MEETING THE CHALLENGES OF TIME
Southeast University (SEU) started its journey in the year 2002. It was initiated by a group of dedicated educationists and philanthropists with a dream of developing human resources by nurturing creative thinking at an affordable cost. The main objective is to uphold the torch of knowledge gained through quality education in a research oriented, well-equipped and congenial academic atmosphere to cope with the challenges of globalisation.

The salient features of the University are:

- accredited by the Government of the People’s Republic of Bangladesh
- governed by the Board of Trustees, Southeast University Trust
- curricula as well as programs are approved by the University Grants Commission, Bangladesh
- continuous and rigorous assessment of student performance
- medium of instruction is English
Vision
To flourish as a prestigious seat of learning and a center of excellence with a global perspective.

Mission
To provide higher education for the students at an affordable cost, keeping in view the challenges of the 21st century.

WHY SOUTHEAST UNIVERSITY?
- Modern curricula at par with the global higher education standard
- Programs offer varying levels of multi-disciplinary options
- Offers diversified education to develop creative thinking
- Encourages to pursue educational and research studies that transcend the usual boundaries of academic disciplines
- Stresses on moral and ethical values, knowledge, skills and problem-solving techniques
- Enables students to address contemporary problems and become change agents
- Fosters leadership qualities among the students
- Attractive Scholarship and Tuition Fee Waiver for meritorious and deserving students
The school prepares dynamic leadership for businesses and industries. Its curriculum bridges pioneering research with industry practices and promotes entrepreneurship. Through its well-thought-out leadership, high morale and broad alumni network, the School of Business Studies of SEU ranks a respectable position among the country’s top Business Schools.

<table>
<thead>
<tr>
<th>Programs</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Business Administration</td>
<td>124</td>
</tr>
<tr>
<td>Master of Business Administration (Regular)</td>
<td>60</td>
</tr>
<tr>
<td>Master of Business Administration (Executive)</td>
<td>48</td>
</tr>
</tbody>
</table>

Options are offered to major in
- Accounting
- Banking
- Finance
- Human Resources Management
- International Business
- Islamic Banking & Finance
- Management Information System
- Marketing
- Supply Chain Management
- Tourism & Hospitality Management

* MBA classes are held on Fridays and in the evenings
* Course waiver is available for the MBA students who have completed BBA Program with good CGPA
The school provides highest level of theoretical and practical knowledge to its students. It offers an environment which cultivates creativity and encourages innovative concepts and ideas.

<table>
<thead>
<tr>
<th>Programs &amp; Departments</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Department of Architecture</strong></td>
<td>200</td>
</tr>
<tr>
<td>• Bachelor of Architecture</td>
<td></td>
</tr>
<tr>
<td><strong>Department of Computer Science &amp; Engineering</strong></td>
<td>144</td>
</tr>
<tr>
<td>• Bachelor of Science in CSE</td>
<td></td>
</tr>
<tr>
<td><strong>Department of Electrical &amp; Electronics Engineering</strong></td>
<td>144</td>
</tr>
<tr>
<td>• Bachelor of Science in EEE</td>
<td></td>
</tr>
<tr>
<td><strong>Department of Information &amp; Communications Engineering</strong></td>
<td>144</td>
</tr>
<tr>
<td>• Bachelor of Science in ICE</td>
<td></td>
</tr>
<tr>
<td><strong>Department of Pharmacy</strong></td>
<td>160</td>
</tr>
<tr>
<td>• Bachelor of Pharmacy</td>
<td></td>
</tr>
<tr>
<td><strong>Department of Textile Engineering</strong></td>
<td>174</td>
</tr>
<tr>
<td>• Bachelor of Science in Textile Engineering</td>
<td></td>
</tr>
</tbody>
</table>
SCHOOL OF ARTS & SOCIAL SCIENCES

The school is a multidisciplinary and creative learning community that provides quality teaching and research. It has been providing services to the nation by conducting scholarly research since its inception.

