

# **ANNUAL PROGRAM**

**2021 – 2022**



**Bangladesh Institute of Management (BIM)**

## **ANNUAL PROGRAM**

*July 2021- June 2022*

### ***DHAKA CAMPUS***

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### ***KHULNA CAMPUS***

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## Brief Profile

The origin of what today is known as the Bangladesh Institute of Management (BIM) can be traced back to 1961 when its precursor, the Management Development Centre, East Pakistan, was established. In 1970 the East Pakistan Government Educational and Training Institutions Ordinance, 1961 (East Pakistan Ordinance No. XXVI of 1961) was made applicable for Management Development Centre with effect from 1-7-1970 thereby providing the Centre with autonomous status.

In 1966 apart from offering short term, subject specific training programmes, a specialized, yearlong Post Graduate Diploma in Personnel Management was introduced by the Centre.

After the liberation of the country in 1971, the institute was vested with the responsibility of building up human resources of the newly independent country. Between 1972—75, the public sector was the predominant sector of the economy and the majority of the clients of the institute were drawn from the public sector enterprises. During the late 70's to mid-80's, the institute was recipient of major Technical Assistance Projects, which resulted in a major transformation of the institute. It became a hub of management training with participants being drawn from public, private and NGOs sectors. In the year 1981, another year long, Post Graduate Diploma in Industrial Management was introduced.

### VISION STATEMENT

“Management Excellence in Bangladesh.”

During early nineties, in the context of opening up of the market, structural changes and private sector driven growth strategy for rapid development, requirement for qualified human resources was anticipated. Against that backdrop the Bangladesh Management Development Centre (BMDC) started the process of restructuring itself so as to enable it to offer academic programmes designed to create professionals.

### MISSION STATEMENT

“Human Resource Development and Institutional Capacity Building through Management Education, Training, Research and Consultancy Services.”

It was in that light the Bangladesh Management Development Centre (BMDC) was converted into an institute-the Bangladesh Institute of Management (BIM) on August 04, 1997 for opening up opportunities to offer post graduate degree Programmes in Business Administration like, Executive MBA, Masters in Human Resource Management etc.

While Training Research and Consultancy are the three mandated activities of BIM; the major thrust during the last decade has been on training and Post Graduate Diploma Programs.

BIM is presently exploring the feasibility of introducing the idea of Public Private Partnership (PPP) in all its training and academic activities. As a part of that, initiatives have already been taken to examine such possibilities. In due course of time programs like Distance Learning and Master of Business Administration (MBA), if appears feasible, shall be offered to our stakeholders.

## **Objectives of the Institute**

- To train and develop managers at all levels engaged in commercial, industrial and service organizations of private, public sector and NGO's.
- To help improve productivity in different sectors of the economy through Training, Research and Consultancy services.
- To carry out publication work and disseminate modern knowledge and information in the fields of management development, training, economics, business and other relevant areas.
- To co-operate with similar institutions at home and abroad in promoting exchange of knowledge and experience.

## **Training**

BIM offers two types of courses: Short courses of one to two weeks long and Diploma courses of six months to one-year duration.

### **a. Short Courses**

During the course of the last decade, BIM has organized over 80 courses and seminars annually of varying duration ranging from one to four weeks, sometimes of longer duration for request programs. The courses offered by BIM covers the whole gamut of management studies viz. General Management, Financial Management, Project Management, Rural Development, Entrepreneurship Development, Marketing, Industrial Engineering etc. Till the year ending 2021, a total number of 61,796 participants have received training in various short courses

### **b. Diploma Courses**

Presently, BIM offers the following five post graduate diploma courses of one year each (i) Human Resource Management, (ii) Industrial Management, (iii) Marketing Management, (iv) Financial Management and (v) Computer Science. Apart from above Post-Graduate Diploma courses, BIM offers Diploma course in Social Compliance and Productivity & Quality Management of six months duration. Over 16,480 students enrolled in the different diploma courses till date, among them 10,276 had graduated in the mentioned courses.

## **Consultancy**

BIM has vast experience in consultancy services and has rendered services to various national and international agencies and organizations. The clientele include among others, Ministry of Planning, Ministry of Finance, Trading Corporation of Bangladesh, Petro Bangla, Power Development Board, Export Promotion Bureau, Bangladesh Chemical Industries Corporation (BCIC), BPC, RAJUK, Bangladesh Railway, Sadharan Bima, Bangladesh Agriculture Research Council (BARC), Civil Aviation Authority, Dhaka WASA, Bangladesh Steel and Engineering Corporation (BSEC), Bangladesh Textile Mills Corporation (BTMC), Bangladesh Jute Mills Corporation (BJMC), Chittagong Port Authority, United Nations Industrial Development Organization (UNIDO), Asian Development Bank (ADB), United Nations Population Fund (UNFPA) etc. In-house services are also provided to various organizations on need basis.

## **Research**

BIM also undertakes research projects. Such research projects deal with Training and Management Development, Corporate Management, Choice of Technology, Incentive Schemes, Managerial Motivation, Quality Circles, Recruitment and Selection, Performance Appraisal etc.

## **Publication**

'Management Development', a quarterly journal carrying articles and research findings of eminent national and international teachers and professionals has been a regular publication of BIM.

## **Resources**

### **a. Faculty**

BIM can rightly boast of a multi-disciplinary faculty who bring with them not only academic distinction but also professional competence of a high degree. BIM has taken particular care to train up its faculty both at home and abroad so that they are able to discharge their duties to the best of their ability and to the complete satisfaction of their clientele. Most of the faculty members have had some experience in the industry which enables them to better empathies with the participants, who are mostly drawn from the trade and industry. This also adds to the effectiveness of the courses offered by BIM.

### **b. Physical Facility**

The main campus of BIM is located on five acres of land at 4, Sobhanbag, Mirpur Road, in the centre of Dhanmondi, Dhaka. As the work of "BIM Strengthening Project" has started some part of BIM's old construction was demolished for further construction of 12 storied building and the key stone of the building has been laid. At present there are fourteen fully equipped, air-conditioned classrooms, five of which are of international standard. After the completion of the project there will be 28 classrooms with modern training facilities where 1,850 participants can be accommodated at a time. The old hostel of BIM is also under construction so there is only one building containing 15 air-conditioned rooms including twin beds and dining facility for 30 individuals but the capacity will be more than double after the completion of the project. BIM has similar, though smaller facilities in the other two major cities of Bangladesh—Chattogram and Khulna.

### **c. Library Facilities**

The fully air-conditioned library at Dhaka has a rich collection of books on various aspects of management and modern business practices as well as a large number of national and international journals. Library facilities are available to all participants and other readers interested in management education. On 2013 an MoU has been signed between DIU & BIM, specially to use the digital library of DIU for the all participants and faculty of BIM.

### **d. Computer Labs**

BIM has two computer labs equipped with the latest state of the art microcomputers numbering over 100. The computer labs are suitably designed to provide conducive learning environment to the participants of computer related courses. Latest software's are available for running database, spreadsheet and word-processing applications. A modern Computer lab facility is also available for the participants at the Chittagong Campuses.

## **Technical Co-operation with International Agencies**

The Institute has received assistance from a number of international institutions and agencies including the World Bank, USAID, UNDP, ITC/GATT/UNCTAD, UNIFEM and others. It has collaborated with agencies such as the ILO, ITC and UNICEF, IFAD, AARRO and with institutions such as the Asian Productivity Organization (APO), International Centre for Public Enterprises (ICPE), Asian Regional Training and Development Organization (ARTDO), Malaysia, Morocco, and German International Cooperation (GIZ).

## PROGRAM AT A GLANCE

<b>AUGUST, 2021</b>							
<b>SL No</b>	<b>Title of the Course</b>	<b>Duration</b>	<b>Timing</b>	<b>Venue</b>	<b>Name of Coordinator</b>	<b>Fee (Tk.)</b>	<b>Page No</b>
1	Capacity Development for Managing Public Procurement Process	August 06 - 09 2021	09:00 - 17:00	BIM Dhaka	Md. Aminul Islam	Tk. 7,000/-	62
2	Data Analysis with MS-Excel	August 22-26 2021	10:00 - 14:00	BIM Dhaka	Farkhunda Dorin	Tk. 6,000/-	22
3	Public Procurement Processing and Approval Procedure	August 23-26 2021	10:00 - 16:00	BIM Dhaka	Engr. Md. Mehboob Hasan Kallol	Tk. 7,000/-	64
4	Motivating People at Workplace	August 24-25 2021	09.00 - 17:00	BIM Dhaka	Lamia Farha	Tk. 5,000/-	28
5	Advanced Certificate Course in Business Communication	August 24-27 2021	18:00 - 21:30	BIM Ctg.	Md. Rajibul Hoque	Tk. 4,000/-	30
6	Operations and Supply Chain Management	August 26-28 2021	09:00 - 17:00	BIM Dhaka	Dr. Engr. Md. Mamunur Rashid	Tk. 7,000/-	100

<b>SEPTEMBER, 2021</b>							
<b>SL No</b>	<b>Title of the Course</b>	<b>Duration</b>	<b>Timing</b>	<b>Venue</b>	<b>Name of Coordinator</b>	<b>Fee (Tk.)</b>	<b>Page No</b>
1	Cyber Security Awareness Training	September 03 – 04 2021	09:00 – 17:00	BIM Dhaka	S M Ariful Islam	Tk.15,000/-	24
2	Public Service Innovation	September 12-13 2021	10:00 - 16:00	BIM Dhaka	Farkhunda Dorin	Tk. 6,000/-	66
3	Total Quality Management	September 23-25 2021	09:00 - 17:00	BIM Dhaka	Dr. Engr.Md. Mamunur Rashid	Tk. 7,000/-	32
4	Certificate Course on Leadership and Managerial Competencies (CCLMC)	September 24-25 2021	09:00 - 17:00	BIM Dhaka	Mamun Muztaba	Tk. 5,000/-	34
5	PPR 2008 and Annual Procurement Planning	September 26-30 2021	17:00 - 21:30	BIM Dhaka	Engr. Md. Mehboob Hasan Kallol	Tk. 8,000/-	68
6	Training of Trainers (ToT)	September 26 - 30 2021	17:30 - 21:30	BIM Dhaka	Md. Rabiul Islam Khan	Tk. 7,000/-	110

OCTOBER, 2021							
SL No	Title of the Course	Duration	Timing	Venue	Name of Coordinator	Fee (Tk.)	Page No
1	Management for New Managers	October 03-07, 2021	17.30 - 21.30	BIM Dhaka	Lamia Farha	Tk. 7,000/-	36
2	Basic Human Resource Management	October 03-14, 2021	17:30 - 21:30	BIM Dhaka	Mohammad Mainul Islam	Tk.9,000/-	42
3	Supply Chain Management	October 03-14, 2021	17:30 - 21:30	BIM Dhaka	Mohammad Sayeedur Rahman	Tk. 9,000/-	102
4	সরকারি চাকরির অত্যাবশ্যকীয় নিয়মাবলী	অক্টোবর ০৯-১০, ২০২১	০৯:০০ - ১৭:০০	বিআইএম ঢাকা	এম. আমিনুর	ট. ৬,০০০/-	70
5	Service Simplification	October 10-11, 2021	10:00 - 16:00	BIM Ctg.	Farkhunda Dorin	Tk. 6,000/-	71
6	Localization & Mainstreaming of SDGs for Industrial Development & Ecology: Integrating in Citizen Charter, FYP & APA	October 18 – 21, 2021	17:30 - 21:30	BIM Dhaka	Mohammad Sayeedur Rahman & Md. Rajibul Hoque	Tk.15,000/-	73
7	Capacity Development for Managing Public Procurement Process	October 22 – 25, 2021	09:00 - 17:00	BIM Dhaka	Md. Aminul Islam	Tk. 7,000/-	62
8	Financial Management for Executives	October. 23 – 27, 2021	17:30 - 21:30	BIM Dhaka	M. Amenoor	Tk. 7,000/-	13
9	Project Management	October 28-30, 2021	09:00 - 17:00	BIM Dhaka	Dr. Engr. Md. Mamunur Rashid	Tk. 7,000/-	104
10	Bangladesh Labor Act 2006 and Bangladesh Labor Rules 2015	October 31 - Nov.04 2021	17:30 - 21:30	BIM Dhaka	Mohammad Mainul Islam	Tk. 7,000/-	44



NOVEMBER, 2021							
SL No	Title of the Course	Duration	Timing	Venue	Name of Coordinator	Fee (Tk.)	Page No
1	সরকারি অফিস ব্যবস্থাপনা ও দক্ষতা উন্নয়ন	নভেম্বর ০৬-০৭ ২০২১	০৯:০০ - ১৭:০০	বিআইএম, ঢাকা	এম. আমিনুর	ট. ৬,০০০/-	76
2	Online Office Management	November 07 - 18 2021	17:30 - 21:30	BIM, Dhaka	S M Ariful Islam	Tk.30,000/-	26
3	Intellectual Property Rights (IPRs)	November 07-18 2021	17:30 - 21:30	BIM, Dhaka	Mohammad Sayeedur Rahman	Tk.9,000/-	112
4	PPR 2008 and Public Procurement Management	November 14 -25 2021	10:00 - 16:00	BIM, Dhaka	Engr. Md. Mehboob Hasan Kallol,	Tk.10,000/	77
5	Internal Audit Management (Online)	November 19,20,26 & 27, 2021	17.30 - 21:30	Zoom Platform	Md. Rajibul Hoque	Tk.3,500/-	15
6	সচিবালয় নির্দেশমালা- ২০১৪ আলোকে জাতীয় শুদ্ধাচার কৌশল ও সু-শাসন বিষয়ক প্রশিক্ষণ।	নভেম্বর ২০, ২০২১	০৯:০০ - ১৭:০০	বিআইএম, ঢাকা	মোঃ জাফর আলী	ট. ৩,৫০০/-	79
7	Public Procurement Management	November 25-27 2021	09:00 - 17:00	BIM, Dhaka	Dr. Engr.Md. Mamunur Rashid	Tk. 7,000/-	80
8	Training of Trainers (ToT)	November 21 - 25, 2021	17:30 - 21:30	BIM, Dhaka	Md. Rabiul Islam Khan	Tk. 7,000/-	110

<b>DECEMBER, 2021</b>							
<b>SL No</b>	<b>Title of the Course</b>	<b>Duration</b>	<b>Timing</b>	<b>Venue</b>	<b>Name of Coordinator</b>	<b>Fee (Tk.)</b>	<b>Page No</b>
1	Project Monitoring and Evaluation	December 05-09 2021	17:30 - 21:30	BIM, Dhaka	Aklima Zaman	Tk.7,000/-	106
2	PPR 2008 and Annual Procurement Planning	December 19-23 2021	10:00 - 16:00	BIM Dhaka	Engr. Md. Mehboob Hasan Kallol	Tk.8,000/-	68
3	Certificate Course on Human Resource Management (CHRM)	December 19-23 2021	17:30 - 21:30	BIM Ctg	Shaikh Sajibur Rahman	Tk.7,000/	46
4	Supply Chain Management	December 19-30 2021	17:30 - 21:30	BIM, Dhaka	Mohammad Sayeedur Rahman	Tk. 9,000/-	102
5	Business Data Analysis & Financial Forecasting (Online Course)	December 22-25 2021	17:30 - 21:30	Zoom Platform	Md. Rajibul Hoque	Tk.3,500/-	17
6	KPI Master Class	December 24-25 2021	09:00 - 17:00	BIM, Dhaka	Mamun Muztaba	Tk. 5,000/-	48
7	সরকারি চাকরির অত্যাবশ্যকীয় নিয়মাবলী	ডিসেম্বর ২৬-২৭ ২০২১	০৯:০০ - ১৭:০০	বিআইএম, ঢাকা	এম. আমিনুর	ট. ৬,০০০/-	70

JANUARY, 2022							
SL No	Title of the Course	Duration	Timing	Venue	Name of Coordinator	Fee (Tk.)	Page No
1	Cyber Security Awareness Training	January 07 – 08 2022.	09:00 - 17:00	BIM Dhaka	S M Ariful Islam	Tk. 15,000/-	24
2	Online Training on Service Simplification	January 16-17 2022	10:00 - 16:00	Zoom Platform	Farkhunda Dorin	Tk. 4,000/-	42
3	Digital Marketing	January 16 - 27 2022	17:30 - 21:30	BIM Dhaka	Farkhunda Dorin & Nirjhar Mazumder,	Tk. 9,000/-	86
4	Advanced Certificate Course in Financial Statement Analysis and Business Valuation (Online)	January. 21,22,28, 29 & Feb. 04 – 06, 2022	17:30 - 22:00	Zoom Platform	Md. Rajibul Hoque	Tk. 7,000/-	19
5	Training of Trainers (ToT)	January 23- 27 2022	17:30 - 21:30	BIM Dhaka	Md. Rabiul Islam Khan	Tk. 7,000/-	110
6	Basic Management & Human Resource Development	January 23-27 2022	17:30 - 21:30	BIM Dhaka.	Md. Zafar Ali	Tk. 7,000/-	50

<b>FEBRUARY, 2022</b>							
<b>SL No</b>	<b>Title of the Course</b>	<b>Duration</b>	<b>Timing</b>	<b>Venue</b>	<b>Name of Coordinator</b>	<b>Fee (Tk.)</b>	<b>Page No</b>
1	Bangladesh Labor Act 2006 and Bangladesh Labor Rules 2015	February 06-10 2022	17:30 - 21:30	BIM Dhaka	Mohammad Mainul Islam	Tk.7,000/-	44
2	Data Analysis with MS-Excel	February 06-10 2022	10:00 - 14:00	BIM, Dhaka	Farkhunda Dorin	Tk. 6,000/-	22
3	Effective Managerial Communication	February 07-08 2022	09:00 - 17:00	BIM Dhaka	Lamia Farha	Tk.5,000/-	38
4	Effective Budget and Budgetary Control	February 12 - 16 2022	17:30 - 21:30	BIM Dhaka	M. Amenoor	Tk.7,000/-	21
5	Research Methodology with the Application of SPSS	February 13-17 2022	17:30 - 21:30	BIM Dhaka	Mohammad Sayeedur Rahman & Aklima Zaman	Tk.7,000/-	114
6	Certificate Course on Human Resource Management (CHRM)	February 13-24 2022	17:30 - 21:30	BIM, Dhaka	Shaikh Sajibur Rahman	Tk. 9,000/-	46
7	Goods Procurement Process as Per PPR 2008.	February 18- 19, 2022	09:00 - 17:00	BIM Dhaka	Md. Aminul Islam	Tk.5,000/-	84
8	Bangladesh Labor Act 2006 and Bangladesh Labor Rules 2015	February 22, 2022	09:00 - 17:00	BIM, Ctg.	Md. Zafar Ali	Tk. 3,500/-	52
9	Marketing and Sales Management	February 13-17, 2022	17:30 - 21:30	BIM, Ctg.	Nirjhar Mazumder	Tk. 5,000/-	88

MARCH, 2022							
SL No	Title of the Course	Duration	Timing	Venue	Name of Coordinator	Fee (Tk.)	Page No
1	Achieving Competitive Advantage Through Supply Chain Management	March 12 -13 2022	09:00 - 17:00	BIM, Dhaka	Md. Aminul Islam	Tk. 5,000/-	108
2	Essential Skills for Human Resource Management Professionals	March 12-16, 2022	17:30 - 21:30	BIM, Ctg	Shaikh Sajibur Rahman	Tk. 7,000/-	54
3	Practical Human Resource Management for Managers & Executives	March 20-24 2022	17:30 - 21:30	BIM Dhaka	Md. Zafar Ali	Tk. 7,000/-	56
4	Human Resource Management for New HR Professionals	March 20-31 2022	17:30 - 21:30	BIM Dhaka	Mohammad Mainul Islam	Tk. 9,000/-	58
5	Marketing and Sales Management for the Executive	March 20-31, 2022	17.30 - 21.30	BIM Dhaka	Dr. Uttam Kumar Datta	Tk.9,000/-	90
6	Training of Trainers (ToT)	March 20- 24 2022	17:30 - 21:30	BIM Dhaka	Md. Rabiul Islam Khan	Tk. 7,000/-	110
7	সরকারি অফিস ব্যবস্থাপনা ও দক্ষতা উন্নয়ন	মার্চ ১২-১৩ ২০২২	০৯:০০ - ১৭:০০	বিআইএম ঢাকা	এম. আমিনুর	ট. ৬,০০০/-	76
8	Certificate Course on HR Analytics (CCHRA)	March 27-31 2022	17:30 - 21:30	BIM Dhaka	Mamun Muztaba	Tk.7,000/-	60

<b>APRIL, 2022</b>							
<b>SL No</b>	<b>Title of the Course</b>	<b>Duration</b>	<b>Timing</b>	<b>Venue</b>	<b>Name of Coordinator</b>	<b>Fee (Tk.)</b>	<b>Page No</b>
1	Leadership Development	April 03-07 2022	17:30 - 21:30	BIM Dhaka	Lamia Farha	Tk. 7,000/-	40
2	The Art of Effective Selling and Salesmanship	April 22-23, 2022	09:00 - 17:00	BIM Dhaka	Dr. Uttam Kumar Datta	Tk. 5,000/-	92
3	Brand Management: Incredible Brand Building Strategy	April 24- 28 2022	17:30 - 21:30	BIM Ctg	Nirjhar Mazumder	Tk.5,000/-	96

<b>MAY, 2022</b>							
<b>SL No</b>	<b>Title of the Course</b>	<b>Duration</b>	<b>Timing</b>	<b>Venue</b>	<b>Name of Coordinator</b>	<b>Fee (Tk.)</b>	<b>Page No</b>
1	Public Service Innovation	May 02-03 2022	10:00 - 16:00	BIM Dhaka	Farkhunda Dorin	Tk. 6,000/-	66
2	Strategic Brand Management for Effective Marketing	May 15-26, 2022	17.30 - 21.30	BIM Dhaka	Dr. Uttam Kumar Datta	Tk. 9,000/-	94

<b>JUNE, 2022</b>							
<b>SL No</b>	<b>Title of the Course</b>	<b>Duration</b>	<b>Timing</b>	<b>Venue</b>	<b>Name of Coordinator</b>	<b>Fee (Tk.)</b>	<b>Page No</b>
1	Marketing and Salesmanship	June 19 – 30 2022	17:30 - 21:30	BIM Dhaka	Nirjhar Mazumder	Tk. 9,000/-	98

## FINANCIAL MANAGEMENT FOR EXECUTIVES

<b>Course Duration</b>	: October 23 - 27, 2021.
<b>Timing</b>	: 17:30-21:30
<b>Venue</b>	: BIM, Dhaka.
<b>Course Fee</b>	: Tk. 7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/Who Should Attend:**

For all financial managers and executives in every functional management area and industry. The financial management tools help enhances your financial acumen, decision and strategy management effectives.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in private, public and NGO or self employed.

