

late, there has been a popular demand by our industry partners for a contemporary advanced certificate program on Business Administration of a shorter duration to suit a growing number of managers and executives who are not in a position to go through a full-fledged MBA or EMBA program. Moreover, a good number of business graduates from leading public and private universities at home and abroad feel the need for a refresher course to keep themselves abreast with the best practices in management.

Target Participants



IBA was founded in 1966 with technical assistance from Indiana University, Bloomington, USA, under a Ford Foundation Financial Assistance Program with the objective of providing business education and training to create future business leaders. At that time, some of the other contemporary business schools in the region were Indian Institute of Management (IIM), Calcutta Indian School of Management (IIM), Ahmedabad and IBA, Karachi.

Following the legacy of its much sought after academic programs (MBA, BBA and Executive MBA) IBA is introducing a regular certificate program: Advanced Certificate in Business Administration (ACBA) to cater to the need of changing economic and business dynamics. The program is designed in line with the needs of businesses which intend to remain in the forefront of technology, innovation and best management practices in the regional and global context.

Background

ACBA

Advanced Certificate in Business Administration

A Joint Program by

Management Development Program (MDP)
Institute of Business Administration (IBA), University of Dhaka

&

Association of Management Development Institutions
in South Asia (AMDISA)

MDP, IBA
University of Dhaka
Dhaka - 1000, Bangladesh
www.iba-du.edu



AMDISA Secretariat
University of Hyderabad Campus
Hyderabad - 500 046, India
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In 1988, to strengthen the co-operation among the leading business schools in the South Asian Association for Regional Cooperation (SAARC) region, the Association of Management Development Institutions in South Asia (AMDISA) was established of which IBA is one of the founding members. AMDISA, which is an apex body of the leading management institutions in this region, includes Institute of Business Administration (IBA), Karachi; Indian Institute of Management, Ahmedabad (IIMA); Indian Institute of Management, Calcutta (IIMC); Lahore University of Management Sciences (LUMS); Indian School of Business (ISB), Hyderabad; University of Management and Technology (UMT), Lahore; Prin. LN. Welingkar Institute of Management Development and Research, Mumbai; and Nepal Administrative Staff College (NASC).



Core Team

The program will be managed by the Management Development Program (MDP) of the Institute. The core team members for this program are as follows:

Design, Development and International Coordination:

Prof. G M Chowdhury, IBA, University of Dhaka
Prof. Saeed Alamgir Jafar, IBA, University of Dhaka

Overall Management:

Dr. A K M Saiful Majid, Professor, IBA, University of Dhaka

Academic Coordination:

Dr. Md. Mohiuddin, Assistant Professor, IBA, University of Dhaka
Ms. Sutapa Bhattacharjee, Assistant Professor, IBA, University of Dhaka
Ms. Khonika Gope, Lecturer, IBA, University of Dhaka
Mr. Rezwanul Huque Khan, Lecturer, IBA, University of Dhaka

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Program Module & Key Contents

The program will give an opportunity to explore the new insights in the respective areas of study and sharpen the management tools for the practicing managers. The program consists of four modules which are: Human Resources and Employee Relations, Accounting and Finance for Managers, Marketing in a Changing Environment, and Strategic Planning and Innovation Management.



Human Resources and Employee Relations

The module aims to provide leading-edge conceptual and practical understanding of human resource management in complex workplace situation in order to facilitate management decision making. As the work environment is changing rapidly, organizations need to develop and maintain their human capital in a manner that will be profitable for the organization itself and satisfactory for the employees, too. This module will cover the issues of contemporary strategic human resource management including talent management, Human Resource Information System (HRIS), developing and retaining high performers and issues related to work life balancing.