Programs & Departments

<table>
<thead>
<tr>
<th>Department</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Department of Bangla</strong></td>
<td></td>
</tr>
<tr>
<td>Bachelor of Arts (Hons) in Bangla Language &amp; Literature</td>
<td>120</td>
</tr>
<tr>
<td><strong>Department of Economics</strong></td>
<td></td>
</tr>
<tr>
<td>Bachelor of Social Sciences (Hons) in Economics</td>
<td>135</td>
</tr>
<tr>
<td>Master of Development Studies</td>
<td>39</td>
</tr>
<tr>
<td><strong>Department of English</strong></td>
<td></td>
</tr>
<tr>
<td>Bachelor of Arts (Hons) in English</td>
<td>120</td>
</tr>
<tr>
<td>Master of Arts in English</td>
<td>36</td>
</tr>
<tr>
<td><strong>Department of Islamic Studies</strong></td>
<td></td>
</tr>
<tr>
<td>Bachelor of Arts (Hons) in Islamic Studies</td>
<td>132</td>
</tr>
<tr>
<td>Master of Arts in Islamic Studies</td>
<td>36</td>
</tr>
<tr>
<td><strong>Department of Law &amp; Justice</strong></td>
<td></td>
</tr>
<tr>
<td>Bachelor of Laws (Hons)</td>
<td>147</td>
</tr>
<tr>
<td>Master of Laws</td>
<td>31</td>
</tr>
</tbody>
</table>
towards life. In addition to their academic activities, our students participate in community services, organize social & cultural events and host various co and extra-curricular activities.

SEU’s strength-based approach focuses on what is right rather than what is wrong. We believe that this approach leads to higher levels of student engagement, increased self-awareness and a better understanding of how to interact with others.

**CORE STRENGTHS**

SEU’s core strength lies in its students. The attributes of our students are their honesty, sincerity, modesty, dedication, commitment and down-to-earth attitude.

**FACULTY**

Faculty members of SEU are qualified, experienced in teaching and research. They have diverse academic and professional credentials from both home and abroad to enrich the classroom teaching.

The Student-Faculty ratio is around 20:1 that facilitates close interaction with their teachers and peers.
Institute for Research and Training (IRT) is the apex research body of SEU. It facilitates academic research and training with a view to creating and disseminating knowledge.

Four separate research centers under IRT are actively working on:
1) Legal Research
2) Business Research
3) Scientific Research and Innovation
4) Arts, Social Sciences and Islamic Research

IRT takes initiatives for a series of collaborative research projects for social development and appropriate technologies to meet the challenges of the 21st Century.
ACHIEVEMENTS

SEU students bring national and international laurels for both the University and the Nation.

- SEU’s Business School became the winner of “FNS (Financial News Services) Business Award” as the Best Business School in Bangladesh
- The students of Department of Law and Justice participated in National Henry Dunant Moot Court Competition and won the “Best Memorial Award” in the South Asian Region
- The “Green Craft” team of SEU Business School was adjudged as one of the best in the Social Business Plan Competition organized by Yunus Center
- SEU’s Debating Club has received trophies in inter University Debate Competitions on several occasions
- Architecture students have won prizes at “Charett” (Inter University Architectural Design Competition)

- Students of Department of Textile Engineering won championship award on Talent Hunts Contest 2014
- Bangladesh Red Crescent Society and International Federation of Red Cross and Red Crescent Societies have appreciated SEU for its contribution to voluntary blood donation movement
The Department of Career Services (DCS) of SEU maintains a seamless connection of career service professionals and centralized career centers across the University. They support students from freshman year to their graduation and beyond.

