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Value Chain of East West University

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Group Member

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Background

- | 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.
- | Founder VC was Dr Mohammed Forashuddin

Current Scenario

- | 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

- | 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.
- | It consist of two activity
 - | 1. Primary Activity
 - | 2. Support Activity

Primary Activity

- | Inbound Logistics: EWU make its academic calendar as major activity. Cost related with this and faculty needed to fulfill this is also there.
- | Minimum Student to make it profitable.
- | Other consumable item need for this.
- | Smooth way to be successful semester.

Primary Activity (cont)

- | Operation: The operation is to provide lecture to the students
- | Take Examination
- | Give result

Primary Activity (cont)

Outbound Logistics

- | Admission to the new student.
- | Give grade sheet.
- | Give Certificate.

Primary Activity (cont)

Service

- support provided to the student after the class
- office hour to solve the student problem

| Service

- | Career Counseling Center for the Students
- | Medical Center
- | Library
- | Digital and Computer Labs
- | Language Labs
- | Common Rooms
- | EWU Alumni Association

Support Activity

I Human Resource management

1. Faculty
2. Staff
3. Messenger
4. Student Worker

Support Activity (cont)

I Technological Development

- I 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.

Support Activity (cont)

I Infrastructure

- I With a strong current infrastructure in mohakhali with 5 building. 7 computer lab, 3 pharmaceutical labs
- I EWU has a project to build new campus in aftabnagar.

Recommendation

- I Working with suppliers of telecommunications, publishing, authoring, development, and other suppliers to digitize the University's authoring, publishing, and printing processes



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