



From Malaysia to Bangladesh UCSD's Journey of Educational Excellence

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PRIYAM PAUL

UCSD University Bangladesh Branch Campus, the first foreign university campus in Bangladesh, has its origins in Malaysia, where it was established in 1986. As one of Malaysia's top-ranked and largest private universities, UCSD has made notable strides by opening its inaugural branch in Bangladesh.

This campus provides significant advantages to Bangladeshi students, offering them the opportunity to pursue higher education at a globally recognised institution. Approved by the Ministries of Education in both Bangladesh and Malaysia, UCSD University Bangladesh Branch Campus has been operational since 2023, serving as a gateway to world-class education.

As a leading destination for higher education worldwide, UCSD's presence in Bangladesh is strategically designed to cater to the needs of Bangladeshi students. Students benefit from the flexibility of credit transfer options to the main Malaysian campus and other top global universities, facilitating their academic pursuits.

Located in Banani, Dhaka, the branch campus boasts excellent connectivity to all parts of the city via both public and private transportation.

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standards. Our curriculum, teaching methodologies, and faculty expertise are all benchmarked against global best practices, providing an education that is not only of high quality but also competitive on an international scale," says Chan Joe Jim, Provost of UCSD University Bangladesh Branch Campus.

Ranking

UCSD University boasts an impressive ranking that reflects its rigorous academic standards and continuous efforts towards excellence. In the QS Asia University Rankings 2024, UCSD climbed 11 spots to secure the 61st position in Asia and 14th in Southeast Asia. The university has consistently improved its standing over the past seven years in this competitive annual ranking of Asia's top universities. Globally, UCSD is ranked 265th in the QS World University Rankings 2025, placing it in the top 1% of universities worldwide for the second consecutive year.

Additionally, UCSD ranks among the top 100 globally in Hospitality and Leisure Management and Arts and Design, within the top 350 in Business & Management Studies and the School of Graduate Studies, and within the top 550 in Social Sciences & Management. The university maintains solid foreign academic leadership, with a globally recognised standard upheld by its Pro-Chancellor, Vice-Chancellor, Pro Vice-Chancellor, and Provost in Bangladesh Branch Campus. This leadership ensures that students are well-supported and encouraged to reach their full potential from the start of their academic journey.

Key Features of UCSD University Bangladesh Branch Campus

The Bangladesh Branch Campus of UCSD University operates under the stringent regulation and approval of the Malaysian Qualifications Agency (MQA). All academic programmes and curricula are delivered by UCSD University, Malaysia, and implemented at the Bangladesh branch to ensure it upholds a centre of excellence.

The undergraduate exchange programmes are designed to include approximately two years of study in Bangladesh and two years in Malaysia. This structure enables students to gain both national and international

learning experiences, aligning with their broader educational objectives.

"In addition to the on-campus facilities, our students have access to the online library and laboratories of our main campus in Malaysia. Our teaching staff comprises highly qualified educators with both local and international experience. Moreover, students have the opportunity to transfer credits to the Malaysian main campus or other leading universities globally," explains Chan Joe Jim, Provost of UCSD University Bangladesh Branch Campus.

The campus maintains international standards with cutting-edge logistical equipment, state-of-the-art laboratory facilities, a comprehensive library, and extensive educational resources. It provides excellent job opportunities with multinational companies worldwide and offers international pathways to countries such as Canada, Australia, the UK, and New Zealand. Importantly, degrees are awarded by UCSD University's main campus in Malaysia, ensuring global recognition.

Academic Programmes

UCSD University Bangladesh Branch Campus offers a diverse range of highly sought-after undergraduate and master's programmes, tailored to meet the evolving demands of the global job market and provide students with a solid educational foundation. These programmes are carefully crafted across various faculties and schools, enabling students to customise their educational paths according to their future aspirations. Graduates benefit from well-structured courses and a comprehensive learning experience, which enhances their prospects for securing employment both nationally and internationally.

"We have introduced exclusive Fast Track Master's Programmes this year in specialised fields such as Business Analytics, Sustainable Business, Logistics & Supply Chain Management, International Hospitality Management, and Technopreneurship. These programmes are designed to deepen the expertise of Master's degree holders in their respective areas. Students who meet certain prerequisites can complete their Fast Track Master's degree in just one year," explains Chan Joe Jim.

