



IBA

Institute of Business Administration
University of Dhaka

ADMISSION NOTICE

WEEKEND SHORT COURSE AT IBA, DU

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:

- **Service Marketing for Competitive Growth (SMCG)**
- **Corporate Governance (CG)**
- **Brand Management (BM)**

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 **10:00 AM to 6:00 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
Service Marketing for Competitive Growth (SMCG)	January 24 & 25, 2020
Corporate Governance (CG)	January 31 & February 01, 2020
Brand Management (BM)	February 07 & 08, 2020

ELIGIBILITY CRITERIA

Prospective candidates must fulfill the following criteria for admission:

- Bachelor's degree in any discipline;
- Minimum 2 (two) years of work experience with reputed organization/s (work experience can be relaxed for exceptional candidates).

APPLICATION PROCEDURE

Brochures with detailed information (including eligibility criteria) of above courses and 'Application Form' are available at www.iba-du.edu. Candidates fulfilling the eligibility criteria should apply using the prescribed application form. 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 8:00 pm till **Saturday, January 18, 2020**.

Applications can also be sent through email at mdp@iba-du.edu

ADMISSION & COURSE FEES

Applications will be reviewed on "Rolling (**First Come First Call**) Basis" Each selected applicant has to pay total Tk. 14,000/- as course fees, which include tuition fee, cost of lecture materials, stationeries, lunch & refreshments, certification etc.

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. Leading professionals in respective areas from industries will also conduct sessions.

CONTACT DETAILS

For application and other information please contact:

Management Development Program (MDP)
Room# 402 (3rd Floor), IBA
University of Dhaka, Dhaka 1000
Phone: +88-02-9664691, Cell: +88-01766993390
E-mail: mdp@iba-du.edu
Website: www.iba-du.edu