



SUPERBRANDS SPECIAL 2025

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Bangladesh's Global Brand for Higher Education

North South University



Established in 1992, North South University (NSU) is Bangladesh's first private university and its most potent symbol of ambition in higher education. From this bold beginning, NSU has grown into Bangladesh's most prestigious private university, an academic home to more than 30,000 students guided by 540 distinguished full-time faculty, including 30 international scholars from countries such as the USA, UK, Japan, China, India and Pakistan.

INNOVATION THROUGH RESEARCH

NSU offers 17 undergraduate and 19 graduate programs across four schools: Business & Economics (SBE), Engineering & Physical Sciences (SEPS), Health & Life Sciences (SHLS), and Humanities & Social Sciences (SHSS). NSU is committed to drive impactful research and societal outreach through specialized institutes, including the NSU Genome Research Institute (NGRI) for genomic advancements, the NSU Global Health Institute (NGHI) tackling global health challenges, the South Asian Institute of Policy and Governance (SIPIG) shaping public policy, the Center for Climate Change and Disaster Resilience (NCDR) promoting environmental sustainability, NSU Startups Next (NSUSN) fostering entrepreneurship, The UWA-NSU Agribusiness Center of Excellence (ACE) advancing agricultural research, and the pioneering NSU Center for Quantum Computing (NCQC), Bangladesh's first quantum computing research hub. Complementing these are cutting-edge



Convocation Ceremony

laboratories like the Machine Intelligence Lab (MI), Intelligence Robotics Lab (NIRO), Cyber-Physical Lab, Design Inclusion and Access Lab, and Cyber-Security Clinic by Google, which lead technological innovation.

NSU consistently achieves top rankings globally, holding the #1 position among all universities in Bangladesh in the Times Higher Education (THE) World University Rankings 2025, where it is placed in the 801-1000 bracket globally, an achievement maintained for three consecutive years.

The University ranks as the #1 private university in Bangladesh in the QS World University Rankings 2025 (901-950 range globally) and 155th in the QS Asia University Rankings 2025, a position held since 2020. NSU SBE is Bangladesh's first American-accredited business school, accredited by the ACBSP, USA. SEPS has BAETE accreditation for its CSE, EEE, and ETE programs and actively seeks ABET (USA) accreditation. The Bachelor of Architecture program is accredited by IAB.

DISTINGUISHED FACULTY AND GLOBAL RECOGNITION



Study Hall



Puja Celebration

NSU faculty members secured prestigious grants and recognition from world-renowned organisations such as the Bill & Melinda Gates Foundation, UNESCO, Fulbright, IDRC, and the European Union. Significant funding has also come from the World Bank, NIH (USA), FCDO (UK), UNDP, GIZ (Germany), Global Challenges Research Fund (University of Nottingham, UK), CIDA, SIDA, USAID, COMSTECH, BRAC, Nippon Koei (Japan), Intellisla (China) and many more.

Between 2021 and 2025, NSU faculties produced nearly 1,900 journal articles, over 600 conference papers, and more than 150 books and book chapters indexed in Scopus. NSU scholars are consistently ranked among the world's top 2% of scientists by Stanford University and Elsevier. In 2025 alone, nine professors earned this distinction.

NSU houses 49,500 books, 50,000 e-books, 6,000 bound journals, and access

to 36,000+ online journals from leading publishers such as JSTOR, IEEE, ACM, EBSCO, Emerald, Springer, Wiley, and Cambridge. Students also benefit from access to premier academic databases, including Scopus, Eikon, and EconLit. Beyond academics, NSU provides facilities, including a sports complex with a gymnasium, basketball and tennis courts, and a football-cricket field. A vibrant, cosmopolitan student body from more than 28 countries enriches campus life, fostering cross-cultural exchange and preparing graduates to thrive globally.

GLOBAL ALUMNI AND PARTNERSHIPS

NSU's reputation is reflected in its alumni, who have pursued higher education at Harvard, MIT, Caltech, Oxford, Cambridge, HEC (Paris) and the University of Chicago and built careers at leading organisations such as NASA, the World Bank, UNDP, Google, Twitter, Microsoft, Amazon and Meta, with over 336 active MoUs with institutions including UC Berkeley, Stanford, Yale, Cambridge, and Johns Hopkins. NSU offers opportunities for exchange, joint research, and global employability programs such as the Bangladesh-Japan ICT Engineers' Training (B-JET), which has already placed hundreds of graduates in top roles abroad. NSU also hosts Asia's first Confucius Institute, which was established in 2006.

Each year, NSU invests BDT 22-25 crore in scholarships and financial aid, ensuring equal access to education through merit-based and need-based support. NSU has 24 active clubs, including the NSU IELTS Testing Centre, a Modern Pathology Laboratory, and the adoption of CANVAS, the world's leading Learning Management System, further strengthening NSU's commitment to student empowerment and success.

NSU alumni are the founders of leading ventures such as Chaldal, Pathao, ShareTrip, iFarmer, Wind, and Barikoi, and are behind platforms like Foodpanda, Jatri, Shuttle, Truck Lagbe, and Wander Woman. NSUSN is the university's official incubation platform that has nurtured more than 330 startups, trained 600+ entrepreneurs, and attracted USD 2.1 million in funding.

The next chapter of NSU is even more ambitious: the 100-acre Green and Smart Purbachal campus, whose construction was inaugurated in April 2025. This futuristic campus will accommodate 50,000 students and house advanced labs, smart libraries, residential halls, sports complexes, and research centers, embodying NSU's vision for the university of tomorrow.