

The E/MBA program is one of the most demanding and highly accepted business programs in the region. The program is constantly updated and monitored by an independent academic council.

The program emphasizes discussion, seminar, workshop and project-based activities as methods for learning. It also digs into managerial experience and research, and research-based learning in combination with textbooks.

### Program Length

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

### Credit Transfer and Course Waiver

Both waivers and transfers may be allowed for courses completed in other universities.

### Admission Requirements

- Bachelor's degree in any discipline.
- Passing the admission test.
- 3 years work experience in an executive position (for EMBA Program).

### Course Summary

Type of Course	MBA Program		EMBA Program	
	Number of Courses	Credits	Number of Courses	Credits
Foundation courses	7	21	4	12
Workshops	3	6	3	6
Core Courses	5	15	5	15
Concentration (Major) Courses	4	12	3	9
Capstone Course	1	3	1	3
Total	20	57	16	45

### Double major/Major-Minor

E/MBA students are required to choose an area of concentration. Students may do dual concentration. This will require additional one or two semesters, relevant additional courses, fees and other charges, as applicable.

If a student chooses to pursue a Minor, s/he must complete minimum four appropriate courses for MBA and three courses for EMBA in a given field (other than in respective Concentration area). Minor ULAB Courses that are usually offered are Sustainable Development, Media Studies, and Journalism.



“The ULAB MBA and EMBA aim to produce business graduates who will be empowered with the skills, mindset and knowledge needed to provide in our business and economy, amidst constant change, with high ethical standard, creativity and dedication to the society”



## MASTER OF BUSINESS ADMINISTRATION & EXECUTIVE MASTER OF BUSINESS ADMINISTRATION



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## Course Load

**For MBA program:** Minimum nine credits (or three courses); maximum fifteen credits (or five courses) per semester.

**For EMBA program:** Minimum six credits (or two courses); Maximum twelve credits (or four courses) per semester. Permission of the E/MBA program office is required for exceptions.

## Residency Requirement

Students must complete a minimum of 28 credits and 24 credits at ULAB to earn MBA and EMBA degree respectively.

## Foundation Courses/Workshops

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

### MBA Program: Foundation Courses (7 Courses, 21 Credits)

SL	Course Code	Course Detail	Credits
1	MBA 301	Financial Accounting	3
2	MBA 302	Management & Organization	3
3	MBA 303	Analytical Techniques	3
4	MBA 304	Micro Economics	3
5	MBA 305	Macro Economics	3
6	MBA 306	Management Accounting	3
7	MBA 307	Legal Issues in Business	3

### EMBA Program: Foundation Courses (4 Courses, 12 Credits)

SL	Course Code	Course Detail	Credits
1	MBA 301 MBA 306	Financial Accounting or, Management Accounting	3
2	MBA 302	Management & Organization	3
3	MBA 303	Analytical Techniques	3
4	MBA 304 MBA 305	Micro Economics or, Macro Economics	3

### MBA & EMBA Program: Workshops (3 Courses, 6 Credits)

SL	Course Code	Course Detail	Credits
1	MBA 310	Business Communication	2
2	MBA 311	Information Technology	2
3	MBA 312	Career Planning	2

### Core Courses (5 Courses: 15 Credits)

Students are required to complete each of the area specific core courses before taking concentration courses. The following five courses (3 credits each) will cover all aspects of business management and provide students with managerial perspective and vision.

MBA 501	Human Resource Management
MBA 502	Marketing Management
MBA 503	Business in the Global Environment
MBA 504	Financial Management
MBA 505	Operations Management

## Concentration (Major) Courses (4 courses for MBA and 3 courses for EMBA)

Concentration courses in bank management, finance, human resource management, marketing, and communication 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.

### Bank Management

BMG 504	Management of Commercial Banks
BMG 506	Central Banking
BMG 508	Banking Theory & Practice
BMG 509	International Trade Payment and Finance
BMG 511	International Finance and Banking
BMG 512	Investment Banking and Merchant Banking

### Communication

MSJ 11512	Strategic Communication
MSJ 11522	Public Relations Quality Management
MSJ 11612	New Media and Management
MSJ 11621	Communication Policy-making and Planning
MSJ 11622	Communication Campaigns
MSJ 11601	Broadcast Management
MSJ 11603	International Communication

### Finance

FIN 502	Investment Theory & Portfolio Management
FIN 503	Intermediate Financial Management
FIN 504	Financial Institutions, Markets & Derivatives
FIN 505	International Financial Management
FIN 507	Corporate Finance

### Human Resources Management

HRM 502	Manpower Planning & Personnel Policy
HRM 503	Leadership
HRM 504	Industrial Relations
HRM 505	Entrepreneurship
HRM 506	Training and Development
HRM 507	Strategic Human Resources Management
HRM 508	Compensation Management
HRM 509	Organization and Conflict Management
HRM 510	Performance Management

### Marketing

MKT 502	International Business
MKT 503	International Marketing
MKT 504	Consumer Behavior
MKT 505	Integrated Marketing Communication
MKT 506	Services Marketing
MKT 507	Channels of Distribution
MKT 508	Market Planning and Strategy
MKT 509	Export Management
MKT 510	Personal Selling and Sales Force Management
MKT 511	Brand Management
MKT 512	Marketing Research

### 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.

MBA 600	Strategic Management
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### Optional Offerings (Internship Program/Project work)

The MBA program allows a student to do an optional Internship program in a corporate house to familiarize and experience the real life corporate world. S/he has also the option of doing a practical research based project work. The Internship/Project work will be of 3 credits equivalent.

## Other Concentrations

- Operations Management
- Information Technology
- Management
- Risk Management & Insurance

## Associate Organizations

UNIVERSITY NETWORKS



UNIVERSITY AFFILIATIONS



USB AFFILIATIONS