### **Background of the Course:**

- Whose is decision maker and the impact on the company's profitability
- Whose are uses financial management tools to diagnose the financial health of business
- Whose are uses financial management tools to evaluate projects financial viability & enhance shareholders wealth.
- Become a more effective business manager.

### **Course Objectives**

Learn financial management techniques to enhance your business analytical, risk management and decision-making skills. You will need these critical skills to effectively manage your business going forward from this global recession and financial crisis.

### **Evaluation Method:**

**Learning level:** Pre-test and post-test.

**Reaction level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs.)	Training Methods
1.	Understand Basic Financial Statements and Terminology	2	Lecture
2.	Balance sheet-assets, equity and liability	1	Lecture
3.	Profit and loss account-matching revenues to expenses Accruals accounting-Difference between profits and cash	1	Lecture, group discussion
4.	Understanding How Financial Management supports effective business strategy Using Financial Ratios to evaluate the financial health of a business <ul style="list-style-type: none"> <li>- profitability ratios, liquidity ratios</li> <li>- management effectiveness ratios</li> <li>- financial risk ratio</li> <li>- stock market ratios &amp; investors return on investment ratios</li> <li>- using real multinational companies ratios for discussion and learning</li> </ul>	8	Lecture, Exercise, group work
5	Sources of Business Funding – Equity and Debt Capital <ul style="list-style-type: none"> <li>- Cost of equity capital, Cost of debt capital</li> <li>- Debt capital and taxation</li> <li>- Weighted average cost of capital (WACC)</li> <li>Gearing and the impact on the Weighted Cost of Capital</li> </ul>	4	Lecture, Exercise, group work
6.	Capital/ Project Investment Evaluation Techniques <ul style="list-style-type: none"> <li>- return on investment (ROI), pay back</li> <li>- net present value (NPV) of discounted cash flows (DCF)</li> <li>- how effective WACC management can impact NPV and project profitability</li> <li>- NPV and maximizing shareholders wealth</li> <li>- Internal rate of return (IRR)</li> <li>- Project sensitivity analysis</li> <li>- Understand capital market</li> <li>- Capital market, how to arise fund from capital market</li> <li>- Techniques of floating IPO</li> </ul>	4	Lecture, Exercise, group work
	<b>Total contact hour</b>	<b>20</b>	

**Co-Ordinator : M. Amenoor**  
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**E-mail : aminoor@bim.gov.bd**  
**amenoor.bim@gmail.com**



## INTERNAL AUDIT MANAGEMENT- ONLINE COURSE

<b>Course Duration</b>	: November 19,20,26 & 27, 2021.
<b>Timing</b>	: 17:30-21.30
<b>Venue</b>	: Zoom Platform.
<b>Course Fee</b>	: Tk. 3,500/-
<b>Number of Participants</b>	: 15

### **Target Group/Who Should Attend:**

This is suitable for individuals who want to build up their career in the field of audit.

### **Eligibility for the Course:**

Any individual, graduate from any discipline working in private, public and NGO or self employed (fresh graduates).

### **Background of the Course:**

Internal auditing is independent, objective assurance designed task to improve and add value to an organization's operations. The course is aimed to develop knowledge and skill of the participants with regard to a number of important concepts which underline any type of audit, especially internal audit.

### **Course Objectives**

An audit involves an objective look at the company's policies, practices, procedures and strategies to protect the company, establish best practices and identify opportunities for improvement. An objective review of the company's "current state" can help you evaluate whether specific practice areas are adequate, legal and/or effective. The results can provide decision-makers with the information necessary to decide what areas need improvement.

**Compliance:** Focuses on how well the organization is complying with policy-procedures, present international and local laws and regulations.

**Best Practices:** Helps the organization maintain or improve a competitive advantage by comparing its practices with those of companies identified.

**Strategic:** Focuses on the strengths and weaknesses of systems and processes to determine whether they align with the company's strategic plan.

**Function-Specific:** Focuses on a specific area in Internal Control

### **Evaluation Method:**

**Learning level:** Pre-test and post-test.

**Reaction level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hr)	Training Methods
1.	Inauguration, Registration, Objective of Internal Audit	30 min	
2.	Corporate Governance & Internal Audit	2	Lecture
3.	Internal Audit & Control Environment	2	Lecture, Exercise, group work
4.	Audit Planning, Audit Evidence	2	Lecture, group work
5.	Internal Audit Check List & Audit Documentation	2	Lecture, Exercise, group work
6.	Risk based audit.	2	Lecture, Group work
7	Tools to be used in Internal Audit	1	Lecture, Group work
8	Audit methodology	2	Lecture, Group work
9	Audit Report writing	2	Lecture, Group work
10	Audit Committee	2	Lecture, Exercise, group work
11	Certificate awarding, course closing and evaluation	30 min	
	<b>Total contact hour</b>	<b>18</b>	

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**BUSINESS DATA ANALYTICS & FINANCIAL FORECASTING  
ONLINE COURSE  
(Excel Based Modeling)**

<b>Course Duration</b>	: December 22-25, 2021.
<b>Timing</b>	: 17.30 – 21:30
<b>Venue</b>	: BIM, Dhaka
<b>Course Fee</b>	: Tk. 3,500
<b>Number of Participants</b>	: 15

**Target Group/who should attend:**

Individuals from different profession & fresh graduates can attend the course.

**Eligibility for the course:**

Any individual, graduate from any discipline working in private, public and NGO or self-employed (fresh graduates).

**Background of the course:**

MS Excel is a necessary tool to perform official tasks effectively and efficiently. Data management, using accounting information and time bound reporting become easier using formula and functions of MS Excel. Thus people need to acquire basic and practical information regarding the Computer Application in Financial Management.

**Course Objectives**

The major objective of the course is to help individual and institutional participants from different profession to understand basic computer application (MS Excel) for financial management. Through this course the participants will be able to enhance knowledge about financial formulas, Data management & planning and Designing reports using MS Excel.

**Evaluation Method:**

**Learning level:** Pre-test and post-test.

**Reaction Level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs.)	Training Methods
1.	Inauguration, Registration, Sharing course outline.	30 min	
2.	Concept of Data Analytics	1	Lecture, Exercise, group work
3.	Financial formulas in MS Excel & Logic Functions.	2	Lecture, Exercise, group work
4.	V-lookup, H-lookup and other useful tools for FM	1	Lecture, Exercise, group work
5.	Consolidation of Financial Statements using excel	1	Lecture, Exercise, group work
6.	Depreciation	1	Lecture, Exercise, group work
7.	Regression Analysis for Financial Planning Multiple Regression (Costing and Budget based Models)	2	
8.	What if Analysis: Sensitivity Analysis	2	Lecture, Exercise, group work
9.	Time Series Analysis (Excel Models)	2	
10.	Use of Pivot Table for Reporting & Analysis (Slicer, Filter and Data Reporting)	3	Lecture, Exercise, group work
11.	Certificate awarding and course closing and evaluation	30 min	
	<b>Total contact hour</b>	<b>16</b>	

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## **ADVANCED CERTIFICATE COURSE IN FINANCIAL STATEMENT ANALYSIS AND BUSINESS VALUATION - ONLINE COURSE**

<b>Course Duration</b>	: January 21,22,28,29 & February 04-06, 2022.
<b>Timing</b>	: 17:30-22:00
<b>Venue</b>	: Zoom Platform.
<b>Course Fee</b>	: Tk. 7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

The course is suitable for personnel who are working as Finance Executives, Accountants, Planners, Engineers, Production Managers and Management Decision Makers. Graduates can apply upon fulfilling certain condition.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in private, public and NGO or self-employed.

### **Background of the course:**

Financial statement analysis (or financial analysis) is the process of reviewing and analyzing a company's financial statements to make better economic decisions. These statements include the income statement, balance sheet, statement of cash flows, and a statement of changes in equity. Thus, financial statement analysis is a method or process involving specific techniques for evaluating risks, performance, financial health, and future prospects of an organization.

### **Course Objectives**

The course is designed to equip the participants with the knowledge and skill of analyzing and interpreting financial statements of an organization in terms of its strengths and weaknesses. The course would enable the participants to help the management improve enterprise performance through proper planning and appropriate decision making on strategic corporate issues of the organization.

### **Evaluation Method:**

**Learning level:** Pre-test and post-test.

**Reaction Level:** Training evaluation.

### **Course Outline**

<b>#</b>	<b>Session Title</b>	<b>Duration (hrs.)</b>	<b>Training Methods</b>
1.	Inauguration, Registration, Sharing course outline.	30 min	
2.	An overview of Accounting and Finance. Overview of Financial Management and Major Decision Making.	4	Lecture, group discussion
3.	Recording and reporting system of Financial Statements. Financial Statements Preparation Analyzing Annual Report	4	Lecture, Exercise, group work

	<b>Cash flow Statement Preparation</b>		
4.	Analyzing financial statement to determine business performance Different types of Financial Statements Statements of Nonprofit organizations Accounting information for management planning & control	4	Lecture, Exercise, group work
5.	Financial Analysis Horizontal and Vertical Analysis External analysis—competitors, customers and suppliers Internal analysis—liquidity, cash flow and performance Evaluating alternative analysis strategies Ratio Analysis	5	Lecture, Exercise, group work
6.	Management: Planning and Decision (Excel Based) Project /Investment Evaluation Techniques ( <b>Using Excel</b> ) <ul style="list-style-type: none"> <li>• Return on investment (ROI),</li> <li>• Discounted Pay Back Period</li> <li>• Net Present value (NPV) of discounted cash flows (DCF)</li> <li>• How effective WACC Management can impact NPV and project profitability</li> <li>• NPV and maximizing shareholders wealth</li> <li>• Internal rate of return (IRR)</li> </ul>	4	Lecture, Exercise
7.	Raising of Capital in the corporation Dividend Policy CVP analyses Short Term Financing Decision Long-Term Financing Decisions Operating cycle and cash cycle Future Action Plan on the basis of findings.	5	Lecture, Exercise, group work
8.	DCF and Relative Valuation Model ( <b>Ms Excel</b> ) Forecasting & Statement construction	4	
8.	Certificate awarding and course closing and evaluation	30.min	
	<b>Total contact hour</b>	<b>31 hrs.</b>	

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## EFFECTIVE BUDGET AND BUDGETARY CONTROL

**Course Duration** : February 12- 16, 2022.

**Timing** : 17:30-21:30

**Venue** : BIM, Dhaka

**Course Fee** : Tk. 7,000/-

**Number of Participants** : 15

### **Target Group/Who Should Attend:**

Budget, Treasury, Finance, Accounts, Admin and HR Managers/ Officers.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in private, public and NGO or self employed.

### **Background of the Course:**

-Become a more Effective budget and budgetary control manager.

### **Course Objectives**

Effective budget and budgetary control in the public and private sectors.

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.

### **Course Outline**

#	Session Title	Duration (hrs.)	Training Methods
1.	Overview of Budgeting and Budgetary Control	2	Lecture
2.	Budget Preparation: Techniques (Govt.)	2	Lecture, group discussion
3.	Budget Preparation: The Modern Tools Utilizing Information Technology in Budget Preparation (Private)	4	Lecture, Case Study & Group Discussion.
4.	Budget Preparation: Procedures and Processes	4	Lecture, Case Study & Group Discussion.
5.	Budget Control Measures	4	Lecture, Exercise, group work
6.	Budget Evaluation and Review Cases and Exercises.	4	Lecture, Case Study & Group Discussion.
	<b>Total contact hour</b>	<b>20.</b>	

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## DATA ANALYSIS WITH MS-EXCEL

<b>Course Duration</b>	: August 22-26, 2021. : February 06-10, 2022.
<b>Timing</b>	: 10:00-14:00
<b>Venue</b>	: BIM Dhaka.
<b>Course Fee</b>	: Tk. 6,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

Executives from public service, private service, donor agencies, Students, Financial Analysts, Researchers and anyone interested in learning Excel. Participants must have basic knowledge on Excel. Any individual, graduate from any discipline working in private, public and NGO or self employed.

### **Background of the course:**

Microsoft Excel is most widely used productivity tool in today's corporate world and education sector. Day to day corporate analysis, reporting, tools and applications are prepared with Excel. It will be an advantage for course attendees to learn practical and advanced usages of Excel for office and academic activities. Participants will work extensively with practical examples. On completion of the course, participants will be able to readily apply the concepts discussed during the sessions in their specific organizations. This is a hands-on, intensive, rigorous and intellectually challenging program. Participants will learn exceptionally valuable skills that have become increasingly essential for every modern day enterprise.

### **Course Objectives**

The course is designed to provide the basic to intermediate knowledge on Microsoft Excel. Participants will be able to:

- Gather knowledge about the versatile use of Microsoft Excel
- Understand the use of different Excel functions & formulas in their real life work
- Understand the basic calculation of different functions & formulas
- Create a data sheet using different data validation method
- Data Analysis using charts & graphs
- Data representation using different formatting
- Analyze using Dynamic reporting tools.

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.



## Course Outline

#	Session Title	Duration (hrs)	Training Methods
1.	Inauguration, Registration, Sharing course outline, Participant's Need Analysis	1	Discussion
2.	Common and Special Operations	2	Demonstration, Exercise
3.	Cell References, Formatting & Styles	2	Demonstration, Exercise
4.	Sort, Filter and Advanced Filter	2	Demonstration, Exercise
5.	Conditional Formatting	1	Demonstration, Exercise
6.	Data Validation	2	Demonstration, Exercise
7.	Charts	2	Demonstration, Exercise
8.	PivotTable	2	Demonstration, Exercise
9.	Functions (logic, Math)	3	Demonstration, Exercise
10.	Functions (Date, Lookup)	2	Demonstration, Exercise
11.	Post test	1	Exercise
	<b>Total contact hour</b>	<b>20</b>	

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## **CYBER SECURITY AWARENESS TRAINING**

<b>Course Duration</b>	: September 03 – 04, 2021. : January 07 – 08, 2022.
<b>Timing</b>	: 09:00 – 17:00
<b>Venue</b>	: BIM, Dhaka
<b>Course Fee</b>	: Tk. 15,000/-
<b>Number of Participants</b>	: 15

### **Target Group/Who Should Attend:**

All the ICT Focal Point Officer/Office Executives/Computer End Users having basic computing skills should have this knowledge to protect digital information.

### **Eligibility for the Course:**

Officers with at least one year of working experience with computing, Internet, Smartphone may attend this course.

### **Background of the Course:**

In Today's organizational Environment, almost every role involves working with Computers in some manner. Recent events indicated that security breaches could happen with almost any computer users, at office or home. This course is intended to provide you with an introduction to common security threats and issues as well as ways to counteract them.

### **Course Objectives**

- Introduction to Information Systems
- Securing Information
- Type of Cyber-crime and business loss of cybercrime
- Guard against cyber crime
- Physical access control
- Email and Internet Security
- Role of Encryption in Network Security
- Security outside of the office
- ISMS ISO-27000
- Policy and Legal Issues of Cyber Security
- Digital Signature
- Case Analysis & Group Discussion

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs.)	Training Methods
1.	Introduction to Information Systems	1	Lecture, group discussion
2.	Securing Information	1	Lecture, Lab Practice
3.	Type of Cyber-crime and business loss of cybercrime	1	Lecture, Exercise, group work
4.	Guard against cyber crime	1	Lecture, Exercise, group work
5.	Physical access control	1	Lecture, group discussion
6.	Email and Internet Security	1	Lab Practice
7.	Role of Encryption in Network Security	1	Lecture, Exercise
8.	Security outside of the office	1	Lecture, Exercise
9.	ISMS ISO-27000	2	Lecture, group discussion
10	Policy and Legal Issues of Cyber Security	2	Lecture, group discussion
	<b>Total contact hour</b>	<b>12</b>	

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## ONLINE OFFICE MANAGEMENT

<b>Course Duration</b>	: November 07 - 18, 2021.
<b>Venue</b>	: BIM, Dhaka.
<b>Timing</b>	: 17:30-21:30.
<b>Course Fee</b>	: Tk. 30,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

All the Officer/Office Executives/Computer End Users having basic computing skills.

### **Eligibility for the course:**

Officers with at least one year of working experience with computing, Internet, Smartphone may attend this course.

### **Background of the Course:**

Now days, more and more people are adopting information systems in their personal, working and social life. In Bangladesh, citizen, even from the grass root levels are now accessing information in parallel with the increasing rate of Internet penetration. Government is also prioritizing the innovation in public service delivery; following that most of the public servants or service delivery agents are now using e-Filing, e-Procurement through computer, tab or smartphone etc. These devices have the access to so many free online applications to improve the productivity, which ultimately aims to ensure quality service delivery at the doorsteps of citizen.

### **Course Objectives**

- Accessing the same information irrespective of hardware (Computer/Laptop/Mobile/Tab) or software (MS Windows/Android/Apple).
- Skilled on working from anywhere, anyplace & any time through Cloud Services.
- Using readily available, free, up-to-date and easy-to-use cloud-based services for effective office management.

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs.)	Training Methods
1	Inauguration, Registration, Sharing course outline	1	
2	G Suite Productivity	3	Lecture, group discussion, Lab Practice
3	Google Design Thinking	2	Lecture, group work
4	LMS using Google Classroom	4	Lecture, Exercise, group work
5	Cloud Storage Management	2	Lecture, Lab Practice
6	Innovation in Public Service Delivery	2	Lecture & Presentation
7	Time Management Using Google Calendar	3	Lecture, Lab Practice
8	Information Technology Infrastructure Library (ITIL)	3	Lecture, group work
9	NIS for Good Governance	2	Lecture, group discussion
10	e-Filing e-Procurement	4	Lecture, Lab Practice
11	Graphics Design Using Cloud Services	2	Lecture, Lab Practice
12	Advanced Emailing, Account and Contact Management	4	Lecture, Lab Practice
13	Word Processing Using Google Docs DBMS Using Google Sheets	4	Lecture, Lab Practice
14	Google Forms Building Website Using Google Sites	4	Lab Practice
	<b>Total contact hour</b>	<b>40</b>	

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## MOTIVATING PEOPLE AT WORKPLACE

<b>Course Duration</b>	: August 24-25, 2021.
<b>Venue</b>	: BIM, Dhaka.
<b>Timing</b>	: 09.00-17:00
<b>Course Fee</b>	: Tk. 5,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

This course is suitable for all level of managers and executives employed in Government, Semi Government, NGO, INGO, Autonomous, Semi-autonomous, Multinational Companies and Corporate Offices.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in Government, Semi Government, NGO, INGO, Autonomous, Semi-autonomous, Multinational Companies and Corporate Offices or self-employed.

### **Background of the course:**

This course is designed for managers at all levels looking to enhance their own and their people's motivation, performance and engagement in the workplace.

### **Course Objectives**

This course will provide workable techniques to help you become an inspiring leader, creating a shared vision for the people around you and understanding how to effectively inspire and motivate individuals and teams. After completion of the course the participants will be able to:

- Define motivation and how it impacts on performance
- How to develop a greater sense of autonomy
- Explain motivational theories and how to apply them in workplace
- What are the elements holding back organization's performance and learn how to overcome them
- Explain how fear and desire affect employee motivation
- Incorporate techniques to create a motivational climate
- Techniques to improve employee engagement and motivation
- How to align personal and organizational purpose
- How to conduct your own and your team's continuous personal performance reviews

**Evaluation Method:****Learning level:** Class participation & class performance**Reaction level:** Training evaluation.**Course Outline**

#	Session Title	Duration (hr)	Training Methods
12	<ul style="list-style-type: none"> <li>- Inauguration, Registration, Sharing course outline.</li> <li>- Understanding the Concept of Motivation &amp; its impact on Performance</li> <li>- Factors of Motivation</li> </ul>	2	<ul style="list-style-type: none"> <li>- Lecture, Individual Exercise, Group Discussion</li> </ul>
13	<ul style="list-style-type: none"> <li>- Approaches to Motivation &amp; how to apply them in workplace</li> </ul>	1.5	<ul style="list-style-type: none"> <li>- Lecture, Group Discussion</li> </ul>
14	<ul style="list-style-type: none"> <li>- Role of Leader</li> </ul>	1.5	<ul style="list-style-type: none"> <li>- Lecture, Exercise, Group Work</li> </ul>
15	<ul style="list-style-type: none"> <li>- Exercise on fear &amp; desire affect employee motivation</li> </ul>	1	<ul style="list-style-type: none"> <li>- Lecture, Case Study, Discussion</li> </ul>
16	<ul style="list-style-type: none"> <li>- Counseling Employee</li> </ul>	1	<ul style="list-style-type: none"> <li>- Lecture, Group Discussion</li> </ul>
17	<ul style="list-style-type: none"> <li>- Role of Communication</li> </ul>	1.5	<ul style="list-style-type: none"> <li>- Lecture, Exercise</li> </ul>
18	<ul style="list-style-type: none"> <li>- Processes that increase motivation and engagement.</li> <li>- Techniques to Create a motivational climate</li> <li>- Motivational Checklist</li> </ul>	2.5	<ul style="list-style-type: none"> <li>- Lecture, Exercise, Group Work</li> </ul>
19	<ul style="list-style-type: none"> <li>- Certificate awarding and course closing and evaluation</li> </ul>	1	<ul style="list-style-type: none"> <li>- All non-participatory methods</li> </ul>
	<b>Total contact hour</b>	<b>12</b>	

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## **ADVANCED CERTIFICATE COURSE IN BUSINESS COMMUNICATION**

<b>Course Duration</b>	: August 24-27,2021
<b>Timing</b>	: 18.00-22:00
<b>Venue</b>	: BIM, Chattogram.
<b>Course Fee</b>	: Tk. 4,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

Executives, Midlevel Managers and individuals from different profession are the suitable participants for the course.

