

*An Appraisal
Of
Value Delivery Chain*



EAST WEST UNIVERSITY

MGT 480

Strategic Management

An Appraisal of Value Delivery Chain

East West University

Section-2

Submitted to

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EAST WEST UNIVERSITY

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Value Chain of East West University

Background

- I East West University was launched in 1996. Classes started in September 1996 with 6 faculty members and 20 students in the present campus located at 45, Mohakhali Commercial Area, Dhaka.
- I Founder VC was Dr Mohammed Forashuddin

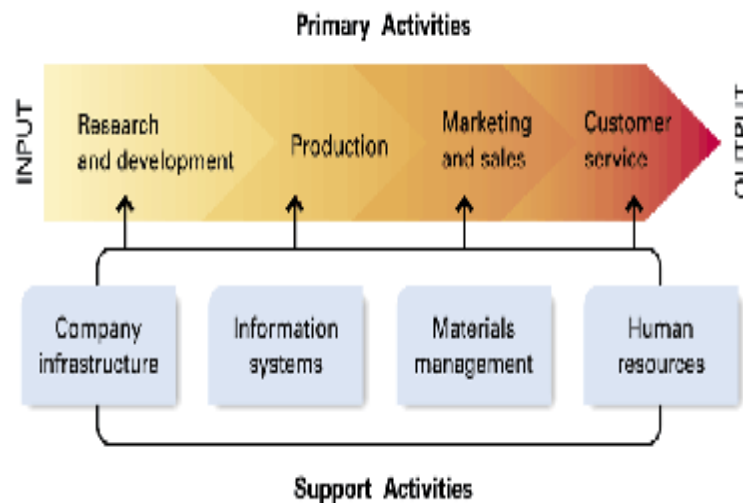
Current Scenario

- I Today there are over 187 faculty members and approximately 5000 students enrolled through a process of selection with a mission to provide a reasonable cost, tertiary education characterized by academic excellence in a range subject that are particularly relevant to current and anticipated societal needs.

Value Chain Content

- I As a service institute East West University has a chain of activities for transforming its input (knowledge) into output (by making highly qualified Graduate or post graduate) that its customer value.
- I It consist of two activity
 1. Primary Activity
 2. Support Activity

Basic Value Chain Figure



1. Primary Activity

m Inbound Logistics:

- è Admitting the students through admission test
- è Managing the students up-to admission completion
- è EWU make its academic calendar as major activity. Cost related with this and faculty needed to fulfill this is also there.
- è Minimum Student to make it profitable.
- è Other consumable item need for this.
- è Smooth way to be successful semester.
- è Operation: The operation is to provide lecture to the students
- è Take Examination

m Operations

- è Teaching the students through various departments
- è Involving students in different academic activities

m Outbound Logistics

- è Admission to the new student.
- è Give grade sheet.
- è Give Certificate.
- è Give result

m Marketing & Sales

- è Publishing the Admission Notice and the supplementary for the convocation program in the newspapers
- è Arranging national or international seminars, Round Table Discussions within and outside the university campus
- è Awarding Merit Scholarships to the students
- è Participating in various Education Fairs
- è Donating in social activities
- è Releasing Press Release
- è Maintaining Up-to-Date Official Web Site etc

m Service

- è Office hour Provided by the instructors
- è Career Counseling Center for the Students
- è Medical Center
- è Library
- è Digital and Computer Labs
- è Language Labs
- è Common Rooms
- è EWU Alumni Association

2. Support Activity

m Human Resource management

- è Registrar Office
- è HR and Logistic Department
 - ý Faculty
 - ý Staff
 - ý Messenger
 - ý Student Worker
- è Accounts Department
- è East West University Center for Research and Training

m Technological Development

- è Equipment, hardware, software, procedures and technical knowledge brought to bear in the firm's transformation of inputs into outputs. EWU have a very good number of labs with 655+ computers.
- è East West University Center for Research and Training
- è Software Development Center
- è System and Engineering Department

m Infrastructure

- è Buying or leasing a current infrastructure in Mohakhali with 5 building. 7 computer lab, 3 pharmaceutical labs
- è EWU has a project to build new campus in aftabnagar.
- è Purchasing the quality supplies like desks, chairs, air-conditions, fans, white boards, markers etc
- è infrastructures like buildings, VSAT etc

Recommendation

¥ Inbound logistics:

- è Ensuring the best students to be extracted from the candidates.

¥ Operation:

- è There is always scope for developing the teaching program. Incorporating technology with theory can gain students competitiveness
- è Expose to the real corporate world to the students will increase value of its product (students)
- è Working with suppliers of telecommunications, publishing, authoring, development, and other suppliers to digitize the University's authoring, publishing, and printing processes

¥ Outbound logistics:

- è Our job market is supply driven. Still this market is not driven by demand. So university should increase its activities like seminar or symposium to expose its value in the job market.

¥ Marketing and sales:

- è Awarding more scholarships to meritorious students will attract more students which will support inbound logistics to get best students.

¥ Service:

- è Technical support to the students will help to develop good product. As for example developing computer lab with modern equipments like printer, internet facility etc smoothen learning process
- è There is no dedicated computer lab for departments. It could be arranged.