

Eastern University at a Glance

Eastern University was established in 2003 under the Private University Act. The vision of Eastern University is to be a globally recognised University in its chosen fields of higher education and research in terms of quality. The mission of the University is to equipe the students with knowledge and skills essential for leadership in private and public sectors in the increasingly competitive and globalised environment.

The University has five Faculties: (a) Faculty of Arts, (b) Faculty of Business Administration, (c) Faculty of Engineering and Technology, (d) Faculty of Law, and (e) Faculty of Life Sciences. More than 15,000 students have graduated from the University by 2022 and about 1,200 students are now graduating annually. A fullfledged modern campus has been established at Ashulia, Dhaka.

Faculty of Business Administration

The Faculty of Business Administration (FBA) strives to contribute to the national goal by developing managerial manpower through its academic programs. The Faculty of Business Administration (FBA) of Eastern University delivers innovative and leadership education in business. Its highly qualified faculty members with extensive research experience and international exposure provide tailor-made support to enable learning and development of the student groups to become professional managers as well as good human beings. Graduates of the FBA are readily employed and are occupying leading positions in major national and international companies rendering excellent leadership as well as value addition to the society. It offers BBA, MBA (Regular), MBA (Executive), BBA & MBA in Islamic Finance, Banking and Insurance.

Name of the Degree

Masters of Business Administration (MBA)
Masters of Business Administration- Executive (EMBA)

Description of MBA Programs

The MBA programs are a multi-disciplinary professional graduate study designed to meet the needs of the students who want to develop their career as successful managers, executives, and professionals of local and multinational organizations and as entrepreneurs. The program offers a unique opportunity for the prospective and practicing managers and professionals to upgrade their professional knowledge, expertise and improve their decision making and problem-solving skills in different management areas of private and public sector and not-for-profit organizations.

Vision of the MBA Programs

The vision of the MBA programs is “we want to see every student in Southeast Asia will have a strong desire to study in MBA Program for its state-of-arts education system and center of knowledge creation.”

Mission of the MBA Programs

Its mission is to satisfy all educational needs of higher education of students so that they become the first choice of employers and investors.

Objectives of the Programs

- To develop the competence necessary for executives in an increasingly complex and globalized business world.
- To enhance critical thinking and develop communication, interpersonal and leadership skills.
- To enhance the real life exposure and practical orientation of the students.
- To enhance the ability of the students to identify business opportunities and resolve managerial problems.
- To develop students' understanding of the functional areas of business and develop a general perspective of their interrelationships.
- To promote the intellectual growth of students who would like to pursue higher studies and research leading to Ph.D. and to groom them to be academics in pursuance of a teaching profession at University level in their area of specialization.

Special features of MBA in EU

- Highly qualified Faculty Members with diverse research orientation
- Affordable tuition fees
- Two days classes for the job holders
- Course waivers in appropriate cases
- One year duration of RMBA program
- Active teaching learning
- Global insights
- Industry focused seminars and workshops
- Linkage with industry and corporate houses.
- Outcome based curriculum
- Sessions to enter Job Market conducted by Alumni
- Friendly and empathic faculties

Scope of the MBA Programs

- Laying the bases of management education.
- Equipping with the basics in business administration for the non-commerce students.
- Developing the students for holding entry-level positions in many corporations, business and non-business organizations.
- Equipping with the basic knowledge about corporate managementand skills to understand the diverse functioning of a company.
- Securing jobs in the sales and marketing department as members of salesteams or as management trainees.
- Enhancing marketability as a professional and increase the quality and quantity of job opportunities.
- Providing engineers with valuable business skills that make them more attractive to employers.
- Meeting high demand in the banking and corporate sectors of Bangladesh

Unique features of Department of Business Administration

- Friendly faculty members with good academic background
- Outcome based curriculum
- Office for internship and job placement
- Career success programs involving CV writing, grooming, corporate etiquette etc.
- Regular seminars on SPSS, Tally, Quick book, and Accounting & Data Analysis software for the business students.
- E-Commerce Club to promote career options of students in e-commerce sector
- Business Challenge Program to enhance the business skills of college students
- Industry visits to make a liaison with corporate houses
- Network with professionals
- Practical job searching knowledge in the competitive job market.
- Business and Social entrepreneurship club for organizing business competition, training, seminar for the University as a whole.

Admission Eligibility

- Minimum GPA 2.50 each at SSC/ HSC/ equivalent or Total GPA 6.00 with minimum GPA 2.00 in either SSC/ HSC/ equivalent or `O' Level in 5 (five) subjects and `A' Level in 2 (two) major subjects with minimum `B' Grade or GPA 4.00 in four subjects and `C' Grade or GPA 3.50 in three subjects.
- Minimum Second division or GPA 2.00 in Bachelor Level
- Minimum two years of job experience with Bachelors degree for admission to EMBA Program
- International students' degrees and all certificates would be evaluated for equivalency by the Admission Committee.

