

IBA-University of Dhaka
Management Development Program (MDP)
ACM 4.0; Intake-8

Draft Session Plan: Module-1-4

Accounting For Decision Making

Day	Session	Topic
1	1	Accounting as a System, Accounting Equitation and Debit-Credit Concepts
	2	Steps of Recording Process and Components of Key Financial Statements
2	3	Cash Flow Statement, Depreciation and Inventory Valuation
	4	Financial Statement Analysis and Study of an IT Company's Annual Report
3	5	Internal Control System and Auditing
	6	Case Study on Accounting 4.0 for IT Sector
4	7	Cost Concepts and Costing System for IT Industry
	8	Cost Volume and Profit (CVP) Analysis
5	9	Budgeting Techniques and Budgetary Control for IT Industry
	10	Incremental Analysis & Revenant Cost Information for Decision Making

Managerial Communication

Day	Session	Broad Topic
1	1	Effective Communication in the era of 4IR
	2	Writing Effective Sentences and Paragraphs for Business Impact
2	3	Delivering Business Messages –Positive, Negative & Neutral
	4	Leading with Persuasive Communication
3	5	Designing & Delivering Business Presentation
	6	Non-Verbal Communication (including Listening Skills)
4	7	Business Proposals and Reports for IT/ITES Projects
	8	Writing Business Reports with Impact
5	9	Communicating in a Crisis Situation
	10	Virtual Communication Strategies and Etiquettes (conducting meeting and communicating using apps, email)

Marketing In Changing Environment

Day	Session	Topic
1	1	Changing Economy and Future of Marketing
	2	Changing Consumer Behavior and the Market of IT/ITeS industry
2	3	Segmentation, Targeting and Positioning (STP) for IT/ITeS industry
	4	Product and Pricing Strategies
3	5	Sales and Salesmanship in the era of 4 IR
	6	Service Quality Management for IT/ITeS
4	7	Relationship Marketing for IT/ITes
	8	IMC and Social Media Management in the era of 4 IR
5	9	Category Creation to Branding
	10	Global Value Chain and Ethical Behavior for IT/ITes

Data Driven Decision Making

Day	Session	Topics
1	1	Data-driven Decision Making: Concept & Applications
	2	Data Collection & Preparation
2	3	Descriptive Analytics – Concept & Tools
	4	Descriptive Analytics – Applications
3	5	Predictive Analytics – Concept & Tools
	6	Predictive Analytics – Applications
4	7	Prescriptive Analytics – Concept & Tools
	8	Prescriptive Analytics – Applications
5	9	Data Visualization & Presentation
	10	Big Data & the Future