology MS in Microbiology Bachelor of Pharmacy (Hons.) (For Spring & Summer) Bachelor of Architecture B.Sc. in Civil Engineering B.Sc. in Electrical & Electronic Engineering B.Sc. in Computer Science & Engineering B.Sc. in Computer Science & Information M.Sc. in Computer Science & Engineering Master in Computer Application (MCA) Bachelor of Environmental Science M.Sc. in Environmental Science	Bachelor of Laws (4 Years LL.B. Hons.) B.S. S. in Economics B.S. S. in Journalism for Electronic & Print Media B.A. in Film & Media (4 Years) M.A. in Film & Media (2 years) Bachelor of Business Administration (BBA) Master of Business Administration (MBA) Bachelor of Arts in English (4 Years Hons.) Master of Arts in English (Final) Master of Arts in English (Preliminary & Final) Master of Public Administration (MPA)
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State-of-the-art facilities

10 electrical & electronic labs, 12 computer labs, 8 pharmacy & microbiology labs, 6 civil labs, 3 design & drawing labs, jury room, language lab, acoustics lab, 3 video editing labs, 8 professional video cameras & many more...

5 libraries with more than 50,000 books
More than 350 full time qualified & experienced teachers

Head Office & Dhanmondi Campus
744, Satmosjid Road, Dhanmondi, Dhaka
Tel: 9124161, 8156122-3, 8153168-9
(Ext - 118, 119, 124, 125, 126, 127, & 128)
Mobile: 01713082401, 01713082402
E-mail: admission@stamforduniversity.edu.bd, Web Page: www.stamforduniversity.edu.bd

Siddeswari Campus
51, Siddeswari Road, Dhaka
Tel: 8355626, 8355596, 8354577, 8355512-13
(Ext - 114, 116, 119, 121 & 122)
Mobile: 01937082093, 01937085783

Vision of Excellence
"Moving Teaching Excellence from Good to Great"

Ad 69

BRAC University

undergraduate admission summer 2010

BRAC UNIVERSITY

Bachelor of Architecture (B.Arch)
Bachelor of Business Administration (BBA)
BSc in Computer Science and Engineering (CSE)
BSc in Electronics and Communication Engineering (ECE)
BSc in Electrical and Electronic Engineering (EEE)
BS in Applied Physics & Electronics (APE)
BSc in Computer Science (CS)
BS in Mathematics
BSS in Economics
BA in English
LLB (Hons)
BS in Physics

Eligibility Requirements
Minimum GPA of 2.5 in SSC and HSC separately and a total GPA 6.0 or O-Level in five subjects and A-Level in two subjects with a GPA of 2.5 at each level (A=5, B=4, C=3, D=2 & E=1). Only one E is acceptable.
All eligible candidates are required to take the admission test.
Up to 100% tuition waiver for candidates having GPA of 5.0 without fourth subject in both SSC and HSC or 7 A's in 'O' levels in one sitting and 3 A's in 'A' levels and on the basis of performance in the Admission Test.
Scholarships
Tuition waivers and scholarships are available in different categories

Admission Test:
April 23, 2010
Time: 10:00 am

Application Deadline:
April 20, 2010

The admission application forms and other information are available at www.bracu.ac.bd or at the admission office on the ground floor of the University Building at 66 Mohakhali, Dhaka-1212

Tel: 882 4051-4 ext. 4003; 885 3948, 885 3949, Fax: 881 0383, email: admission@bracu.ac.bd

২৭ মার্চ, ২০১০

Ad 70

প্রথম আলো

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

ADMISSION, SUMMER 2010
BBA & MBA

ADUST offers you 124 credit hours BBA (4 years), 64 credit hours RMBA & 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, LLM, MPH etc.

