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2007 - 2008

ANNUAL PROGRAMME  
2007 - 2008

বাংলাদেশ ব্যবস্থাপনা ইনস্টিটিউট (বিআইএম)  
**Bangladesh Institute of Management (BIM)**

# **BANGLADESH INSTITUTE OF MANAGEMENT**

## **ANNUAL PROGRAMME**

*July 2007— June 2008*

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*A Quarterly Journal*

### **BANGLADESH INSTITUTE OF MANAGEMENT**

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## **Bangladesh Institute of Management (BIM)**

### **A 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. It is the outcome of a tripartite project known as 'East Pakistan Management Development, Supervisory and Instructor Training Centre'. To establish this project, a plan of operation was signed by the then Government of Pakistan, the United Nations and ILO in 1960. The project came into being on 1-1-1961 under the administrative control of the Ministry of Health, Labour and Social Welfare (Labour and Social Welfare Division) of the then Central Government of Pakistan which was subsequently transferred to the Provincial Government of East Pakistan in December 1963.

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, year long 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. The institute was further involved in providing training to the members of what was proposed to be the Industrial Management Service (IMS).

With gradual shift in development focus and liberalization of the economy from around 1975, there was distinct shift in focus of the activities of BIM. The client base also changed from a predominantly public sector to a mix of public and private sector client base. 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 NGO sectors. In the year 1981, another year long, Post Graduate Diploma in Industrial Management was introduced.

In the early 90's, the then Bangladesh Management Development Centre (BMDC) was faced with a strategic decision making situation. Due to proliferation of training institutes in both the public sector as well as NGO sector and because of limited client base, the BMDC was faced with stiff competition in the field of short, subject specific training programmes. The number of participants per course was dwindling as were the number of courses. Against this backdrop, the BMDC took a far-reaching strategic decision to introduce a number of year long, post-graduate diploma courses. Three such academic programmes—Post Graduate Diploma in Marketing Management, Post Graduate Diploma in Financial Management, Post Graduate Diploma in Computer

Science were introduced. Response to these new diploma programmes, particularly for computer science, was encouraging.

**VISION STATEMENT**

**“Bangladesh Institute of Management (BIM) exists to improve management capacity building of the stakeholders for a prosperous 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.

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 Programmes.

**Administration and Organization**

The Board of Governors is the highest policy making body of BIM. The Board provides the policy framework for the Institute to operate, lays down operational procedures and oversees and monitors its activities. The Board of Governors of BIM consists of members drawn from the government, business, trade associations, and academics. The Secretary, Ministry of Industries, Government of the People’s Republic of Bangladesh is the Chairman of the Board.

The Chief Executive of the Institute is the Director General, who is assisted by three Directors. There are ten specialized divisions, viz. Accounting and Financial Management, Computer Services, General Management, Marketing Management, Personnel Management, Production Management, Productivity and Consultancy, Project and Social Service Sector, Research, Evaluation and publication, and TOT and Behavioral to this, there are six other sections namely Administration, Accounts, Audio Visual, Library, Maintenance and Reproduction.

**MISSION STATEMENT**

**“Our mission is to be a leading center of excellence for management development through a committed professional team.”**

**Objectives of the Institute**

- 1 To train and develop managers at all levels engaged in commercial, industrial and service organizations of private, public sector and NGO’s.

- 1 To help improve productivity in different sectors of the economy through Training, Research and Consultancy services.
- 1 To carry out publication work and disseminate modern knowledge and information in the fields of management development, training, economics, business and other relevant areas.
- 1 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 four weeks long and Diploma courses of 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 programmes. 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 June 2006, the total number of short courses organized by the institute has been 2,587 and the total number of executives trained numbered over 37,000.

|   |        |
|---|--------|
| No. of Short Courses Organized by BIM             | 2,587  |
| No. of Participants Attended in the Short Courses | 37,484 |

#### **b. Diploma Courses**

Presently, BIM offers the following five post graduate diploma courses of one year each (i) Personnel Management, (ii) Business Management, (iii) Marketing Management, (iv) Financial Management and (v) Computer Science. As can be seen from the table the total number of students enrolled in the different diploma courses till date is :

|  |       |
|--|-------|
| No. of Diploma Courses                           | 05    |
| No. of Participants Enrolled in Diploma Courses  | 6,412 |
| No. of Participants Graduated in Diploma Courses | 3,811 |

### **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, Bangladesh Chemical Industries Corporation (BCIC), 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 reasearch projects. Such research projects deal with Training Needs Analysis, 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**

#### **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 empathise with the participants, who are mostly drawn from the trade and industry. This also adds to the effectiveness of the courses offered by BIM.

#### **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. There are sixteen fully equipped, air-conditioned classrooms, five of which are of international standard. 360 participants can be accommodated at a time. There are two auditoriums—one with a seating capacity of 100 and the other with a capacity of 250 persons. There are two hostels at Dhaka having a total of twenty-five twin beds, including ten air-conditioned rooms and dining facility for 100 individuals. BIM has similar, though smaller facilities in the other two major cities of Bangladesh—Chittagong and Khulna.

#### **Library Facility**

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.

#### **Computer Labs**

BIM has two computer labs equipped with the latest state of the art micro computers numbering over 100. The computer labs are suitably designed to provide conducive learning environment to the participants of computer related courses. Latest softwares are available for running database, spreadsheet and word-processing applications. Computer facilities are also available to the participants at the Chittagong and Khulna 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) and Asian Regional Training and Development Organization (ARTDO).

