
EXECUTIVE MBA : A PRESTIGIOUS GRADUATE PROGRAM AT IUC

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About IUC:

Islamic University Chittagong (IUC) is a government approved private university established in 1995 under the Private University Act 1992, located at Chittagong, Bangladesh. Credit goes to Islamic University Chittagong Trust (IUCT) for establishing this university. IUCT is functioning as the Syndicate and Sponsoring Body of the university. It is registered under the Societies Act XXI, 1860 of the state. The educational philosophy of this university is the "Integration of Islamic and modern knowledge". IUC has been offering honors and masters program in various fields of higher learning, since its establishment. At present, IUC has three faculties – Faculty of Shariah, Faculty of Modern Science and Faculty of Administrative Science. Under the shariah faculty, there are two departments i.e. Department of Quranic Science & Islamic Studies and Department of Dawah & Islamic Studies; under the modern science faculty, there are two departments i. e. Department of Computer Science & Engineering and Department of Computer & Communication Engineering; under the administrative science faculty, there is only one department i. e. Department of Business Administration (DBA). IUC is planning to introduce Department English under the Faculty of Arts and Department of Medical Technology under the Faculty of Medicine within shortest possible time. There are two institutes at IUC which are Arabic Language Institute (ALI) and International Institute of Islamic Political Economy & Interactive Systems (IIPEIS).

Four-year undergraduate programs like Quranic Science & Islamic Studies (QSI), Dawah & Islamic Studies (DIS); Computer Science & Engineering (CSE), Computer & Communication Engineering (CCE); Bachelor of Business Administration (BBA) are offered by above departments of the university. Executive MBA (EMBA) is offered under the Dept. of Business Administration. Full-time MBA will be offered under the same department from the Autumn Semester 2000-2001. Other courses like Certificate in Arabic Language, Diploma in Arabic Language, Certificate in Computer Science and Diploma in Computer Science are also offered by the concerned institutes and departments.

Although IUC is a nascent institution, but within the short span of time from 1995 to 2000, about 1000 students have been studying here. The students are enrolled from various places of the country and also from abroad. The students of first batch already have entered into the job market.

Executive MBA – Preamble:

MBA is a job-oriented program highly considered in the competitive job market. There are several types of MBAs seen in the arena of business education. These are Executive MBA, Regular MBA, Pre-MBA and Shorter-MBA. In fact, Pre-MBA and Shorter MBA are not graduate programs rather than short course like diploma or certificate. Regular MBA is the full-time MBA

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that is offered for the fresh graduates throughout the universe. Executive MBA Program is offered at first by the universities of United States of America. At present many universities in the world are offering this program under different titles. Name of the few reputed universities which are offering Executive MBA Program, have been mentioned below:

State / Country	Name of the University	Executive MBA (under the same & different titles)
New York, USA	City University of New York	Executive MBA
Washington DC, USA	George Washington University	Executive MBA
California, USA	University of California - Davis University of California - Irvine & Los Angeles (UCLA) University of Southern California	Working Professional MBA Fully Employed MBA Executive MBA
Michigan, USA	Michigan State University	Weekend MBA Program
Georgia, USA	Georgia State University	Executive MBA
Alabama, USA	University of Alabama	Executive MBA
Columbia, USA	Columbia University	Executive MBA
Colorado, USA	University of Colorado - Denver	Executive MBA
Connecticut, USA	University of Connecticut - Storrs	EMBA
Illinois, USA	DePaul University	Evening MBA
Missouri, USA	Washington University	Executive MBA
Indiana, USA	Oakland City University	Executive MBA in Food & Agribusiness
Louisiana, USA	Tulane University	Executive MBA
Texas, USA	Texas A & M University	Executive MBA
Canada	University of Western Ontario	Executive MBA
	Simon Fraser University	Executive MBA
England	City University London	MBA Evening
Switzerland	Hochschule St. Gallen IMD Int.	Executive MBA
France	ESSEC Graduate School of Mgt.	Executive MBA
Bangladesh	University of Dhaka	Executive MBA (Proposed)
	East West University	Executive MBA

(Source: GMAT Information Bulletin July 1, 1999 P.32 – 36)

Table: 1

In fact, Executive MBA is a graduate program professionally designed for the executives and practicing managers who are in full-time service. The program is planned to update the knowledge and skill of practicing executives in various business & non-business concerns. Question may arise, which MBA is better – Regular or Executive one? Answer depends on the quality and standard of education, not in the name of the program. In true sense, both of the programs are MBA & carry equal value and status. Usually, most of the universities around the world do not mention the word ‘executive’ in the MBA certificates.