Main Campus:	Dhanmondi & Panthapath Campus:	Paltan Campus:	Uttara Campus:
House # 83, Road # 04, Block-B, Banani, Dhaka. Ph: 9897700, 9891904	Building-1: House # 57 & 60, Road # S/A, Dhanmondi. Building-2: 69/2, Panthapath. Phone: 9670775, 8650535 Mob: 01819-248846, 01819-499374 01195-373441, 01732-267204	53/1, Purana Paltan Lane, Dhaka. Phone: 9357002, Mob: 01923-215307	House-77, Road-19, Sector-11, Uttara Model Town, Dhaka-1230. Ph: 8556797-8, 8559267-8, Mob: 01711-548609

www.atishdipankaruniversity.edu.bd

18 May, Pithom Ab. ২০১০, ১১

Ad 71

ULAB
GOVT & UGC APPROVED

Pithom Ab. 29 Jan. ২০১০
THINK, LEARN, GROW
DISCOVER THE FUTURE

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

Programs

- Business Administration (BBA)
- English & Humanities
- Media Studies & Journalism
- Computer Science & Engineering
- Electronics & Telecommunication Engineering
- MBA
- EMBA

Scholarships

- Range from 10% to 100%
- Undergrad Merit Scholarships
- Vice Chancellor's Honors List
- Dean's Honors List
- Named Scholarships
- 10% additional scholarship for female students

Facilities

- Two dedicated, 6-storied campus buildings in Dhanmondi
- Fully air-conditioned classrooms with multimedia facilities
- Tournament standard cricket ground
- Computer/Media/Digital/Telecom/Language labs fitted with latest equipment

UNIVERSITY OF LIBERAL ARTS BANGLADESH
Hs 56, Rd 4A, Satmasjid Road, Dhanmondi, Dhaka.
Phone: 9661253, 9661301, 01714161614, 01713 091934
www.ulab.edu.bd

Ad 72

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 (Day & Evening Shift)
B. Sc. in Electrical & Electronic Engineering (Day & Evening Shift)
B. Sc. in Computer Science & Engineering (Day Shift)

Stamford Also Offers:

BBA	Architecture	B. A. in English (Hons.)
MBA	B. Pharm.	M. A. in English (Final)
CSI	M. Pharm.	M. A. in English (Pre. & Final)
MCSE	B. A. in Film & Media	Bachelor of Environmental Science
MCA	M. A. in Film & Media	M. Sc. in Environmental Science
MPA	Journalism	B. Sc. (Hons.) in Microbiology
LL. B. (Hons.)	Economics	MS in Microbiology
LL. M. (Final)	LL. M. (Pre. & Final)	

10 electrical & electronic labs
12 computer labs
8 pharmacy & microbiology labs
6 civil labs, 3 design & drawing labs
Jury room, language lab, acoustics lab
2 video editing labs, 8 professional video cameras
More than 350 full time qualified & experienced teachers
5 libraries with more than 50,000 books
First & only ISO certified university in Bangladesh
Full free studentship for 5% students on merit basis

Contact Address:
Head Office & Dhanmondi Campus
744, Satmosjid Road, Dhanmondi, Dhaka
Tel: 9124161, 8156122, 8153168, 9124569, 8119623
(Ext - 118, 119, 124, 125, 126, 127 & 128)
Mobile: 01713082402, 01675694482, 01675694483
E-mail: admission@stamforduniversity.edu.bd, Web Page: www.stamforduniversity.edu.bd

Last Date of Application: April 05, 2010
Admission Test: April 09, 2010

Siddeswari Campus
51, Siddeswari Road, Dhaka
Tel: 8355626, 8355596, 8354577, 8355512-13
(Ext - 114, 116, 119, 121, 122, 191 & 192)
Mobile: 01937082093, 01937085783

Ad 73

admission Spring 2010 Prof. Dr. A. B. 12 Jan, 2010 18

City University

Bachelor of Science in Textile Engineering (BSTE)
Regular Program: 154 Credits Total cost: Tk. 2,95,800 only
Evening Program: (Only for Textile Diploma Holders)

Bachelor of Law (Hon's) (LL.B., Hon's)
130 Credits Total cost: Tk. 1,91,000 only
50% special waiver

