

COURSE ADMINISTRATOR

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IBA

Offers a Two-Day Course on Leadership and Change Management



DISCLAIMER

The authority reserves the right to make any change in any section of this brochure without prior notice.

**Institute of Business Administration (IBA)
University of Dhaka**



Background

As part of its continuous commitment to enhance management efficiency in changing economic and business dynamics, the Institute of Business Administration (IBA), University of Dhaka is offering a two-day certificate course on 'Leadership and Change Management'. Accomplishing the most, with and through others, requires leaders to know their own styles and tendencies and to appreciate the styles and tendencies of others. The diversity of our working relationships and situations requires us to be more flexible in connecting with others. Being an effective leader of a team requires the ability to capitalize on a wide range of personalities, skills, and abilities. Leaders must be able to analyze and capitalize on team strengths, work with diverse styles, and create a competitive spirit that builds cooperation.

Course Overview

This course is designed to help participants gain personal insights into the leadership style and learn the tools and techniques required to become an inspiring leader. It is meant for those who wish to better understand and further develop their potential and inclination to lead others. The course is based on the premise that leadership is not a genetic inheritance. It's a skill to acquire and master. This course will provide you with a framework for that skill and a outline for that journey. As you rise in your career, you will need multiple and often conflicting constituencies on board to follow your vision. But if you don't lead, others will not follow. This course will help you hone some of the essential self-reflective skills you need in order to give form and substance to such vision.

WHO IT IS FOR

This course is designed for those who wish to better understand and further develop their skills and propensity to lead others. Therefore it is appropriate for the following two groups: i) individuals who are managing other people or teams; and, ii) individuals with significant leadership responsibilities.

COURSE TAKEAWAYS

During this course, participants will:

- Acquire a realistic framework of the building blocks of leadership;
- Evaluate their leadership potentials and pitfalls based on this framework; and,
- Design a personal and actionable leadership road map to guide them through their career and life choices.

At the end of this two-day workshop, the participants will be able to:

- Understand the basics of leadership and motivation;

- Determine what is necessary to lead teams and organizations, and how to integrate this with business management;
- Develop skills in communicating, influencing and negotiating with peers, subordinates and senior managers;
- Become adept at assessing leadership traits and qualities in ourselves and others; and,
- Understand key success factors (KSFs) for successful rollout of Management of Change in dynamic organizations.

ELIGIBILITY CRITERIA

Prospective candidates must fulfill the following criteria for admission:

- Bachelor's degree in any discipline; and,
- Minimum 4 (four) years of work experience with reputed organization/s (work experience can be relaxed for exceptional candidates).

APPLICATION PROCEDURE

Interested candidates fulfilling the above requirements should apply using the prescribed application form available at www.iba-du.edu. Applications are to be submitted at MDP Office, Room# 402 (3rd Floor), IBA, University of Dhaka.

Applications will be reviewed on a rolling (first come first serve) basis.

COURSE FEES

Each participant will have to pay BDT 12,800 as course fees which include tuition fees, cost of lecture materials, stationeries, refreshments, certification etc.

TEACHING METHOD

To achieve the objectives, we combine a variety of pedagogical approaches: lectures, group discussions, case analysis, videos, and self-assessments. Emphasis is placed on self-reflection and linking the concepts from the course to participants' own objectives and development as leaders.

CLASS SCHEDULE

The course will be taught during weekend (Friday and Saturday) for total 12 contact hours at IBA premises. Exact date with detailed schedule will be provided to the registered participants.

CERTIFICATION

On successful completion of the course, participants will be awarded a certificate issued by IBA, University of Dhaka.

KEY RESOURCE PERSONS

The resource persons for the course comprise faculty members from IBA, University of Dhaka and other reputed business schools of Bangladesh. Leading industry practitioners/successful business leaders will also conduct business sessions.

COURSE ADMINISTRATOR

Ms. Shakila Yasmin

MBA (Schulich, Canada), MBA (IBA, DU)
Assistant Professor
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University of Dhaka

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IBA

Offers a Two-Day Course on Supply Chain Management



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University of Dhaka



Background

Globalization has led to shorter product life-cycles, new business models, longer shipping distances, and more supply chain risks as well as shifts in sourcing. The rapid development of technology and its applications has promoted new and dynamic approaches to business. Today's customers are more demanding. They expect not just better quality, but also quicker response time, more comprehensive offerings of products and services, and greater customization of products. Therefore, effective and efficient management of supply chain has now become more critical than it was ever before for organizational success. As part of its constant endeavor for professional development, Institute of Business Administration (IBA), University of Dhaka is offering a two-day certificate course on 'Supply Chain Management'.

Course Overview

This professional development course provides an overview of the complex and dynamic field of supply chain management and examines its place in both the organizational and managerial context of modern business. Various activities involved in the supply chain sequence such as procurement, inventory & warehousing management, forecasting, transportation and others are covered here. This course will equip practitioners with the necessary skills to support supply chain functions, and the related business skills to help advance their careers. Above all, this course will give you the skills and knowledge to align your supply chain management strategy with your firm's overall competitive strategy.