## PROGRAMME AT A GLANCE

| <b>JULY, 2007</b> |  |                       |               |              |                                      |                  |             |
|-------------------|--|-----------------------|---------------|--------------|--------------------------------------|------------------|-------------|
| <b>SL No</b>      | <b>Title of the Course</b>                               | <b>Duration</b>       | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b>       | <b>Fee (Tk.)</b> | <b>Page</b> |
| 01.               | Customer Relations Management for Marketing Success      | July 08-12, 2007      | 17:00 - 21:00 | BIM Dhaka    | Farhana Ahmed                        | 3,900/-          | 37          |
| 02.               | Safety, Health & Engineering                             | July 14-19, 2007      | 09:00 - 13:30 | BIM Khulna   | Abdul Quader                         | 2,500/-          | 82          |
| 03.               | Leadership Development                                   | July 15-19, 2007      | 09:30 - 13:30 | BIM Dhaka    | A H Mostafa Kamal Khan               | 3,300/-          | 26          |
| 04.               | Conflict Management                                      | July 22-26, 2007      | 17:00 - 21:30 | BIM Dhaka    | Sonia Sharif                         | 3,900/-          | 65          |
| 05.               | Office Management with Computer Application              | July 22-Aug. 02, 2007 | 17:30 - 21:30 | BIM Dhaka    | Parveen Agaz & A B M Rashedul Hassan | 6,600/-          | 26          |
| 06.               | Advance Spreadsheet Analysis for Professional Excellence | July 22-Aug. 02, 2007 | 17:00 - 21:30 | BIM Dhaka    | Md. Tariqul Islam                    | 4,700/-          | 21          |

| <b>AUGUST, 2007</b> |   |                       |               |              |                                |                  |             |
|---------------------|---|-----------------------|---------------|--------------|--------------------------------|------------------|-------------|
| <b>SL No</b>        | <b>Title of the Course</b>  | <b>Duration</b>       | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b> | <b>Fee (Tk.)</b> | <b>Page</b> |
| 01.                 | Supervisory Skill and Leadership Development  | August 05-16, 2007    | 17:00 - 21:30 | BIM Ctg.     | Salahuddin Ahmed               | 5,500/-          | 74          |
| 02.                 | Management Development for Executives   | August 05-16, 2007    | 17:30 - 21:30 | BIM Dhaka    | Parveen Agaz                   | 5,500/-          | 27          |
| 03.                 | Marketing, Sales Management and Salesmanship  | August 05-23, 2007    | 17:00 - 21:30 | BIM Dhaka    | Abdus Samad Chowdhury          | 7,200/-          | 37          |
| 04.                 | Certificate Course on Computer Aided Project Implementation Management for Executives | Aug. 05-Sep. 13, 2007 | 18:00 - 21:30 | BIM Dhaka    | Md. Mamunur Rashid             | 7,700/-          | 52          |

| <b>AUGUST, 2007</b> |   |                    |               |              |                                |                  |             |
|---------------------|---|--------------------|---------------|--------------|--------------------------------|------------------|-------------|
| <b>SL No</b>        | <b>Title of the Course</b>  | <b>Duration</b>    | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b> | <b>Fee (Tk.)</b> | <b>Page</b> |
| 05.                 | Computer Application Foundation   | August 12-23, 2007 | 17:00- 21.30  | BIM Dhaka    | S M Ariful Islam               | 4,700/-          | 22          |
| 06.                 | Total Quality Management (TQM)  | August 12-23, 2007 | 17:00- 21.30  | BIM Dhaka    | A N M Shahidullah              | 5,500/-          | 53          |
| 07.                 | The Public Procurement Regulations 2003, The Public Procurement Act, 2006 and Annual Procurement Planning | August 12-23, 2007 | 17:30 - 21:30 | BIM Dhaka    | Md. Mehboob Hasan Kallol       | 6,600/-          | 58          |
| 08                  | Management Information Systems (MIS)  | August 12-23, 2007 | 17:00 - 21:30 | BIM Dhaka    | Mohammad Nazmi Newaz           | 5,500/-          | 28          |
| 09.                 | Safety, Health and Engineering  | August 18-23, 2007 | 09:00 - 13:30 | BIM Ctg.     | Abdul Quader                   | 3,300/-          | 82          |
| 10.                 | Financial Management for Accounts Personnel   | August 19-30, 2007 | 17:00 - 21:30 | BIM, Dhaka   | Md. Manzur Hossain             | 5,500/-          | 15          |
| 11.                 | Human Resource Development for Effective Performance  | August 19-23, 2007 | 09:30 - 14:00 | BIM Dhaka    | Zahangir Alam Khan             | 3,900/-          | 65          |

| <b>SEPTEMBER, 2007</b> |   |                    |               |              |                                |                  |             |
|------------------------|---|--------------------|---------------|--------------|--------------------------------|------------------|-------------|
| <b>SL No</b>           | <b>Title of the Course</b>                                | <b>Duration</b>    | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b> | <b>Fee (Tk.)</b> | <b>Page</b> |
| 01.                    | Training of Trainers                                      | Sept. 02 -13, 2007 | 17:00 - 21:30 | BIM Dhaka    | Zahangir Alam Khan             | 5,500/-          | 66          |
| 02.                    | Personnel Management, Labour Law and Industrial Relations | Sept. 02 -13, 2007 | 17:00 - 21:30 | BIM Ctg.     | Salma Sultana Saleh Ejaz       | 5,500/-          | 75          |
| 03.                    | Developing Management Information Systems (MIS)           | Sept. 09 -13, 2007 | 09:00 - 17:00 | BIM Dhaka    | Mohammad Nazmi Newaz           | 3,900/-          | 29          |
| 04.                    | Customer Services and Effective Customer Relations        | Sept. 09 -13, 2007 | 09:30 - 13:30 | BIM Dhaka    | Abdus Samal Chowdhury          | 3,300/-          | 39          |