Bachelor of Business Administration (BBA)
124 Credits Total cost: Tk. 2,20,400 only

Bachelor of Computer Science & Engineering (BCSE)
Regular Program: 144 Credits Total cost: Tk. 2,23,000 only
Evening Program: (Only for Computer Diploma Holders)

Bachelor of Arts (Hons.) in English (BA, Hon's)
120 Credits Total cost: Tk. 1,18,000 only
50% special waiver

BSS (Hon's.) in Social Welfare Policy & Social Work Practice
124 Credits Total cost: Tk. 1,20,800 only

Master of Business Administration
Regular Program: 60 Credits Total cost: Tk. 1,20,000 only
Executive MBA (EMBA)
48 Credits Total cost: Tk. 99,000 only

Master of Arts in English
39 Credits Total cost: Tk. 51,100 only
50% special waiver

City University Provides:

- Tuition waiver / scholarship up to 100%
- 50% tuition waiver for siblings / couples
- 20 - 50% tuition waiver for female students
- Part-time, on-campus job facility
- Job guaranty for deserving candidates
- Internship arrangement facility
- Well secured own hostel facility near Baridhara

Special Features

- Faculty with Ph.D from USA, UK, Ukraine, Japan, Korea and Malaysia
- Closely related with group of industries specially in Textiles, Garments & Financial institutions.
- Well-equipped modern labs for Computer Science & Textile Engineering.
- Spacious library with well-equipped modern furniture, fixtures and huge number of books.
- Flexible credit transfer facility
- Remedial English & Basic Computer are compulsory for all programs.

Contact for further details
CITY UNIVERSITY ADMISSION OFFICE, 40, Kemal Ataturk Avenue, Banani, Dhaka-1213. BANGLADESH
Phone: 9893983, 9861543, 9885848, 8836782. Extn: 112, Mobile: 01819 813111, 01817040987
Fax: 880-2-6859597 Email: admission_city@yahoo.com; Web: www.cityuniversity.edu.bd

Ad 74

IUBAT - International University of Business Agriculture and Technology
(Founded 1991 by Md Alimullah Miyan)

Admission for Summer, 2010

Programs

- MBA : Master of Business Administration
- BBA : Bachelor of Business Administration
- BCSE : Bachelor of Computer Science & Engineering
- BSCE : Bachelor of Science in Civil Engineering
- BSSEE : Bachelor of Science in Electrical & Electronics Engineering
- BSME : Bachelor of Science in Mechanical Engineering
- BA Econ : Bachelor of Arts in Economics
- BSAg : Bachelor of Science in Agriculture
- BATHM : Bachelor of Arts in Tourism & Hospitality Management
- BSN : Bachelor of Science in Nursing
- DCSE : Diploma in Computer Science & Engineering
- DIA : Diploma in Accounting

Permanent Campus
4 Embankment Drive Road, Sector 10, Uttara Model Town, Dhaka-1230
886 3523-7, 892 3498-70, 01714 014 933, 04476701611
Fax: 892 2625, admissions@iubat.edu, info@iubat.edu

Special Offer Summer '10
For Undergraduate Programs

GPA	Rate of Scholarship
4.80-5.00	100%
4.50-4.79	60%
4.00-4.49	40%
3.50-3.99	30%
3.00-3.49	20%

15% special scholarship for girls

Why Choose IUBAT

- Permanent Campus on 5 1/2 acres of land on the bank of river Turag, Uttara
- Excellent local and international faculty
- Internationally recognized having links with 63 universities abroad including those in Europe, USA, Canada, Australia with credit transfer facilities
- Affordable fees and financial support through scholarships, grants, deferred payment
- Assistance in placement & job placement at home and abroad
- Free transport from certain points of city centre, Gazipur & Savar to campus & shuttle service within Uttara
- Inexpensive housing & hostel in the locality

Friday and evening classes for Engineering
Friday and Saturday classes for MBA

Vice-Chancellor: Professor Dr. Md. Alimullah Miyan
www.iubat.edu

Ad 75

INDEPENDENT UNIVERSITY, BANGLADESH

MBA & EMBA ADMISSION TEST

Master of Business Administration (MBA)
Finance ■ Marketing ■ HRM ■ Banking

Eligibility

- 4-year Bachelor Degree or 3-year Bachelor Degree along with at least one year of work experience.
- A CGPA of at least 2.50 at undergraduate or graduate level.
- No admission test required if GMAT score is 500+.