Accounting and Finance for Managers

This course provides with the basic knowledge and concepts in the field of Accounting and Finance. The focus of the module is to acquaint the participants with the application of Accounting and Finance knowledge in managerial decision making process. The module has three broad areas: Financial Accounting, Managerial Accounting and Financial Management. It covers the most pertinent topics of these areas including preparation and analysis of financial statements, study of annual corporate reports, role of accounting information in managerial planning and controlling, valuation of financial securities, evaluation of investment and financing proposals etc.

Marketing in a Changing Environment

This course will enable participants to develop an understanding of marketing and the management of marketing functions in the modern organization. The course includes art of meeting and exceeding the sales goals of an organization through effective planning, controlling, budgeting and leadership. This module will also focus on what being market oriented means in practice to organizations operating in manufacturing and service industries as well as non-profit enterprises. It will, therefore, take a strategic orientation and introduce participants to the theories, concepts, models, techniques and current best-practices for developing and implementing sales and marketing strategies.

Strategic Planning and Innovation Management

The modern manager has to focus on strategic planning for businesses in which flexibility and constant learning is the most important thing. The goal of strategic planning is to develop a consistent vision for guiding an organization's actions, decision making, and resource allocation. The management of innovation is one of the most important and challenging aspects of a modern organization. Many great innovations and business ideas never see their market potential fulfilled because their inventor or developer does not understand market requirements or fails to differentiate the product. This module will highlight the skills needed to analyze business opportunities, prepare strategic plan, and to enable the participants to inculcate innovative thinking and harness innovative ideas in their respective organizations.

Pedagogy

The program will engage a variety of learning settings such as classrooms, workshops and seminars. An interactive learning approach will be applied to ensure active participation. The educational methods to be used include lectures, case studies, group exercises and presentations.

Mode of Delivery & Program Schedule

Each module will be taught over four weeks (weekends only). The modules will be offered back to back, as such 16 weeks will be required to complete the entire program. The modules will be usually offered in the following sequence:

Module 1:	Human Resources and Employee Relations
Module 2:	Accounting and Finance for Managers
Module 3:	Marketing in a Changing Environment
Module 4:	Strategic Planning and Innovation Management

Venue, Time and Facilities

The classes will be held at IBA premises. The participants will have access to IBA Library and Computer Centre facilities. The usual timing for the classes is as follows:

Fridays:	3:30 p.m.	–	6:00 p.m.
Saturdays:	10:30 a.m.	–	1:00 p.m.
	2:30 p.m.	–	5:00 p.m.

For international participants lodging and boarding arrangements will be made at actual costs.

Eligibility Criteria

Prospective candidates must fulfill the following criteria for admission:

- ▷ Bachelors degree in any discipline
- ▷ Minimum 3 (three) years of work experience with reputed organization(s)
- ▷ Applicants must have a minimum CGPA of 2.50 out of 4.00 or 3.00 out of 5.00 in all public examinations
- ▷ For GCSE and other international qualifications, equivalence will be established by the Institute

Admission Procedure

Candidates fulfilling the above requirements should apply using the attached application form (also available at www.iba-du.edu). Eligible candidates will be appearing before an interview board for selection.

Fees

The enrollment fee for the program (to be paid once only) is Tk. 4,500 (or USD 55). The fee for individual module is Tk. 24,500 (or USD 295). This fee includes tuition, course materials, lunch & refreshments and certification costs. All payments are to be made in bank drafts or pay-order or crossed cheque drawn in favor of 'Management Development Program, IBA, DU'.

Assessment Procedure

The assessment will be done for each module through individual and group assignments, case studies and examinations. A minimum of 70% class attendance is mandatory.

Certification

On successful completion of each of the modules, participants will be awarded a certificate. Participants intended to undertake the entire program and obtain the Advanced Certificate in Business Administration (ACBA) must complete all of the four modules within 2 (two) years from the date of registration.

Key Resource Persons

The resource persons for the program comprise faculty members from IBA, University of Dhaka and other leading regional business schools under the umbrella of AMDISA. Prominent management practitioners from the industry at home and abroad are also part of the resource pool.