



UNIVERSITY OF DHAKA

IBA

Institute of Business Administration

Competitive Business Strategy & Innovation (CBSI)

An Advanced Level Six Week Certificate Course on Mastering the Skills of Business Strategy and Structured Innovation in a Globalized Business World

ADMISSION NOTICE

BACKGROUND

Committed to provide advanced level management development programs in Bangladesh, Institute of Business Administration (IBA), University of Dhaka has introduced this senior level certificate program: Competitive Business Strategy & Innovation (CBSI) to enhance the strategy crafting and innovation capabilities of senior managers and to help build innovative organizations.

OBJECTIVE

The first of its kind in Bangladesh this course will teach the skills needed to analyze business opportunities and formulate innovative business strategy to embrace the complexity & uncertainty that surround today's business world. In this course participants will also master the latest tools and techniques of structured innovation.

DESIGNED for SENIOR MANAGERS

This advanced course has been designed to enhance the capability of Senior Managers (irrespective of industry) responsible for formulating & executing their organization's strategy and run innovation initiatives.

CLASS SCHEDULE

The certificate course will be taught over Six Weeks. There will be 12 classes held, each class being 3 hours in duration. Classes will be held at IBA premises on Fridays & Saturdays only according to the following schedule -

| | | |
|-------------------|----------|-------------------|
| Section A: | Friday | 9:00AM to 12:00PM |
| | Saturday | 9:00AM to 12:00PM |

| | | |
|-------------------|----------|------------------|
| Section B: | Friday | 6:00PM to 9:00PM |
| | Saturday | 6:00PM to 9:00PM |

Selected candidates will be admitted to either of the above sections and will be allocated both on the basis of seat availability and candidate preference.

Classes will start from Friday, February 5, 2016

Last date of submitting application: January 23, 2016

ELIGIBILITY CRITERIA

Prospective candidates must fulfill the following criteria to be considered for admission:

- Bachelors degree in any discipline
- Good command over the English Language
- Minimum 5 (five) years of work experience with reputed organization/s (work experience may be relaxed for entrepreneurs)

ADMISSION PROCEDURE & FEES

Candidates fulfilling the above requirements should apply using the prescribed application form available at IBA website www.iba-du.edu or at the MDP office at IBA (address given below). Applications are being accepted now and completed application needs to be submitted at the MDP office at IBA during any day (including Friday & Saturday) of the week during the following hours:

10 AM - 8 PM

Applications will be reviewed on a **Rolling basis** (first come first serve). Eligible candidates will be appearing before an interview board for selection.

Interested participants can also email the completed application form to: strategy@iba-du.edu

Candidates selected for admission will be required to pay the consolidated course fee of Tk. 36,000/=

CERTIFICATION

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

KEY RESOURCE PERSON

The key resource person for the program is internationally trained (from leading North American university) faculty member of IBA, University of Dhaka, with extensive managerial experience.

CONTACT DETAILS

Management Development Program (MDP)

Room # 402 (3rd Floor), IBA

University of Dhaka, Dhaka - 1000

Phone: +88 01783 615 798, +88 01842 058 104

Email: strategy@iba-du.edu



Management Development Program (MDP)
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