Executive MBA (EMBA)
HRM ■ Finance ■ Marketing

Eligibility

- 4-year Bachelor Degree or 3-year Honour's Degree or a Master's Degree in any discipline.
- At least Second Class in all exams or a minimum CGPA of 2.5 on a 4 point scale.
- At least three years of continuous work experience as an executive.

Special Features

- All faculty have Ph.D. Degrees
- Subscription to online library (Proquest, Emerald, Jstor, Blackwell, EBSCO)
- Degree from IUB is accepted globally for higher studies and job placement
- State-of-the-art IT facilities
- Separate labs for MBA & EMBA
- Teaching Assistantship
- 15% discount on tuition for IUB Graduates
- 15% discount on tuition (based on academic achievement) available at the end of foundation module
- 50% discount for siblings or spouses
- Payment of fees in installments
- Classes are held in the evening & weekends (EMBA)

MBA
Last date for Application : April 7, 2010
Admission Test : April 9, 2010
Interview : April 16 & 17, 2010
Class Commence : May 2, 2010

EMBA
Last date for Application : April 7, 2010
Admission Test : April 9, 2010
Interview : April 16 & 17, 2010
Class Commence : May 6, 2010

FORM SALE: ALL DAYS OF THE WEEK FROM 10:00 A.M. - 8:00 P.M.

Please Contact:
School of Business
83 Suhrawardy Avenue, Block-K
Baridhara, Dhaka-1212
Tel: 9862386 - 90, 9881917, 9861681, 9884498
Ext: 254
Fax: 880-2-8823959, 8850226
E-mail: info@iub.edu.bd

www.sb.iub.edu.bd

Ad 76



www.ulab.edu.bd

ADVANCE YOUR CAREER

MBA & EMBA

Senior Faculty Members

Professor Imran Rahman
Director, ULAB School of Business
Former Associate Professor (Finance), IBA

Professor M Z Mamun
Advisor, ULAB MBA Program
Former Director, IBA

Professor Abdul Mannan
Professor, ULAB School of Business
Former Vice Chancellor, Chittagong University

ULAB graduates have found positions in

UNESCO • Citycell • Standard Chartered Bank • Eastern Bank
Prime Bank Ltd • BRAC Bank Ltd • IDLC • CARE Bangladesh
Square Pharmaceuticals Ltd • Gulf Airlines • Gemcon Group

Other Programs

- BBA
- BA in English & Humanities
- BSS in Media Studies & Journalism (MSJ)
- B.Sc in Computer Science & Engineering (CSE)
- B.Sc in Electronics & Telecommunication Engineering (ETE)

E/MBA Scholarships

- Range from 10% to 30%
- 10% additional scholarship for female students

Admission Summer 2010

Admission Office: 9am-7pm, everyday

UNIVERSITY OF LIBERAL ARTS BANGLADESH

Hs 56, Rd 4A (Satmasjid Road), Dhanmondi, Dhaka 1209
Phone: 9661255, 9661301, 01714 161614, 01713 091936
Email: admissions@ulab.edu.bd

27 April, 2009

Ad 77



GREEN UNIVERSITY OF BANGLADESH

Govt. Approved

Admission Spring 2010

BSc in Textile Engineering [BTE]

Regular Student; Total Fee: 3,80,000/-
Diploma Holders; Total Fee: 2,42,500/-

BSc in Electrical & Electronics Engineering [EEE]

