

## Certification

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

## Key Resource Person

The key resource person will be Mr. Mohammad Saif Noman Khan, Assistant Professor IBA. A complexity strategist Mr. Noman has been trained in North America in the area of Innovation/Design driven Business Strategy under complexity and uncertainty. Professor Noman also has years of experience in helping large organizations (both private & public sector) to craft winning strategic plans.



### Course Administrator

#### Mohammad Saif Noman Khan

Assistant Professor

Chairperson:

IBA Computer Center (2009-10, 2013-15)

BBA Program (2010-11)

Discipline Coordinator (Executive Education):  
Business Strategy, Innovation & Managerial Communication

**Institute of Business Administration, University of Dhaka**

MBA, Strategy, Innovation & Management Consulting (Schulich, Canada)  
MBA, Finance (IBA). MA, BA (Hons.), English Literature (DU)

## Contact

### Management Development Program (MDP)

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# COMPETITIVE BUSINESS STRATEGY & INNOVATION



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



INSTITUTE OF BUSINESS ADMINISTRATION (IBA)  
UNIVERSITY OF DHAKA

Disclaimer: The authority reserves the right to make any necessary changes in the contents of the brochure.

## Course Overview and Objectives

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The goal of business strategy is to help organizations win, keep winning and never fall behind. The discipline of business strategy guides organizations to develop a consistent vision for right decision making and optimum resource allocation by senior managers. However in the 21st century globalized business world, winning has taken a whole new meaning. The world is facing disruptive changes more than ever in recent times. Century old institutions are falling apart at lightning pace. In such a turbulent and complex world, the strategy paradigm is also changing and evolving constantly. Consequently the modern manager has to focus on **Dynamic Strategic Planning** for their respective businesses where flexibility and constant learning is the most important thing. Driven by the uncertainty, complexity and turbulence, business organizations must rely on **Constant Innovation** and adaptation to win. Hence the need for advanced frameworks and knowledge that will allow senior managers to understand the complexity & uncertainty that surrounds them and craft innovative business strategy that will help their organizations win. This advanced level strategy & innovation course addresses that need.

## Course Takeaways & Key Contents

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The first of its kind in Bangladesh this course will highlight the skills needed to analyze business opportunities, craft innovative & design driven business strategy to embrace the complexity & uncertainty that surrounds today's business world. Through the course participants will develop innovative & strategic thinking capability. In this course participants will learn the latest tools of business strategys as well as innovation frameworks. Broadly the following topics will be covered in this course:

- Basics of Business Strategy and Innovation Tools
- Strategic Situation Analysis: Internal and External Environment
- Industry Analysis: Forces that Shape Strategy (Past & Present)
- Managing Strategy Execution: Managing Recurring Failures
- Technology Innovation, Design Thinking and Design Driven Strategy
- Building Innovative Organization; Crafting Innovative Strategy
- Strategic Thinking: Dealing with Uncertainties and Turbulence
- Managing Corporate Disruption & Innovation to Survive and Win
- Complex Problem Solving & Creative Decision Making
- Strategy for Building Global Organization: Going Beyond the Border



## Exclusively Customized for Senior Managers

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The 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.

## Methods of Instruction

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The course delivery will comprise of -

- Lectures, Discussions & Video Trainings
- Case Analysis & Workshops
- Group Exercises & Business Simulation

The focus will be on the development of knowledge and skills through experiential learning, experience sharing, and theoretical inputs in the area of 21st century strategic management. For each strategy concept covered, a connection between the operational and the theoretical background will be covered in-depth.

## Course Schedule & Venue

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The course will be taught over Six Weeks (Weekends Only). The course comprises of 12 classes and each class will be 3 hours in duration. The classes will be held at IBA premises on Fridays and Saturdays. The participants will have access to IBA Library and Computer Centre facilities.

## Eligibility Criteria

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Prospective candidates must fulfill the following criteria for admission:

- Bachelors degree in any discipline
- Good command over the English Language
- Minimum 5 years of work experience with reputed organization/s

## Admission Procedure & Course Fee

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Candidates fulfilling the above requirements should apply using the prescribed application form available at [www.iba-du.edu](http://www.iba-du.edu) or at the MDP office at IBA. Eligible candidates will be appearing before an interview board for selection. Selected candidates will need to pay BDT 36,000/= as course fee.

## Course Assessment

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The assessment will be done through individual and group assignments, case studies and examinations. A minimum of 80% class attendance is mandatory for receiving the certificate.