

WEEKEND SHORT COURSES

Training program by IBA, University of Dhaka

Background

As part of its continuous commitment to enhance management efficiency in the changing economic environment, the Institute of Business Administration (IBA), University of Dhaka is offering the following professional courses:

- **Brand Management (BM)**
- **Corporate Governance (CG)**

Course Schedule

A total fourteen (14) contact hours will be conducted. Classes will be held at IBA premises. The classes of each course will be held at IBA premises from **9:30 AM to 5:30 PM** during a weekend (Friday and Saturday). It is to be noted that the courses will be run during different weekends and therefore, an applicant can apply for one or more courses, as s/he desires. The courses and tentative dates of classes are indicated in the following table:

Course Name	Dates
Brand Management (BM)	Aug 21 & 22, 2026
Corporate Governance (CG)	Aug 28 & 29, 2026

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/s (work experience can be relaxed for exceptional candidates).

Application Procedure

Candidates fulfilling the above requirements should apply using the prescribed application form available.

Brand Management: <https://mdp.iba-du.edu/bm>

Corporate Governance: <https://mdp.iba-du.edu/cg>

Applicant can apply for any one or both of the courses. The last date for submission of application is Sunday, August 9, 2026.

Admission & Course Fee

Applications will be reviewed on Rolling (First Apply First Call) Basis. Each selected participant will require to pay total Tk. 15,000/- per course as course fee that includes tuition fee, cost of lecture materials, stationeries, lunch & refreshments, certification etc. and the payment is to be made in bank draft or pay order drawn in favor of 'MDP, IBA, DU'.

Certification

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

Key Resource Persons

The resource persons for the program comprise faculty members from IBA, University of Dhaka and other reputed business schools of Bangladesh. Leading practitioners from the industry will also conduct sessions.

Contact Details

For application and other information please contact:

Management Development Program (MDP)
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