WHO IT IS FOR

This two-day course is designed for professionals working in all areas of supply chain management. However, this is open to anyone interested in gaining or improving their supply chain management skills across all functional areas. Specifically, operations managers, procurement managers, logistics managers, marketing managers, management consultants, and industrial engineering managers are highly encouraged to apply.

COURSE TAKEAWAYS

On completion of the course, participants are expected to achieve:

- An improved understanding of the key global issues and challenges that managers are facing in Operations and Supply Chain Management;
- A deep understanding of the key elements of supply chain management and the links among them;

- The skills to deal with economic uncertainty and discontinuity in the supply chain management;
- An appreciation of sustainable supply chains for organizational competitiveness;
- The perspective about how to design and implement an integrated supply chain that plays strategic role towards overall organizational success; and,
- Insights into guiding the Supply Chain Management functions of their organizations as such to meet upcoming challenges and thereby add a competitive edge to the overall organization.

ELIGIBILITY CRITERIA

Prospective candidates must fulfill the following criteria for admission:

- Bachelor's degree in any discipline; and,
- Minimum 3 (three) years of related work experience with reputed organization/s (work experience can be relaxed for exceptional candidates).

APPLICATION PROCEDURE

Interested candidates fulfilling the above requirements should apply using the prescribed application form available at www.iba-du.edu. Applications are to be submitted at MDP Office, Room# 402 (3rd Floor), IBA, University of Dhaka. Applications will be reviewed on a rolling (first come first serve) basis.

COURSE FEES

Each participant will have to pay BDT 12,800 as course fees which include tuition fees, cost of lecture materials, stationeries, lunch & refreshments, certification etc.

CLASS SCHEDULE

The course will be taught during weekend (Friday and Saturday) for total 12 contact hours at IBA premises. Exact date with detailed schedule will be provided to the registered participants.

CERTIFICATION

On successful completion of the course, participants will be awarded a certificate issued by IBA, University of Dhaka.

KEY RESOURCE PERSONS

The resource persons for the course comprise faculty members from IBA, University of Dhaka and other reputed universities of Bangladesh. Leading practitioners from the industry will also conduct business sessions.



COURSE ADMINISTRATOR

Mr. Khaled Mahmud

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Institute of Business Administration (IBA)
University of Dhaka

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IBA

Offers a Two-Day Course on Brand Management



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**Institute of Business Administration (IBA)
University of Dhaka**



Background and Course Overview

The astronomical growth in the wealth and the cultural influence of multinational corporations over the last 40 years can arguably be traced back to a single, seemingly innocuous idea that successful companies must produce brands. Brand is a set of promises. It implies trust, consistency and a set of expectations. The basic objective of building powerful brands is primarily influencing purchasing behavior through creating an identity. As part of its continuous commitment to enhance management efficiency in changing economic and business dynamics, the Institute of Business Administration (IBA), University of Dhaka is offering a two-day certificate

course on 'Brand Management'. This course is highly topical given the need for organizations to differentiate themselves from the competition thereby securing a larger share of the market and improving profitability. The two day journey will introduce a range of concepts relating to the application and value of branding. This course will cover brand equity and valuation, which will offer an insight to the journey of a brand in the path of becoming a primary business asset in many sectors. It will acquaint you with the concept of branding and its role in the consumer decision making process. The role of branding, its functions, and its importance in a competitive environment and its complex relationship with consumers will also be explored. International branding will introduce participants to the principles of international sales planning, implementation, monitoring and mentoring which are vital to successfully perform in the international corporate market.

BRAND MANAGEMENT

WHO IT IS FOR

This advanced workshop is specifically designed for marketers and senior managers who have direct responsibility for one or more brands within their organization. The content will be relevant for consumer brands, service brands, not-for-profit brands and B2B branding. Therefore, it is appropriate for senior managers/ directors who are working in creating and managing brands of any organization; professionals who are working in any brand management teams; and, experts from different fields who want to explore and enrich the concepts of branding.

COURSE TAKEAWAYS

At the end of this two-day workshop, the participants will be able to:

- Understand the role of brand management and its relationship to functional marketing and product management;
- Ensure that brand promise and product/service delivery reinforce each other;

- Strengthen their brand to develop and maintain deeper and long lasting customer relations through brand loyalty;
- Learn to align brand values with customer values;
- Acquire techniques of successful (re)positioning of a brand;
- Master effective B2B marketing tools and techniques;
- Use internal communication, education & training, and organization design to align the organization in support of the brand;
- Develop a brand building organization and transform employees into enthusiastic brand champions;
- Identify ways to measure and grow brand equity and value through brand audit; and,
- Increase industry effectiveness as a brand manager.

ELIGIBILITY CRITERIA

Prospective candidates must fulfill the following criteria for admission:

- Bachelor's degree in any discipline; and,

- Minimum 4 (four) years of work experience with reputed organization(s) (work experience can be relaxed for exceptional candidates).

APPLICATION PROCEDURE

Interested candidates fulfilling the above requirements should apply using the prescribed application form available at www.iba-du.edu. Applications are to be submitted at MDP Office, Room# 402 (3rd Floor), IBA, University of Dhaka. Applications will be reviewed on a rolling (first come first serve) basis.

