



INDUSTRY BUSINESS ACADEMY

Elevating and Empowering MSMEs

DARe

What is Industry Business Academy?

Industry Business Academy (IBA) is a SME development and learning programme developed by Darussalam Enterprise (DARe).

It was created after analyzing present day issues related to capabilities and knowledge of the local entrepreneurial environment.

DARe have identified a need to provide a platform where enterprises can increase their skills and knowledge in starting, running and expanding a business.



What are IBA Levels?

IBA Level 1 Startups and Micro Businesses

- 1 – 4 Employees
- Increase general knowledge of how to start a business, and how to ensure business is sustainable.



IBA Level 2 SMEs (Small Medium Enterprises)

- 5 – 99 Employees
- Increase knowledge and appreciation of how to ensure sustainability in a growing company.



IBA Level 3 Established Companies

- 100 and above employees
- Increase knowledge and appreciation of how to successfully expand a company overseas.



Who Can Register for IBA?

The IBA programme is open to any aspiring and existing entrepreneurs of all levels.

Participants will be allocated in levels according to their requirements and are also welcomed in other levels should they see the need for it.

Whether the participants are at ideation stage or on the edge of exporting their products to another region, the IBA programme provides the kind of guidance and training that enables the participant to confidently set their business on the path towards achieving their goals.

CORE IBA MODULES

IBA Core Module Topics (1/2)

Customer Service	<ul style="list-style-type: none">A. LeadershipB. Team BuildupC. Culture & CommunicationD. Customer RelationshipsE. Service Standards	Financial Management	<ul style="list-style-type: none">A. Financial FoundationB. Financial ModelingC. Business ProfilingD. Capabilities Profiling
Marketing I	<ul style="list-style-type: none">A. Marketing AssessmentB. Marketing PlanC. BrandingD. Public Relations & Advertising	HR Capability (HR I)	<ul style="list-style-type: none">A. Manpower PlanningB. Recruitment & SelectionC. Compensation & BenefitsD. Performance Management
Marketing II	<ul style="list-style-type: none">A. Marketing CollateralsB. Digital MarketingC. Promotions, Leads & SalesD. Marketing Effectiveness	HR Capability (HR2)	<ul style="list-style-type: none">A. Learning & DevelopmentB. Career ManagementC. Talent Management & Succession PlanningD. Employee Relations

IBA Core Module Topics (2/2)

Productivity

- A. Business Processes & Operations
- B. Inventory Management
- C. Simplify Workflow

Corporate Governance

- A. Finance
- B. Corporate Governance Framework
- C. Board Effectiveness
- D. Model Statement, Policies, Practices
- E. Corporate Social Responsibility & Sustainability
- F. Transparency & Disclosures

Sector & Lab Series

- A. Financial Lab
- B. Export Series
- C. Food Industry
- D. E-Commerce
- E. Aquaculture
- F. Mentorship & Coaching



How to Register for IBA?

Any interested parties may register for IBA by contact the DARE Hotline at **8363442** or email their details to dare@ei.gov.bn or iba@dare.gov.bn