| <b>OCTOBER, 2007</b> |  |                       |               |              |                                |                  |             |
|----------------------|--|-----------------------|---------------|--------------|--------------------------------|------------------|-------------|
| <b>SL No</b>         | <b>Title of the Course</b>                                   | <b>Duration</b>       | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b> | <b>Fee (Tk.)</b> | <b>Page</b> |
| 01.                  | Accounting for Financial and Non-Financial Personnel         | Oct. 28-Nov. 08, 2007 | 17:00 - 21:30 | BIM Dhaka    | Indrajit Chandra Bardhan       | 5,500/-          | 15          |
| 02.                  | Economic and Financial Analysis for Business Decision Making | Oct. 28-Nov. 15, 2007 | 16:30-21:30   | BIM Dhaka    | Abdul Quader.                  | 7,200/-          | 83          |

| <b>NOVEMBER, 2007</b> |  |                              |               |              |   |                  |             |
|-----------------------|--|------------------------------|---------------|--------------|---|------------------|-------------|
| <b>SL No</b>          | <b>Title of the Course</b>   | <b>Duration</b>              | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b>                | <b>Fee (Tk.)</b> | <b>Page</b> |
| 01.                   | Database Management System   | Nov. 01, 2007-Jan. 24, 2008  | 18:00 - 21:00 | BIM Dhaka    | Md. Mehboob Hasan Kallol & S. M. Ariful Islam | 8,800/-          | 24          |
| 02.                   | Executive Development : Preparing for the future                     | Nov. 11-22, 2007             | 17:00 - 21:00 | BIM Dhaka    | A. H. Mostafa Kamal Khan                      | 5,500/-          | 30          |
| 03.                   | Certificate Course on "Marketing and Sales Management"               | Nov. 10, 2007 Feb. 06, 2008, | 17:00 - 21:30 | BIM Dhaka    | Uttom Kumar Datta                             | 9,350/-          | 40          |
| 04.                   | Certificate Course on Management Information Systems (MIS)           | Nov. 11, 2007 Jan 31, 2008   | 17:00 - 21:30 | BIM Dhaka    | Mohammad Nazmi Newaz                          | 9,350/-          | 31          |
| 05.                   | Leadership and Supervision   | Nov. 11-15, 2007             | 09:30 - 16:00 | BIM Dhaka    | Zahangir Alam Khan & Khan Sarfaraz Ali        | 4,200/-          | 68          |
| 06.                   | Art of Effective Selling and Salesmanship                            | Nov. 11-22, 2007             | 17:00 - 21:00 | BIM Dhaka    | Farhana Ahmed                                 | 3,900/-          | 41          |
| 07.                   | Professional Shipping Management                                     | Nov. 11-22, 2007             | 17:00 - 21:30 | BIM Ctg.     | Salahuddin Ahmed                              | 5,500/-          | 76          |
| 08.                   | Customer Services and Effective Customer Relations                   | Nov. 18-22, 2008             | 09:00 - 13:30 | BIM Ctg.     | Abdus Samad Chowdhury                         | 3,300/-          | 39          |
| 09.                   | Human Resources Management, Labour Law & Conducting Domestic Enquiry | Nov. 18, Dec 06, 2007        | 17:00 - 21:30 | BIM Ctg.     | Salma Sultana Saleh Ejaz                      | 6,600/-          | 78          |

| <b>NOVEMBER, 2007</b> |  |                      |               |              |                                |                  |             |
|-----------------------|--|----------------------|---------------|--------------|--------------------------------|------------------|-------------|
| <b>SL No</b>          | <b>Title of the Course</b>               | <b>Duration</b>      | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b> | <b>Fee (Tk.)</b> | <b>Page</b> |
| 10.                   | Human Resource Management for Executives | Nov. 25-Dec 06, 2007 | 17:00 - 21:30 | BIM Dhaka    | Akhund A. Shamsul Alam         | 5,500/-          | 48          |
| 11.                   | Financial Analysis for Decision Making   | Nov. 25-Dec 06, 2007 | 17:00 - 21:30 | BIM Dhaka    | Md. Manzur Hossain             | 5,500/-          | 16          |

| <b>DECEMBER, 2007</b> |   |                    |               |              |                                |                  |             |
|-----------------------|---|--------------------|---------------|--------------|--------------------------------|------------------|-------------|
| <b>SL No</b>          | <b>Title of the Course</b>                        | <b>Duration</b>    | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b> | <b>Fee (Tk.)</b> | <b>Page</b> |
| 01.                   | Managing Products for Successful Marketing        | Dec. 02 - 06, 2007 | 09:00 - 13:30 | BIM Dhaka    | Uttom Kumar Datta              | 3,300/-          | 42          |
| 02.                   | Purchase and Stores Management                    | Dec. 03 - 13, 2007 | 17:00 - 21:30 | BIM Dhaka    | A.N.M. Shahidullah             | 5,500/-          | 54          |
| 03.                   | Conducting Training Needs Assessment Survey       | Dec. 02 - 13, 2007 | 17:00 - 21:30 | BIM Dhaka    | Sonia Shariff                  | 5,500/-          | 68          |
| 04.                   | Research Methodology with the Application of SPSS | Dec. 02 - 13, 2007 | 17:00 - 21:30 | BIM Dhaka    | Md. Mahbub-ul-Alam             | 6,600/-          | 63          |

| <b>JANUARY, 2008</b> |  |                    |               |              |   |                  |             |
|----------------------|--|--------------------|---------------|--------------|---|------------------|-------------|
| <b>SL No</b>         | <b>Title of the Course</b>                         | <b>Duration</b>    | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b>                      | <b>Fee (Tk.)</b> | <b>Page</b> |
| 01.                  | Human Resource Development (HRD)                   | Jan. 06 - 17, 2008 | 17:00 - 21:30 | BIM Ctg.     | Salahuddin Ahmed                                    | 5,500/-          | 79          |
| 02.                  | Seminar on Key to Success in Marketing and Selling | Jan. 07, 2008      | 09:00 - 16:00 | BIM Dhaka    | Farhana Ahmed and Ummeh Habiba                      | 1,350/-          | 43          |
| 03.                  | Project Management with Computer Applications      | Jan. 13-24, 2008   | 17:30 - 21:30 | BIM Dhaka    | Md. Mehboob Hasan Kallol and A.S.M. Mahmudur Rahman | 6,600/-          | 59          |