### **Eligibility for the course:**

Any individual, graduate from any discipline working or seeking job can apply.

### **Background of the course:**

Effective communication skill is the most significant tool to depict both Personal and professional Success. This course will help to unlock the secrets of business success by crafting language and nonverbal communication to convey shared meanings and remote professional relationships. Thus the course will help to perform audience analysis, developing you view point, you attitude, writing good news, routine, natural, negative, persuasive message and business report writing.

### **Course Objectives**

The course is aimed to enhance professional expertise of participants to attain business objectives through effective communication that will develop winning mindset towards successful communication. Strategic process for developing interpersonal and dynamic presentation skills will be emphasized throughout course.

### **Evaluation Method:**

**Learning level:** Pre-test and post-test.

**Reaction Level:** Training evaluation.



## Course Outline

#	Session Title	Duration (hrs.)	Training Methods
1.	Inauguration, Registration, Sharing course outline.	30 min	
Foundation of Business Communication			
2.	Identifying the ways of Communication. Communication Process. Significance of effective communication	1	Lecture, group discussion, Video tutorial
3.	Difference between Communication process and Communication vehicle	1.5	Lecture, group discussion
4.	Barriers of Communication.	1	Lecture, Video tutorial
Analysis and Effective Planning for Communication			
5.	Audience Analysis.	1	Lecture, group discussion
6.	Developing You View Point and You Attitude.	1.5	Lecture, Group Work, Video tutorial
Crafting Business Massage			
7.	Writing good news, routine, natural, negative and Persuasive message.	2	Lecture, Exercise, group work
8.	Outline and Business Report writing.	1	Lecture, group work
9.	E-mail and formal communication.	1	Lecture, group discussion
Effective Reporting, Meeting and Presentation			
10	Role of Nonverbal communication	1	Lecture, group discussion
11.	Overcoming Fear and preparation of presentation.	1	Lecture, Video tutorial
12.	Business Meeting and presentation.	1	Lecture, group discussion
Nonviolent Communication for Negotiation & Conflict Management			
13.	Compassionate Communication	1	Lecture, Group work
14.	Certificate awarding and evaluation	30 min	
	<b>Total contact hour</b>	<b>15</b>	

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## **TOTAL QUALITY MANAGEMENT**

<b>Course Duration</b>	: September 23-25, 2021.
<b>Venue</b>	: BIM, Dhaka.
<b>Timing</b>	: 09:00-17:00
<b>Course Fee</b>	: Tk.7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/Who should attend:**

This course is suitable for all level of managers and executives employed in Public sector, NGOs, Private and others organizations who are responsible for quality management and willing to develop their career as professional on quality management.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in private, public and NGO or self-employed.

### **Background of the course:**

The purpose of this training course is to provide competency based training to enable participants to develop a comprehensive understanding of the knowledge and skills about the modern system of management process and how to deal with the competitive market by going through the legal procedures of the business policies for improving productivity, fitness for use and competitiveness by total quality management.

### **Course Objectives**

The course is designed to provide the concepts and techniques of total quality management (TQM). It is expected that after the successful completion of the course, participants will be able to:

- Understand the theoretical fundamentals of the quality management.
- Give a general description of the quality management using, as appropriate, typical examples.
- Understand and interpret the analysis results and apply knowledge in a practical manner.
- Understand the mechanism of adoption, monitoring and institutionalization of TQM.
- Gain insight to procedural aspects of obtaining certification is ISO 9001:2015.
- Get familiar with the methodology of Total Quality Management (TQM) and to help assess enterprises through ISO 9001:2015.

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs)	Training Methods
1	Inauguration, Registration, Sharing course outline.	1	
2	Concept of Quality in the Emerging Scenario of TQM.	2	Lecture, group discussion
3	Role of Standardization in TQM.	3	Lecture, Exercise, group work
4	Step by step approach for ISO 9001:2015	3	Lecture, Exercise, group work
5	QC Problem Solving Approach	3	Lecture, group discussion
6	Quality Circle; Kaizen	3	All non-participatory methods
7	Hazard Analysis for Risk based thinking	3	Lecture, Exercise, group work
8	Technological Innovation and Management	2	Lecture, Exercise, group work
9	Certificate awarding and course closing and evaluation	1	
	<b>Total contact hour</b>	<b>21</b>	

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## **CERTIFICATE COURSE ON LEADERSHIP AND MANAGERIAL COMPETENCIES (CCLMC)**

<b>Course Duration</b>	: September 24-25, 2021
<b>Venue</b>	: BIM, Dhaka.
<b>Timing</b>	: 09:00-17:00
<b>Course Fee</b>	: Tk.5,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

This course is suitable for all level of leaders/managers and executives employed in Government, Semi Government, NGO, INGO, Autonomous, Semi-autonomous, Multinational Companies and Corporate Offices. It will also be suitable for entrepreneurs and fresh graduates who are interested in building their career in the employee management.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in private, public and NGO or self-employed.

### **Background of the course:**

High performing and Competitive organizations need leaders with a whole host of competencies. At the self-level there is a need for capabilities like Managing Self, Emotional Intelligence, Drive and execution ability, and Creative and Strategic Thinking; at the group level managing high performing Teams and Capacity to Influence and Mobilize people become critical with ability to influence and mobilize diverse groups. Leaders will need to demonstrate capability at vision building, managing change and building work culture and role modeling.

This course attempts to address these broad expectations. High self-understanding is an important building block on which enduring leadership capabilities can be developed. Hence the course seeks to enable participants to have a good understanding of self so that they can build their leadership capabilities on this foundation. There is no leader without followers and hence how to influence others especially in teams is an important component of this course. Given that leaders have to perpetually come up with new and fresh approaches to solve problems creative problem solving is an important factor which will be given emphasis.

### **Course Objectives:**

This course is designed for managers at all levels, team leaders and supervisors from any public or private organizations. After Completion of the course the participants will be able to shape Leadership Potential through:

- Understanding business context and needed leadership competencies;
- Identifying one's own blocks to becoming an effective Leader;
- Developing capabilities to influence others, collaborating and working together;
- Developing Self -Management skills; and
- Developing creative thinking and strategic thinking capability.
- Developing capability to envision, manage change and build the needed work culture.

**Evaluation Method:****Learning level:** Pre-test and post-test.**Reaction level:** Training evaluation.**Course Outline**

#	Session Title	Duration (hrs)	Training Methods
1	Inauguration, Registration, Sharing course outline. Understanding the Concept of Leadership, & Leadership Competencies	2	Lecture & Discussion
2	Understanding Self and Leadership	2	Psychometric Assessments
3	Leadership--Blocks and Dilemmas	1	Lecture, Discussion, & Group work
4	Team roles and Leadership	2	Psychometric assessments & Outbound
5	Leading Change and Innovation	1	Lecture, Discussion, & Case Study
6	Decision Making and Problem Solving	1	Case let Analysis
7	Managing Conflict and negotiation	1	Discussion & Exercise
8	Leader as Coach	1	Lecture, Self-Reflection
9	Certificate awarding and course closing and evaluation	1	All non-participatory methods
	<b>Total contact hour</b>	<b>12</b>	

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## **MANAGEMENT FOR NEW MANAGERS**

<b>Course Duration</b>	: October 03-07, 2021.
<b>Venue</b>	: BIM, Dhaka.
<b>Timing</b>	: 17.30-21.30
<b>Course Fee</b>	: Tk. 7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/Who Should Attend:**

This course is suitable for managers and executives at entry level and mid-level employed in Government, Semi Government, NGO, INGO, Autonomous, Semi-autonomous, Multinational Companies and Corporate Offices.

### **Eligibility for the Course:**

Any individual, graduate from any discipline working in private, public and NGO or self-employed.

### **Background of the Course:**

This course is designed for new managers within an organization, team leaders and supervisors that need development in the management discipline, specialists who are moving or have moved into management roles & anyone who wants to enhance their managerial skills.

### **Course Objectives**

After Completion of the course the participants will be able to:

- Understand what is required of you as a manager
- Learn the skills needed to manage people and teams
- Gain an understanding of broader business issues
- Make yourself more valuable to your company
- Network with other professionals

### **Evaluation Method:**

**Learning level:** Class participation & class performance

**Reaction level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hr)	Training Methods
1.	Inauguration, Registration, Sharing course outline. Understanding the Concept of Management & Role of a Manager	2.5	Lecture, Individual Exercise, group discussion
2.	Operation Management	2	Lecture, group discussion, Exercise
3.	Change & Crisis Management	2.5	Lecture, Exercise
4.	Motivation	2	Lecture, Case study, Discussion
5.	Communication & Constructive feedback	2	Lecture, Exercise
6.	Conflict Management	2	Lecture, Case Study, group discussion
7.	Financial Management	2	Lecture, group work
8.	Human Resource Management	4	Lecture, group work
9	Certificate awarding and course closing and evaluation	1	All non participatory methods
	<b>Total contact hour</b>	<b>20</b>	

**Coordinator** : Lamia Farha  
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## **EFFECTIVE MANAGERIAL COMMUNICATION**

<b>Course Duration</b>	: February 07-08, 2022.
<b>Venue</b>	: BIM, Dhaka
<b>Timing</b>	: 09.00-17.00.
<b>Course Fee</b>	: Tk. 5,000/-
<b>Number of Participants</b>	: 15

### **Target Group/Who Should Attend:**

This course is suitable for middle and senior level managers belonging to public and private sector organizations, Services sector, and public utilities. Especially managers from organizations and corporations with high emphasis on people/group driven activities will find this program very useful.

### **Eligibility for the Course:**

Any individual, graduate from any discipline working in private, public, service sector, corporation and NGO or self-employed.

### **Background of the Course:**

This course will provide a general view of the process of communication that is of general use in a business environment. No matter what profession you want to pursue, the ability to communicate will be an essential skill—and a skill that employers expect you to have when you enter the workforce. This course introduces you to the fundamental principles of business communication and gives you the opportunity to develop your communication skills.

### **Course Objectives**

After Completion of the course the participants will be able to:

- Learn key communication techniques and strategies needed by managers in any business or organization
- Learn about the rules of communication, the importance of non-verbal communication and how to develop effective listening skills.
- Learn about the key communication skills needed for successful team meetings and the importance of creating and distributing minutes of the meeting
- Develop business message writing skills.

### **Evaluation Method:**

**Learning level:** Class participation & class performance

**Reaction level:** Training evaluation.



## Course Outline

#	Session Title	Duration (hr)	Training Methods
1.	Inauguration, Registration, Sharing course outline.  Understanding Business Communication for Managers	2	Lecture, Individual Exercise, group work.
2.	Mastering Interpersonal Communication	1.5	Lecture, Exercise, group work.
3.	Writing Business Messages	2	Lecture, Exercise
4.	Meeting Management & Writing Meetings Minutes	2	Lecture, Group Exercise, Discussion
5.	Writing Reports and Proposals	2	Lecture, Individual Exercise, Discussion
6.	Tips & Techniques for delivering business presentation	1.5	Lecture, Exercise, group discussion
7.	Certificate Awarding and Course Closing and Evaluation	1	All non-participatory methods
8.	<b>Total contact hour</b>	<b>12</b>	

**Coordinator** : Lamia Farha

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## **LEADERSHIP DEVELOPMENT**

<b>Course Duration</b>	: April 03-07, 2022.
<b>Venue</b>	: BIM, Dhaka .
<b>Timing</b>	: 17.30-21.30
<b>Course Fee</b>	: Tk. 7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/Who Should Attend:**

This course is suitable for all level of managers and executives employed in Government, Semi Government, NGO, INGO, Autonomous, Semi-autonomous, Multinational Companies and Corporate Offices

### **Eligibility for the Course:**

Any individual, graduate from any discipline working in private, public and NGO or self-employed.

### **Background of the Course:**

Leadership skills are essential for sustainable corporate development. They are also a key factor in successful management. This course provides the basic theory underlying leadership—that true leadership development is a key to build, lead, inspire and motivate the workforce of the future.

### **Course Objectives**

This course is designed for managers at all levels, team leaders and supervisors from any public or private organizations. After completion of the course the participants will be able to:

- Identify and discuss the role of leadership in managing change
- Explain the process of empowerment
- Identify areas of improvement and develop dynamic leadership skill
- Describe how leadership helps in building effective task teams
- “Be themselves” these leaders can develop a leadership and motivational style that works best for them
- Identify the process of motivational leadership

### **Evaluation Method:**

**Learning level:** Class participation & class performance

**Reaction level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hr)	Training Methods
1.	Inauguration, Registration, Sharing course outline. Understanding the Concept of Leadership	2.5	Lecture, Individual Exercise, group work.
2.	Models & Styles of Leadership	2	Lecture, group discussion, Exercise
3.	Leadership & Decision Making	1.5	Lecture, Exercise
4.	Team Leadership	2	Lecture, Case study, Discussion
5.	Delegation & Leadership Empowerment	2	Lecture, Exercise, group discussion
6.	Motivational Leadership	2	Lecture, Case Study, group discussion
7.	Change Management	1.5	Lecture, group work, group discussion
8.	Conflict Management	2	Lecture, group discussion
9.	Leadership & Ethics	2	Lecture, group discussion, Case Study
10	Emotional Intelligence	1.5	Lecture, group discussion
11	Certificate awarding and course closing and evaluation	1	All non-participatory methods
	<b>Total contact hour</b>	<b>20</b>	

**Co-Ordinator : Lamia Farha**

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## **BASIC HUMAN RESOURCE MANAGEMENT**

<b>Course Duration</b>	: October 03-14, 2021.
<b>Venue</b>	: BIM, Dhaka.
<b>Timing</b>	: 17:30-21:30
<b>Course Fee</b>	: Tk.7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

The program is suitable for senior and mid-level executives in the government, semi-government, corporate & private sector. It will also be suitable for executives working with NGOs and Fresh business graduates with basic knowledge in HRM who are interested in building their career in the employee management.

**Eligibility for the course:** Any individual, graduate from any discipline working in private, public and NGO or self-employed.

### **Background of the course:**

The main Objective of the course is to update the conceptual knowledge of labor laws for the executives responsible for managing human resources, particularly, the “workers” Besides the main features of the labor laws, the participants will be able to develop their skills on the application of the labor laws through the program.

### **Course Objectives**

The course is designed to provide the concepts of advanced HR skill requirement(s) in an organizational setting and to create a scope for developing Competencies of an individual who is eager to enhance professionalism in the HR department. It is expected that after the successful completion of the course, participants will be able to:

- Basic Principles and Practices Techniques of Human Resources Management
- Develop Operational and conceptual skills for Smooth discharge of day to day Human Resources Management Functions

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hr)	Training Methods
1.	Human Resource Management Concept, Nature, Functions and Importance	1	Lecture, group discussion
2.	Job Analysis: Job description and Job Specification	2	Lecture, Exercise
3.	HR Planning	2	Lecture, Exercise, group work
4.	Recruitment & Selection	1	Lecture, Exercise, group work
5.	Wages and Salary Administration	1	Lecture, group discussion
6.	Performance Appraisal	2	-Do-
7.	Motivation & Communication	3	Lecture, Exercise, group work
8.	Employee Safety & Health	3	Lecture, Exercise, group work
9.	Industrial Relations	3	Lecture, group discussion
10.	National Integrity Strategy.	1	Lecture, group discussion
	<b>Total contact hour</b>	<b>20</b>	

**Coordinator** : **Mohammad Mainul Islam**

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## **BANGLADESH LABOR ACT 2006 AND BANGLADESH LABOR RULES 2015**

<b>Course Duration</b>	: October 31 – November 04, 2021. February 06-10, 2022.
<b>Venue</b>	: BIM, Dhaka.
<b>Timing</b>	: 17:30-21:30
<b>Course Fee</b>	: Tk.7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

The program is suitable for Managers, HR Executives, Administrative Officers, Labour Welfare Officers, Mid-level Executives in the government, Semi-Government, corporate & Private sector. It will also be suitable for Executives working with NGOs and Fresh business graduates with basic Knowledge in HRM who are interested in building their career in human resource Management and Labor Management.

**Eligibility for the course:** Any individual, minimum graduated from any discipline working in private, public and NGO or self-employed.

### **Background of the course:**

The Bangladesh Labour Act, 2006 consolidates and amends the laws relating to employment of Labour relations between workers and employers, payment of wages and compensation for injuries to workers, formation of trade unions, raising and settlement of industrial disputes, health, safety, welfare and working conditions of workers and apprenticeship and matters connected therewith. The Act has been amended on 16<sup>th</sup> July 2013 to ensure workers' safety, welfare and rights and promoting trade unionism and collective bargaining. Furthermore, Government has also published the Bangladesh Labour Rules 2015 in accordance with the said Act. The Program Provides insight into existing Labour laws and rules to enhance the skills and knowledge necessary to perform day-to-day HR activities.

### **Course Objectives**

After completion of the course, participants will be able to apply the following Act and Rules effectively in their workplace:

- Bangladesh Labor Act, 2006; and
- Bangladesh Labor Rules, 2015

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.

## Course Outline

Sl. #	Session Title	Duration (hrs)	Training Methods
1.	Scope and Application of the Bangladesh Labor Act	1	Lecture, group discussion
2.	Definition and Classification of Workers	2	Lecture, Exercise, Group Discussion
3.	Conditions of Employment	2	-Do-
4.	Misconduct, Punishment and Disciplinary Proceedings	1	-Do-
5.	Health, Safety and Welfare	1	-Do-
6.	Functions and Eligibility of Welfare Officer	2	-Do-
7.	Formation and Functions of Safety Committee	2	-Do-
8.	Working Hour and OT Calculation	2	-Do-
9.	Different Types of Leave	2	-Do-
10.	Maternity Leave and Calculation of Benefit	1	-Do-
11.	Wage: Payments and Deductions	1	-Do-
12.	Trade Union and Collective Bargaining Agent (CBA)	2	-Do-
13.	Formation and Function of Participation Committee	1	
	<b>Total contact hour</b>	<b>20</b>	

**Coordinator : Mohammad Mainul Islam**

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## **CERTIFICATE COURSE ON HUMAN RESOURCE MANAGEMENT(CHRM)**

**Course Duration** : December 19-23, 2021.  
**Venue** : BIM, Chattogram  
**Timing** : 17:30-21:30  
**Course Fee** : Tk. 7,000/-  
**Number of Participants** : 15

**Course Duration** : February 13-24, 2022.  
**Venue** : BIM, Dhaka  
**Timing** : 17:30-21:30  
**Course Fee** : Tk. 9,000/-  
**Number of Participants** : 15

### **Target Group/who should attend:**

The program is suitable for senior and mid-level executives in the government, semi-government, corporate & private sector. It will also be suitable for executives working with NGOs and Fresh business graduates with basic knowledge in HRM who are interested in building their career in the employee management.

**Eligibility for the course:** Any individual, graduate from any discipline working in private, public and NGO or self employed.

### **Background of the course:**

Taking the effort to provide employees with the tools they need to thrive is worth the investment. The program is designed to familiarize the participants with the advanced concepts and techniques of a human resource management in an organization.

### **Course Objectives**

The course is designed to provide the concepts of advanced HR skill requirement(s) in an organizational setting and to create a scope for developing Competencies of an individual who is eager to enhance professionalism in the HR department. It is expected that after the successful completion of the course, participants will be able to:

- Explain the basics of human resource management.
- Acquiring the HR skill requirements of an organization
- Formulating HR plan & conducting Audit.
- Apply the methods & techniques of performance appraisal.
- Establishing & evaluating compensation system.

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.



## Course Outline

#	Session Title	Duration (hrs)	Training Methods
1	Concept & Functions of HRM	1	Lecture, group discussion
2	HR planning & Job Analysis	1	Lecture, Exercise
3	Recruitment & Selection	2	Lecture, Exercise, group work
4	Training Need Assessment	2	Lecture, group discussion
5	Training & Development	2	Lecture, group discussion
6	Performance Appraisal	2	Lecture, Exercise, group work
7	Compensation Management	2	Lecture, Exercise, group work
8	Basic Labour Law	2	Lecture, group discussion
	<b>Total contact hour</b>	<b>20</b>	

**Coordinator : Shaikh Sajibur Rahman,**

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## **KPI MASTER CLASS**

<b>Course Duration</b>	: December 24-25, 2021
<b>Venue</b>	: BIM, Dhaka.
<b>Timing</b>	: 09:00-17:00
<b>Course Fee</b>	: Tk.5,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

This course is suitable for all level of leaders/managers and executives employed in Government, Semi Government, NGO, INGO, Autonomous, Semi-autonomous, Multinational Companies and Corporate Offices. It will also be suitable for entrepreneurs and fresh graduates who are interested in building their career in the employee management.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in private, public and NGO or self-employed.