IUC is the pioneer to launch the Executive MBA program in Bangladesh particularly in Chittagong to develop management people of the country in order to face the challenges of the 21st century. The university offers Executive MBA program from its both the campuses Chittagong and Dhaka simultaneously. There is a golden opportunity for the practicing managers to pursue Executive MBA at IUC. This program assists an executive to develop a high level professional knowledge and skill of practical use in the global arena and prepares the learners to meet the challenges of rapidly changing global economy. In fact, the education that an executive will receive here at IUC includes a dimension that is missing elsewhere.

Admission Procedure:

Admission to Executive MBA is competitive with the main emphasis being placed on academic performance and English proficiency. In fact, performance at the interview, academic results and quality experience are considered for admission. The minimum academic requirement for entry into the Executive MBA Program is 16 years of schooling that implies a 4-year bachelor degree or a 3-year bachelor degree with a master degree. However, students with a 2-year bachelor degree may be allowed to face the admission test, but he / she must have at least two years of practical experience. Relevant works experience will be considered as an added qualification for admission.

Students are admitted thrice a year. That means, after every semester or 4 months, circulation is given for admission. First fortnight of April, August and December respectively is the time for admission to the program. Brochure, prospectus & application packages may be collected at office time from the Academic Affairs Division (ACAD) or Executive MBA office of IUC.

Fee Structure:

Students are required to pay the fees and charges on semester basis. Each semester charges the fees as per the credit hours registered by a student. The tuition fees inclusive all expenses for the whole program is Tk.90,000 (ninety thousands). Textbooks for each course are supplied to the students at the beginning of every semester. The students will have the textbooks from the central library in accordance with the library rules & regulations and the books must be refunded at the end of the semester.

The Curriculum and Evaluation System of the Program:

Executive MBA Program has been designed in such a way that the executives will be in a position to update their knowledge and skills, as they will have to face the management challenges in future. The academic audit team comprising distinguished Professors from the University of Dhaka and Chittagong has highly praised the academic curriculum of Executive MBA Program. The program has three types of courses: Foundation Courses – 5, Core Courses – 11 and Specialized Courses – 5 out of 15. Deserving candidates will have the opportunity to get exemption from the foundation courses as per prescribed rules of the program. Core courses are compulsory for all the students to be taught up to the 5th semester. Specialized courses are

derived from three major areas, which are International Business & Marketing, Finance & Banking and Human Resource Management. The whole program integrates various disciplines like management, marketing, finance, accounting and information technology.

Semester and grading system (4-point scale) of evaluation are followed in the EMBA program. The program comprises of 6 or 5 semesters spanning 2 years or less in duration. Each semester is of 4 months long and there are three such semesters in a calendar year. Normally, 3 or 4 courses are offered in a semester. Each course carries 3 credit hours and in accordance with international standard 42 classes of 60 minutes duration are conducted at EMBA Program. Usually an instructor takes 28 classes of 90 minutes duration. Examination is conducted during the semester and is followed by an inter-semester break. A student has to complete minimum 48 credit hours to obtain the MBA degree.

Teaching Staff:

The Department of Business Administration has eleven young, committed and qualified full-time faculty members at present. Most of them are used for conducting the courses at undergraduate level. Many of the teaching resource at Executive MBA Program are part-timers. Only highly qualified and experienced part-time professors are selected to conduct various courses of the program. In the last academic year, visiting professors from University of Chittagong, University of Dhaka and Aligarh University, India conducted important courses of the program. Among the instructors, more than 90% are full professors and 87% are Ph.D. or foreign degree holders. It is the normal practice of IUC that the students evaluate the respective course instructors at the end of each semester. From a practical survey on 65 students of different batches of Executive MBA, it has been found that teaching management capacity, depth of knowledge, presentation skill and personality of the most instructors are excellent. The participants are highly pleased with the existing academic staff, academic management, academic curriculum and examination & evaluation system of the program.

Academic Management:

IUC introduced a unique administration to run the Executive MBA Program. Although the program is under the Dept. of Business Administration, but there is a separate committee named "Executive MBA Coordination Committee" to run the program smoothly and effectively. The committee is comprised of several internal & external faculty members including the members from Dhaka Campus of IUC who are nominated by the department. Convenor of the committee chairs all the meetings of the program. The Member Secretary of the committee ensures the smooth conduct of the program as per decisions of the committee. The Head of the Department of Business Administration and Director of the Academic Affairs Division, who are the ex-officio members of the committee, perform the task of academic management of the program.

Quality of the Intakes:

A total of 255 students are enrolled at present in the Executive MBA Program at both the campuses – Chittagong & Dhaka. Only qualified candidates have been selected to pursue the program. At present the ratio of attending the admission test and selecting candidates is nearby 3:1. Most of the students are senior executives serving in national and multinational organizations.