**Services**
- Skill and Interest Assessment
- Career and Job Search Advising
- Placement and Internship
- Mock Interview
- Resume and Cover Letter Review

**Programs**
- On Campus Recruitments
- Career Fairs
- Networking Events
- Professional Forums
- Workshops

All enrolled students of SEU can access the Department of career services in ways that are most convenient for them. Students just started thinking about careers might wish to organize their ideas, or make an appointment with a career advisor to map out their goals.
ALUMNI

SEU Alumni Association (SEUAA) provides a network of the former students of the University. A wide variety of programs and events in support of the University are organized throughout the year. It is a common practice here at SEU that the alumni in top tiers of the corporate world come up with various opportunities for the current and future students by means of internship, placement and sharing of knowledge.
INTERNATIONAL PARTNERSHIPS
SEU has Exchange Programs with Universities and International Academic Institutions such as:
- Indiana University of Pennsylvania, Claflin University (USA),
- Finance Academy under the Government of the Russian Federation (Russia),
- Auckland Institute of Studies (New Zealand),
- Wuhan Textile University, Zhejiang Forestry University, Zhejiang Gongshang University (China),
- Asian Institute of Technology (AIT), Kasem Bundit University (Thailand)
- Shinshu University, WTO Research Center of Aoyama Gakuin University (Japan)

Collaboration with a few more foreign universities is in progress.

CORPORATE RELATIONS
SEU believes, corporate culture builds strategic long-term relationship with industries and creates opportunities for identifying areas of mutual benefits. SEU always seeks alliance with corporate bodies to make a visible and symbiotic relationship.

SEU also works on a Study–Internship–Employment model with some reputed Chinese Universities. Under this model, the students are offered with the scholarship opportunity to study in China and are eventually recommended for job placement both at home and abroad.

PARTNERSHIP GOALS
- Collaborations that strengthen further strategic goals in research
- Faculty, staff and students exchange programs
- Sharing of curricula and academic development activities
### SEMESTERS

All programs except Bachelor of Pharmacy operate on a Tri-Semester per year system.

<table>
<thead>
<tr>
<th>Semester</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Semester</td>
<td>January - April</td>
</tr>
<tr>
<td>Summer Semester</td>
<td>May - August</td>
</tr>
<tr>
<td>Fall Semester</td>
<td>September - December</td>
</tr>
</tbody>
</table>

The Bachelor of Pharmacy Program follows a Bi-Semester per year system.

<table>
<thead>
<tr>
<th>Semester</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Semester</td>
<td>January - June</td>
</tr>
<tr>
<td>Fall Semester</td>
<td>July - December</td>
</tr>
</tbody>
</table>

SEU follows Open Credit System (OCS) that gives the students freedom to choose courses as per their convenience and brings flexibility in their course completion time.
Address

Permanent Campus
251/A & 252 Tejgaon, Dhaka-1208
Tel: +8802 8878502, 8878497, 8870474 - 76
E-mail: info@seu.ac.bd

Banani Campus
A.R. Tower, 24, Kemal Attaturk Avenue, Banani, Dhaka-1213
Tel: +8802 8835141, 9882340

Admission Inquiry
Road No. 18, House No. 64, Block-B, Banani, Dhaka-1213
Mob: +8801 911 781327, +8801 747 667864
Tel: +8802 8833024, 9859976, 9893205, 9840456, 9840454, 9840457
E-mail: admission@seu.ac.bd

International Inquiry
Mob: +8801 777 664172
Tel: +8802 9882340, 9893205, 8860454-57 Ext.: 228
E-mail: ddrdcn@seu.ac.bd

Locations

SEU’s Permanent Campus is located in the heart of Dhaka City in Tejgaon which is 20 minutes drive from the Hazrat Shahjalal International Airport.
SEU is committed to cater for the necessary requirements of under graduate and post graduate studies. We are here to provide with more information about our programs, activities and facilities to satisfy your needs. You are welcome to visit our campus.
Southeast University encourages a dynamic synthesis of ideas and research across disciplines. This innovative approach to education can transform the way you think, learn, live and ultimately impact the world.

Transform your life with SOUTHEAST UNIVERSITY

www.seu.ac.bd