| <b>JANUARY, 2008</b> |  |                  |               |              |                                |                  |             |
|----------------------|--|------------------|---------------|--------------|--------------------------------|------------------|-------------|
| <b>SL No</b>         | <b>Title of the Course</b>                               | <b>Duration</b>  | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b> | <b>Fee (Tk.)</b> | <b>Page</b> |
| 04.                  | Implementing TQM and ISO : 9000 : 2000 Version.          | Jan. 13-24, 2008 | 16:30 - 21:30 | BIM Khulna   | Abdul Quader                   | 4,000/-          | 84          |
| 05.                  | Advance Spreadsheet Analysis for Professional Excellence | Jan. 20-31, 2008 | 17:00-21:30   | BIM, Dhaka   | Mr. Tariqul Islam              | 4,700/-          | 21          |

| <b>FEBRUARY, 2008</b> |  |                        |               |              |                                |                  |             |
|-----------------------|--|------------------------|---------------|--------------|--------------------------------|------------------|-------------|
| <b>SL No</b>          | <b>Title of the Course</b>   | <b>Duration</b>        | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b> | <b>Fee (Tk.)</b> | <b>Page</b> |
| 01.                   | Implementing ISO 9000 : 2000 Quality Management System   | Feb. 03-07, 2008       | 17:00 - 21:30 | BIM Dhaka    | A.N.M. Shahidullah             | 3,900/-          | 55          |
| 02.                   | Enhancing Organizational Performance   | Feb. 03-07, 2008       | 09:30 - 13:30 | BIM Dhaka    | A.H. Mostafa Kamal Khan        | 3,300/-          | 32          |
| 03.                   | Developing Human Relation Skills for Better Performance  | Feb. 03-07, 2008       | 17:00 - 21:30 | BIM Dhaka    | Khan Sarfaraz Ali              | 3,900/-          | 69          |
| 04.                   | Winning Markets through Strategic Planning   | Feb. 03-14, 2008       | 17:00 - 21:30 | BIM Dhaka    | Uttom Kumar Datta              | 5,500/-          | 43          |
| 05.                   | Basic Management for Managers and Executives   | Feb. 03-14, 2008       | 17:30 - 21:30 | BIM Dhaka    | Parveen Agaz                   | 5,500/-          | 32          |
| 06.                   | Labour laws for Managers and Executives  | Feb. 10-20, 2008       | 17:00 - 21:00 | BIM Dhaka    | Akhund A. Shamsul Alam         | 5,500/-          | 49          |
| 07.                   | Certificate Course on Total Quality Control through Management, ISO 9001:2000, 14001 & QS 9000 | Feb. 10- Mar. 20, 2008 | 18:00 - 21:00 | BIM Dhaka    | Md. Mamunur Rashid             | 7,700/-          | 56          |
| 08.                   | Feasibility Analysis   | Feb. 10-20, 2008       | 09:30-13:30   | BIM Dhaka    | A.B.M. Shamsuddin              | 5,500/-          | 60          |
| 09.                   | Developing Selling Skills  | Feb. 10-14, 2008       | 09:00-13:30   | BIM, Dhaka   | Abdus Samad Chowdhury          | 3,300/-          | 44          |
| 10.                   | Internal Audit   | Feb. 17-28, 2008       | 17:00-21:30   | BIM Dhaka    | Md. Manzur Hossain             | 5,500/-          | 17          |
| 11.                   | Computer Application Foundation  | Feb. 24- Mar. 06, 08   | 17:00-21:30   | BIM Dhaka    | S. M. Ariful Islam             | 4,700/-          | 22          |

| <b>MARCH, 2008</b> |  |                   |               |              |                                    |                  |             |
|--------------------|--|-------------------|---------------|--------------|------------------------------------|------------------|-------------|
| <b>SL No</b>       | <b>Title of the Course</b>                                 | <b>Duration</b>   | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b>     | <b>Fee (Tk.)</b> | <b>Page</b> |
| 01.                | Certificate Course on : Management                         | March 02-27, 2008 | 17:30 - 21:30 | BIM Dhaka    | Parveen Agaz & ABM Rashedul Hassan | 8,200/-          | 33          |
| 02.                | Supervisory Skills and Leadership Development              | March 02-13, 2008 | 17:00 - 21:30 | BIM Ctg.     | Salah uddin Ahmed                  | 5,500/-          | 74          |
| 03.                | Marketing Techniques for Executives                        | March 09-20, 2008 | 17:00 - 21:00 | BIM Dhaka    | Farhana Ahmed                      | 5,500/-          | 45          |
| 04.                | Implementing TQM and ISO-9000 : 2000 Version               | March 09-20, 2008 | 16:30 - 21:30 | BIM Ctg.     | Abdul Quader                       | 5,500/-          | 84          |
| 05.                | Accounting Information for Management Planning and Control | March 16-27, 2008 | 17:00 - 21:30 | BIM Dhaka    | Indrajit Chandra Bardhan           | 5,500/-          | 18          |
| 06.                | Developing Management Skills and Techniques                | March 16-27, 2008 | 17:00 - 21:30 | BIM Dhaka    | Mohammad Nazmi Newaz               | 5,500/-          | 34          |
| 07.                | Course Design and Methodology                              | March 16-20, 2008 | 09:00 - 16:00 | BIM Dhaka    | Sonia Shariff                      | 3,900/-          | 70          |