### **Background of the course:**

KPIs are a universal in modern business. They are common in everywhere. And yet businesses that are using KPIs correctly and effectively are not common. Knowing about KPIs and understanding their relevance is of course important and we'll explore these essential topics in this workshop. But, when push comes to shove KPIs are only really useful if you identify the right ones to measure for your business and only measure those ones. They will only deliver mission critical data if you then use the KPIs and analyze what they tell you on a regular basis to inform and illuminate your decision making.

This training is therefore specifically designed to ensure that you design, implement and use KPIs correctly for the maximum impact with the minimum fuss. When used properly KPIs can become the compass that can guide you through even the choppiest of corporate waters leading your business to even greater success and prosperity.

### **Course Objectives:**

This course is designed for managers at all levels, team leaders and supervisors from any public or private organizations. After Completion of the course the participants will be able to shape performance management competencies through:

- Understanding the concept and practices of KPI;
- Designing and Measure KPI;
- Aligning KPI with business objectives;
- Creating KPI Dashboard for business performance monitoring;
- Drive Business Performance through KPI based PMS;
- Implementing KPI Project.

**Evaluation Method:****Learning level:** Pre-test and post-test.**Reaction level:** Training evaluation.**Course Outline**

#	Session Title	Duration (hrs)	Training Methods
1	Inauguration, Registration, Sharing course outline. Understanding the Anatomy of Performance Management System	1	Lecture & Discussion
2	Organizational Performance Vs Team Performance Vs Individual Performance	1	Lecture/ Simulation/ Exercise/ Participatory
3	KPI Chemistry	1	Lecture, Discussion, & Group work
4	KPI Terminology: RA, KRA, PI, KPI, RI, Goal & DNA of KPI	1	Lecture/ Simulation/ Exercise/ Participatory
5	KPI Designing	2	Lecture, Discussion, & Group work
6	KPI Selection	1	Lecture/ Simulation/ Exercise/ Participatory
7	Goal Setting against KPI	1	Lecture/ Simulation/ Exercise/ Participatory
8	KPI Analysis	2	Lecture/ Simulation/ Exercise/ Participatory
	KPI Project Implementation	1	Lecture/ Simulation/ Exercise/ Participatory
9	Certificate awarding and course closing and evaluation	1	All non-participatory methods
	<b>Total contact hour</b>	<b>12</b>	

**Coordinator : Mamun Muztaba****Mobile** : 01716-653626**E- mail** : mamun.muztaba@bim.gov.bd  
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## **BASIC MANAGEMENT & HUMAN RESOURCE DEVELOPMENT**

<b>Course Duration</b>	: January 23 -27, 2022.
<b>Timing</b>	: 17:30-21:30
<b>Venue</b>	: BIM, Dhaka
<b>Course Fee</b>	: Tk.7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

The program is suitable for senior and mid-level executives in the government, semi-government, corporate & private sector. It will also be suitable for executives working with NGOs and Fresh business graduates with basic knowledge in HRM who are interested in building their career in the employee management.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in private, public and NGO or self employed.

### **Background of the course:**

The main Objective of the course is to up date the conceptual knowledge of labour laws for the executives responsible for managing human resources, particularly, the “workers” Besides the main features of the labour laws, the participants will be able to develop their skills on the application of the labour laws through the program.

### **Course Objectives**

The course is designed to provide the concepts of advanced HR skill requirement(s) in an organizational setting and to create a scope for developing Competencies of an individual who is eager to enhance professionalism in the HR department. It is expected that after the successful completion of the course, participants will be able to:

- Basic Principles and Practices Techniques of Human Resources Management
- Develop Operational and conceptual skills for Smooth discharge of day to day Personnel Functions

### **Evaluation Method:**

**Learning level:** Pre-test and Post-test.

**Reaction level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs.)	Training Methods
1	Concept of Management	1	Lecture, group discussion
2	Managerial Roles and Skills	2	Lecture, Exercise
3	Planning & Decision Making	2	Lecture, Exercise, group work
4	Functions of HRM	1	-Do-
5	HR Planning Process	1	Lecture, group discussion
6	Leadership & Team Building	2	-Do-
7	Motivation & Communication	3	Lecture, Exercise, group work
8	Performance Management	3	-Do-
9	Training & Development	3	Lecture, group discussion
10	National Integrity Strategy.	1	-Do-
	<b>Total contact hour</b>	<b>20</b>	

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## **BANGLDESH LABOR ACT 2006 AND BANGLADESH LABOR RULES 2015**

<b>Course Duration</b>	: February 22, 2022.
<b>Timing</b>	: 09:00 -17.00.
<b>Venue</b>	: BIM, Dhaka.
<b>Course Fee</b>	: 3,500/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

The program is suitable for Managers, HR executives, Administrative Officers, Labour Welfare Officers, mid-level executives in the government, semi-government, corporate & private sector. It will also be suitable for executives working with NGOs and Fresh business graduates with basic knowledge in HRM who are interested in building their career in the employee management.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in private, public and NGO or self employed.

### **Background of the course:**

The Bangladesh Labour Act, 2006 consolidates and amends the laws relating to employment of labour, relations between workers and employers, payment of wages and compensation for injuries to workers, formation of trade unions, raising and settlement of industrial disputes, health, safety, welfare and working conditions of workers, and apprenticeship and matters connected therewith.

The Act has been amended on 16<sup>th</sup> July 2013 to ensure workers' safety welfare and rights and promoting trade unionism and collective bargaining. Furthermore, Government has also published the Bangladesh Labour Rules 2015 in accordance with the said Act.

The program provides insight into existing labour laws and rules to enhance the skills and knowledge necessary to perform day-to-day HR Activities.

### **Course Objectives**

After completion of the course, participants will be able to apply the following Act and Rules effectively in their workplace:

- Bangladesh Labour Act, 2006; and
- Bangladesh Labour Rules, 2015.

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hr)	Training Methods
1	Scope and application of the Bangladesh Labour Act, Definition and classification of workers	1	Lecture, group discussion
2	Conditions of employment, Misconduct, punishment and disciplinary proceedings	1	Lecture, Exercise, group work
3	Health, safety and welfare, Functions and eligibility of welfare officer	1	Lecture, group discussion
4	Formation and functions of safety committee, Different types of Leave	1	Lecture, Exercise, group work
5	Maternity leave and calculation of benefit, Wage: Payments and deductions	1	Lecture, group discussion
6	Trade Union and Collective Bargaining Agent (CBA), Formation and function of Participation Committee	1	Lecture, Exercise, group work
	<b>Total contact hour</b>	<b>6</b>	

**Coordinator : Md. Zafar Ali**

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## **ESSENTIAL SKILLS FOR HUMAN RESOURCE MANAGEMENT PROFESSIONALS**

<b>Course Duration</b>	: March 12-16, 2022.
<b>Venue</b>	: BIM, Chattogram
<b>Timing</b>	: 17:30-21:30
<b>Course Fee</b>	: Tk.7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

The program is suitable for senior and mid-level executives in the government, semi-government, corporate & private sector. It will also be suitable for executives working with NGOs and Fresh business graduates with basic knowledge in HRM who are interested in building their career in the employee management.

**Eligibility for the course:** Any individual, graduate from any discipline working in private, public and NGO or self employed.

### **Background of the course:**

Taking the effort to provide employees with the tools they need to thrive is worth the investment. The program is designed to familiarize the participants with the advanced concepts and techniques of a human resource management in an organization.

### **Course Objectives**

The course is designed to provide the concepts of advanced HR skill requirement(s) in an organizational setting and to create a scope for developing Competencies of an individual who is eager to enhance professionalism in the HR department. It is expected that after the successful completion of the course, participants will be able to:

- Explain the basics of human resource management.
- Acquiring the HR skill requirements of an organization
- Formulating HR plan & conducting Audit.
- Apply the methods & techniques of performance appraisal.
- Establishing & evaluating compensation system.

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.



## Course Outline

#	Session Title	Duration (hr)	Training Methods
1.	Functions of HRM	1	Lecture, group discussion
2.	HR planning & Job Analysis	2	Lecture, Exercise
3.	Recruitment & Selection	2	Lecture, Exercise, group work
4.	Selection Test & Interviewing	1	Lecture, Exercise, group work
5.	Training Need Assessment	1	Lecture, group discussion
6.	Training & Development	2	Lecture, group discussion
7.	Performance Appraisal	3	Lecture, Exercise, group work
8.	Compensation Management	3	Lecture, Exercise, group work
9.	Motivation Communication skills	3	Lecture, group discussion
10.	HR Analytics	2	Lecture, group discussion
	<b>Total contact hour</b>	<b>20</b>	

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## **PRACTICAL HUMAN RESOURCE MANAGEMENT FOR MANAGERS & EXECUTIVES**

<b>Course Duration</b>	: March 20-24, 2022.
<b>Timing</b>	: 17:30-21:30
<b>Venue</b>	: BIM, Dhaka.
<b>Course Fee</b>	: Tk.7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/Who should attend:**

The program is suitable for senior and mid-level executives in the government, semi-government, corporate & private sector. It will also be suitable for executives working with NGOs and Fresh business graduates with basic knowledge in HRM who are interested in building their career in the employee management.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in private, public and NGO or self employed.

### **Background of the course:**

Taking the effort to provide employees with the tools they need to thrive is worth the investment. The program is designed to familiarize the participants with the advanced concepts and techniques of a human resource management in an organization.

### **Course Objectives**

The course is designed to provide the concepts of advanced HR skill requirement(s) in an organizational setting and to create a scope for developing Competencies of an individual who is eager to enhance professionalism in the HR department. It is expected that after the successful completion of the course, participants will be able to:

- Explain the basics of human resource management.
- Acquiring the HR skill requirements of an organization
- Formulating HR plan & conducting Audit.
- Apply the methods & techniques of performance appraisal.
- Establishing & evaluating compensation system.

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs.)	Training Methods
1	Functions of HRM	1	Lecture, group discussion
2	HR planning & Job Analysis	2	Lecture, Exercise
3	Recruitment & Selection	2	Lecture, Exercise, group work
4	Selection Test & Interviewing	1	Lecture, Exercise, group work
5	Training Need Assessment	1	Lecture, group discussion
6	Training & Development	2	Lecture, group discussion
7	Performance Appraisal	3	Lecture, Exercise, group work
8	Compensation Management	3	Lecture, Exercise, group work
9	Motivation Communication skills	3	Lecture, group discussion
10	Employee Safety and Health	2	Lecture, group discussion
	<b>Total contact hour</b>	<b>20</b>	

**Coordinator** : Md. Zafar Ali

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## **HUMAN RESOURCE MANAGEMENT FOR NEW HR PROFESSIONALS**

<b>Course Duration</b>	: March 20-31, 2022.
<b>Venue</b>	: BIM, Dhaka.
<b>Timing</b>	: 17:30-21:30
<b>Course Fee</b>	: Tk.9,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

The program is suitable for senior and mid-level executives in the government, semi-government, corporate & private sector. It will also be suitable for executives working with NGOs and Fresh business graduates with basic knowledge in HRM who are interested in building their career in employee management.

**Eligibility for the course:** Any individual, graduate from any discipline working in private, public and NGO or self-employed.

### **Background of the course:**

The main Objective of the course is to update the conceptual knowledge of labor laws for the executives responsible for managing human resources, particularly, the “workers” Besides the main features of the labor laws, the participants will be able to develop their skills on the application of the labor laws through the program.

### **Course Objectives**

The course is designed to provide the concepts of advanced HR skill requirement(s) in an organizational setting and to create a scope for developing Competencies of an individual who is eager to enhance professionalism in the HR department. It is expected that after the successful completion of the course, participants will be able to:

- Basic Principles and Practices Techniques of Human Resources Management
- Develop Operational and conceptual skills for Smooth discharge of day to day Human Resources Management Functions

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs)	Training Methods
1.	Concept of Human Resource Management	2	Lecture, group discussion
2.	Function of Human Resource Management	2	Lecture, Exercise
3.	HR Planning Process	2	Lecture, Exercise, group work
4.	Job Analysis	4	Lecture, Exercise, group work
5.	Recruitment and Selection	4	Lecture, group discussion
6.	Leadership & Team Building	4	-Do-
7.	Motivation & Communication	4	Lecture, Exercise, group work
8.	Performance Management	4	Lecture, Exercise, group work
9.	Training & Development	4	Lecture, group discussion
10.	Grievance Handling	4	Lecture, group discussion
11.	Disciplining Employees	4	Lecture, group discussion
12.	National Integrity Strategy.	4	Lecture, group discussion
	<b>Total contact hour</b>	<b>40</b>	

**Coordinator : Mohammad Mainul Islam.**

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## **CERTIFICATE COURSE ON HR ANALYTICS (CCHRA)**

<b>Course Duration</b>	: March 27-31, 2022
<b>Venue</b>	: BIM, Dhaka.
<b>Timing</b>	: 17:30-21:30
<b>Course Fee</b>	: Tk.7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

The program is suitable for senior and mid-level executives in the government, semi-government, corporate & private sector. It will also be suitable for executives working with NGOs and Fresh business graduates with basic knowledge in HRM who are interested in building their career in the employee management.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in private, public and NGO or self-employed.

### **Background of the course:**

Over the past few years, the domain of analytics has spread its wings wide. In HR sector, it basically refers to applying the analytical tools in processes to the human resource department of an organisation with a hope of improving the human aspects and ultimately getting employee engagement and financial benefits for the organisation. The course on HR Analytics aims to help you understand the nuances of analytics and its implications in the organisations.

### **Course Objectives:**

At the end of the course the participants would be able to:

- Understand the concept of HR Analytics and its possible uses
- Have an idea about some of the tools and methodologies used in HR Analytics
- Become data driven to the extent necessary in work life and build on the learning in the course to solve practical problems in the HR domain later

### **Evaluation Method:**

**Learning level:** Pre-test and post-test.

**Reaction level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs)	Training Methods
1	Importance and significance of HR Analytics and Challenging role of HR managers	2	Lecture & Discussion
2	Human Capital Analytics Continuum	1	Lecture, Discussion,
3	Introduction to HR Metrics; Designing HR Dashboards using excel	2	Lecture, Discussion, Computer Demonstration, & Exercise
4	Cause and effect analysis: Root Cause analysis, Pareto, Fishbone, 4W 1H, etc.	2	Lecture, Discussion, Computer Demonstration, & Exercise
5	Understanding the use of Descriptive Analytics	2	Lecture, Discussion, Computer Demonstration, & Exercise
6	Understanding Predictive Analytics (Application of Multiple Regression and Logistic Regression)	2	Lecture, Discussion, Computer Demonstration, & Exercise
7	Understanding the concept of HR Outcomes & linkage with HR Processes-Defining and measuring HR interventions (Prescriptive Analytics)	2	Lecture, Discussion, Computer Demonstration, & Exercise
8	Development of HR scorecard	2	Lecture, Discussion, Computer Demonstration, & Exercise
9	Measuring cost of employee turnover Use of Social media Analytics in HR related decisions	2	Lecture, Discussion, Computer Demonstration, & Exercise
10	Future of HR Analytics Project Presentations	1	Lecture, Computer Demonstration, & Exercise
11	Certificate awarding and course closing and evaluation	1	All non-participatory methods
	<b>Total contact hour</b>	<b>20.00</b>	

**Coordinator : Mamun Muztaba**

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# **CAPACITY DEVELOPMENT FOR MANAGING PUBLIC PROCUREMENT PROCESS**

<b>Course Duration</b>	: August 06 - 09, 2021. October 22 - 25, 2021
<b>Venue</b>	: BIM, Dhaka
<b>Timing</b>	: 09:00-17:00
<b>Course Fee</b>	: Tk.7,000/-
<b>Number of Participants</b>	: 15

## **Target Group/who should attend:**

This course is designed for the officers who deal with the public funds and for its organization's procurement and project activities in the government offices.

**Eligibility for the course:** Any individual interested graduate from any discipline working in Public, in Projects and who deal with the public contract.

## **Background of the course:**

Facilitation is a technique that is necessary for all government officers in handling the activities of the public procurement process. As the Government promulgated the Public Procurement Act, 2006 (PPA, 2006) and the Public Procurement Rules, 2008 (PPR, 2008), all the government offices must follow the PPA and PPR for purchasing. The government officers need to acquire the sound and practical knowledge of PPR, 2008 for how to implement the activities of public procurement process.

## **Course Objectives**

This course is designed for sharing the practical experiences to enable the participants to handle and to implement the public procurement effectively in accordance with the PPA 2006, its Amendments and PPR 2008 and its Amendments adopted by the government.

After completing the course, participants will be able to use:

- To avoid the risks involved in the procurement process
- To find out the ways of mitigating the risks
- To reduce the audit observations linked to procurement process
- Confidently do the public procurements abiding by the PPA and PPR
- Gather knowledge about the Government's such an important law and rules.
- To have a knowledge on E-GP procedure.

## **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.



## Course Outline

#	Session Title	Duration (hrs)	Training Methods
1	Basic concepts of public procurement process with PPA 2006 and PPR 2008 and their Amendments. Different methods of procurement of Goods, Works and Services.	9	Lecture, group discussion and Exercise
2	Discussion on the Annual Procurement Planning (APP) for procurement of Goods, Works and Services and Exercise on preparation of APP and Formation of different committees & Preparation of Technical Specifications	3	Lecture, group discussion and Exercise
3	Standard Tender Documents (STD) Exercise on Tender Data Sheet (TDS) of Goods and works and General Contract of Contract (GCC) with BOQ and Proposal Data Sheet (PDS).	8	Lecture, group discussion and Exercise
4	Exercise on Tender Opening and Evaluation Process Contract Administration and Management	5	Lecture, group discussion and Exercise
	<b>Total contact hour</b>	<b>25</b>	

**Coordinator : Md. Aminul Islam**

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## **PUBLIC PROCUREMENT PROCESSING AND APPROVAL PROCEDURE**

<b>Course Duration</b>	: August 23-26, 2021,
<b>Timing</b>	: 10:00-16:00
<b>Venue</b>	: BIM, Dhaka
<b>Course Fees</b>	: Tk. 7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

Officers from different government, semi-government, autonomous bodies, public or private sector enterprises who are involved in public procurement may attend the course.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in public, private, NGO or self- employed involved in public procurement.

### **Background of the course:**

The government has enacted the "Public Procurement Act 2006 (PPA 2006)" and the "Public Procurement Rules 2008 (PPR 2008)" to ensure the best value for money in the public sector and enhance efficiency, transparency and accountability in the public procurement process. It is mandatory to follow the PPA 2006 and the PPR 2008 for the procurement of any goods, works or services using public fund. Without a good knowledge on the PPA 2006 and the PPR 2008, it is not possible to ensure best value for public money.

### **Course Objectives**

The major objective of the course is to provide a comprehensive understanding of the public procurement Processing and Approval Procedure in line with Public Procurement Rules 2008 and Public procurement Act 2006 for the people who have responsibility for public procurement.

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs)	Training Methods
1	Inauguration, Registration, Sharing Course Outline and Pre-Test	1	
2	PPR Overview	2	Lecture, Group discussion
3	Formation of Committees	1	Lecture, Group work
4	Methods of Procurement of Goods and Works	4	Lecture, Group work
5	Methods of Procurement of Services	4	Lecture, Group discussion
6	Processing of Procurement	2	Lecture, Group discussion
7	Complaint and Appeals	1	Lecture
8	Delegation of Financial Power; Procurement Approval Procedure, PPPAP	1	Lecture, Exercise, Group work
9	Post-Test	1	
	Certificate awarding and course closing and evaluation	1	
	<b>Total contact hour</b>	<b>18</b>	

**Coordinator** : Engr. Md. Mehboob Hasan Kallol

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## **PUBLIC SERVICE INNOVATION**

<b>Course Duration</b>	: September 12-13, 2021. : May 02-03, 2022.
<b>Venue</b>	: Dhaka Campus
<b>Timing</b>	:10:00-16:00
<b>Course Fee</b>	:Tk. 6,000/-
<b>Number of Participants</b>	:15

### **Target Group/Who should attend:**

Any employee from Government / Semi Govt. organization, Autonomous body of Govt., anyone from ministries of Bangladesh government. Each organization have to nominate a team of minimum 3 members.

### **Background of the course:**

Service Innovation is one of the widely discussed issue now a days. Main motto of this discussion is to break the complex service delivery practices and processes followed in government organizations. Cabinet Division of Government of the People's Republic of Bangladesh has circulated an order on 8 April, 2013 for all ministries and organization/institute/department under the ministries to form an "Innovation Team" to practice service innovation institutionally. Also assigns score in Annual Performance Agreement "APA" for innovative service. This course aims to make the employees aware regarding service innovation and to know the steps to practice innovation.

