



UNIVERSITY OF DHAKA

IBA

Institute of Business Administration

ADMISSION NOTICE

Crafting Innovative Business Strategy (CIBS)

An Advanced Level Six Week Certificate Course on Crafting & Executing Innovative Business Strategy in a Globalized Business World

BACKGROUND

Committed to provide advanced level management development programs in Bangladesh, Institute of Business Administration (IBA), University of Dhaka has introduced this advanced level certificate program: Crafting Innovative Business Strategy (CIBS) to enhance the strategy crafting capabilities of senior managers and to help build innovative mindsets of top management.

OBJECTIVE

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

EXCLUSIVELY for SENIOR MANAGERS

The advanced level course has been designed to enhance the capability of Senior Managers (irrespective of industry) responsible for crafting & executing their organization's strategy.

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	3:30PM to 6:30PM
	Saturday	6:30PM to 9:30PM

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, March 13, 2015

Last date of submitting application: March 1, 2015

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
- Preferably 8 (eight) years of work experience with reputed organization/s (work experience may be relaxed for exceptional candidates)
- Entrepreneurs, CEOs, Functional Heads will be given preference)

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. 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

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