Regular Student; Total Fee: 3,17,000/-
Diploma Holders; Total Fee: 1,93,600/-

Other Programs

BBA (4years) Total Fee: 2,41,000/-
LLB (4years) Total Fee: 2,26,600/-
LLB (2years) Total Fee: 76,600/-
LLM (1 Year) Total Fee: 47,800/-
CSE Total Fee: 1,42,400/- to 2,53,000/-
MBA Total Fee: 78,400/- to 1,27,000/-

BA (Hons) in Film, TV & Digital Media
Total Fee: 2,76,000/-

Features of GUB

- ▶ Monthly tuition payment facilities.
- ▶ 5%-100% Scholarship based on SSC & HSC Result.
- ▶ Merit Scholarship based on semester final results for undergraduate students.
- ▶ Full-time faculty with outstanding academic records.
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- ▶ Credit transfer facility to University at home and abroad.
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- ▶ Career Guidance & Placement Office for providing internship & job placement facilities.
- ▶ Large campus, regular seminars on useful topics, fully air-conditioned class rooms, extra-curricular activities.

Last Date of Admission January 21, 2010

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24 Mirpur Road (Opposite of Dhaka College)
Dhanmondi, Dhaka-1205
Tel: + 88-02-9673602, 011-91426307

Prof. Al. 12 Jan, 2010, 12

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BANGLADESH UNIVERSITY

(A centre of Excellence for Higher Education)

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Admission for Spring Semester -2010

Programs Offered

- BBA
- Architecture
- Pharmacy
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- Computer Science & Engg.
- Mathematics
- English (Hons.)
- LLB (Hons.)
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Quazi Azher Ali

Vice-Chancellor &
Former Education Secretary

Prof. Dr. Golam Ali Fakir

Pro-Vice-Chancellor &
Ex-Vice-Chancellor, Khulna University

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Prof. Mustafa Kamaluddin

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Dr. Anwarul Islam

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Dr. Subrata Kumar Bain

Faculty of Social Science

Dr. Jakir Hossain

Faculty of Business Studies

Mr. Ahsanul Islam

BBA & MBA (USA)
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Dr. Nilufar Akter

Faculty of Social Science

Dr. Mahmud Ahmed

Faculty of Science

Dr. Sabbir Ahmed

Faculty of Engineering

Dr. Khawaja Iqbal

Faculty of Law

Mr. Sardar Masud Karim

Head of Architecture

Dr. Enamul Aziz

Faculty of Social Science

Facilities

- * Foreign degree holder teachers
- * Modern labs, Library with 35000 books
- * American standard curriculum
- * Very well designed own campus
- * Excellent academic environment for modern knowledge
- * Extra curricular & cultural programs
- * Modern spacious class rooms & exam. halls
- * Strict discipline

Prof. Al. 30 Dec, 2009, 8

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undergraduate admission spring 2010



- Bachelor of Architecture (B.Arch)
- Bachelor of Business Administration (BBA)
- BSc in Computer Science and Engineering (CSE)
- BSc in Electronics and Communication Engineering (ECE)
- BSc in Electrical and Electronic Engineering (EEE)
- BS in Applied Physics & Electronics (APE)
- BSc in Computer Science (CS)
- BS in Mathematics
- BSS in Economics
- BA in English
- LLB (Hons)
- BS in Physics

Eligibility Requirements

Minimum GPA of 2.5 in SSC and HSC separately and a total GPA 6.0 or O-Level in five subjects and A-Level in two subjects with a GPA of 2.5 at each level (A=5, B=4, C=3, D=2 & E=1). Only one E is acceptable.

All eligible candidates are required to take the admission test.

Up to 100% tuition waiver for candidates having

GPA of 5.0 without fourth subject in both SSC and HSC or 7 A's in 'O' levels and 3 A's in 'A' levels in one sitting and on the basis of performance in the Admission Test.