| <b>APRIL, 2008</b> |   |                     |               |              |                                      |                  |             |
|--------------------|---|---------------------|---------------|--------------|--------------------------------------|------------------|-------------|
| <b>SL No</b>       | <b>Title of the Course</b>                      | <b>Duration</b>     | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b>       | <b>Fee (Tk.)</b> | <b>Page</b> |
| 01.                | Time Management                                 | April 06, 2008      | 09:00 - 17:00 | BIM Dhaka    | A H Mostafa Kamal Khan               | 1,350/-          | 35          |
| 02.                | Office Management with Computer Application     | April 06-17, 2008   | 17:30 - 21:30 | BIM Dhaka    | Parveen Agaz & A B M Rashedul Hassan | 6,600/-          | 26          |
| 03.                | Managing 7Ps for Effective Marketing            | April 06-17, 2008   | 17:00 - 21:30 | BIM Dhaka    | Farhana Ahmed & Ummeh Habiba         | 5,500/-          | 46          |
| 04.                | Personnel Management and Industrial Relations   | April 06-17, 2008   | 09:00 - 13:30 | BIM Dhaka    | Zahangir Alam Khan                   | 5,500/-          | 50          |
| 05.                | Training of Trainers                            | April 13-24, 2008   | 17:00 - 21:30 | BIM Dhaka    | Sonia Sharif                         | 5,500/-          | 66          |
| 06.                | Financial Diagnosis                             | April 19-30, 2008   | 17:00 - 21:30 | BIM Dhaka    | Indrajit Chandra Bardhan             | 5,500/-          | 19          |
| 07.                | Effective Human Relations for Better Management | April 20 - 24, 2008 | 17:00 - 21:30 | BIM Dhaka    | Md. Mahbub-ul-Alam                   | 4,700/-          | 64          |

| <b>APRIL, 2008</b> |                                 |                         |               |              |                                |                  |             |
|--------------------|---------------------------------|-------------------------|---------------|--------------|--------------------------------|------------------|-------------|
| <b>SL No</b>       | <b>Title of the Course</b>      | <b>Duration</b>         | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b> | <b>Fee (Tk.)</b> | <b>Page</b> |
| 08.                | Computer Application Foundation | April 20 - May, 01 2008 | 17:00 - 21:30 | BIM Dhaka    | Md. Tariqul Islam              | 3,900/-          | 22          |

| <b>MAY, 2008</b> |   |                       |               |              |                                |                  |             |
|------------------|---|-----------------------|---------------|--------------|--------------------------------|------------------|-------------|
| <b>SL No</b>     | <b>Title of the Course</b>                                | <b>Duration</b>       | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b> | <b>Fee (Tk.)</b> | <b>Page</b> |
| 01.              | Human Resource Management for Executives                  | May 04-15, 2008       | 17:00 - 21:30 | BIM Dhaka    | Akhund A. Shamsul Alam         | 5,500/-          | 48          |
| 02.              | Developing Effective Communication Skill in the Workplace | May 04-15, 2008       | 17:00 - 21:30 | BIM Dhaka    | Sonia Sharif                   | 5,500/-          | 71          |
| 03.              | Management Techniques for Women Employees                 | May 04-08 2008        | 09:00 - 13:30 | BIM Ctg.     | Salma Sultana Saleh Ejaz       | 3,300/-          | 81          |
| 04.              | Marketing Management : Principles and Practices           | May 11-22 2008        | 17:00 - 21:00 | BIM Dhaka    | Farhana Ahmed                  | 5,500/-          | 47          |
| 05.              | Research Methodology with the Application of SPSS         | May 18-29 2008        | 17:00 - 21:30 | BIM Dhaka    | Md. Mahbub-ul-Alam             | 6,600/-          | 63          |
| 06.              | Practical Income Tax                                      | May 18- June 05, 2008 | 17:00-21:30   | BIM Dhaka    | Md. Manzur Hossain             | 7,200/-          | 19          |
| 07.              | Office Management with Computer Applications              | May 18- June 05, 2008 | 17:00-21:30   | BIM Dhaka    | Mohammad Nazmi Newaz           | 8,800/-          | 36          |

| <b>JUNE, 2008</b> |  |                       |               |              |                                |                  |             |
|-------------------|--|-----------------------|---------------|--------------|--------------------------------|------------------|-------------|
| <b>SL No</b>      | <b>Title of the Course</b>               | <b>Duration</b>       | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b> | <b>Fee (Tk.)</b> | <b>Page</b> |
| 01.               | Project Management                       | June 08 - 26, 2008    | 16:30 - 21:30 | BIM Dhaka    | A B M Shamsuddin               | 7,200/-          | 61          |
| 02.               | Human Resource Management : Basic Issues | June 22-July 03, 2008 | 17:00-21:30   | BIM, Dhaka   | Mohammad Mainul Islam          | 5,500/-          | 51          |

| <b>JUNE, 2008</b> |  |                  |               |              |                                |                  |             |
|-------------------|--|------------------|---------------|--------------|--------------------------------|------------------|-------------|
| <b>SL No</b>      | <b>Title of the Course</b>                                 | <b>Duration</b>  | <b>Timing</b> | <b>Venue</b> | <b>Name of Coordinator (s)</b> | <b>Fee (Tk.)</b> | <b>Page</b> |
| 03.               | Managing Behavior of People at Work for Better Performance | June 08-12, 2008 | 09:00-13:00   | BIM Dhaka    | Khan Sarfaraz Ali              | 3,900/-          | 72          |

## **FINANCIAL MANAGEMENT FOR ACCOUNTS PERSONNEL**

### **Course Objectives :**

The course will enable participants to acquire knowledge and under-standing of the various important aspects of financial management.

### **Course Outline :**

- Introduction and concept of Financial Management
- Finance functions and roles
- Financial Accounting : concepts
- Documentation and preparation of vouchers
- Recording of financial transactions through double entry
- Preparation of cash book and bank reconciliation statement
- Preparation of financial statements
- Interpretation of financial statements
- Fund flow statement and its interpretation
- Cash and capital management
- Profit planning and BEP Analysis

### **Who Should Attend**

The course is suitable for personnel engaged in the field of accounts, finance, cost, budget, MIS, audit, etc.