### **Course Objectives**

- This course aims to make the employees aware regarding service innovation
- Hands on practice of service innovation
- Provide knowledge to redesign a service
- Practicing Service Simplification Steps
- Empathy building training
- Making them aware about team building
- Organizations can further work and tune the design practiced in training and implement the procedure to achieve APA score

### **Evaluation Method:**

**Reaction Level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs)	Training Methods
1.	Inauguration, Registration, Sharing course outline,	0.5	Discussion
2.	What is Public Service Innovation	0.5	Lecture, Discussion, Flash clips
3.	Empathy Building	1.0	Lecture, Video, Experience Sharing
4.	Perception	1.0	Video, Experience sharing
5.	Service Selection	0.5	Lecture, Group Work
6.	Problem Identification	0.5	Group Work
7.	Service Simplification	2.0	Lecture, Group Work
8.	Innovative Idea Generation	2.0	Group Work
9.	Team Building & Stake Holder analysis	0.5	Lecture, Group Work
10.	Using Social Media	0.5	Lecture
11.	Innovation Team Activity plan	1.0	Lecture
	<b>Total contact hour</b>	<b>10</b>	

**Coordinator : Farkhunda Dorin**

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## PPR 2008 AND ANNUAL PROCUREMENT PLANNING

**Course Duration** : September 26-30, 2021.  
**Timing** : 17:30-21:30  
**Venue** : BIM, Dhaka  
**Course Fees** : Tk. 8,000/-  
**Number of Participants** : 15

**Course Duration** : December 19-23, 2021.  
**Timing** : 10:00-16:00  
**Venue** : BIM, Dhaka  
**Course Fees** : Tk. 8,000/  
**Number of Participants** : 15

### **Target Group/who should attend:**

Officers from different government, semi-government, autonomous bodies, public or private sector enterprises who are involved in public procurement may attend the course.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in public, private, NGO or self-employed involved in public procurement.

### **Background of the course:**

The government has enacted the "Public Procurement Act 2006 (PPA 2006)" and the "Public Procurement Rules 2008 (PPR 2008)" to ensure the best value for money in the public sector and enhance efficiency, transparency and accountability in the public procurement process. It is mandatory to follow the PPA 2006 and the PPR 2008 for the procurement of any goods, works or services using public fund. Without a good knowledge on the PPA 2006 and the PPR 2008, it is not possible to ensure best value for public money.

### **Course Objectives**

The major objective of the course is to provide a comprehensive understanding of the Public Procurement Rules, 2008 and Public Procurement Act, 2006 for the people who have responsibility for public procurement.

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.

## Course Outline

	<b>Session Title</b>	<b>Duration (hrs)</b>	<b>Training Methods</b>
1.	Inauguration, Registration, Sharing Course Outline and Pre-Test	1	
2.	Overview of The Public Procurement Act, 2006 and PPR, 2008	1	Lecture, group discussion
3.	Public Procurement Committees	1	Lecture, group discussion
4.	Tender Validities and Security Deposits	1	Lecture, group discussion
5.	Methods of Procurement of Goods and Works	4	Lecture, group work
6.	Methods of Procurement of Services	4	Lecture, Group work
7.	Delegation of Financial Power	1	Lecture, Exercise, Group work
8.	Annual Procurement Planning	5	Lecture, Exercise, Group work
9.	Post-Test	1	
10.	Certificate awarding and course closing and evaluation	1	
	<b>Total contact hour</b>	<b>20.0</b>	

**Coordinator : Engr. Md. Mehboob Hasan Kallol**

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## সরকারি চাকরির অত্যাৱশ্যকীয় নিয়মাবলী

প্রশিক্ষনের তারিখ	: অক্টোবর ০৯-১০, ২০২১
	: ডিসেম্বর ২৬-২৭, ২০২১
সময়কাল	: ০৯:০০-১৭:০০
স্থান	: বিআইএম, ঢাকা
প্রশিক্ষণের ফি	: ট.৬,০০০/-
প্রশিক্ষার্থীর সংখ্যা	: ১৫ জন

### যারা অংশগ্রহণ করতে পারবেনঃ

সরকারি/স্বায়ত্বশাসিত/প্রকল্প/আধা-সরকারি/কর্পোরেশন মধ্যম ও কনিষ্ঠ পর্যায়ের কর্মকর্তা ও কর্মচারীগণ। এ ছাড়াও চাকরিতে নিয়োগ প্রাপ্ত মধ্যম ও কনিষ্ঠ পর্যায়ের কর্মকর্তা ও কর্মচারীগণ।

### প্রশিক্ষণের উদ্দেশ্যঃ

সরকারি/স্বায়ত্বশাসিত/প্রকল্প/আধা-সরকারি/কর্পোরেশন প্রতিষ্ঠানে কর্মরত কর্মকর্তা ও কর্মচারীদের দক্ষতা বৃদ্ধি।

### মূল্যায়নপদ্ধতিঃ

শিক্ষণপর্যায়ঃ প্রি-টেস্ট ও পোস্ট-টেস্ট

### প্রশিক্ষণসূচি

#	আলোচ্যসূচি	সময় (ঘণ্টা)	প্রশিক্ষণ পদ্ধতি
১.	সরকারি চাকরির সাধারণ শর্তাবলী	২	বক্তৃতা, আলোচনা
২.	সরকারি কর্মচারী (আচরন) বিধিমালা ১৯৭৯	২	বক্তৃতা, আলোচনা, অনুশীলন
৩.	সরকারি কর্মচারি(শৃঙ্খলা ও আপীল) বিধিমালা ২০১৮	২	বক্তৃতা, আলোচনা
৪.	সরকারি চাকরির শিষ্টাচার, ম্যানার ও প্রোটোকল	৩	বক্তৃতা, আলোচনা
৫.	বেতন ও অন্যান্য সুবিধাদিঃ	২	বক্তৃতা, আলোচনা ঘটনা বিশ্লেষণ ইত্যাদি।
৬.	ছুটিঃ	২	বক্তৃতা, আলোচনা ঘটনা বিশ্লেষণ ইত্যাদি।
৭.	পেনশন সাধারণ বিধিসমূহ	১.৫	বক্তৃতা, আলোচনা
৮.	পেনশন মঞ্জুর শর্তাবদি	১.৫	
	সর্বমোট প্রশিক্ষণ সময়	১৬	

কোর্স সমন্বয়কারী : এম. আমিনুর

মোবাইল নং : ০১৭১৬-৫৫১৬৬১

ই-মেইল : aminoor@bim.gov.bd

amenoor.bim@gmail.com



## SERVICE SIMPLIFICATION

<b>Course Duration</b>	: October 10-11, 2021.
<b>Timing</b>	: 10:00-16:00
<b>Venue</b>	: Chottogram, Campus
<b>Course Fee</b>	: Tk. 6,000/-
<b>Number of Participants</b>	: 15

### Target Group/who should attend:

Officer's from Government / Semi Govt. organization, Autonomous body of Govt., ministries of Bangladesh government. Each organization have to nominate a team of minimum **2** members.

### Background of the course:

Service Simplification is one of the widely discussed issue now a days. Main motto of this discussion is to break the complex service delivery practices and processes followed in government organizations. Cabinet Division of Government of the People's Republic of Bangladesh has circulated an order on 2018-19 for all ministries and organization/institute/department under the ministries to incorporate "Service Simplification" practice in Yearly Innovation Activity Plan. Also assigns score in Annual Performance Agreement "APA" for service simplification. This course aims to make the employees aware regarding simplification and to know the steps to practice simplification.

### Course Objectives

- This course aims to make the employees aware regarding service simplification.
- Hands on practice.
- Provide knowledge to redesign a service.
- Practicing Service Simplification Steps.
- Making them aware about team building
- Organizations can further work and tune the design practiced in training and implement the procedure to achieve APA score

### Course Outline

#	Session Title	Duration (hrs)	Training Methods
1.	Inauguration, Registration, Sharing course outline,	0.5	Discussion
2.	BPR & Service Simplification	1	Lecture, Discussion, Flash clips
3.	Principles of Service Simplification	1	Lecture, Video, Experience Sharing
4.	Service Selection Matrix	0.5	Lecture, Group Work

5.	AS-IS Process Analysis	1	
6.	Process Map drawing	0.5	
7.	Problem Identification	0.5	Group Work
8.	Idea Generation	1.5	Group Work
9.	TCV analysis & Comparison	1	Lecture, Group Work
10	SPS Project Planning	1	Lecture
11	Idea Presentation	1.5	
12	<b>Total contact hour</b>	10	

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## **LOCALIZATION & MAINSTREAMING OF SDGS FOR INDUSTRIAL DEVELOPMENT: INTEGRATING IN CITIZEN CHARTER, FYP & APA**

<b>Course Duration</b>	: October 18 -21, 2020.
<b>Timing</b>	: 09.00 - 17:00
<b>Venue</b>	: BIM, Dhaka
<b>Course Fee</b>	: Tk. 15,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

Officials under Ministry of Industries, Managers of different industries, stakeholders and interested individuals from different profession are the suitable to participate in the course.

### **Eligibility for the course:**

Graduate from any discipline or professionals with 3 years experience.

### **Background of the course:**

Bearing the spirit of “**Transforming our world: the 2030 Agenda for Sustainable Development**”, Bangladesh has made its pro-active efforts to frame in the national level implementation arrangement to achieve SDGs. Consequently, Ministry of Industries (MoInd) has finalized the work plan to ensure its timely implementation of the assigned responsibilities within the national arrangement. Moreover emergence of Industry 4.0, requirement of responsible resources utilization, consideration of environmental safety, and need of Industrial Development forecast in line with National Strategy for Artificial Intelligence 2019-2024 have inspired to develop this customized course for the personnel working in the industrial sector.

### **Course Objectives**

The course is aimed to enhance professional knowledge and practical exposure of participants about localization aspects of industrial development and management within the SDG framework. The course will aid the participants to identify relevant stakeholders and partners, their respective roles in industrial and entrepreneurial strategic planning. It will focus on action plan, preparedness, challenges and progress of Ministry of Industries as well as integration of respective SDG targets with good governance tools such as Citizen Charter and APA. The training will also keep light on mainstreaming SDGs in Five Year Planning and Budgetary Framework of the individual organization.

### **Evaluation Method:**

**Learning level:** Pre-test and post-test.

**Reaction Level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs.)	Training Methods
1.	Registration, Inauguration, pre test and preparation for take off	1	Introduction and pre-test
Localization of SDGs and Goal 9 for Industrial Sector			
2.	Economic & Industrial Development: Evolution of thoughts & inception of SDGs	1.5	Lecture, presentation
3.	SDG: Bangladesh perspective & Localization	1.5	Lecture, presentation
4.	SDG: Ministry of Industries perspective & Industrial Sector	1	Lecture, group discussion
5.	A. Role of the Ministry of Industries B. Mapping of SDG with 7th Five Year Plan C. SDG and Industrial Policy 2016 D. Alignment of SDG with Annual Performance Agreement (APA) and Election Manifesto 2018	1.5	Lecture, presentation
Strategy and Implementation for Sustainable Industrialization			
6.	SDG Action Plan, Implementation strategy and Progress	1	Lecture, group discussion
7.	Projects aligned with SDGs	1	Lecture, Group Work, Video tutorial
8	Capacity Development and Preparedness	1	
Strategic Financial Management			
9	Financial Planning & Budgetary Issues	3	Lecture & Exercise
Resource Mobilization and Stakeholder Engagement			
10	Resource mobilization strategy for its optimum utilization: Role of Private Sector, NGOs, Development Partners and Industrial Sector Associations	3	Lecture, Exercise, group work
SDG Thematic Progress			
11	Leave no one behind, Transforming from 'Whole of Government Approach' to 'Whole of the Society Approach'	1	Lecture, group discussion

12	Economic, Social & Environmental Development	1	Lecture, Video tutorial
13	Inclusion of 5Ps (People, Planet, Prosperity, Peace & Partnership)	1	Lecture, Group Discussion
Aspects Considered in Implementing SDGs in Industrial Sector			
14	Environmental Protection for Sustainable Industrialization: Implementation of 3Rs (Reuse, Reduce & Recycle) and Circular Economy	1.5	Lecture, Group work
15	Waste Management & Water Management in Industrial Sector	1.5	Lecture, Group Discussion
16	Poverty reduction, Food Security, Employment Generation, Women Empowerment and	1.5	Lecture, Group Discussion
17	Responsible Consumption & Production	1.5	Lecture, Exercise
Cross Cutting Issues in Implementing SDGs			
18	Research, Fostering Green Innovations and Skill Development	1.5	Lecture, Group Discussion
19	SDG, Blue Economy and new economic sectors	1.5	Lecture, Group Discussion
Issues Related to Future Directions			
20	SDG and 4th Industrial Revolution	1.5	Lecture, presentation
21	Presentation of cases and post test	1.5	Presentation & test
22	Certificate awarding and evaluation	0.5	Ceremony
	Total contact hour ( including test and review sessions)	26 hrs.	

**Coordinator : Mohammad Sayeedur Rahman**

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**Coordinator : Md. Rajibul Hoque**

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## সরকারি অফিস ব্যবস্থাপনা ও দক্ষতা উন্নয়ন

প্রশিক্ষণের তারিখ : নভেম্বর ০৬-০৭, ২০২১  
: মার্চ ১২-১৩, ২০২২  
সময়কাল : ০৯:০০-১৭:০০  
স্থান : বিআইএম, ঢাকা  
প্রশিক্ষণের ফি : ট. ৬,০০০/-  
প্রশিক্ষার্থীর সংখ্যা : ১৫ জন

### যারা অংশগ্রহণ করতে পারবেনঃ

সরকারি/স্বায়ত্বশাসিত/প্রকল্প/আধা-সরকারি/কর্পোরেশন ইত্যাদি প্রতিষ্ঠানে নিয়োজিত মধ্যম ও কনিষ্ঠ পর্যায়ের কর্মকর্তা ও কর্মচারীগণ।

**প্রশিক্ষণের উদ্দেশ্যঃ** সরকারি প্রতিষ্ঠানে কর্মরত কর্মকর্তা ও কর্মচারীদের দক্ষতা বৃদ্ধি।

মূল্যায়নপদ্ধতি

শিক্ষণপর্যায়ঃ প্রি-টেস্ট ও পোস্ট-টেস্ট

### প্রশিক্ষণসূচি

#	আলোচ্যসূচি	সময় (ঘন্টা)	প্রশিক্ষণ পদ্ধতি
১.	অফিস ব্যবস্থাপনা	২	বক্তৃতা, আলোচনা
২.	নাথ ব্যবস্থাপনা	৩	বক্তৃতা, আলোচনা, অনুশীলন
৩.	রেকর্ড ব্যবস্থাপনা	১	বক্তৃতা, আলোচনা
৪.	জাতীয় শুদ্ধাচার কৌশল	১	বক্তৃতা, আলোচনা
৫.	সভা ও দাপ্তরিক যোগাযোগ	২	বক্তৃতা, আলোচনা
৬.	সরকারি কর্মচারী (আচরন) বিধিমালা ১৯৭৯	৩	বক্তৃতা, আলোচনা ঘটনা বিশ্লেষণ ইত্যাদি।
৭.	সরকারি কর্মচারি(শৃঙ্খলা ও আপীল) বিধিমালা ২০১৮	৩	বক্তৃতা, আলোচনা ঘটনা বিশ্লেষণ ইত্যাদি।
৮.	তথ্য অধিকার আইন, ২০০৯	১	বক্তৃতা, আলোচনা
	<b>সর্বমোট প্রশিক্ষণ সময়</b>	<b>১৬</b>	

কোর্স সমন্বয়কারী : এম. আমিনুর

মোবাইল নং : ০১৭১৬-৫৫১৬৬১

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amenoor.bim@gmail.com

## **PPR 2008 AND PUBLIC PROCUREMENT MANAGEMENT**

**Course Duration** : November 14-25, 2021.

**Timing** : 10:00-16:00

**Venue** : BIM, Dhaka

**Course Fees** : Tk. 10,000/-

**Number of Participants** : 15

### **Target Group/who should attend:**

Officers from different government, semi-government, autonomous bodies, public or private sector enterprises who are involved in public procurement may attend the course.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in public, private, NGO or self-employed involved in public procurement.

### **Background of the course:**

The government has enacted the "Public Procurement Act 2006 (PPA 2006)" and the "Public Procurement Rules 2008 (PPR 2008)" to ensure the best value for money in the public sector and enhance efficiency, transparency and accountability in the public procurement process. It is mandatory to follow the PPA 2006 and the PPR 2008 for the procurement of any goods, works or services using public fund. Without a good knowledge on the PPA 2006 and the PPR 2008, it is not possible to ensure best value for public money.

### **Course Objectives**

The major objective of the course is to provide a comprehensive understanding of the Public Procurement Rules, 2008 and Public Procurement Act, 2006 for the people who have responsibility for public procurement.

### **Evaluation Method:**

**Learning level** : Pre-test and post test.

**Reaction Level:** Training evaluation.

## Course Outline

	<b>Session Title</b>	<b>Duration (hrs)</b>	<b>Training Methods</b>
1.	Inauguration, Registration, Sharing Course Outline and Pre-Test	1.0	
2.	Overview of The Public Procurement Act, 2006 and PPR, 2008	2.5	Lecture, group discussion
3.	Public Procurement Committees	1.0	Lecture, group discussion
4.	Methods of Procurement of Goods and Works	4.5	Lecture, group work
5.	Processing of Procurement	3.5	Lecture, group discussion
6.	Preparation of Tender Documents (Goods)	4.5	Lecture, Exercise, Group work
7.	Preparation of Tender Documents (Works)	4.5	Lecture, Exercise, Group work
8.	International Procurement	4.5	Lecture, Group work
9.	Tender Opening and Evaluation	4.5	Lecture, Group work
10.	Methods of Procurement of Services	4.5	Lecture, Group work
11.	Complaint and Appeals	1.0	Lecture
12.	Delegation of Financial Power;	1.0	Lecture, Exercise, Group work
13.	Annual Procurement Planning	6.0	Lecture, Exercise, Group work
14.	Post-Test	1.0	
15.	Certificate awarding and course closing and evaluation	1.0	
	<b>Total contact hour</b>	<b>45.0</b>	

**Coordinator : Engr. Md. Mehboob Hasan Kallol**

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সচিবালয় নির্দেশমালা- ২০১৪ আলোকে জাতীয় শুদ্ধাচার কৌশল ও সু-শাসন বাস্তবায়নে “সরকারী অফিস ব্যবস্থাপনা”  
বিষয়ক প্রশিক্ষণ

প্রশিক্ষণের তারিখ : নভেম্বর ২০, ২০২১.  
স্থান : বিআইএম, ঢাকা  
সময়কাল : ০৯.০০ - ১৭.০০  
প্রশিক্ষণের ফি : ট.৩,৫০০/-  
প্রশিক্ষণার্থীর সংখ্যা : ১৫ জন

**যারা অংশগ্রহণ করতে পারবেনঃ**

সরকারী/স্বায়ত্বশাসিত/প্রকল্প/আধা-সরকারী/কর্পোরেশন ইত্যাদি প্রতিষ্ঠানে নিয়োজিত মধ্যম ও কনিষ্ঠ পর্যায়ের কর্মকর্তা ও কর্মচারীগণ।

**প্রশিক্ষণের উদ্দেশ্যঃ**

সরকারী/স্বায়ত্বশাসিত/প্রকল্প/আধা-সরকারী/কর্পোরেশন ইত্যাদি প্রতিষ্ঠানে নিয়োজিত মধ্যম ও কনিষ্ঠ পর্যায়ের কর্মকর্তা ও কর্মচারীগণ দক্ষতা উন্নয়ন ও সু-শাসন বাস্তবায়ন।

**মূল্যায়নপদ্ধতি**

শিক্ষণপর্যায়ঃ প্রি-টেস্ট ও পোস্ট-টেস্ট

**প্রশিক্ষণ সূচি**

#	আলোচ্যসূচি	সময় (ঘন্টা)	প্রশিক্ষণ পদ্ধতি
১	অফিস ব্যবস্থাপনা	১	বক্তৃতা, আলোচনা
২	নথি ব্যবস্থাপনা	১	বক্তৃতা, আলোচনা, অনুশীলন
৩	রেকর্ড ব্যবস্থাপনা ও দাপ্তরিক সুযোগ সুবিধাদি	১	বক্তৃতা, আলোচনা
৪	সভা ও দাপ্তরিক যোগাযোগ	১	বক্তৃতা, আলোচনা
৫	সরকারি কর্মচারী(আচরণ) বিধিমালা ১৯৭৯	১	বক্তৃতা, আলোচনা, ঘটনা বিশ্লেষণ ইত্যাদি
৬	সরকারি কর্মচারী (শৃঙ্খলা ও আপীল) বিধিমালা ২০১৮	১	বক্তৃতা, আলোচনা, ঘটনা বিশ্লেষণ ইত্যাদি
৭	গণকর্মচারী শৃঙ্খলা (নিয়মিত উপস্থিতি) অধ্যাদেশ, ১৯৮২	১	বক্তৃতা, আলোচনা
	সর্বমোট প্রশিক্ষণ সময়	৭	

কোর্স সমন্বয়কারী : মোঃ জাফর আলী  
মোবাইল নং : ০১৭১২-৫৯৪৬২১  
ই-মেইল : zafar.ali@bim.gov.bd  
alizafarbim@gmail.com

## **PUBLIC PROCUREMENT MANAGEMENT**

<b>Course Duration</b>	: November 25-27, 2021.
<b>Venue</b>	: BIM, Dhaka
<b>Timing</b>	: 09:00-17:00
<b>Course Fee</b>	: Tk. 7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

This course is suitable for all level of managers and executives employed in Public sector, NGOs, Private and others organizations who are responsible for procurement and willing to develop their career as on procurement management.

**Eligibility for the course:** Any individual, graduate from any discipline working in private, public and NGO or self-employed.