Scholarships

Tuition waivers and scholarships are available in different categories

- A full residential semester for all students at its highly acclaimed Savar campus
- Unique English language program for all students
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- Wide choice of co-curricular activities
- Hostel for female students with transport facilities
- High-speed internet connectivity and video-conferencing facilities
- Rich library with access to online journals
- Career services guidance and placements

Admission Test:

November 19, 2009

Time: 10:00 am

Application Deadline:

November 16, 2009

The admission application forms and other information are available at www.bracu.ac.bd or at the admission office on the ground floor of the University Building at 66 Mohakhali, Dhaka-1212

Tel: 882 4051-4 ext. 4003; 885 3948, 885 3949. Fax: 881 0383. email: admission@bracu.ac.bd

Prof. Al. 16 Sep Oct, 2009, 7

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STATE UNIVERSITY OF BANGLADESH
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Department of Ultrasound

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

28th Batch **30th Batch**

- Classes will commence on 6th April, 2010.
- Regular 1 day class/week exclusively on Tuesday.
- Convenient class timing 2pm - 6pm.
- Three months duration 12 credit.

Special Features

- Most advance 3D/4D, Color Doppler, Power Doppler machine available for training.
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Campus 02: 2/16 Iqbal Road, Asad Avenue, Dhaka-1207. Ph: 9126696, 8152656

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31 March, 2010. 21

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North South University
center of excellence in higher education

MPH Admission SUMMER 2010 NSU

Weekend Program (Friday & Saturday classes)
Evening Program (6:00 PM – 9:00 PM)

Admission test: 30th April 2010 **Application Deadline: 29th April 2010**

Majors in:
■ Epidemiology ■ HIV/AIDS & Infectious Disease Control ■ Reproductive & Child Health ■ Behaviour Change Communication ■ Hospital & Health Service Management ■ Disaster Management ■ Environmental Health ■ Public Health Dentistry etc.

Why MPH at NSU:

- Most of the NSU MPH graduates have already secured job at UNO, international & national organizations
- Internationally reputed faculty members having PhD & Post Doctorate from reputable foreign universities.
- Internship in UN organizations (UNAIDS, UNFPA, WHO) & International organizations (Save the Children, ICDDR,B, FHI) for career development opportunities
- Credit transfer facility to reputed international universities
- Part-time job opportunity only for NSU MPH students
- 50% tuition waiver for candidate with highest score in admission test
- Financial-aid for deserving students
- Course Waiver for experienced & deserving students
- Fully automated & digital library with rich collections
- Exclusive research & computer labs with 24 hours internet facilities
- International & National study tour
- Research & teaching assistantship opportunity in Canada, USA, UK and Australia for NSU MPH graduates

North South University
For Information: Dept. of Public Health Office (SAC, 8th floor)
Bashundhara, Dhaka-1229. Cell: 01670023192, 01715622850, 01914444604,
01712275681, 01814755154, 0195248448 & 01819226242
Phone: 880-2-8852000 ext: 1914, 1905, 1913 & 1901
E-mail: nskhan@northsouth.edu, Web: www.northsouth.edu

18 April, 2010. 13

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WORLD UNIVERSITY OF BANGLADESH
WUB

ADMISSION FALL-2009

Govt. & UGC Approved

Faculty of Business Studies
□ BBA
□ MBA (Regular & Executive)
Major: Management, Marketing, HRM, Finance, Accounting, MIS, Insurance & Banking

Faculty of Engineering
BSc in
□ Mechanical 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

- Highly qualified (PhD) & experienced teaching staff
- American System of Education
- Evening & Weekend class
- Lowest tuition fees
- Air-Conditioned Classrooms
- Lab: Computer, EEE, Civil, Pharmacy, Mechatronics, Textile, Physics, Chemistry, English language labs and many more
- Rich Library with liberal borrowing facilities and access to online Libraries
- Academic collaboration with Universities in USA, UK, Australia & Caribbean

Last Date of Admission: December 31, 2009

Contact
MAIN CAMPUS, House-3/A, Road-4, Dhanmondi, Dhaka-1205. Tel: 9677435; 9667436; 01922702555
DHANMONDI UNIT-2, House-13/A, Road-5, Mehar Plaza (on Mirpur Road), Dhaka-1205. Tel: 9667435; 9667436; 01922702555
DHANMONDI UNIT-1, House-20, Road-7, A.R.A Center (on Mirpur Road), Dhaka-1205. Tel: 8144631-2; 8142046; 01922701666

Vice-Chancellor: Prof. Dr. Abdul Mannan Choudhury
Former Academic Dean FSMS, BUK, Nigeria; Proctor (DU); Provost S.M. Hall (DU); Chairman of Management Studies Deptt.; Founder Chairman of MIS Deptt.; Founder Director of Evening MBA Program in Management Deptt. & Selection Grade Professor of DU.

