



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

ADMISSION NOTICE

INTAKE-1

Marketing Skills For Service Professionals (MSSP) A Four Week Course by IBA, University of Dhaka

Background

Services continue to dominate economies in many parts of the world, and in South Asian countries including Bangladesh particular, the service sector continues to gain momentum. Furthermore, the provision of services is playing an increasingly important role in the marketing skills and strategies of goods manufacturing companies. As part of its continuous commitment to enhance management efficiency in changing market and service dynamics, the Institution of Business Administration (IBA), University of Dhaka is offering a certificate course on "Marketing Skills For Service Professionals" (MSSP).

Who It Is For

This course will provide a platform for learning and brainstorming ideas and experiences of professionals who are currently working in service industries. Marketing, Finance, HR or Operations managers can be benefited through this program by achieving a holistic knowledge to operate their services in their respective industries. This professional training course is also aiming professionals including bureaucrats, physicians, defense/police officers, creatives, lawyers, holidaymakers, bankers and academics where they need to promote their professional skill as services to different stake holders with theoretical and practical soundness.

Course Schedule

The course will be taught over four weeks (Friday only). A total Twenty (20) contact hours will be conducted. Classes will be held at the IBA premises.

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 or in private practices

Application Procedure

Candidates fulfilling the eligibility criteria should apply using the prescribed "Application Form" available at www.iba-du.edu. Completed applications are to be submitted at MDP Office, Room # 402 (3rd Floor), IBA, University of Dhaka on any day between 10:00 am to 7:00 pm till **Saturday, March 21, 2015**.

Admission & Module Fees

Applications will be reviewed on "Rolling (First Come First Call) Basis". Eligible candidates will be called to appear before an interview board for final selection. Each selected applicant will pay to total TK. 20,000/- as course fees.

Certification

On successful completion of the module, participants will be awarded a certificate issued by IBA, University of Dhaka. A minimum of 70% class attendance is mandatory for receiving the certificate.

Key Resource Person

The resource persons for the program comprise faculty members from IBA, University of Dhaka. Leading professionals from industries will also conduct sessions.

Contact Details

For application and other information please contact:

Management Development Program (MDP)

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