### **Background of the course:**

The background of this course is to help bridge the current deficit in qualified human resources and to enable procurement professionals to cope with the challenges of regulating, executing and monitoring public procurement in an economic and socially responsive manner.

### **Course Objectives**

The course is designed to provide the concepts and techniques of real public procurement management.

At the end of the program, the participants will have acquired a full spectrum of knowledge and skills covering:

- legislative and regulatory frameworks and corresponding institutional models for successful discharge of the functions of a modern procurement system
- execution of the procurement process for goods, works and services (including innovative contracting modalities like public private partnerships and e-procurement)
- procurement audit, control and reporting techniques in public procurement control and reporting techniques for procurement operations

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs)	Training Methods
1	Inauguration, Registration, Sharing course outline.	1	
2	Procurement Process	3	Lecture, group discussion
3	Procurement Management of Supply Contracts	2	Lecture, Exercise, group work
4	Procurement of Physical Services	3	Lecture, Exercise, group work
5	Works Procurement Management	3	Lecture, group discussion
6	Procurement of Consultancy services;	3	Lectures, Exercise,
7	Dispute settlement and Fraud and Corruption in Public Procurement	2	Lecture, Exercise, group work, Case Studies and practical demonstration.
8	Procurement Audit and E-Procurement (Legal issues and implementation models)	3	Lecture, Exercise, group work
9	Certificate awarding and course closing and evaluation	1	
	<b>Total contact hour</b>	<b>21.</b>	

**Coordinator** : **Dr. Engr. Mamunur Rashid**  
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## ONLINE TRAINING ON SERVICE SIMPLIFICATION

<b>Course Duration</b>	: January 16-17, 2022.
<b>Timing</b>	: 10:00-16:00
<b>Venue</b>	: Zoom Platform
<b>Course Fee</b>	: Tk. 4,000/-
<b>Number of Participants</b>	: 15

### **Who should attend:**

Officer's from Government / Semi Govt. organization, Autonomous body of Govt., ministries of Bangladesh government. Each organization have to nominate a team of minimum 2 members.

### **Background of the course:**

Service Simplification is one of the widely discussed issue now a days. Main motto of this discussion is to break the complex service delivery practices and processes followed in government organizations. Cabinet Division of Government of the People's Republic of Bangladesh has circulated an order on 2018-19 for all ministries and organization/institute/department under the ministries to incorporate "Service Simplification" practice in Yearly Innovation Activity Plan. Also assigns score in Annual Performance Agreement "APA" for service simplification. This course aims to make the employees aware regarding simplification and to know the steps to practice simplification.

**In this CoViD-19 pandemic situation, BIM is organizing training using online platform.**

### **Course Objectives**

- This course aims to make the employees aware regarding service simplification.
- Hands on practice.
- Provide knowledge to redesign a service.
- Practicing Service Simplification Steps.
- Making them aware about team building
- Organizations can further work and tune the design practiced in training and implement the procedure to achieve APA score

## Course Outline

#	Session Title	Duration (hr)	Training Methods
1	Inauguration, Registration, Sharing course outline,	0.5	Discussion
2	BPR & Service Simplification	1.0	Lecture, Discussion, Flash clips
3	Principles of Service Simplification	1.0	Lecture, Video, Experience Sharing
4	Service Selection Matrix	0.5	Lecture, Group Work
5	AS-IS Process Analysis	1.0	
6	Process Map drawing	0.5	
7	Problem Identification	0.5	Group Work
8	Idea Generation	1.5	Group Work
9	TCV analysis & Comparison	1.0	Lecture, Group Work
10	SPS Project Planning	1.0	Lecture
11	Idea Presentation	1.5	
	<b>Total contact hour</b>	<b>10</b>	

**Coordinator** : Farkhunda Dorin  
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## **GOODS PROCUREMENT PROCESS AS PER PPR 2008**

<b>Course Duration</b>	: February 18 -19 2022.
<b>Venue</b>	: BIM, Dhaka
<b>Timing</b>	: 09:00 – 17.00
<b>Course Fee</b>	: Tk. 5,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

This course is designed for the officers who deal with the public funds and for its organization's procurement and project activities in the government offices.

**Eligibility for the course:** Any individual interested graduate from any discipline working in Public, in Projects and who deal with the public contract.

### **Background of the course:**

Facilitation is a technique that is necessary for all government officers in handling the activities of the public procurement process. As the Government promulgated the Public Procurement Act, 2006 (PPA, 2006) and the Public Procurement Rules, 2008 (PPR, 2008), all the government offices must follow the PPA and PPR for purchasing. The government officers need to acquire the sound and practical knowledge of PPR, 2008 for how to implement the activities of public procurement process.

### **Course Objectives**

This course is designed for sharing the practical experiences to enable the participants to handle and to implement the public procurement effectively in accordance with the PPA 2006, its Amendments and PPR 2008 and its Amendments adopted by the government.

After completing the course, participants will be able to use:

- To avoid the risks involved in the procurement process
- To find out the ways of mitigating the risks
- To reduce the audit observations linked to procurement process
- Confidently do the public procurements abiding by the PPA and PPR
- Gather knowledge about the Government's such an important law and rules.
- To have a knowledge on E-GP procedure.

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs)	Training Methods
1	Basic concepts of public procurement process with PPA 2006 and PPR 2008 and their Amendments. Different methods of procurement of Goods, Works and Services.	4	Lecture, group discussion and Exercise
2	Discussion on the Annual Procurement Planning (APP) for procurement of Goods and Exercise on preparation of APP and Formation of different committees & Preparation of Technical Specifications	4	Lecture, group discussion and Exercise
3	Standard Tender Documents (STD) Exercise on Tender Data Sheet (TDS) of Goods and General Contract of Contract (GCC). Managing International procurement with practical operation of LC process in compliance with the INCOTERMS 2020.	5	Lecture, group discussion and Exercise
4	Exercise on Tender Opening and Evaluation Process Contract Administration and Management	2	Lecture, group discussion and Exercise
	<b>Total contact hour</b>	<b>15</b>	

**Coordinator : Md. Aminul Islam**

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aminulmcbim@gmail.com

# DIGITAL MARKETING

<b>Course Duration</b>	: January 16-27, 2022
<b>Venue</b>	: BIM, Dhaka
<b>Timing</b>	: 17:30 – 21:30
<b>Course Fee</b>	: 9,000/-
<b>Number of Participants</b>	: 15

**Target group/ who should attend:** Marketing officer, sales officers, sales supervisors, sales representatives, area sales managers, distribution officer, Fresher, digital marketing executives and professionals.

**Eligibility for the course:** This course is suitable for marketing and sales executives of different levels (i.e. marketing officer, sales officers, sales supervisors, sales representatives, area sales managers, distribution officer etc.) of both public and private sector enterprises who are interested to promote their business both digitally and with brick and mortar. Student with both Business and non-Business background may fit them for corporate job in business world and advance their CV with this Training.

**Background of the course:** The change and evolution of modern technologies, small and medium businesses are doing everything they can to keep up, which can be said true for the rest of human society. Brick-and-mortar businesses are either changing their business models to an online one, or beefing up existing marketing efforts with digital marketing strategies – in an attempt to capture a growing and very lucrative online marketplace.

## **Course Objectives:**

- Understand the modern concepts of digital Marketing, customer oriented integrated marketing and effective marketing management digitally.
- Participants will be able to develop and manage the effective digital marketing mix.
- Managing e-marketing, e-commerce and e communication successfully.
- Understanding the freelancing and earning through online.

**Evaluation Method:** Course Evaluation Questionnaire

**Reaction level:** Training evaluation



## Course Outline

#	Session Title	Duration (hr)	Training Methods
1.	Inauguration, Registration, Objective Setting	1	
2.	E Marketing / Digital Marketing Basic	3	Lecture, Group Discussion, Video Content
3.	Website Optimization	8	Lecture, Demonstration, Exercise
4.	Search Engine Optimization	12	Lecture, Demonstration, Exercise
5.	Social Media Marketing	8	Lecture, Demonstration, Exercise
6.	Google Adwards	4	Demonstration, Exercise
7.	Earning Scopes with Your Digital Marketing Skills-Freelancing and other	3	Lecture , Demonstration, Exercise
8.	Course Evaluation and Certificate Awarding	1	
	<b>Total contact hour</b>	<b>40</b>	

**Coordinator : Farkhunda Dorin**  
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**Coordinator : Nirjhar Mazumder**  
**Mobile : 01511-111 222**  
**E- mail : nirjhar.mazumder@bim.gov.bd**  
mazumdernirjhar\_bim@yahoo.com

## MARKETING AND SALES MANAGEMENT

<b>Course Duration</b>	: February 13-17, 2022
<b>Venue</b>	: BIM, Chattagram
<b>Timing</b>	: 17:30 – 21:30
<b>Course Fee</b>	: Tk. 5,000/-
<b>Number of Participants</b>	: 15

### **Target group/ who should attend:**

This course is suitable for marketing and sales executives of different levels (i.e. marketing officer, sales officers, sales supervisors, sales representatives, area sales managers, distribution officer etc.) of both public and private sector enterprises. Student with both Business and non-Business background may fit them for corporate job in business world and advance their CV with this Training.

**Eligibility for the course:** This program benefits professionals working in all areas of Business engaged in producing, marketing and communicating products. Business/ factory owners will also be benefited by attending this course.

**Background of the course:** The heart of business success lies in its marketing and Sales. Most aspects of a business depend on successful marketing and salesmanship. The overall marketing umbrella covers advertising, public relations, promotions and sales while salesmanship covers the effective selling of products and generating adequate revenue for organization.

### **Course Objectives**

- Understand the modern concepts of market, customer oriented integrated marketing and effective marketing management.
- Participants will be able to manage the sales management functions efficiently.
- Participants will be able to use the tools and techniques of modern salesmanship more skillfully in order to achieve the organizational goals and render customer satisfaction.

**Evaluation Method:** Course Evaluation Questionnaire

**Reaction level:** Training evaluation

## Course Outline

#	Session Title	Duration (hrs)	Training Methods
1.	Inauguration, Registration, Objective Setting	1	
2.	Understanding the basic issues of marketing	1	Lecture, Group Discussion
3.	Developing Marketing Strategies and Plans	2	Lecture, Group work, Exercise
4.	Scanning Environment & conducting Mktg. Research	2	Lecture, Exercise, Case Study
5.	Marketing Mix	1	Lecture, Exercise, Demons.
6.	Product Life Cycle and marketing Strategy	1	Lecture, Case Study
7.	Segmentation, Targeting, Positioning & Branding Strategy	4	Lecture, video, Exercise
8.	Understanding the sales Management & Salesmanship	1	Lecture, Case study, Discussion
9.	Characteristics require to be successful in sales	1	Lecture, Case study, Discussion
10.	Selling process, Handling Customer Objections	2	Exercise, Lecture, Discussion
11.	Motivating sales people	2	Lecture, Case Study
12.	Managing bad customer	1	Lecture, Group work
13.	Course Evaluation and Certificate Awarding	1	
	<b>Total contact hour</b>	<b>20</b>	

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## **MARKETING AND SALES MANAGEMENT FOR THE EXECUTIVE**

<b>Course Duration</b>	: March 20-31, 2022.
<b>Venue</b>	: BIM, Dhaka.
<b>Timing</b>	: 17.30-21.30
<b>Course Fee</b>	: Tk. 9,000/-
<b>Number of Participants</b>	: 15

### **Target Group / Who should attend:**

The course is designed for the Junior & Mid-level Executives of any Department in Business Organizations. Fresh Graduates can attend the course as the potential executive.

### **Eligibility for the Course:**

Executives who are working in business organization in marketing and sales department and graduate from any discipline working in public and private business organizations interested to build career as a marketing and sales executives or self-employed. Fresh graduate can also attend the course for getting job as a brand manager.

### **Background of the Course:**

The executives who are working in marketing and sales department in different kinds of business organization need to upgrade their knowledge in marketing and sales, build skill, and change attitude. On the other hand, some executives are doing job in marketing and sales department in business organizations but they have no marketing background. This course is designed to upgrade the knowledge, change the attitude, and develop the skill of the present and potential executives in the field of marketing and sales management as they can perform the marketing and selling activities effectively and efficiently.

### **Course Objectives**

The objectives of this course are to

- Understanding the core concept of marketing and sales management
- Identifying the total market size and potential market,
- Scanning the marketing environment in finding marketing opportunities and threats
- Undertaking tactical and strategic plans for competitive marketing strategy
- Functions of a sales Manager and Managing the sales force effectively to achieve target sales
- Effective Selling Techniques

### **Evaluation Method:**

**Learning level:** Pre-test & Post-test

**Reaction Level:** Training Evaluation

## Course Outline

#	Session Title	Duration (hr)	Training Methods
9.	Levels of Market & Marketing Management	4	Lecture & Exercise
10.	Individual Product Decisions & Product Strategy	4	Lecture & Group Discussion
11.	Designing Marketing Channels & Pricing Strategy	6	Lecture & Exercise
12.	Effective Marketing Communication Strategy	4	Lecture and Group Discussion
13.	Product Life-Cycle and Marketing Strategy	4	Lecture and Exercise
14.	Competitive Marketing Strategy and Marketing Plan	4	Lecture & Exercise
15.	Value, Customer Satisfaction, Retention & CRM	4	Lecture & Group Discussion
16.	Effective Selling & Sales Management	6	Lecture & Exercise
17.	Demand Forecasting, Quota, and Territory Mgt.	4	Lecture and Group Discussion
18.	Sales Force Designing & Management	6	Lecture and Exercise
19.	Effective Selling Techniques	2	Lecture & Group Discussion
12	Monitoring Sales & Performance Evaluation	4	Lecture & Exercise
13	Duties of Salesperson & Sales Supervisors	6	Lecture and Group Discussion
	<b>Total contact hour</b>	<b>60</b>	(Sixty Hrs)

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## **THE ART OF EFFECTIVE SELLING AND SALESMANSHIP**

<b>Course Duration</b>	: April 22-23, 2022.
<b>Venue</b>	: BIM, Dhaka
<b>Timing</b>	: 9.00 - 17.30
<b>Course Fee</b>	: Tk. 5,000/-
<b>Number of Participants</b>	: 15

### **Target Group / Who should attend:**

Sales Manager, Territory sales Manager, Sales Supervisor, Promotion officer and Sales Representatives

### **Eligibility for the Course:**

Fresh required salesman, Sales Promotion Officers, Working salesman, Sales Supervisor, or Fresh graduate.

### **Background of the Course:**

Each and every business organization wants to increase sales volume as it is targeted. This target achievement mostly depends on using the art of the sales force. Most of the business organizations need to effectively manage their sales force. Therefore, this course has been designed for the sales force of a business organization to upgrade their knowledge, develop skill, and change their attitudes as they can achieve the yearly sales goal effectively

### **Course Objectives**

The objectives of this course are to

- ✓ Enabling the sales managers to forecast the market demand and setting quota for each territory and salesperson
- ✓ Facilitating and managing the sales force as they can use effective art of selling to achieve the yearly sales goals

### **Evaluation Method:**

**Learning level:** Pre-test & Post-test

**Reaction Level:** Training Evaluation

## Course Outline

#	Session Title	Duration (hr)	Training Methods
1	Sales & Sales Management	1	Lecture & Exercise
2	Sales Forecasting, Quota, and Territory Management	2	Lecture & Discussion
3	Sales Force Designing and Sales Force Management	2	Lecture & Exercise
4	Duties of a Sales Manager/Supervisor	1	Lecture and Discussion
5	Effective Selling Techniques	2	Lecture and Exercise
6	Customer Satisfaction & Customer Relation Mgt.	2	Lecture & Exercise
7	Sales Monitoring and Performance Evaluation	2	Lecture & Discussion
8	Retailing & Direct Selling	1	Lecture & Exercise
9	Personal Selling and Salesmanship	2	Lecture and Discussion
10	Effective Measures of Sales Effectiveness	1	Lecture and Exercise
	<b>Total contact hour</b>	<b>16</b>	

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# STRATEGIC BRAND MANAGEMENT FOR EFFECTIVE MARKETING

<b>Course Duration</b>	: May 15-26, 2022.
<b>Venue</b>	: BIM, Dhaka
<b>Timing</b>	: 17.30-21.30
<b>Course Fee</b>	: Tk. 9,000/-
<b>Number of Participants</b>	: 15

## **Target Group / Who should attend:**

Product Managers & Brand Managers of Business Organizations and Fresh Graduates who want to build their carrier as a Brand Manager

## **Eligibility for the Course:**

Executives who are working in business organization as Brand / Product Manager, and graduate from any discipline working in public and private business organizations interested to build career as a brand manager or self-employed. Fresh graduates can also attend the course for getting job as a brand manager.

## **Background of the Course:**

Branding is the key to operate any business effectively. It creates awareness and reputation in the target market for long-term business. This course has been designed targeting the business organizations as they can develop their product and brand managers to build brand equity for life-time customer value.

## **Course Objectives**

The objectives of this course are to

- ✓ Developing skills of the product and brand executives to build brand and manage the product mix and product lines?
- ✓ Enabling the executives as they can make better brand decisions to establish brand equity
- ✓ Facilitating the organizations as they can win competitive advantages by setting a branding strategy?

## **Evaluation Method:**

**Learning level:** Pre-test & Post-test

**Reaction Level:** Training Evaluation



## Course Outline

#	Session Title	Duration (hrs)	Training Methods
01	Brand and Brand Management	4	Lecture & Exercise
02	Who do Brand Matter?	2	Lecture & Discussion
03	Customer Based Brand Equity	4	Lecture & Exercise
04	Designing Marketing Programs to build Brand	4	Lecture and Discussion
05	Identifying and establishing brand positioning	2	Lecture and Exercise
06	Planning and brand marketing programs	4	Lecture & Exercise
07	Integrating marketing communications	4	Lecture & Discussion
08	Leveraging secondary brand knowledge	2	Lecture & Exercise
09	Developing a brand equity measurement	4	Lecture and Discussion
10	Measuring sources of brand equity	4	Lecture and Exercise
11	Growing and sustaining brand equity	2	Lecture & Discussion
12	Managing brand over time.	4	Lecture & Exercise
	<b>Total contact hour</b>	<b>40</b>	

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## **BRAND MANAGEMENT: INCREDIBLE BRAND BUILDING STRATEGY**

<b>Course Duration</b>	: April 24- 28, 2022
<b>Venue</b>	: BIM, Chattogram
<b>Timing</b>	: 17:30 – 21:30
<b>Course Fee</b>	: Tk. 5,000/-
<b>Number of Participants</b>	: 15

**Target group/ who should attend:** This program benefits professionals working in all areas of Business especially in media or retail buying, brand planning, advertising, public relations, art direction, business analysis, strategic planning or within the creative services. Student with both Business and non-Business background may fit them for corporate job in business world and advance their CV with this Training.

**Eligibility for the course:** This course is suitable for marketing and sales executives, the executives working in Brand management and creative divisions as well as people interested to peruse their career in Brand Management are highly encouraged. The Training course is open to anyone interested in gaining or improving their Brand and Product management skills.

**Background of the course:** The creation of the brand, brand identity and image, how a customer views the brand, the experience he/she has with the brand, brand value and equity, all these are a part of brand management. Sales depend on brand awareness and brand image. Positive associations with the brand affect customer loyalty and preference. Since brands are so significant in marketing of a product, the management of the brand also becomes equally significant.

### **Course Objectives**

- Develop and implement customer-based brand and positioning strategies
- Learn to effectively design and implement Brand Building, Maintaining, and Monitoring.
- Learn how to choose the appropriate and most effective branding elements to build brand equity and design marketing programs and Preliminary concept of Brand Accounting and auditing.

**Evaluation Method:** Course Evaluation Questionnaire

**Reaction level:** Training evaluation

## Course Outline

#	Session Title	Duration (hrs)	Training Methods
1.	Inauguration, Registration, Objective Setting	1	Lecture, Group work, Exercise
2.	Understanding Branding		
	- Products to brands, Attributes	1	Lecture, Group work, Exercise
	- Building Brand, Selecting Brand Elements	1	Lecture, Group work, Exercise
	- Management & Architecture	1	Lecture, Group work, Exercise
3.	The Decision to Brand		
	- Branding Dimensions	1	Lecture, Group work, Exercise
	- Brand Planning, Brand Analysis	2	Lecture, Exercise, Demons.
	- Brand Strategy	1	Lecture
4.	Brand Audit	2	Lecture, Case Study
5.	Connection Triangle	1	Lecture, video, Exercise
6.	Big Idea	1	Lecture, video, Exercise
7.	Evaluating Advertising	1	Lecture, video, Exercise
8.	IMC strategy and brand positioning	3	Lecture, Group work, Exercise
9.	Guidelines of Creating Product to an Incredible Brand	1	Lecture, Group work
10.	Personal Branding Strategy, Tips and Techniques	1	Lecture, Group work
11.	Branding Dangers and Pitfalls	1	Lecture, Case study, Discussion
12.	Certificate Awarding	1	
	<b>Total contact hour</b>	<b>20</b>	

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## MARKETING AND SALESMANSHIP

<b>Course Duration</b>	: June 19-30, 2022
<b>Venue</b>	: BIM, Dhaka
<b>Timing</b>	: 17:30 – 21:30
<b>Course Fee</b>	: Tk.9,000/-
<b>Number of Participants</b>	: 15

**Target group/ who should attend:** This course is suitable for marketing and sales executives of different levels (i.e. marketing officer, sales officers, sales supervisors, sales representatives, area sales managers, distribution officer etc.) of both public and private sector enterprises. Student with both Business and non-Business background may fit them for corporate job in business world and advance their CV with this Training.

