

Institute of Business Administration (IBA) University of Dhaka



Introduces

Doctor of Business Administration (DBA) Program

Extraordinary changes in the global business environment are challenging management schools across continents. Management education must impart the skills required to respond to technological changes, the information revolution, global competition, and constant shifts in political and social environments. Many of the management models adopted by business are outdated, and call for innovative ideas rooted in solid academic research.

As the global information economy evolves, organizations are becoming increasingly complex, and innovative organizational models and practices have become crucial to successfully addressing this complexity. Consequently, leadership in this environment requires higher, more sophisticated levels of knowledge and skills. The DBA program is designed to serve these needs by providing doctoral-level education to professional practitioners in business and management.



Message from CHIEF GUEST

It gives me immense pleasure to know that the Institute of Business Administration (IBA), University of Dhaka is launching **Doctor of Business Administration (DBA) Program**. I take the opportunity to thank the Institute, the Honorable Director, Faculty Members and Staff for initiating another landmark program.

For over four and a half decades since its establishment in 1966, IBA has presented us talented, sharp and informed individuals who are now behind the success of many acclaimed organizations that we see all around the country. Indeed, IBA is an important part of the academic excellence for which the University of Dhaka is renowned and proud of. The IBA-DBA addresses an issue essential to the prosperity of Bangladesh, namely our 'Business Potential'.

Extraordinary changes in the global business environment are challenging management schools across continents. Management education must impart the skills required to respond to technological changes, the information revolution, global competition, and constant shifts in political and social environments. Many of the management models adopted by business are outdated, and call for innovative ideas rooted in solid academic research. This program needs to hold on and strive to create and implement these benchmarks. Our country needs these changes; therefore this is a very time bound and need based endeavor.

In order to ensure continued academic excellence and business prosperity IBA has always taken the lead. We eagerly look forward to the exposure of the ideas, practices and prescriptions that IBA have taken to maximize the potential of our business growth which depends on a strong alliance, reinforced by shared intellectual, entrepreneurial and innovative endeavors.

Let me congratulate IBA on this wonderful occasion. Let us hope that the students of this program will show the world what they can do and make this country proud. I wish you all the success in your endeavor.

Thank you.

Professor Dr. AAMS Arefin Siddique
Vice Chancellor
University of Dhaka

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Message from GUEST OF HONOUR

On the occasion of the inauguration of the Doctor of Business Administration at Dhaka University, I congratulate the faculty and staff of the Institute of Business Administration on creating a rigorous academic and research program that will benefit Bangladesh's future economic growth and prosperity. I also congratulate the first batch of students who will undertake this ambitious course of study. With best wishes for the success of the DBA program,

Dan Mozena
The Ambassador of United States of America

The Institute

The Institute of Business Administration (IBA), University of Dhaka, is the pioneer in rendering business education in Bangladesh. It is also the leading business school in the country. Commitment to the highest educational standards distinguishes IBA among the educational institutes in Bangladesh. This reputation has been achieved through a tradition of excellence and dedication to quality education and research. IBA graduates are highly sought after by the industry and IBA is proud of its students who have made outstanding contributions to various fields, both at home and abroad.

IBA was founded in 1966 in collaboration with Indiana University, Bloomington, USA, under a Ford Foundation Financial Assistance Program with the objective of providing professional training to create future business leaders. The founder-director of IBA is Professor M. Shafiqullah.

IBA began its journey by launching its flagship MBA program. In the 1970s, the MPhil and PhD programs were introduced. In response to the growing demand for business education at the undergraduate level, the BBA program was started in 1993. In 2007, the Executive MBA program was launched to cater to the growing demand for quality education among mid-career executives.

