



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

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. *During the ongoing pandemic situation, classes will be held using online platform. However, if and once the situation permits, classes will be held in IBA campus.* Class schedule:

Friday	6:00PM to 9:00PM
Saturday	6:00PM to 9:00PM

Classes will start from **Friday, February 19, 2021**

Last date of submitting application: **January 23, 2021**

ELIGIBILITY CRITERIA

Prospective candidates must fulfill the following criteria to be considered for admission:

- Bachelors degree in any discipline

ADMISSION NOTICE

- 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. Completed application needs to be submitted through email at:

mdp@iba-du.edu

Eligible candidates will need to appear before an online 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



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Institute of Business Administration (IBA)
University of Dhaka
www.iba-du.edu