**Training Methods :** Lecture, Case Study, Group Discussion, etc.

**Duration** : 19–30 August, 2007  
**Timing** : 17:00 - 21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Md. Manzur Hossain  
**Course Fees** : Tk. 5,500/-

## **ACCOUNTING FOR FINANCIAL AND NON-FINANCIAL PERSONNEL**

### **Course Objectives**

This course will equip the participants with the knowledge and skill of financial analysis and interpreting financial statements of an organization. The course will enable the participants to help the management improve financial co-ordination at all levels of management which in turn would improve the performance of the organization.

### **Course Outline**

- The Management and the Accounting Information
- Introduction to Financial Management
- Concepts and conventions of Accounting
- Reading financial statements
- Analysis and interpretation of financial statements
- Cash and fund flow analysis
- Profit planning and break-even analysis

### **Who Should Attend**

The course is suitable for junior and mid-level financial and non-financial personnel of private, public and NGO organizations.

**Training Methods :** Lecture, Case Study and Group Discussion.

**Duration** : 28 Oct. – 08 Nov., 2007  
**Timing** : 17:00 - 21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Indrajit Chandra Bardhan  
**Course Fees** : Tk. 5,500/-

## **FINANCIAL ANALYSIS FOR DECISION-MAKING**

### **Course Objectives**

This course is designed to equip the participants with the knowledge and skill of analysing 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.

### **Course Outline**

- An overview of accounting concepts, principles etc.
- Accounting recording and reporting system (Financial Statements)
- Accounting information for management planning & control
- Financial Analysis mechanism: Financial Analysis and Consultancy Techniques (FACT)
- Trend Analysis, Regression Analysis, Analysis of Variance
- Management: Planning and Decision-making
- Future Action Plan (remedial action) on the basis of findings

### **Who Should Attend**

The course is suitable for both financial and non-financial personnel such as Financial Analysts, Financial Consultants, Accountants, Cost Accountants, Planners, Engineers, Production Managers and Management Decision-makers

**Training Methods :** Lecture, Case Study, Group Discussion and Exercise.

**Duration** : 25 Nov.–06 Dec., 2007  
**Timing** : 17:00–21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Md. Manzur Hossain  
**Course Fees** : Tk. 5,500/-

## **INTERNAL AUDIT**

### **Course Objectives**

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, specially internal audit.

### **Course Outline**

- A brief history of audit
- Relationship between internal audit and external audit

- Guidelines for internal auditors
- Important concepts affecting the internal auditor's field work
- Audit methodology
- How is an audit carried out in practice

### **Who Should Attend**

The course is suitable for personnel from all areas of management especially from audit and accounts department and income tax practitioners. This is also suitable for individuals who want to build up their career in the field of audit.

**Training Methods :** Lecture, Case Study, Group Discussion, Exercise.

**Duration** : 17–28 February, 2008  
**Timing** : 17:00 –21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Md. Manzur Hossain  
**Course Fees** : Tk. 5,500/-

## **ACCOUNTING INFORMATION FOR MANAGEMENT PLANNING & CONTROL**

### **Course Objectives**

The purpose of this course is to show what kind of information is needed, where this information can be obtained and how this information can be used by managers as they carry out their responsibilities.

### **Course Outline**

- The work of management and the need for accounting information
- The Changing Business Environment
- The roles and skills of manager
- Financial Statements: The Scorecard Information and its analysis
- Cost Terms, Concepts and classification for planning, controlling & decision making
- Cost-Volume-Profit analysis for operational planning
- Relevant costs for decision making
- Managerial Costing/ Variable Costing-A tool for management
- Pricing products and services
- Activity-Based costing for decision making
- Budgeting, budget report and variance analysis for planning & controlling
- Capital Budgeting— a tool for Planning Investment
- Social Cost-Benefit analysis

### **Who Should Attend**

The course is suitable for mid and junior level personnel of all areas of management working in any department of public, private & NGO's.

**Training Methods :** Lecture, Case Study, Group discussion.

**Duration** : 16-27 March, 2008  
**Timing** : 17:00 – 21:30 hours

**Venue** : BIM, Dhaka  
**Co-ordinator** : Indrajit Chandra Bardhan  
**Course Fees** : Tk. 5,500/-

## **FINANCIAL DIAGNOSIS**

### **Course Objectives**

The course is designed to develop the knowledge and skill of trainees in analyzing and interpreting financial statements of an organization to find out the strengths and weaknesses for proper planning and appropriate decision making.

### **Course Outline**

- Accounting Principles, Concepts & Conventions
- Recording system of Financial Transactions
- Reporting system of Financial Results (Financial Statements)
- Financial Statement Analysis Techniques
- Planning & Decision making on the basis of Findings.

### **Who Should Attend**

The course is suitable for mid and junior level personnel from all areas of management working in private, public and non-government organizations. The course is also suitable for the people who are engaged in share trading and marketing as well as for the potential investors in the share market.

**Training Methods** : Lecture, Group Discussion, Case Studies & Exercise.

**Duration** : 19-30 April, 2008  
**Timing** : 17:00- 21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Indrajit Chandra Bardhan  
**Course Fees** : Tk. 5,500/-

## **PRACTICAL INCOME TAX**

### **Course Objectives**

The course is designed to develop the knowledge and skill of the participants with regard to the various types of assessment of income tax. It will enable participants to acquire a thorough understanding of the Income Tax Ordinance 1984 as amended up-to-date, computation of total income, tax credit and assessment procedure of individuals, partnership firms, companies, NGOs etc.