Educational Background			%	Executives	Bankers	Army Officials	Engineers	Others
Bachelor	Master							
B.Com / BBA	144	70	27%	112	26	00	00	06
BA. / BSS	75	32	13%	57	08	08	00	02
B.Sc.	36	21	09%	25	03	00	07	01
Total	255	123	49%	194	37	08	07	09

Source: Admission Office, ACAD, IUC

Table: 2

The above table shows that about 50% of enrolled students are master's degree holders where 56% is from commerce, 29% is from arts and 15% is from science background. Out of 15%, 19% is B.Sc. Engineers from BUET & elsewhere. Among the professionals, 77% is practicing managers excluding bankers, 15% is from financial institutions, 3% is army personnel like major, 5% is other service holders. The reputed organizations from where the executives have joined the program are: Lever Brothers, Glaxo Wellcome, Square Pharmaceuticals, Phoenix Leasing, KAFCO, Coats Bangladesh, Reckitt & Colman Bangladesh, Padma Oil, SGS Bangladesh, HSBC, American Express Bank, ANZ Grindlays Bank, Arab Bangladesh Bank, Islami Bank, Al-Arafah Bank, Janata Bank and Al-Baraka Bank Bangladesh Limited etc. It is interesting that the retired persons of 58 - 62 age group are also pursuing the Executive MBA Program at IUC.

Performance of the Participants:

Since the quality candidates are selected to attend the program, it is expected that performance of the students would be better. In fact, some enrolled students are dropped-out from the program throughout the semesters. Usually, 80% students can pursue the program up-to the last semester. The academic performance of the students varies from semester to semester. In each semester few students are found having the GPA or CGPA more than 3.5 (equivalent to first class) on 4-point scale. It can be understood easily if we consider the following table of academic results of 2nd, 4th & 6th semester (first three batches) students of Executive MBA of Spring 2000:

Range of GPA	2 nd Semester (3 rd Batch)	4 th Semester (2 nd Batch)	6 th Semester (1 st Batch)	Total	Remarks
4.00	0	0	2	2	Excellent
3.50 – 3.99	1	3	7	11	Very Good
3.00 – 3.49	3	6	5	14	Good
2.50 – 2.99	4	2	2	8	Satisfactory
2.00 – 2.49	2	3	1	6	Pass
1.70 – 1.99	0	2	0	2	Redm. Pass
Below 1.70	7	0	0	7	Fail
Not Appeared	6	6	0	12	Dropout
Total	23	22	17	62	

Source: Academic Affairs Division, IUC

Table: 3

The above table reveals that subsequent results are better than the previous ones. In the 2nd & 4th semester, there is no excellent result, but in the 6th semester out of 17, 2 students have obtained GPA of 4.0 and 7 students have obtained GPA of 3.5 & above. Accordingly, there is no dropout in the 6th or final semester, while in the previous semesters 12 students have been dropped-out from the program.

Recently two of our graduates having CGPA above 3.5 have joined to pursue their MBA at University College of Cape Breton, Canada with 18 credit hours exemption. IUC is considering to appoint some of recent MBA graduates as adjunct faculty who obtained outstanding achievement in the final examination.

Program Synopsis:

The whole program may be summarized with the following main features:

- Ensuring quality and international standard education
- Combination of scientific education and ethical values
- Textbooks are supplied to the students
- Classes are held during weekend i.e. Friday and Saturday evening
- Opportunities to pursue the program on part-time basis
- Credit transfer facilities for the deserving students
- Reasonably low cost & within the affordable limit of the service holders
- High professional & experienced teaching resource are used for conducting the courses
- Lecturer synopsis is made available before every lecture
- Teaching Efficiency Rating (TER) by the students is practiced.
- Modern teaching equipment and materials are used to facilitate the learning process
- Participative classes, seminars and case study methods are followed in learning
- Integration of theory and practical learning to make the learning most effective
- Medium of instructions is English
- Academic calendar is strictly followed to complete the program in time.

Concluding Remarks:

The handling of management affairs is becoming more complex day by day. Due to technological development, organizations require modern educated and enlightened professionals to survive in the competitive environment. Without MBAs, an organization cannot move successfully at the top gear against the challenging future. Only the qualified MBA holders can easily face the management complexities and challenges.

Executive MBA students may be considered as the sold products. Since most of them are serving in national, multinational or govt. organizations having managerial positions, they are not required to be provided with jobs like the fresh graduates. It is expected that the practicing managers after becoming MBAs will be promoted from lower to the higher positions. Moreover, they would be able to switch over from their present organizations to elsewhere. The graduates who desire to become entrepreneurs will be benefited in every step through this program. Scope has been increasing gradually for the MBA graduates to occupy better positions at home and abroad.

References:

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