COURSE FEES

Each participant will have to pay BDT 12,800 as course fees which include tuition fees, cost of lecture materials, stationeries, lunch & refreshments, certification etc.

TEACHING METHOD

To achieve the objectives, we combine a variety of pedagogical approaches: lectures, group discussions, case analysis, videos, and self-assessments. Emphasis is placed on self-reflection and

linking the concepts from the course to participants' own objectives and development as leaders.

CLASS SCHEDULE

The course will be taught during weekend (Friday and Saturday) for total 12 contact hours at IBA premises. Exact date with detailed schedule will be provided to the registered participants.

CERTIFICATION

On successful completion of the course, participants will be awarded a certificate issued by IBA, University of Dhaka.

KEY RESOURCE PERSONS

The resource persons for the course comprise faculty members from IBA, University of Dhaka and other reputed business schools of Bangladesh. Leading industry practitioners/successful business leaders will also conduct business sessions.

COURSE ADMINISTRATOR

Mr. Md. Iftekharul Amin

MBA (IBA, DU), B.Sc. (CSE, DU)

Assistant Professor

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University of Dhaka

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IBA

Offers a Two-Day Course on Business Research Methods



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**Institute of Business Administration (IBA)
University of Dhaka**



Background

As part of its continuous commitment to enhance management efficiency in changing academic and business dynamics, the Institute of Business Administration (IBA), University of Dhaka is offering a two-day certificate course on 'Business Research Methods'. Decision making is the key function of management and 'research' is particularly important in the decision making process of any business organization. In recent years, the role of research has greatly increased in the field of business and economy as a whole. The study of research methods provides managers with the knowledge and skills required to solve business problems and meet the challenges of today's modern pace of development. The managers' increased need for accurate, timely and better information, the availability of improved techniques and tools to fulfill this need, and the resulting information overload stimulated the interest in a scientific research to decision making. Based on research, management can make intelligent and well informed decisions.

Course Overview

This course is designed to train the participants in using the tools and techniques for developing an analytical framework of business situations, developing solutions of business decision problems, and introductions to research techniques in businesses so that they can conduct research themselves, manage staff who conduct research for them, and/or deal with professional research firms that provide them with research services. Under this course, participants would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, ethical issues in research, report writing, and presentation. This course also aims to illustrate the participants that there is only one thing worse than making decisions with no data at all, and that is making decisions with bad data.

WHO IT IS FOR

The course is designed for those who wish to apply research tools and techniques in different business situations themselves, supervise staff that conduct research for them, and/or deal with professional research firms that provide them with research services. Therefore, the course is designed mainly for the following groups: i) academicians who intend to conduct research themselves; ii) business executives who want to apply research skills for efficient decision making; and, iii) researchers/analysts who objectively want to investigate and evaluate business data. However, the skills and knowledge to be acquired from this course can be useful to all levels of managers and academicians.

COURSE TAKEAWAYS

At the end of this two-day workshop, the participants will be able to:

- Define a management decision problem precisely;

- Clearly articulate the value in conducting exploratory research to define the research problem;
- Collect secondary data to refine a research problem;
- Plan, conduct, and interpret focus group discussion;
- Differentiate between situations that call for surveys and situations that call for observational research;
- Create and conduct surveys applying a wide range of scale, and questionnaire techniques;
- Recommend the best sampling technique for different situations and defend that recommendation;
- Create a frequency distribution and a cross-tabulation, conduct basic statistical analysis on the data, and summarize the results in clear language; and,
- Produce a research report and a recommendation for further research.

ELIGIBILITY CRITERIA

Prospective candidates must fulfill the following criteria for admission:

- Bachelor's degree in any discipline; and,
- Minimum 2 (two) years of work experience with reputed organization/s (work experience can be relaxed for exceptional candidates).

APPLICATION PROCEDURE

Interested candidates fulfilling the above requirements should apply using the prescribed application form available at www.iba-du.edu. Applications are to be submitted at MDP Office, Room# 402 (3rd Floor), IBA, University of Dhaka. Applications will be reviewed on a rolling (first come first serve) basis.

COURSE FEES

Each participant will have to pay total BDT 12,800/- as course fees which include tuition fees, cost of lecture materials, stationeries, refreshments, certification etc.

TEACHING METHOD

To achieve the objectives, we combine a variety of pedagogical approaches: lectures, group

discussions, case analysis, and self-assessments. Emphasis is placed on self-reflection and linking the concepts from the course to participants' own objectives and development as researcher/manager.

CLASS SCHEDULE

The course will be taught during weekend (Friday and Saturday) for total 12 contact hours at IBA premises. Exact date with detailed schedule will be provided to the registered participants.

CERTIFICATION

On successful completion of the course, participants will be awarded a certificate issued by IBA, University of Dhaka.

KEY RESOURCE PERSONS

The resource persons for the course comprise faculty members from IBA, University of Dhaka and other reputed business schools of Bangladesh. Leading industry practitioners/eminent business researchers may also conduct sessions.