### **Course Outline**

- A brief history of income tax law in Bangladesh
- Scope of income tax law
- Classification of income
- Assessee, residential status and locale of income
- Income year and assessment year
- Tax rates and tax return

- Heads of income
- Advance payment of tax and tax deducted at source
- Return of income, assessment, appeal and revision
- Computation of tax – individual, firm, company and NGO

**Who Should Attend**

This course is suitable for mid and junior level executives from all areas of management as well as income tax practitioners.

**Training Methods :** Lecture, Case Study, Group Discussion and Exercise.

**Duration** : 18 May-05 June, 2008  
**Timing** : 17:00 -21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Md. Manzur Hossain  
**Course Fees** : Tk. 7,200/-

## ADVANCE SPREADSHEET ANALYSIS FOR PROFESSIONAL EXCELLENCE

### Course Objectives

The major objective of the course is to help the executive/personnel develop computer literacy and enhance computing skill.

### Course Outline :

- 1 **Getting Started with Spreadsheet**
  - Introducing Excel
  - Entering and Editing Worksheet Data
  - Essential Worksheet Operations
  - Working with Cells and Ranges
  - Worksheet Formatting
  - Understanding Files and Templates
  - Printing Your Work
- 1 **Working with Formulas and Functions**
  - Introduction Formulas and Functions
  - Creating Formulas that Manipulate Text
  - Working with Dates and Times
  - Creating Formulas that count and Sum
  - Creating Formulas That Look up Values
  - Creating Formulas for Financial Applications
  - Introducing Array Formulas
  - Performing Magic with Array Formulas
- 1 **Creating Charts and Graphics**
  - Getting Started Making Charts
  - Learning Advanced Charting
  - Enhancing Your Work with pictures and Drawings
  - Three-tier Application Concepts
  - Online/Offline Database Management
- 1 **Analyzing Data with Excel**
  - Working with Lists
  - Using External Database Files
  - Analyzing Data with Pivot Tables
  - Performing Spreadsheet What-If Analysis
  - Analyzing Data Using Goal Seek and Solver
  - Analyzing Data with the Analysis Tool Pak

### 1 Who should Attend :

Persons who are able to work on MS Office environment. The course is suitable for Manager, Accountants, Marketing executives of government, semi-government, autonomous bodies, public or private sector and NGO's.

### 1 Training Methods :

25% of the classes will be theoretical and the rest will be practical. The practical session involves hands on exercise on computers. An assignment will be given to all participants at the end of each session.

**Duration** : July 22 – August 02, 2007

**Timing** : 17:00–21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Md. Tariqul Islam  
**Course fees** : Tk. 4,700/-

**Duration** : Jan 20 – 31, 2008  
**Timing** : 17:00–21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Md. Tariqul Islam  
**Course fees** : Tk. 4,700/-

## **COMPUTER APPLICATION FOUNDATION**

### **Course Objectives**

The major objective of the course is to help different government, semi-government, autonomous bodies, public or private sector enterprises to as they can develop computer literate people. The participants will get an idea of the details of computer system, computer applications, programming concepts and how the total system can be utilized for office requirements.

### **Course Outline :**

#### **□ Computer Fundamentals**

#### **□ Windows XP**

#### **□ MS Word**

- Starting MS Word
- Creating, Saving, Opening Files
- Spell Checking and Page Set-up
- Formatting Documents, Applying Fonts and Style
- Working with Tables & Column
- Inserting Page Break, Page Number, Date and Time
- Inserting Symbols, Frame & Picture
- Mail Merge & Macro
- Print Preview & Printing

#### **□ MS Excel**

- Starting Excel
- Worksheet Overview
- Creating Worksheet
- Formatting Worksheet
- Creating and Printing Graphs
- Special Application
- Printing Worksheet

#### **□ MS Access**

- Data, Database & Database Management
- Database Management System & MS Access
- Creating and Updating Database
- Indexing and Sorting
- Query Formation and Searching
- Screen Design

- Reporting Preparation

□ **Internet**

**Who Should Attend**

Persons who are interested to develop career in the field of computer. Office executives/personnel who would like to increase efficiency through automation of their routine office works will also be benefited from this course.

**Training Methods :**

25% of the classes will be set aside for theoretical classes and the rest will be practical. The practical session involves hands on exercise on computers. An assignment will be given to all participants at the end of each session.

**Duration** : 12 - 23 August, 2007  
**Timing** : 17:00-21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : S M Ariful Islam  
**Course fees** : Tk. 4,700/-

**Duration** : Feb. 24 – Mar 06, 2008  
**Timing** : 17:00-21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : SM Ariful Islam  
**Course fees** : Tk. 4,700/-

**Duration** : April 20 – May 01, 2008  
**Timing** : 17:00-21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Md. Tariqul Islam  
**Course fees** : Tk. 4,700/-

**DATABASE MANAGEMENT SYSTEM**

**Objectives**

This course aims at providing broad concepts on online/offline central database management system environment. This course is designed for the executives to understand the whole database management system environment and enhance their skills to the level, so as to enable them to develop module on ORACLE/VB6, work in software development team, use and troubleshoot online/offline central database management system.

**Course Outline**

□ **Introduction**

- Concepts of Manual and E-Information
- Data, Database and DBMS
- Evolution of Database

□ **Analyzing and Designing DBMS**

- E-R Model
- Keys

- Designing and Implementing Table Structures

□ **Installing and Configuring ORACLE 10g**

□ **Structured Query Language**

- DML
- DDL
- DCL
- TCL

□ **Three-tier application concepts**

□ **Online/Offline Database Management**

□ **Telecom Network Infrastructure**

- Introduction
- Communication Media
- Information Communication Through TCP/IP
- LAN, WAN, Internet and Intranet.
- PBX, VAN, VPN

□ **Interface Designing with VB6.0**

- Installing Visual Studio and MSDN
- VB6.0 Development Environment
- Variables and Data types
- Procedure and Modules
- Active-X Controls

□ **Connecting Database with MS ADO**

- OLDDDB and ODBC
- Connecting Data Source using ADO
- Navigating and Manipulating Record set

□ **Project**

- Platform : ORACLE and VB6.0

**Prerequisites** : Prior knowledge of working on MS Windows and MS Office environment, preferably computer language logic.