In a proud history spanning more than four decades, the teachers and students of IBA have partnered together to achieve an enviable level of excellence in Bangladesh. A variety of factors have contributed to its success, some of which are:

- ▶ A rigorous admission selection process which ensures superior quality of students;
- ▶ A unique curriculum designed in line with North American business schools tailored to meet the requirements of the local market;
- ▶ Effective teaching methods where a blend of experimental and experiential learning is pursued;
- ▶ A highly trained and experienced faculty who bring into the classroom their vast knowledge and experience;
- ▶ A learning approach where student participation is encouraged; and
- ▶ A supportive culture and facilities for research and learning.



Message from PRESIDENT OF THE CEREMONY

I am very delighted and proud to be a part of the history today when IBA is launching one of the most coveted degree programs in Bangladesh.

Today, the global business environment are constantly changing and challenging the conventional business models and theories taught in the management schools around the continents. Competition and Technology revolution is affecting business in every industry. In a world characterized by complexity and increasing volatility, Management education today must impart the updated knowledge and skills required to adopt and respond proactively to the continuously changing environment, the information and technological revolution, global competition etc.

IBA, with its tradition of being the pioneer in business and management education, is committed to the society and business to provide superior quality business education and research, not only in Bangladesh, but globally. With this aim of providing world class education, IBA is proud to launch the DBA (Doctor of Business Administration) program today. This program will provide the doctoral level education to the business professionals and acquire the most updated business education.

In its proud history of more than 40 years, IBA has successfully launched various academic programs. IBA began its journey with its flagship program MBA. In 1970s, The M.Phil and PhD programs were introduced. In response to the growing demand of business education at the undergraduate level, the BBA program was launched in 1993. In 2007, the Executive MBA program started in order to cater to the growing needs of quality education among midcareer executives. Today I am proud to set other milestones in the history of IBA, launching the DBA and welcoming the first batch of students in the DBA program.

So far, the students of IBA, be it BBA, MBA or EMBA has made tremendous success in the corporate world both locally and globally. A number of IBA graduates are leading both local and multinational companies around the world. That also renders a huge responsibility to both the students and the faculties to make the DBA program a success and carry the legacy of IBA ahead.

Here I would sincerely express my gratitude to the authority of the University of Dhaka for constantly supporting us in every step to fulfill our commitment of providing superior quality business education in Bangladesh.

I congratulate the first batch of DBA students and I wish the program as well as the students success in their endeavors.

Professor Mr. Iqbal Ahmad
Director
Institute of Business Administration
University of Dhaka



Message from PROGRAM CHAIRPERSON

This is indeed a special and happy occasion for us at the IBA at the inauguration ceremony of the DBA program as the 1st batch of DBA students (rather Senior Corporate Managers!) get ready to enter IBA with a challenge of 4 years of hard work for a very demanding degree. We have designed one of the finest credentials and wish them success in their endeavour. This year 30 students have qualified for this degree.

This is not a big number considering the demand of the market. Though it has been our endeavour to increase this number but we did not want to compromise with the quality. We have been working on this market demand for sometime and started with this new addition to our portfolio, the IBA-DBA. We hope this addition will offer our business leaders an opportunity to come back to their focussed area of interest, should they wish to do so, for additional qualifications, continuous education and learning that will enrich their planned career engagement.

I congratulate the students on having qualified for a very rigorous program of class courses and dissertation focusing specific real life organization problem that I am sure will spur them onto even loftier achievements. May the zeal, vigour, enthusiasm, attention to details and spirit to research find reinforcement in their thoughts to bring higher rewards, for themselves and the country!

Please keep in mind IBA is just not a name; it's a brand, has become a global brand. Let's keep it going.

Always,

Professor Dr. Muhammad Ziaulhaq Mamun
Chairperson, DBA Program
Institute of Business Administration
University of Dhaka



It is a huge honor and privilege on my behalf to get a unique opportunity to be a part of this effort and work as the Coordinator for the first ever Doctor of Business Administration (DBA) program launched in any business school in Bangladesh. This endeavor has certainly made a significant mark in the academic development history of IBA, University of Dhaka.