The most popular programmes include BBA, MBA, CSE, Business

Information Systems, Psychology, Mass Communication, Supply Chain Management, Fashion Design with Marketing, and English Language and Communication. The following is a detailed list of the academic programmes currently offered:

SCHOOL OF GRADUATE STUDIES

Master in International Hospitality Management
Master of Science in Technopreneurship
Master of Business Administration
Master in Logistics and Supply Chain Management

FAST TRACK MASTER'S IN SPECIALISED AREAS

Master in Logistics & Supply Chain Management
Master in International Hospitality Management

FACULTY OF COMPUTER SCIENCE AND DIGITAL INNOVATION

Bachelor of Computer Science (Honours)
Bachelor of Computer Science (Hons) in Mobile Computing and Networking
BSc (Hons) in Business Information Systems

FACULTY OF CREATIVE ARTS, DESIGN AND ARCHITECTURE

BA (Hons) in Graphic Design
BA (Hons) in Multimedia Design
BA (Hons) in Fashion Design with Marketing

Tuition Fees & Scholarships for the Bangladesh Branch Campus

UCSD University Bangladesh Branch Campus offers internationally recognised degrees at a local cost, significantly reducing foreign currency expenses and helping to retain talent within Bangladesh. Scholarships, ranging from 20% to 100%, are awarded based on merit, which is assessed through placement tests and previous academic performance.

By studying at UCSD University Bangladesh Branch Campus, students can cut foreign currency expenses by approximately 50%, as they complete their courses both in Dhaka and Malaysia. This arrangement results in a 50% reduction in tuition fees compared to studying entirely abroad. Additionally, the university provides scholarships amounting to Taka 5 crore annually, which not only promotes academic excellence but also enhances Bangladesh's reputation as an international study hub and a proponent of "edu-tourism."

Student Affairs & Alumni

UCSD University Bangladesh Branch Campus offers a vibrant array of student activities and recreational opportunities that enrich campus life. The university provides guidance for Extracurricular Learning Experience courses, encouraging students to engage in activities beyond the classroom. It also features a dynamic sports culture that caters to both dedicated athletes and casual players.

Chan Joe Jim elaborates on the role of Student Affairs & Alumni (SAA), stating, "The Student Affairs & Alumni (SAA) team represents students, ensuring a fulfilling and enjoyable campus experience. SAA supports students in their career pursuits, facilitating international job placements. Through the SAA department at the UCSD Main Campus, our students gain access to numerous job opportunities abroad. Additionally, our graduates receive preferential consideration for employment with Malaysian-invested companies in Bangladesh and enjoy priority for jobs in ASEAN countries."

The mission of Student Affairs & Alumni (SAA) is to advocate for students' rights, expand their opportunities, and enhance their overall experience. SAA is committed to fostering a welcoming and supportive environment where every student can excel and succeed.

Consequently, UCSD University Bangladesh Branch Campus stands out as an excellent choice for students seeking a globally recognised institution that delivers high educational standards abroad at an affordable price.



Master of Science in Technopreneurship
MBA (Business Analytics)
MBA (Sustainable Business)

FACULTY OF BUSINESS AND MANAGEMENT

Bachelor of Arts (Hons) in Accounting and Finance
Bachelor of Arts (Hons) in Branding and Advertising
Bachelor of Arts (Hons) in Business Administration
Bachelor of Arts (Hons) in Marketing
Bachelor of Arts (Hons) in Logistics Management
Bachelor of Arts (Hons) in Supply Chain Operations Management
Bachelor of Financial Economics (Hons)
Bachelor of Science (Hons) in Finance and Investment
Bachelor of Science (Hons) in Actuarial Science
Bachelor of Science (Hons) in Actuarial Science and Finance

FACULTY OF HOSPITALITY AND TOURISM MANAGEMENT

Bachelor of Hospitality Administration
FACULTY OF SOCIAL SCIENCES AND LIBERAL ARTS
BA (Hons) in Mass Communication (Marketing / Journalism / Film & Television)
BA (Hons) in Psychology

FACULTY OF ENGINEERING

Bachelor of Electrical and Electronics Engineering with Honours



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UCSD Bangladesh places a strong emphasis on fostering an enriching and supportive educational environment. Its faculty members are highly qualified, comprising a blend of internationally and nationally acclaimed academics dedicated to nurturing students' academic growth and success.

"Our global reputation ensures that our students receive a high-quality education aligned with international