**Eligibility for the course:** This program benefits professionals working in all areas of Business engaged in producing, marketing and communicating products. Business/ factory owners will also be benefited by attending this course.

**Background of the course:** The heart of business success lies in its marketing and Sales. Most aspects of a business depend on successful marketing and salesmanship. The overall marketing umbrella covers advertising, public relations, promotions and sales while salesmanship covers the effective selling of products and generating adequate revenue for organization.

### Course Objectives

- Understand the modern concepts of market, customer oriented integrated marketing and effective marketing management.
- Participants will be able to manage the sales management functions efficiently.
- Participants will be able to use the tools and techniques of modern salesmanship more skillfully in order to achieve the organizational goals and render customer satisfaction.

**Evaluation Method:** Course Evaluation Questionnaire

**Reaction level:** Training evaluation

## Course Outline

#	Session Title	Duration (hrs)	Training Methods
14.	Inauguration, Registration, Objective Setting	1	
1.	Understanding the basic issues of marketing	1	Lecture, Group Discussion
2.	The Marketing System & Task	2	Lecture, Group work, Exercise
3.	Developing Marketing Strategies and Plans	2	Lecture, Group work, Exercise
4.	Scanning Environment & conducting Mktg. Research	2	Lecture, Exercise, Case Study
5.	Market Demand Forecasting	3	Exercise
6.	Marketing Mix	1	Lecture, Exercise, Demons.
7.	Setting Product Strategy	2	Lecture
8.	Product Life Cycle and marketing Strategy	2	Lecture, Case Study
9.	Creating Long-Term Loyalty Relationships	1	Lecture, Exercise
10.	Segmentation, Targeting & Positioning Strategy	3	Lecture, video, Exercise
11.	Developing Pricing Strategy and Programs	2	Lecture, Exercise
12.	Wholesale and Retail Management	2	Lecture, Group work
13.	Brand Building & Brand Equity Management	4	Lecture, Video, Group work
14.	Understanding the sales Management & Salesmanship	2	Lecture, Case study, Discussion
15.	Characteristics require to be successful in sales	2	Lecture, Case study, Discussion
16.	Selling process, Handling Customer Objections	3	Exercise, Lecture, Discussion
17.	Motivating sales people	1	Lecture, Case Study
18.	Sales force size determination	2	Lecture, Case Study, Exercise
19.	Managing bad customer	1	Lecture, Group work
20.	Course Evaluation and Certificate Awarding	1	
	<b>Total contact hour</b>	<b>40</b>	

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## OPERATIONS AND SUPPLY CHAIN MANAGEMENT

<b>Course Duration</b>	: August 26-28 2021.
<b>Venue</b>	: BIM, Dhaka
<b>Timing</b>	: 09:00-17:00
<b>Course Fee</b>	: Tk. 7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

This course is suitable for all level of managers and executives employed in Public sector, NGOs, Private and others organizations who are responsible for operations and supply chain management and willing to develop their career as professional on operations and supply chain management.

**Eligibility for the course:** Any individual, graduate from any discipline working in private, public and NGO or self-employed.

### **Background of the course:**

The purpose of this training course is to provide competency based training to enable participants to develop a comprehensive understanding of the knowledge and skills in respect to Supply Chain Management for improving productivity and competitiveness with a view of restructuring the organizational functions to create a value added based thinking in the organization.

### **Course Objectives**

The course is designed to provide the concepts about operations and supply chain management in order to efficient organizational functions. It is expected that after the successful completion of the course, participants will be able to:

- Understand the theoretical fundamentals of the operations and supply chain management.
- Give a general description of the supply chain management using, as appropriate, typical examples.
- Understand and interpret the analysis results.
- Apply knowledge in a practical manner using detailed procedures.

### **Evaluation Method:**

**Learning level:**Pre-test and post test.

**Reaction Level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs)	Training Methods
1	Inauguration, Registration, Sharing course outline.	1	
2	Operations and Supply Strategy	2	Lecture, group discussion
3	Product and Service Design	2	Lecture, Exercise, group work
4	Strategic Capacity Management	2	Lecture, Exercise, group work
5	Process Analysis	2	Lecture, group discussion
6	Supply Chain Strategy	2	Case Study, Practical demonstration
7	Logistics and Facility Location	2	Lecture, Exercise, group work
8	Lean Manufacturing	2	Lecture, Exercise, group work
9	Enterprise Resource Planning	2	Lecture, group discussion
10	Demand Management and Forecasting	1	Lecture, group discussion
11	Inventory Control	2	Lecture, group discussion
	Certificate awarding and course closing and evaluation	1	
	<b>Total contact hour</b>	<b>21</b>	

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## SUPPLY CHAIN MANAGEMENT

<b>Course Duration</b>	: October 03-14, 2021.
	: December 19 – 30, 2021.
<b>Timing</b>	: 17:30-21:30
<b>Venue</b>	: BIM, Dhaka
<b>Course Fee</b>	: Tk. 9,000/-
<b>Number of Participants</b>	: 15

### **Target Group/Who Should Attend:**

This course is suitable for all level of managers and executives employed in Public sector, NGOs, Private and others organizations who are responsible for any management function.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in private, public and NGO or self employed.

### **Background of the Course:**

In this age of high connectivity and increasing exchangeability, none of the countries is self sufficient and single firm can produce the whole of product. Knowing only the core management function is not enough for a manager without considering the wholistic approach. So, sustainability of a business house is very much dependent on the overall condition of its supply chain. So, the knowledge for understanding of the supply chain is a must for a business manager.

### **Course Objectives**

The course is designed to give an orientation into the concepts of Supply Chain Management and to improve the understanding of the participants in key supply chain strategies and how these can be used to lower costs, add value for customers and increase the competitive standing of the firm. It is expected that after the successful completion of the course, participants will be able to:

- Get a concrete understanding of Supply Chain Management,
- Identify the business processes in working organization,
- Assess the interrelationship among different management functions,
- Evaluate the efficiency and responsiveness of a supply chain,
- Apply the methods & techniques for improvement of a supply chain.

### **Evaluation Method:**

**Learning level:** Pre-test and post-test.

**Reaction level:** Training evaluation.



## Course Outline

#	Session Title	Duration (hrs.)	Training Methods
1.	Inauguration, Registration, Sharing course outline.	1	
2.	Introduction to Supply Chain Management	3	Lecture, group discussion
3.	Supply Chain Management: Related Concept & Terminology	4	Lecture, group work
4.	Demand Forecasting	2	Lecture, Exercise, group work
5.	Collaborative planning	2	Lecture, group discussion
6.	Strategic sourcing & Procurement	1.5	Lecture & Presentation
7.	Supplier Relation Management	1.5	Lecture, group work
8.	Purchase Management	3	Lecture, group work
9.	Commercial Management: Import-Export Documentation & Processing	4	Lecture, group discussion
10.	Inventory Management	2	Lecture, group discussion
11.	Networking, Distribution & Warehouse Management	2	Lecture, group discussion
12.	SCM: Evolution, Strategies	2	Lecture, group discussion
13.	SCM: Components, Drivers, Framework	2	Lecture, group discussion
14.	Performance Measures along Supply Chain	4	Lecture, group discussion
15.	Customer Relation Management: Context of Large Corporations & Small enterprises	3	Lecture, group discussion
16.	Review, Exercise, Tests & Closing	3	Multiple Methods
	<b>Total contact hour</b>	<b>40</b>	

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## **PROJECT MANAGEMENT**

<b>Course Duration</b>	: October 28-30, 2021.
<b>Venue</b>	: BIM, Dhaka
<b>Timing</b>	: 17:30 – 21:30
<b>Course Fee</b>	: Tk. 7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

This course is suitable for all level of managers and executives employed in Public sector, NGOs, Private and others organizations who are responsible for project management and willing to develop their career as professional on project management.

**Eligibility for the course:** Any individual, graduate from any discipline working in private, public and NGO or self-employed.

### **Background of the course:**

The purpose of this training course is to provide competency based training to enable participants to develop a comprehensive understanding of the knowledge and skills about the modern system of project management process and how to obtain competitiveness in market by project management.

### **Course Objectives**

The course is designed to provide the concepts and techniques of real project preparation to project management. It is expected that after the successful completion of the course, participants will be able to:

- Understand the theoretical fundamentals of the project management.
- Give a general description of the management using, as appropriate, typical examples.
- Understand and interpret the analysis results and apply knowledge in a practical manner.
- Gain insight to procedural aspects of obtaining certification of PMP.

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs)	Training Methods
20	Inauguration, Registration, Sharing course outline.	1	
21	Project Concept; Project Development Cycle; Project Identification and developing project need statement. Project Generation & Selection; Steps of Analysis; Exercise on Problem Tree, Objective Tree and Assumptions.	3	Lecture, group discussion
22	Concept and Techniques of Monitoring and Evaluation.	2	Lecture, Exercise, group work
23	Project Planning and Control, Scheduling, Resource Allocation; Critical Path Analysis (CPM); Program Evaluation and Review Techniques (PERT) and Earned Value Management (EVM) and Exercise on CPM, PERT and EVM.	3	Lecture, Exercise, group work
24	Project Planning, Scheduling and Controlling; Factors to Consider When Crashing A Project; Steps in Project Crashing and Time Cost Trade Offs	3	Lecture, group discussion and, Practical demonstration
25	Real Life Project on Project Proposal Preparation	3	Case Study
26	Project Appraisal and Evaluation	2	Lecture, Exercise, group work
27	Project Management Exercise	3	Lecture, Exercise, group work
28	Certificate awarding and course closing and evaluation	1	
	<b>Total contact hour</b>	<b>21</b>	

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## PROJECT MONITORING AND EVALUATION

<b>Course Duration</b>	: December 05- 09, 2021.
<b>Timing</b>	: 17:30-21:30
<b>Venue</b>	: BIM, Dhaka,
<b>Course Fee</b>	: Tk. 7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/Who Should Attend:**

The Course is designed for the executives of government agencies, development banks and allied financial institution, commercial banks, sector corporations, international and voluntary agencies, NGO's, consulting firms, private investors and entrepreneurs.

### **Eligibility for the Course:**

Any individual graduate from any discipline working in Public, in Projects and who deal with the Projects.

### **Background of the Course:**

Monitoring and evaluation (M&E) of a project are increasingly recognized as an Integral function of project implementation. Monitoring and Evaluation (M&E) is a process that helps improve performance and achieve results. Its goal is to improve current and future management of outputs, outcomes and impact. It is mainly used to assess the performance of projects, institutions and programs set up by governments, international organizations and NGOs. It establishes links between the past, present and future actions. This course is intended to provide basic knowledge about M&E and it is expected that the knowledge helps project related personnel to improve their ability to effectively monitor and evaluate their projects, and therefore, strengthen the performance of their projects.

### **Course Objectives**

To greatly enhance the project monitoring and evaluation skills for effective and efficient project implementation this course is designed to understand

- Basic concept on Monitoring & Evaluation
- The need for Monitoring and Evaluation-
- Developing Logical Framework Approach to Project Design, Implementation and Evaluation
- Understanding the link between the Logical Frame and Monitoring and Evaluation
- Monitoring & Evaluation Methods and Tools
- Monitoring and Evaluation Planning, Design and Implementation
- Writing Report and use of Monitoring and Evaluation Results

**Evaluation Method:****Learning level:** Pre-test and post test.**Reaction Level:** Training evaluation.**Course Outline**

#	Session Title	Duration (hrs.)	Training Methods
1	Project M&E: Concept, Definition, aspect & type	2	Lecture, group discussion and Exercise
2	Logical frame work to M&E Framework Project Result & WBS: Concept	5	Lecture, group discussion and Exercise
3	Defining performance and indicators for project.	2	Lecture, group discussion and Exercise
4	Data collection for Monitoring & Evaluation Data Analysis and project findings Other issues related to Project M&E	5	Lecture, group discussion and Exercise
5	Monitoring & Evaluation: Report Writing	2	Lecture, group discussion and Exercise
6	Concept of Participatory Project Management Process of Participatory Project M&E Specialty of Participatory Project M&E	4	Lecture, group discussion and Exercise
	<b>Total contact hour</b>	<b>20</b>	

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## **ACHIEVING COMPETITIVE ADVANTAGE THROUGH SUPPLY CHAIN MANAGEMENT**

<b>Course Duration</b>	: March 12 – 13, 2022.
<b>Venue</b>	: BIM, Dhaka
<b>Timing</b>	: 09:00 – 17.30
<b>Course Fee</b>	: Tk. 5,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

This course is designed for all types of business personnel who run, operate and maintain business in the present competitive market.

**Eligibility for the course:** Any individual interested graduate from any discipline working in private, ONGs and who deal with the business.

### **Background of the course:**

In the era of competitive business world, the practical knowledge of supply chain is very much important. It is necessary to purchase the raw materials in a competitive advantage and manufacturing product. Now the business process is not a separate organization, but it exists in a network of different business units. All the products are not coming from its final manufacturing unit. But the products are coming to the market through a chain from its origin. The knowledge of SC is necessary for all the business bodies.

### **Course Objectives**

This course is designed for sharing the experiences to enable the participants to maintain and to manage strong relationship among the stakeholders effectively for successful business operation from the origin of ingredients of products to the market. After completing the course, participants will be able to:

- Handle different business activities efficiently relating to the competitive advantage.
- Plan to introduce the new product(s) to market.
- Choose the sustainable sourcing and maintain supplier optimization.
- Maintain the supplier optimization
- Handle International business in compliance with the INTERMS 2020 for competitive advantage.
- Learn the operation of Letter of Credit (L/C) and other activities of international procurement.
- Gain knowledge of value chain and value creation and others.

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction Level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs)	Training Methods
1.	Concepts and importance of Supply Chain and sources of Competitive advantages for different types of products in the changing and volatile market. Impact of Sustainability in SC.	3	Lecture, group discussion
2.	Sourcing, supplier selection, maintenance the supplier optimization and managing relationship among the stakeholders. Issues on Risk management in SC.	4	Lecture, group discussion
3.	Discussion on Porter's Forces on value chain, value engineering, competitive advantage and Analyzing and Mapping the Change and Change Models.	3	Lecture, group discussion
4.	Discussion on TQM, JIT, Lean and Agile in SC. Improving supply chain, Strategic supply chain. Managing International procurement with practical operation of LC process in compliance with the INCOTERMS 2020.	4	Lecture, group discussion
	<b>Total contact hour</b>	<b>15</b>	

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## **TRAINING OF TRAINERS (ToT)**

<b>Course Duration</b>	: September 26-30, 2021. : November 21-25, 2021. : January 23-27, 2022. : March 20-24, 2022.
<b>Timing</b>	: 17:30 – 21:30
<b>Venue</b>	: BIM, Dhaka
<b>Course Fee</b>	: Tk. 7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/Who Should Attend:**

This course is suitable for all level of managers and executives employed in Public sector, NGOs, Private and others organizations who are responsible for designing and conducting Training Programs in general and willing to develop their career as professional trainers, speakers/teachers can attend this training course.

### **Eligibility for the Course:**

Any individual, graduate from any discipline working in private, public and NGO or self-employed.

### **Background of the Course:**

Facilitation is a technique that is necessary for all managers, trainer, and teachers. In order to assessing needs of the training, design program, training and lead people, present information, training skill is important for all level and category of manager. Thus people need to acquire basic and practical information regarding the all kind of skill of facilitation.

### **Course Objectives**

The course is designed to provide the concepts of training requirement(s) in an organizational setting and to create a scope for developing training delivery competencies of an individual who is eager to enhance professionalism in the training industry. It is expected that after the successful completion of the course, participants will be able to:

- Explain the basics of training
- Assess the learning requirements of an organization
- Design need-based training program
- Apply the methods & techniques of professional training facilitation
- Evaluate the learning outcomes of the participants.

### **Evaluation Method:**

**Learning level:** Pre-test and post test.

**Reaction level:** Training evaluation.



## Course Outline

#	Session Title	Duration (hrs.)	Training Methods
1	Inauguration, Registration, Sharing course outline.	1	
2	Training Concept & Process	2	Lecture, group discussion
3	Training Needs Assessment	2	Lecture, Exercise, group work
4	Designing Training Curriculum	2	Lecture, Exercise, group work
5	Facilitation Skills Development:	2	Lecture, group discussion
6	Training Methods	4	All non-participatory methods
7	Tools & Techniques of Conducting Participatory Training Program	2	Lecture, Exercise, group work
8	Presentation skills of a trainer/facilitator	3	Lecture, Exercise, group work
9	Role of facilitator & co-facilitator in classroom situation	1	Lecture, group discussion
10	Training Evaluation	1	Lecture, group discussion
11	Certificate awarding and course closing and evaluation	1	
	<b>Total contact hour</b>	<b>20</b>	

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## **INTELLECTUAL PROPERTY RIGHTS (IPRs)**

<b>Course Duration</b>	: November 07-18, 2021.
<b>Venue</b>	: BIM, Dhaka
<b>Timing</b>	: 17:30-21:30
<b>Course Fee</b>	: Tk. 9,000/-
<b>Number of Participants</b>	: 15

### **Target Group/who should attend:**

The course is designed for the Judges, lawyers, corporate officials related to legal affairs and branding, executives of government agencies including customs, police, copyright office, DPDT etc and academicians in department of legal and business studies in the tertiary institutions, SME entrepreneurs, officials of trade bodies and chamber of commerce or anyone interested on IPRs.

### **Eligibility for the course:**

Any individual, interested in IPRs, graduate from any discipline working in private, public NGO or self employed.

### **Background of the course:**

Intellectual Property Rights (IPRs) are essential for safe guarding creativity, innovation, local productive identification, even the traditional expression. But, the understanding of IP is difficult for its abstract boundaries. The sense of IPRs is complicated as it is rooted in the intersections of multiple knowledge disciplines, such as, scientific research and development, fine arts, law, economics, business studies and international relations. The Intellectual Property (IP) portfolio of a nation and a corporate is becoming the major strength to achieve and maintain competitive advantage in the businesses. The ratio of value of

IP to the total corporate value is sharply increasing in most of the global industries. IP litigation is also increasing in the advanced and developing economies. Day by day, IP is turning into one of the central factors for economic growth and advancement for the countries.

### **Course Objectives**

To provide the fundamental insights on various issues of IPRs and to increase participants' capacity for better understanding and exercising of IPRs in Bangladesh and international context. It is expected that after the successful completion of the course, participants will be able to:

- Get a concrete understanding on Intellectual Property Rights,
- Identify subject matter eligibility for registration of IPRs,
- Know the international IPRs regime and framework,
- Know the IPRs registration process in Bangladesh,
- Apply the IP senses for innovation management and corporate branding

**Evaluation Method:****Learning level:** Pre-test and post test.**Reaction level:** Training evaluation.**Course Outline**

#	Session Title	Duration (hrs.)	Training Methods
1	Inauguration, Registration, Sharing course outline	1	
2	Introduction to Intellectual Property Rights	3	Lecture, group discussion
3	IPRs Legal & Policy framework in Bangladesh	2	Lecture, group work
4	IPRs: Theories & practice	2	Lecture, Exercise, group work
5	Concept of Patent, Patent Application & Granting Procedure	4	Lecture, group discussion
6	Concept of Trademark, Trademark: Application procedure, litigation	4	Lecture & Presentation
7	IPRs registration trends	1	Lecture, group work
8	Geographical Indication & Traditional Knowledge: scope of strategic use for economic gain	3	Lecture, group work
9	Copyright law of Bangladesh: special focus on IT, creative and Handicraft Industries.	4	Lecture, group discussion
10	Industrial Design: Strategic use for agro-based & pharmaceutical industries	3	Lecture, group discussion
11	Concepts of innovation management: IP Licensing, Commercialization & Technology Transfer	6	Lecture, group discussion
12	Enforcement Issues for IPRs: Global & Local context	2	Lecture, group discussion
13	Harnessing IPRs as a business tool for sustainable development	2	Lecture, group discussion
14	Review, Exercise, Tests & Closing	3	Multiple Methods
	<b>Total contact hour</b>	40	

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## **RESEARCH METHODOLOGY WITH THE APPLICATION OF SPSS**

<b>Course Duration</b>	: February 13-17, 2022.
<b>Timing</b>	: 17:30-21:30
<b>Venue</b>	: BIM, Dhaka
<b>Course Fee</b>	: Tk. 7,000/-
<b>Number of Participants</b>	: 15

### **Target Group/Who Should Attend:**

The course is suitable for Mid-career and Junior level researchers at any organization: government public sector, private sector and NGOs. Researchers, statistician in education institutions like universities, colleges, and training institutes are also welcome.

### **Eligibility for the course:**

Any individual, graduate from any discipline working in private, public and NGO or self-employed in research activities.

### **Course Objectives**

The course is designed to familiarize the participants with modern tools, techniques and methodologies of research to develop professional knowledge and skills specially in the field of social science and management research. The programme will include extensive practical exercise and case studies on action research; evaluation research and other social science research to enable participants to acquire more interest, analytical skills and insight into the subject with special application of Computer. After completion of the course participants will be expected to undertake research projects independently and be able to evaluate the research progress at each stage of the process.