As the pioneer and leader among the business school in this region, IBA, always has set the standards and has made amendments in the academic structure and policy according to the global demand. We really appreciate the participation from the candidates of the first ever DBA batch of the institution from different private and public sectors. Here, in IBA, we believe in research and development opportunities and we hope DBA will also be proved as success and will continue to provide the learning and research opportunities to the eligible ones for many years ahead. We are overwhelmed with the support and motivation from every stakeholder including University of Dhaka and industrial partners from both public and private sector. We appreciate all your supports which have been truly inspirational and motivational in launching this program and we hope this affiliation will continue strong in future years. IBA will always need your support to achieve and maintain its accomplishments in all its affairs including DBA program. This is the beginning of the journey and we are looking forward to the success. All the best and thanks to all for participating in our effort.

Dr. Md. Ridhwanul Haq
Associate Professor
Institute of Business Administration
University of Dhaka

Objectives of DBA Program

The prime objective of the DBA program is to produce graduates who can contribute to the advancement of their professions and to the expansion of knowledge relating to the current theories, practices, and issues in business and management. The DBA degree will:

- ▶ Provide a high-quality professional doctorate in the area of business administration and related areas.
- ▶ Extend the knowledge, expertise and skill of students through the application of research to business problems and issues.
- ▶ Facilitate in-depth study of particular aspects of business administration.
- ▶ Provide access to the latest academic theories, concepts and techniques.
- ▶ Provide experience in the design and implementation of research in the broad field of business administration.
- ▶ Develop the candidate's ability to carry out independent research at an advanced level, together with their analytical and written communication skills.
- ▶ To make a significant contribution to knowledge and/or to the understanding of one or more aspects of business administration through the research component of the degree.

DBA Committee

1. Professor Iqbal Ahmad, Director of IBA
2. Professor Dr. Muhammad Ziaulhaq Mamun (Chairperson)
3. Professor Dr. AKM Saiful Majid
4. Professor Dr. Syed Ferhat Anwar
5. Professor Dr. Jawadur Rahim Zahid
6. Professor Dr. Khair Jahan Sogra
7. Dr. Md. Ridhwanul Haq, Associate Professor

Time Frame

The DBA program is designed for an average time span of 4 years (8 semesters). The break up is shown below:

- ▶ Course Work: 36 credits @ 9 credits per semester = 4 semesters (2 years)
- ▶ Dissertation work: 36 credits = 4 semesters (2 years)

A student may be given a maximum of 14 semesters (7 years) to complete his/her degree failing which special permission is to be taken from the Academic Council of the university.

Entry Requirements

- ▶ Minimum 5 years' work experience, of which at least 2 years' experience in senior management/administrative/consulting position.
- ▶ MBA/EMBA/Master in Business or equivalent degree from recognized academic institutions with minimum CGPA 3.0 (in a 4 point scale)/ or its equivalent in academic records.
- ▶ Three letters of recommendation (including one from CEO/head of organizations) supporting the candidate's application and research work.
- ▶ A write-up on proposed research theme (i/c, Issue, research questions, objectives, hypotheses, rationale, scopes and limitations, etc.).

Selection Process

The selection to the program will be based on several criteria such as academic qualifications, experience, professional accomplishments, level of responsibility of the applicant and statement of purpose. Initially a written assessment followed by interview will be taken place before the final selection is made by DBA committee. The selected applicants will be informed at least one month prior to start of the program.

DBA versus PhD

PhD Program	DBA Program
A theory research (knowledge based)	A policy research (Need based)
Open to teachers or academically-oriented persons.	Open to experienced managers and business consultants.
Entry qualifications: ▶ Master's degree from different disciplines. ▶ Preferably Teaching experience.	Entry qualifications: ▶ MBA or EMBA. ▶ Other Master's degree subject to the completion of specified MBA-level required courses. ▶ Managerial experience.
Candidates who have completed the PhD program can use the title Doctor or suffix PhD can be used.	Candidates who have completed the DBA program can use the title Doctor. However, the suffix PhD cannot be used, but rather DBA.