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- LL.M. (Final)
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- English (Hons.)
- Journalism
- B.Sc. (Hons.) in Microbiology
- MS in Microbiology
- M.A. in Film & Media
- M.A. in English (Pre. & Final)
- Bachelor of Environmental Science
- M.Sc. in Environmental Science
- B.A. in Film & Media
- M.A. in Film & Media

Our Engineering Programs:

- 10 electrical & electronic labs
- 12 computer labs
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Contact Address:
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744, Satmosjid Road, Dhanmondi, Dhaka
Tel: 9124161, 8156122, 8153168, 9124569, 8119623
(Ext - 118, 119, 124, 125, 126, 127 & 128)
Mobile: 01713082402, 01675694482, 01675694483
E-mail: admission@stamforduniversity.edu.bd, Web Page: www.stamforduniversity.edu.bd

Siddeswari Campus
51, Siddeswari Road, Dhaka
Tel: 8355626, 8355596, 8354577, 8355512-13
(Ext - 114, 116, 119, 121 & 122)
Mobile: 01937082093, 01937085783

Last Date of Application: April 05, 2010
Admission Test: April 09, 2010

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Admission Summer 2010

Admission Office: 9am-7pm, everyday

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- Electronics Lab: Digital Storage Oscilloscopes, Digital LCR Meters, Analog Communication Trainer Board
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- 7 Mbps internet connectivity with WiMAX facilities

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- Range from 10% to 100%
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Email: admissions@ulab.edu.bd Web: www.ulab.edu.bd

4th May, 2010, 5

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UNITED INTERNATIONAL UNIVERSITY Dept. of Electrical and Electronic Engineering

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Become Professional Engineers and Excellent Academicians

Dr. Raqibul Mostafa
Head, EEE, UIU
M.S. (Virginia Tech, USA)
Ph.D. (Virginia Tech, USA)

admission summer 2010

Admission Test on April 23, 2010

Academic Programs

BSc in Electrical & Electronic Engg. (EEE)
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MSc in Communication Engineering (MSCE)

Scholarships

Up to 100% scholarship based on previous academic results
Almost 1/3 students received 25% to 100% tuition fee waiver based on trimester results

Outstanding Achievement of EEE students

Amongst three international participating teams, UIU EEE is the only Bangladeshi team selected for the 2009 International Future Energy Challenge in group A [Sponsored by the IEEE Power Electronics Society, and the Power Sources Manufacturers Association (PSMA), USA.]

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UIU Bhaban: House # 80, Road # 8/A (Old-15), Satmasjid Road, Dhanmondi, Dhaka-1209.
Tel: 9125912-6, 01914-001470, Fax: 9118170 www.uiu.ac.bd

6 April, 2010, 23

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INSTITUTE OF EDUCATION AND RESEARCH (IER)
University of Dhaka

Certificate Course on Effective Teaching For English Medium Schools and Kindergartens (6th Batch)

The sixth Certificate Course on Effective Teaching for the teachers of English medium schools and kindergartens jointly organized by IER, Dhaka University and Highland Resource College, Nova Scotia, Canada is going to be held from 12th January 2008. Individuals having a bachelors degree or 'A' level education and competence in English language are eligible to apply. Classes will be held in the afternoon thrice a week (Saturday, Monday and Wednesday : 5 to 8 pm) for three months.

