

# THE ULAB EXECUTIVE MBA

Setting the bar for  
business education in  
Bangladesh

[usb.ulab.edu.bd/emba](http://usb.ulab.edu.bd/emba)

Global Standard Faculty  
Professional Skills Focus



**ULAB**  
UNIVERSITY OF LIBERAL ARTS  
BANGLADESH

## Director's Message

Welcome to the ULAB EMBA Program. We offer you Bangladesh's first EMBA program with a focus on employability, real-world professional skills, and cutting-edge coursework. Our faculty represent alumni of the London School of Economics, Harvard University, and Columbia University, with work experience in Morgan Stanley, Standard Chartered, Chevron, Care Bangladesh, and KPMG.

**Sajid Amit**

Director, EMBA Program

## OUR CORE FACULTY

Imran Rahman is Professor of Finance and Dean, ULAB School of Business. He is also a Special Adviser to the ULAB Board of Trustees. He was the previous ULAB Vice Chancellor. He taught at IBA, Dhaka University for 23 years. He ran a Merchant Bank in Dhaka in the 1990s. He studied at the London School of Economics, IBA, and Manchester Business School.

**Imran Rahman**

Dean and Professor of Finance  
ULAB School of Business



Sajid Amit is the Director of the ULAB EMBA Program. He is also Director, Center for Enterprise and Society (CES) at ULAB. Sajid possess significant industry experience with KPMG (India), Morgan Stanley (US), and BRAC EPL (Bangladesh). He was Richard Hofstadter Faculty Fellow at Columbia University and Vivian B. Allen Foundation Scholar at Dartmouth College, US.

**Sajid Amit**

Director, EMBA Program



Asif U. Ahmed is Assistant Professor, School of Business, and Deputy Director, Academic Affairs. He has over 18 years of experience in International Development, including serving as Director at CARE BD. He has advanced degrees on non-profit management from the Kennedy School of Government, Harvard University, and on Corporate Social Responsibility from the Harvard Business School.

**Asif U. Ahmed**

Director, MBA Program



Dr. Minhaz Uddin Ahmed received his doctoral degree in Business Administration from Zhejiang Gongshang University, the oldest business school in China. He was a full time business faculty in top Chinese universities for 9 years. His excellence in research and teaching has been recognized by the Government of China with scholarships and awards.

**Dr. Minhaz Uddin Ahmed**

Associate Professor

ULAB School of Business





**ULAB**  
UNIVERSITY OF LIBERAL ARTS  
BANGLADESH

Global Standard Faculty from  
**Harvard, Columbia, LSE**

## THE ULAB EXECUTIVE MBA

### THE ULAB EMBA (Campus A)

House 56, Rd 4/A, Satmasjid Road  
Dhanmondi, Dhaka-1209, Bangladesh


Tel: 966-1301, 966-1255, EXT: 103, 104, 105  
966-1301, 966-1255, EXT-571,  
Mobile: 01730-334568 (EMBA Office)  
01730-082197, 01713-091936, 01714-161613

### Online Application

<http://oam.ulab.edu.bd>

### Email Us

[admissions@ulab.edu.bd](mailto:admissions@ulab.edu.bd)



# ULAB-EMBA envisions to transform business students and professionals into outstanding and effective business leaders

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## Length of the Program

Students will normally complete the requirements for the degree within twenty months from the date of admission.

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## Transfer of Credits & Course Waivers

Both waivers and transfer may be allowed for courses completed in other universities. Waiver is allowed only for foundation courses/ workshops and transfer may be allowed for courses which are equivalent to ULAB graduate level courses.

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## Admission Requirement

- Successful completion of at least a Bachelor's degree in any discipline.
- 3 years work experience in an executive position (length may relaxed for otherwise deserving candidates).
- Passing the admission test and / or interview.

## Course load

Minimum six credits (or two courses); maximum twelve credits (or four courses) per semester. Permission of the graduate program office is required for exceptions.

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## Residency Requirement

Students must complete a minimum of 24 credits at ULAB to earn EMBA degree.

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## Financial Information

Please visit [usb.ulab.edu.bd/emba](http://usb.ulab.edu.bd/emba) for financial more information.

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## Admission Form

Admission form is available for Tk. 500. Completed admission forms must include work experience certificate along with mark-sheets, certificate copies of previous examinations (SSC & HSC or "O" & "A" levels, bachelor degree) and four copies of recent passport-size photographs.