How to Apply

A candidate may apply for an admission test directly to the admission office of the University or make online application.

Direct submission

Collect application form for Taka. 500 from the Admission Office. Submit the filled in application form with two passport size colour photographs.

Online submission

- Contact bKash Agent, pay Tk. 500 to bKash 01795711361 and collect TrxID number.
- Go to Eastern University website, go to admission, go to online admission, and then go to new admission.
- Fill up the admission form
- Insert the trxID number
- Submit the form online

Requirements for Admission

- Photocopy of all academic certificates and mark sheets
- Two copies of passport size color photographs
- Photocopy of the student's and parent's National ID Card

The following courses are under the Foundation Courses group:

Course Code	Course Title
05415111	Business Mathematics
04125112	Economics for Managers
04115113	Principles of Accounting
04175114	Presentation and Business Communication Skills
04215115	Business Law & Ethics
05425216	Business Statistics
04135217	Principles of Management

The following courses are under the Core/Functional Courses group:

Course Code	Course Title
04116221	Accounting for Managers
04145224	Marketing Management
04135223	Human Resource Management
04126122	Principles of Managerial Finance
04136125	Productions and Operations Management
04146126	Global Business
06116127	E-Business
04136128	Entrepreneurship Development & SME Management

The following course is under the Capstone Course group:

Code	Title	Credit	Required Background
04136231	Strategic Management	3	All courses

Major/Elective Courses: Accounting

Course Code	Course Title
04116241	Advanced Financial Accounting
04116242	Intermediate Financial Accounting
04116243	Fundamentals of Financial and Managerial Accounting
04116244	Cost Accounting
04116245	Advanced Auditing
04116246	Financial Statement and Disclosure Analysis

Major/Elective Courses: Finance

Course Code	Course Title
04126251	Corporate Finance
04126252	Security Analysis and Portfolio Management
04126253	Capital Budgeting & Investment Decisions
04126254	Financial Analysis and Control
04126255	Working Capital Management
04126256	Financial Markets and Institutions
04126257	International Financial Management
04126258	Investment and Merchant Banking
04126259	Behavioral Finance

Major/Elective Courses: Human Resource Management

Course Code	Course Title
04136261	Manpower Planning & Staffing
04136262	Green HRM
04136263	Industrial Relations
04136264	Compensation and Payroll Management
04136265	KPI based Performance Management System
04136266	Training and Development
04136267	HR Audit and Analytics

Major/Elective Courses: Marketing

Course Code	Course Title
04146271	Brand Management
04146272	Sales Force Management
04146273	Services Marketing
04146274	Global Marketing
04146275	Integrated Marketing Communication & Digital Media
04146276	New Product Development & Pricing Policy
04146277	Distributions and Retail Management
04146278	Marketing Research
04146279	Digital Marketing

Major/Elective Courses: Supply Chain Management

Course Code	Course Title
04136281	Supply Chain Management
04136282	Logistics and Supply Chain Management
04136283	Enterprise Resource Planning
04136284	Green Supply Chain Management
04136285	Procurement, Storage and Warehouse Management
04136286	Supply Chain Analytics
04136287	Supply Chain Risk Modeling and Management
04136288	Negotiation and Conflict Resolution

Major/Elective Courses: Management Information System

Course Code	Course Title
06116291	Introduction to Management Information System
06116292	Artificial Intelligence for Business
06116293	Data Management for Business Analytics
06116294	Data Communication & Networking
06116295	Fundamentals of Cyber Security
06116296	Introduction to Web Design

To know the course contents in detail, please visit the following link
<https://www.easternuni.edu.bd/underGraduateCurriculumBusiness>



Recent Activities



Eastern Business Challenge Season -3 (2022)



FBA Team of EU



Eastern Business Challenge Season 2 (2019)

Faculty Members

- Dr. Md. Abbas Ali Khan**
Professor and Dean
Business Administration
Professor (Retired), Department of Management
Faculty of Business Studies,
University of Dhaka
Ph.D , University of Glasgow, UK
M.Com. , University of Dhaka
B.Com.(Hons), University of Dhaka

Mr. Syed Habib Anwar Pasha
Chairperson and Associate Professor
MBA & BBA in Marketing
Department of Marketing, University of Dhaka

Ms. Tasnuva Rahman
Associate Professor and Director (MBA & EMBA)
PhD Fellow, Putra Business School, Malaysia
MBA Major in Human Resource Management (HRM)
BBA in Management Studies
University of Dhaka