- The course is of international standard and will be conducted by over 20 reputed national experts.
- There will be an opportunity to participate in an education workshop to be conducted by a Canadian expert in Dhaka.
- Certificate will be provided jointly by Dhaka University and Highland Resource College, Nova Scotia, Canada.

Registration fee : Tk. 20,000/- to be paid in 3 installments (8,000+6,000+6,000). Seats are limited so please enroll immediately at the following address.

Contact : Prof. Nazmul Haq
Training Coordinator
Room No.- 212, IER Building
Ph. 9661920-59 Ext. 8215. Mobile : 01819-277 497

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BANGLADESH UNIVERSITY OF ENGINEERING & TECHNOLOGY, DHAKA-1000, BANGLADESH

No. _____ Date _____

Admission into Postgraduate Programmes April 2008 Semester

Applications in prescribed form are invited for admission into the following postgraduate programmes for April 2008 semester.

A) Doctor of Philosophy (Ph.D.) degree offered by the Department/Institute: Chemical Engineering, Chemistry, Civil Engineering, Computer Science and Engineering, Electrical & Electronic Engineering, Industrial & Production Engineering, Materials & Metallurgical Engineering, Mathematics, Mechanical Engineering, Naval Architecture and Marine Engineering, Physics, Urban and Regional Planning, Water Resources Engineering.

B) Masters Degree Programme:

(i) M.Sc. Engg./M. Engg. in Advanced Engineering Management, Chemical Engineering, Civil Engineering (Environmental), Civil Engineering (Geotechnical), Civil Engineering (Structural), Civil Engineering (Transportation), Computer Science and Engineering, Electrical and Electronic Engineering, Environmental Engineering, Industrial & Production Engineering, Information and Communication Technology, Materials & Metallurgical Engineering, Mechanical Engineering, Naval Architecture and Marine Engineering and Water Resources Engineering.

(ii) MURP in Urban and Regional Planning by Course & Thesis.

(iii) MURP in Urban and Regional Planning by Course & Project.

C) Master of Philosophy (M.Phil.) Degree in Chemistry, Mathematics, Physics and Materials Science.

- Prospectus containing detailed qualification requirements for admission into different programmes and prescribed Application Form will be available from Registrar's Office (Academic Section) on cash payment of Tk. 300/- (Three hundred Taka).
- Prospectus and Application form may be also available by sending a Bank Draft for this amount in favour of Comptroller of BUET drawn on Sonali Bank, BUET Branch, Dhaka along with a self-addressed envelope affixed with a postal stamp of Tk. 10/- (Ten Taka).
- Candidates in employment must apply through their employers for both part-time and full-time enrolments.
- Students must submit the completed application form along with attested photocopies of all certificates, mark sheets/grade sheets, testimonial & character certificate from the institution last attended.
- One copy stamp size photograph will have to be attached with the application form.
- Candidates will have to appear before the Selection Committee of the Department/Institute on dates to be notified by the respective Head/Director of Department/Institute on the respective Notice Boards.
- A few Teaching Assistantships may be awarded to suitable full-time students.
- Admission of candidates obtained degrees from institutions other than BUET is subjected to equivalence of their degrees by BUET Authorities.

Last date for receiving the applications is 05/4/08. Classes will commence on 10/5/08.

(-628) (X3) **Registrar**

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East West University Center for Research and Training (EWUCRT) promotes academic and applied research for creation and dissemination of new knowledge. With this goal the Center is dedicated to developing the research potentialities of faculty members of the East West University. In this effort EWUCRT provides generous financial grants to support faculty research and training on research methodology, publications of research reports and journals and sharing of research results with academia, researchers and policy makers. To facilitate dissemination and exchange of knowledge CRT organizes seminars and symposiums.



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About this working paper...

This working paper is circulated to encourage discussions and comments. Comments may kindly be sent to: EWU Center for Research and Training (EWUCRT), East West University, Plot No- A/2, Main Road, Jahurul Islam City, Aftabnagar, Dhaka-1212, Bangladesh. E-mail: ewucrt@ewubd.edu



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