### **Evaluation Method:**

**Learning level:** Pre-test and post-test.

**Reaction level:** Training evaluation.

## Course Outline

#	Session Title	Duration (hrs)	Training Methods
1.	Concepts, nature and types of research and research methodology	2	Lecture, Discussion
2.	Identification of problems, formulation of alternative hypothesis and selection of problems for research.	2.5	Lecture, Group Discussion
3.	Generation, selection, designing and preparation of research proposal	2	Lecture, Group work, Exercise
4.	Data collection techniques, sampling data processing and analyzing.	2	Lecture, Group work, Exercise
5.	Data processing and statistical analysis, statistical measurements, correlation and regression analysis, probability and test of hypothesis, analysis of variance and statistical inferences.	2	Lecture, Exercise, Case Study
6.	Application of SPSS/WINDOWS in data processing and analysis.	4	Exercise
7.	Presentation of research findings and writing research report.	.1.5	Lecture, Exercise, Demonstration
8.	Management of research project, monitoring, controlling and evaluation of research.	2.5	Lecture
9.	Course Evaluation and Certificate Awarding	1.5	
	<b>Total contact hour</b>	<b>20</b>	

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## **POST- GRADUATE DIPLOMA COURSES**

Post-Graduate Diploma courses of one-year duration (having two parts, namely, Part-I & Part-II) are being offered by the institute for about last three decades:

**Post-Graduate Diploma in Human Resource Management**

**Post-Graduate Diploma in Industrial Management**

**Post-Graduate Diploma in Financial Management**

**Post-Graduate Diploma in Marketing Management**

**Post-Graduate Diploma in Computer Science**

In addition to the above Post-Graduate Diploma courses, BIM conducts **Diploma in Social Compliance** and **Diploma in Productivity and Quality** of 6 months duration.

### **Brief of Diploma Courses of 1 year Duration:**

#### **Post-Graduate Diploma in Human Resource Management (Day & Evening)**

The diploma course in Human Resource Management is designed to suit the requirements of labor and social welfare officers, personnel managers and similar officers/executives engaged in Human resource management/human resource management functions and those desirous to make a career in Human Resource Management. BIM has been offering this course on personnel management since 1966- 67. In current year, this course is renamed as Post-Graduate Diploma in Human Resource Management.

#### **Post - Graduate Diploma in Industrial Management (Evening)**

The diploma course in Industrial Management is designed to suit the requirements of executives engaged in the management of business enterprises. Multidisciplinary in approach, the course is designed to encourage development of knowledge and skills necessary to carry out management functions of enterprises effectively and efficiently. BIM has been offering this course since from 1980-81(Discontinued from 2002-2003 and Started again from 2011).

#### **Post-Graduate Diploma in Financial Management (Evening)**

The diploma course in Financial Management is designed to suit the requirements of managers/executives engaged in finance and accounts functions. The course is suitable for those who are desirous to develop career in the field of Financial Management. BIM has been organizing this course since 1994.

### **Post-Graduate Diploma in Marketing Management (Evening)**

BIM has been offering this diploma course from 1994. The course is designed to suit the requirements of officers/executives engaged in the management of marketing functions such as sales, distribution, advertisement and sales promotion, customer relations, export etc. The program encourages developing knowledge and skill necessary to carry out the marketing management functions effectively and efficiently.

### **Post-Graduate Diploma in Computer Science (Evening)**

The diploma course in Computer Science is designed to suit the requirements of those who wish to develop their career as computer professionals. This will help anyone to fit in positions like, Systems Analyst, Information Manager, Database Administrator, etc. The program will also benefit persons occupying traditional functional areas, because they will acquire the necessary know-how to work in computer environment and thus help in bringing about the desired improvement of their respective organizations. BIM has been offering this course since 1994. Profile of 6 month long diploma Programs.

## **BRIEF OF 6 MONTH LONG DIPLOMA COURSES**

### **Diploma in Social Compliance**

The diploma course in Social Compliance is designed to meet the requirements of social compliance and human resource managers and all those who wish to make a career in rich fields a profession. The course has a focus on compliance needs of the Bangladesh garment industry, the country's leading export sector and a strong practical orientation. Apart from class room sessions, participants have to do a one-month internship in a garment factory during which they will learn how to conduct a factory audit and implement measures to correct noncompliance. This internship will allow participants to gain hands-on audit experience at factory level. BIM has been offering this course since, 2008.

### **Diploma in Productivity and Quality Management**

BIM has introduced Diploma Program of 6 (six) months duration on "Diploma in Productivity and Quality Management" with special focus on Industrial Engineering and lean manufacturing in cooperation with GIZ especially targeting customers from Ready Made Garments (RMG) sector. BIM has been offering this diploma since 2013. Admission process is going on for the 3rd batch and classes are expected to start in September, 2014. It needs to be mentioned here that this diploma program has been offered not only for the first time in Bangladesh but also for the first time in the South East Asia.

### **Curriculum**

The course curriculum for each diploma has two distinct parts where the following subjects are taught.

## POST-GRADUATE DIPLOMA IN HUMAN RESOURCE MANAGEMENT (PGDHRM)

<b>PART-I</b>	<b>Marks</b>
1. Fundamentals of Human Resource Management	100
2. Management	100
3. Organizational Behavior	100
4. Economics	100
5. a. Statistics	50
b. <u>ICT Fundamentals</u>	50
	<b>500</b>

<b>PART-II</b>	<b>Marks</b>
1. Human Resource Development	100
2. Strategic Human Resource Planning	100
3. Labor Laws	100
4. Industrial Relations	100
5. Industrial Safety & Health	100
6. a. Project Work/Term Paper/ Internship	75
b. Presentation	25
7. <u>Viva Voce</u>	100
	<b>700</b>

## POST-GRADUATE DIPLOMA IN INDUSTRIAL MANAGEMENT (PGDIM)

<b>PART-I</b>	<b>Marks</b>
1. Industrial Management	100
2. Basic Accounting	100
3. Production & Operations Management	100
4. Managerial Economics	100
5. <u>Management of Human Resource</u>	100
	<b>500</b>

<b>PART-II</b>	<b>Marks</b>
1. Industrial Health & Safety	100
2. Quantitative Management	100
3. Labor Laws	100
4. Cost Accounting	100
5. Marketing Management	100
6. a. Project Work/Term Paper/ Internship	75
b. Presentation	25
7. <u>Viva Voce</u>	100
	<b>700</b>



## POST-GRADUATE DIPLOMA IN FINANCIAL MANAGEMENT (PGDFM)

<b>PART-I</b>	<b>Marks</b>
1. Fundamentals of Financial Management	100
2. Principles of Accounting	100
3. a. Business Economics	50
b. Statistics	50
4. Cost Accounting	100
5. <u>Management Accounting</u>	100
	<b>500</b>

<b>PART-II</b>	<b>Marks</b>
1. Advanced Financial Management	100
2. Financial Auditing	100
3. Income Tax & VAT	100
4. Principles & Practices of Banking	100
5. Computer Application in Financial Management	100
6. a. Project Work/Term Paper/ Internship	75
b. Presentation	25
7. <u>Viva Voce</u>	100
	<b>700</b>

## POST-GRADUATE DIPLOMA IN MARKETING MANAGEMENT (PGDMM)

<b>PART-I</b>	<b>Marks</b>
1. Principles of Marketing	100
2. Consumer Behavior	100
3. Sales Management	100
4. a. Applied Statistics	50
b. ICT Fundamentals	50
5. <u>Marketing Research</u>	100
	<b>500</b>

<b>PART-II</b>	<b>Marks</b>
1. Marketing Management	100
2. Service Marketing	100
3. E- Marketing	100
4. International Marketing	100
5. Brand Management	100
6. a. Project Work/Term Paper/ Internship	75
b. Presentation	25
7. <u>Viva Voce</u>	100
	<b>700</b>



## POST-GRADUATE DIPLOMA IN COMPUTER SCIENCE (PGDCS)

<b>PART-I</b>	<b>Marks</b>
1. Fundamentals of Computer	100
2. Data Structure and Algorithm	100
3. Database Management System - I (Back End)	100
4. Programming Language - C	100
5. <u>Web Development (Client Side Scripting)</u>	100
	<b>500</b>

<b>PART-II</b>	<b>Marks</b>
1. Data Communication & Networking	100
2. Database Management System - II (Software Development)	100
3. System Analysis & Design	100
4. Operating System (Linux)	100
5. E- Commerce and Web Programming (Server Side)	100
6. a. Project Work/Term Paper/ Internship	75
b. Presentation	25
7. <u>Viva Voce</u>	100
	<b>700</b>

## DIPLOMA IN SOCIAL COMPLIANCE (DSC)

<b>PART-I Theory (classroom sessions)</b>	<b>Marks</b>
1. Human Resource Management and Organizational Behavior	100
2. Bangladesh Labor Law	100
3. Social Compliance & International Standards	100
4. Industrial Health, Safety and Welfare	100
5. <u>Social Audit and SA 8000</u>	100
	<b>500</b>

<b>PART-II Internship (practical work in factory)</b>	<b>Marks</b>
Internship (Project work in factory)	75
Presentation	25
<u>Viva Voce</u>	100
	<b>200</b>

## DIPLOMA IN PRODUCTIVITY & QUALITY MANAGEMENT

<b>PART-I Theory (classroom sessions)</b>	<b>Marks</b>
1. Human Resource Management, Organizational Behavior & Social Compliance	100
2. Introduction to Garments Manufacturing	100
3. Garments Production Management	100
4. Garments Quality Management	100
5. Industrial Manufacturing	100
6. <u>Lean Manufacturing</u>	100
	<b>600</b>

<b>PART-II Internship (Project work in Laboratory or Factory)</b>	<b>Marks</b>
Internship (Project work in Laboratory or Factory)	50
1. <u>Viva Voce</u>	50
	<b>100</b>

The classes are conducted in the evening from 18.30 - 21.30 hours, three/four days in a week. On completion of Part-I final examination (written), the candidates are required to prepare an internship report in any area of the course curriculum under the guidance of a faculty member. After submission of the internship report, participants are called for viva-voce, which carries 100 marks.

### **Term Paper Presentation**

During the academic session a participant has to submit the term paper based on which individual presentation is held. This is done to transform the class room learning into hands on experience.

### **Credit System (For Post Graduate Diploma courses only)**

**Total Credit hour is 33**

#### **Calculation of Credit hour:**

- Thirty (30) credit hour will be calculated for 10 papers/subjects of part- I & Part-II (3 credit hour for each subject/paper) and 3 credit hours for term paper & viva voce.
- One credit hour of a subject shall require 14 hours of class lecture. Therefore a subject/course carrying 3 credit hours shall require 42 lecture hours plus passing the examination.

**The tentative academic calendar of the course is as follows:**

		<i>Weeks</i>
a.	Classes (Part-I)	<b>15</b>
	Preparatory Leave	<b>1</b>
	Examination	<b>2</b>
		<b>18</b>
b.	Preparatory time for starting Part – II session	<b>1</b>
c.	Classes (Part-II)	<b>15</b>
	Preparatory Leave	<b>1</b>
	Examination	<b>2</b>
		<b>18</b>
d.	Term Paper	<b>3</b>
	Presentation	<b>2</b>
	Viva-voce	<b>2</b>
	<b>Total</b>	<b>44</b>

## Admission Criteria

Graduates in any subject (2 years after H.S.C or 4 years after S.S.C) from a recognized university, college or institution are eligible for admission. Persons having diploma in any branch of engineering subsequently having completed AMIE are also eligible to apply.

Interested persons must apply in the Prescribed '**Online Application Form**'. To get this form, visit BIM website: [www.bim.org.bd/www.bim.gov.bd](http://www.bim.org.bd/www.bim.gov.bd). Before filling up the form, please see & follow the detail instruction regarding '**How to fill-up Online Application Form**' & '**Detail Admission Procedure**' which can be seen in BIM website.

Generally, eighty percent of the seats are filled by the candidates nominated by their employers, while the rest are filled by fresh graduates or equivalent, intending to undertake a career either in Human Resource, Industrial, Financial, Marketing Management or Computer Science.

## Venue

The Diploma in Human Resource Management is offered at Dhaka, Chittagong and Khulna Campuses of BIM. Other diplomas are offered at Dhaka Campus only.

## Timing:

Evening batch: 18:30-21:45 hrs, Day batch: 09:30-12:45 hrs (3/4 days per week)

## Examination Rules

These rules have been framed to conduct and administer the Post-Graduate Diploma Examinations of the Bangladesh Institute of Management (BIM).

### The rules are as follows:

#### 1. General Rules

- i. Short title, Commencement and Application:  
The Examination Rules, 2008 shall be in effect for all Post-Graduate Diploma Courses during the Session 2017.
- ii. The examinations of all the diploma courses shall be held in two parts; hereinafter be called the Part-I Examinations and the Part-II Examinations.
- iii. The Part-I and Part-II examinations shall be held according to the curriculum and allocated marks shown against each subject/paper and viva-voce.
- iv. While a student shall be considered eligible to sit for the written examinations of any subject/paper, he/she should have at least 30% attendance of the total classes of that subject/paper. He/she shall be entitled to obtain marks in class attendance only if he/she attends a minimum of 30% of classes for that subject/paper. Attendance will carry 10% of the total marks for each subject/paper. The distribution of marks for attendance shall be as follows:

Attendance (%)	Marks
90% - 100%	10
80% - 89%	09
70% - 79%	08
60% - 69%	07
50% - 59%	06
30% - 49%	03
Below 30%	00

- v. Distribution of marks for each subject/paper (except Term Paper and Viva-Voce) shall be as follows:

-	Attendance	:	10
-	Class test/assignment and assessment	:	20
-	Mid-term Examination (1.0 Hour)	:	30
-	Final Examination (1.5 Hour)	:	40
	<b>Total</b>		100

Students failing to appear in Mid-Term Examination may apply for make-up or in case of appeared student may apply for improvement in Mid-Term Examination within 10 (ten) days from the date of Mid-Term Examination of the particular subject/paper and shall pay Tk. 1000/= (one thousand) only for the concern paper/subject. (Effective date from academic Part-II 2017)

- vi. Matters relating to attendance, class assessment, assignment, class test, midterm exam shall be the responsibility of the respective subject/paper leaders.
- vii. Grading system shall be as follows:

Marks	Grade	Grade Point
80 Above	A	4.00
75 to less than 80	B+	3.50
70 to less than 75	B	3.00
65 to less than 70	C+	2.50
60 to less than 65	C	2.00
50 to less than 60	D	1.0
Less than 50	F	0.00
Absent	I	0.00

As per the above grading system, students are allowed to get a maximum of 2 (two) D grades in each part provided they have CGPA of 2.00 in both parts. Students failing to get the grades and CGPA in Part-I and Part-II shall be declared to have failed to earn the diploma degree.

- viii. Students shall have to complete the Term Paper on any topic related to the course of the concerned diploma prior to viva-voce. They shall be eligible to undertake the Term Paper provided they pass the Part-I examinations and appear at all subjects/papers of Part - II Examination.
- ix. The Term Paper shall be prepared under the supervision of a guide selected by the Diploma Course Committee. Students shall have to fulfill all requirements in respect of the Term Paper preparation.
- x. Prior to appearing at the viva voce, a candidate has to participate in the individual presentation. The individual presentation shall be held focusing on the subject of the term paper. Under no circumstance a participant will be allowed to appear before the viva-voce examination without attending the individual presentation.
- xi. (a) Students failing to appear or failing to score qualifying marks in more than 2 (Two) subjects/papers in any part (Part-I or Part-II) of the diploma courses shall be considered failed (F).
- (b) Students shall have to pass at least in three subjects/papers in Part-I examinations to be eligible to attend classes in Part-II of the respective diploma course and shall be allowed to sit for

Part-II examinations, provided they fulfill the class attendance requirements mentioned in Clause I (iv).

- (c) A student with I (Incomplete) or F grade due to failing to appear at the examination or failing in one or two subjects (both in Part-I & Part-II) shall be allowed to sit for the supplementary examinations in those subjects within 4 (four) weeks from the publication of results. Students willing to appear at the Incomplete or Supplementary examination shall be required to submit an application in the prescribed form within 10 (ten) days of the publication of the result along with an examination fees of Tk. 2,000.00 (Taka Two thousand) only for each subject/paper. However, should a student fail in more than two subjects in the Incomplete/Supplementary examination shall be have failed in the diploma program and will be awarded an 'F' grade. Also a student failing to sit for the supplementary examination within the stipulated time, shall be declared to have failed in the subject/subjects and will be awarded an 'F' grade for the subject/subjects.
- (d) Students failing to submit Term Paper (Report and presentation) and appear in Viva-Voce may apply for submitting term paper and appear in Viva-voce shall be required to submit an application in the prescribed form within 10 (ten) days of the publication of the result along with fees of Tk. 5,000.00 (Taka Five thousand) for each exam (Term Paper – Tk.5000.00 & Viva-voce – Tk. 5000.00).
- (e) Students qualifying for the Part-II of the diploma courses, having requisite attendance and qualifying marks in all the subjects/ papers of Part-I but do not continue, for any reason, shall be eligible to take readmission in Part-II of the said diploma course in the immediate following academic year on payment of 50% of the prevailing course fees.

## **2. Discipline & Conduct rules of Examination**

- a) A student, found adopting unfair means or resorting to any activity, not conducive to the proper conduct of the examination, may be punished and/or expelled from the examination of the said subject/paper by the In Charge of the examination. Any student, so expelled from the examination, shall be considered failed in that subject/paper.
- b) A student found adopting unfair means or resorting to any activity not conducive to the proper conduct of the examination, may be expelled from the course if the nature/gravity of the offence is such that the authority considers that such decision is appropriate.

### 3. Re-examination Provisions

- i. An application for re-examination of an answer script shall have to be completed within 10 (ten) days from the date of the publication of results along with a 're-examination fees' of Tk. 500.00 (Taka five hundred) only for each subject/paper.
- ii. Re-examination shall be limited only to checking of unmarked answers and counting errors, if any.
- iii. The authority can make, amend and modify these rules from time to time.

### 4. Repeal and savings

- i. The previous rules of the Post-Graduate Diploma Course Examinations are hereby repealed.
- ii. Such repeal shall not affect the previous operations of the said rules or anything done or any action taken under there and proceedings under the said rules pending at the commencement of these rules shall be continued and disposed of in accordance with the provisions of those rules.
- iii. The decision of the authority in respect of the examination rules shall be final.

### Fees

**Online Application Form Fee Tk. 500.00 (Taka Five hundred) only.**

#### **Course Fee (Applicable from 2018)**

- a. Bangladeshi Nationals
  - i. For the Post-Graduate Diploma in **Human Resource Management, Industrial Management, Financial Management and Marketing Management**, the course fee is Tk. 40,000/- (Taka Forty thousand) only per participant for the full course, payable in two installments. The first installment is Tk. 30,000/- (Taka thirty thousand) only to be paid at the time of admission and the rest Tk. 10000/- (Taka ten thousand) only is payable in second installment within the next two months from the last date of admission.
  - ii. For the **Post-Graduate Diploma in Computer Science** the course fee is Tk. 45,000/- (Taka forty five thousand) only per participant payable in two installments. The first installment is Tk. 35,000/- (Taka thirty five thousand) only to be paid at the time of admission and the rest Tk. 10,000/- (Taka ten thousand) only is payable in second installment within the next two months from the last date of admission.
  - iii. The course fee for Diploma in Social Compliance is Tk. 36,000/- (Taka thirty six thousand) only in one time.
  - iv. The course fee for Diploma in Productivity & Quality Management is Tk. 36,000/- (Taka thirty six thousand) only in one time.



### **b. Foreign Nationals**

For foreign nationals, the course fees for the Post-Graduate Diploma in Human resource Management, Industrial Management, Financial Management and Marketing Management is US \$ 1,750 (seventeen hundred fifty only) while for Computer Science it is US \$ 2,750 (two thousand seven hundred fifty) only per participant for the full course, payable at one time.

Tuition fees cover the cost of lecture sessions, use of BIM's computer facilities (when required) local visits to business institutions (if any) and examinations.

### **Residential Accommodation and Living Expenses**

BIM has limited hostel facilities, which is ordinarily in great demand. The rooms are usually shared with another candidate and are adequately furnished. All rooms have attached bathroom.

Foreign students may avail single room. The room rent having two beds is US \$ 100 per month. This facility is available only at the Dhaka Campus.

**Note:** BIM reserves the right to change, modify, and alter any or all of the above terms and conditions including syllabus, course fees and hostel charges.

### **Admission Enquiry**

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# **ADVANCED CERTIFICATE COURSE ON BUSINESS ADMINISTRATION (ACBA)**

**6 Month Long; Only Friday: Timing (8:00 AM - 6:30 PM)**

To increase the national productivity, there is no alternative but to improve skill management to achieve the organizational objectives. There are huge talent gaps in the field of Management to full fill the objectives. As a government owned management training Institute, BIM is aware of its responsibility and put incredible efforts to develop knowledge and improve efficient management skills by providing certification on business administration. BIM is going to strengthen the areas of activities of BIM. ACBA is one of the programs that will play a vital role in fulfilling the shortage of management skills in the Government and Private Sectors (Corporate and NGOs). The motto of ACBA Course is “exporting managers countrywide”.

## **Course Content**

Module 1: Business Communication.

Module 2: Strategic Management for Decision Making.

Module 3: Financial Management for Sustainability.

Module 4: Marketing Management for Business Leaders.

Module 5: Strategic Supply Chain Management.

Module 6: Strategic Human Resource Development and Management

Module 7: Project Planning, Development and Management

## **Prospective candidates must fulfill the following criteria for admission:**

- Bachelors degree (with a minimum 2nd class or CGPA 2.00 out of 4.00) in any discipline
- At least 02 (Two) years’ of work experience with reputed organization(s) (work experience may be relaxed for fresh candidate with exceptional academic results).

## **Fees for the Program**

- Application fees Tk. 800 (Eight Hundred) only.
- Course Fees is Tk. 45,000 (Forty Five Thousand) Only.

(1st Installment 70% at the time of admission and 2nd Installment 30% after module 3.)

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