Dr. Mahmood Ahmed
Assistant Professor and Director, Islamic Finance, Banking and Insurance
Ph.D. in Finance, University of Rajshahi
M.Com. & B.Com, University of Dhaka

Prof. Dr. Md. Ashraf Hossain
Professor & Director, Institutional Quality Assurance Cell (IQAC)
Postdoc (Bus. Mgt./JSPS),
Ph.D. (Dr. Agri. Sc./Dev.Eco) & M.Sc. in Dev. Eco., Nagoya, Japan
M.Sc., B.Sc. (Hons.) in Statistics, JU

Mr. Golam Mohammad Forkan
Associate Professor
MPhil (IBA, DU),
MBA & BBS in Marketing, Rajshahi University

Ms. Farhana Khan
Associate Professor & Internship Coordinator
PhD Fellow, M. Phil. MBA & BBA in Marketing, University of Dhaka

Mr. Abu Md. Abdullah
Assistant Professor
MBA in Strategic & International Management
University of Dhaka
BBA in Management Studies
University of Dhaka
- Dr. Maksuda Hossain**
Associate Professor
Ph.D. in Strategic Human Resource Management, University of Dhaka
MBA in HRM & BBA in Management, University of Dhaka

Ms. Afroja Akter
Assistant Professor
CMA (Certified Managerial Accountant)
Institute of Cost & Management Accountants of Bangladesh (ICMAB).
MBA and BBA (Accounting & Information systems)
University of Dhaka

Ms. Sonia Mallick
Senior Lecturer
Masters Of Business Administration (MBA) in HRM
West Bengal University Of Technology (WBUT),Kolkata, India
Bachelor Of Business Administration (BBA) in HRM

Mr. Mohammad Tasadduk Ali Miah
Lecturer
MBA in Finance(Cardiff Metropolitan University)
ACCA Association of Chartered Certified Accountants, Affiliated Member
BBA in Finance, Accounting & Economics(North South University)

Ms. Fozia Rahman
Lecturer
MBA & BBA in Accounting & Information Systems (AIS)
University of Dhaka

Mr. Ekhtear Ahmed
Lecturer
MBA & BBA in Finance
Bangladesh University of Professionals (BUP)
- Official of MBA Programs**
- Mr. Mustakim Parvez**
Assistant Registrar
MBA Program

Successful Alumni

- Monsurul Aziz**
Head of Communication Strategy
Nagad
- Lokman Hossain Akash**
Managing Director
Vista Electronics Ltd.
- Mumtaheena Chowdhury Toya**
Bangladeshi Model, Dancer and Television Actress
- Khandakar Fayeze Ahmed**
Head of Brand, Corporate Sales & Retail Operation
Monno Ceramic
- Md. Kamruzzaman**
Chairman
Webie Tex & Aamar Design Limited
- Zakiya Sultana Kornia**
Singer & 1st runner up at POWER VOICE 2012
National level
- Md. Obaidul Haque Rasel**
Country Manager(bd)
Shanghai Deck Lace Weaving Co. Ltd.
- Dr. Ziaul Haque Munim**
Associate Professor
Maritime Logistics at University of South-Eastern Norway
- Mohammad Monirul Islam**
SVP & Head of Retail Lending
BRAC Bank Limited
- Andrew Michael Gomes**
Bass Guitarist
Shunno Band (Global Yamaha Artist)
Works at Bitopi
- Md. Shahriar Habib**
Operations Manager
Augmedix Bangladesh
- Moonmoon Ahmed Moon**
Actor
Bangladesh TV Media



Freshers Reception Program of FBA

Clubs and Forums

- In order to create leadership qualities and make the campus life vibrant, the following 23 Clubs and forums have been working accordingly.
- BASIS Students Forum
 - Business & Social Entrepreneurship Club
 - Civil Engineering Club
 - Computing Club
 - Cultural Club
 - Debate Club
 - Drama & Theater Forum
 - E-Commerce Club
 - Earth Care Club
 - Engineering Club
 - Games & Sports Club
 - IEEE Student Branch
 - Journalist Forum
 - Language Club
 - Model United Nations Association
 - Moot Court Society
 - Pharma Club
 - Prothom Alo Bondhushava
 - Rover Scout Group
 - Social Welfare Club
 - Visual Archive Club
 - Writers' Forum
 - YouthMappers at Eastern University



For Admission Information

House 3 (Level 4), Road 3, Dhanmondi, Dhaka 1205, Bangladesh

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A door for a bright future



Eastern University
A Leader in Quality Education

Quality Education > Success in Career

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