



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 course: Competitive Business Strategy & Innovation (CBSI) to enhance the strategy crafting and innovation capabilities of managers / 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 MANAGERS / SENIOR MANAGERS**

This advanced course has been designed to enhance the capability of Managers / 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 only according to the following schedule -

**Friday 3:00PM to 6:00PM**  
**6:30PM to 9:30PM**

Classes will start from **Friday, June 21, 2019**

Last date of submitting application: **June 3, 2019**

### **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](http://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

Interested participants can also email the completed application form to: [mdp@iba-du.edu](mailto:mdp@iba-du.edu)

Eligible candidates will need to appear before an interview board for selection.

Candidates selected for admission will be required to pay the consolidated course fee of Tk. 36,000/= (The course fee includes course materials, books & refreshments).

### **CERTIFICATION**

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

### **RESOURCE PERSONS**

Resource persons for the program are faculty members of IBA. Leading industry experts may also conduct sessions.

### **CONTACT DETAILS**

Management Development Program (MDP)

Room # 402 (3rd Floor), IBA

University of Dhaka, Dhaka - 1000

Phone: +88 01766 99 33 90

+88 - 02 - 966 4691

Email: [mdp@iba-du.edu](mailto:mdp@iba-du.edu)



Management Development Program (MDP)  
Institute of Business Administration (IBA)  
University of Dhaka  
[www.iba-du.edu](http://www.iba-du.edu)