# ULAB EMBA graduates occupy positions in senior management across a variety of MNCs and leading local corporates

## EMBA Course Flow

### Foundation Courses

These courses/workshops will allow the students to understand the basics of business & management and fills in any lacking that they have before moving into functional courses. The students may get course waiver depending on their previous academic attainments. Students must complete all foundation courses and workshops unless waived.

| Course Code        | Course Detail                                 |
|--------------------|---|
| MBA 098            | Basic English (noncredit course), If Required |
| MBA 099            | Basic Math (noncredit course), If Required    |
| MBA 511 or MBA 516 | Financial Accounting or Management Accounting |
| MBA 512            | Management & Organization                     |
| MBA 513            | Analytical Techniques                         |
| MBA 514 or MBA 515 | Micro Economics or Macro Economics            |

### Workshop

| Course Code | Course Detail          |
|-------------|------------------------|
| MBA 518     | Communication Workshop |
| MBA 519     | IT Workshop            |
| MBA 520     | Career Planning        |

Core Courses

Students are required to complete each of the area specific core courses before taking concentration courses. The following five courses will cover all aspects of business management and provide students with managerial Human.

| Course Code | Course Detail                      |
|-------------|------------------------------------|
| HRM 501     | Human Resource Management          |
| MKT 501     | Marketing Management               |
| BGE 501     | Business in the Global Environment |
| FIN 501     | Financial Management               |
| SCM 501     | Operations Management              |

Major Courses

Concentration courses in Finance, Human Resources Management, Marketing, and Supply Chain Management will enable students to develop specialization in any of the specific fields. Students are required to complete necessary courses from one of the following concentrations area.

Finance

| Course Code | Course Detail                      |
|-------------|------------------------------------|
| FIN 601     | Investment Theory & Portfolio      |
| FIN 602     | Financial Institutions & Markets   |
| FIN 603     | International Financial Management |
| FIN 604     | Corporate Finance                  |

HRM

| Course Code | Course Detail                    |
|-------------|----------------------------------|
| HRM 601     | Manpower Planning & Personnel P. |
| HRM 602     | Training & Development           |
| HRM 603     | Compensation Management          |
| HRM 604     | Performance Management           |

Marketing

| Course Code | Course Detail                       |
|-------------|-------------------------------------|
| MKT 601     | Consumer Behavior                   |
| MKT 602     | Integrated Marketing Communications |
| MKT 603     | Marketing Research                  |
| MKT 604     | Digital Marketing                   |

SCM

| Course Code | Course Detail                         |
|-------------|---------------------------------------|
| SCM 601     | Total Quality Management              |
| SCM 602     | Logistics Management                  |
| SCM 603     | Project Management                    |
| SCM 604     | Principles of Supply Chain Management |

Aiming at **continuous social impact**, with a **commitment to excellence**

Course Summary

| Type                    | No. of course | Credit |
|-------------------------|---------------|--------|
| Foundation courses      | 4             | 12     |
| Workshops               | 3             | 6      |
| Core Courses            | 4             | 12     |
| Open Elective           | 1             | 3      |
| Concentration Electives | 3             | 9      |
| Capstone Courses        | 1             | 3      |
| Total                   | 16            | 45     |

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for more information

Capstone Course (3 credits)

After successful completion of all foundation and core courses students integrate the acquired concepts by a process of synthesis accomplished through the course Strategic Management.

MBA700 – Strategic Management

Double Major/Major-Minor

The students are allowed to do double major or ‘a major & a minor’. Students may take two additional courses from a second area, which will be considered as a minor.

Students already graduated may also be allowed register in relevant major courses for which a separate certificate will be issued.



# A market driven curriculum uniquely designed for the corporate world



The ULAB EMBA Program is unique for its focus on increasing the employability and professional network of its graduates. We do this not only by deploying global standard business faculty in our EMBA classes, but also through a market-driven curriculum, guest lectures, industry visits, and a mixture of global and local case studies.

## Market Driven

The ULAB EMBA program curriculum is constantly evolving to keep up with the changing dynamics of business world. The curriculum is designed to be market driven and corporate ready at all times.

## Guest Lectures

We invite CEOs, managing directors, and other senior officials from leading multinationals and large local corporates to deliver lectures and share insights in the ULAB-EMBA Classroom.

## Company Shadowing

At the ULAB EMBA, brief exposure visits are organized so that students can shadow a mentor for a day, in leading corporates in Bangladesh. This exposes students to the culture and beat of various organizations and functions.

## Industry Seminars

As part of our curriculum, to promote first-hand interaction with industry leaders in banking, international NGOs, and entrepreneurship, students participate in a wide range of seminars organized by ULAB.

## Global Insights, Local Case Studies

The ULAB EMBA Program relies on global best practices in business education such as the case study method, appropriately customized for the local job market. In fact, we use both global and local case studies. Our graduates are thus uniquely empowered to thrive in a variety of corporate settings.



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# Focus on employability skills and leadership capacity development

We also impart to our graduates the following real-world skills



Negotiation & Persuasion Skills



Microsoft Office Skills



Grooming Skills

3

2

1



Business English & Communication Skills



Business Plan Preparation Skills



Managerial Report Writing Skills

4

5

6

“ The EMBA program is a **unique learning experience** that **integrates what you learn with how you perform on the job.** ”

Asif Hassan  
ULAB EMBA Student



Internet & Social Media Skills

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