**Who Should Attend**

Persons already working in the field of telecommunication, banking, gas-electricity-water service providing sectors having remote client-server working environment and still don't feel comfort to work with decision support system.

- Duration** : Nov 01, 2007– Jan, 24, 2008  
**Timing** : 18:00 – 21:00  
**Venue** : BIM, Dhaka  
**Coordinator** : Md. Mehboob Hasan Kallol & S M Ariful Islam  
**Course Fees** : Tk. 8,800/-

## **LEADERSHIP DEVELOPMENT**

### **Course Objectives**

On successful completion of the course, the participants will be able to :

- Explain the importance of leadership
- Describe the functions of leadership in organization
- Discuss various approaches to leadership
- Describe how leadership helps in building effective task teams
- Explain the process of motivational leadership
- Identify and discuss the role of leadership in managing change
- Explain the process of empowerment

### **Course Outline**

- Leadership: concept and functions
- Leadership theories
- Delegation
- Leadership and team building
- Motivational leadership
- Management of change

### **Who Should Attend**

The program is suitable for mid and senior level managers.

**Training Methods :** Lecture, discussion, exercise, games, film show and case study.

|                     |                            |
|---------------------|----------------------------|
| <b>Duration</b>     | : 15-19 July, 2007         |
| <b>Timing</b>       | : 09:30 – 13:00 hours      |
| <b>Venue</b>        | : BIM, Dhaka               |
| <b>Co-ordinator</b> | : A. H. Mostafa Kamal Khan |
| <b>Course Fees</b>  | : Tk. 3,300/-              |

## **OFFICE MANAGEMENT WITH COMPUTER APPLICATION**

### **Course objectives**

After completing the course, participants will be able to use different computer applications that accelerate the process of undertaking the official jobs efficiently and effectively.

### **Course outline**

- Concepts of Office Management
- Role of an Office Manager
- Time Management
- Office Automation Systems
- Typing, Editing & Information Storage by using computer
- Office Budgeting
- Office Layout and Work Simplification
- Office Correspondence/Communication by Electronic Mail (Email).  
Traditional Filing System vs. Modern Database Environment
- Information Searching through Internet

- Employee Motivation
- Leadership & Supervision

**Who Should Attend**

Mid and junior level managers and executives, and administrative officers.

**Training Methods :** Lecture, discussion and case study etc.

**Duration** : 22 July – 02 August, 2007

**Timing** : 17:30 – 21:30 hours

**Venue** : BIM, Dhaka

**Coordinator (s)** : Parveen Agaz &  
ABM Rashedul Hassan

**Course Fees** : Tk. 6,600/-

**Duration** : 06-17 April, 2008

**Timing** : 17:30–21:30 hours

**Venue** : BIM, Dhaka

**Coordinator (s)** : Parveen Agaz &  
ABM Rashedul Hassan

**Course Fees** : Tk. 6,600/-

## **MANAGEMENT DEVELOPMENT FOR EXECUTIVES**

**Course Objective :**

This course is designed to improve the managerial competence of participants through imparting knowledge and skills for coping with the changing situations in corporate management.

**Course Outline :**

- Concept of management development.
- Managerial responsibilities and ethics.
- Strategic planning.
- Decision-making and problem solving.
- Communication skills.
- Leadership and Supervision.
- Motivation and reward system.
- Conflict management and negotiation.
- Time management.
- Training and Development

**Who Should Attend**

Mid and junior level officers engaged in private, public and Non-government organizations.

**Training Methods :** Lecture, Exercise, Case Study and Film Show.

**Duration** : 05-16 August, 2007

**Timing** : 17:30 – 21:30 hours

**Venue** : BIM, Dhaka

**Coordinator** : Parveen Agaz

**Course Fees** : Tk. 5,500/-

## MANAGEMENT INFORMATION SYSTEMS (MIS)

### Course Objectives

- Assess and establish information requirements of the organization.
- Get the advantages Information Technology.
- Analyse new systems for better performance.
- Design database.
- Use analytical models for decision-making.
- Maintain the Information system of the organizations.

### Course Outline :

- An introduction to Management Information Systems.
- Data & Information.
- Key Information Systems.
- Systems Analysis & Design.
- Computer Hardware & Computer Software.
- Database Management Systems.
- Networking & Telecommunication.
- Internet and Electronic Commerce.
- Information Systems for Business Operations.
- Human Resources Information Systems (HRIS).
- Strategic Role of Information Systems & Information as a Competitive Weapon.
- Decision Support Systems (DSS) and Executive Support Systems (ESS).
- Maintenance of Information Systems.

### Who Should Attend

Junior and Mid-Level Managers and Executives who deal with information and databases. Top level and strategic managers and people who are in planning and decision-making, can add a new dimension in their jobs, with the touch of computer aided information systems. Fresh graduates will also be benefited from this course.

**Training Methods :** Lecture, discussion, case study, exercise, etc.

**Duration** : 12–23 August, 2007  
**Timing** : 17:00–21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Mohammad Nazmi Newaz  
**Course Fees** : Tk. 5,500/-

## DEVELOPING MANAGEMENT INFORMATION SYSTEMS (MIS)

### Course Objectives

- Assess and establish information requirements of the organization.
- Analyze new systems for better performance.
- Develop new Information Systems.
- Design new Information Systems.
- Design database.
- Use analytical models for decision-making.

### Course Outline

- An introduction to Management Information Systems.
- Data & Information.
- Key Information Systems.
- Systems Analysis & Design.
- Database Management Systems
- Human Resource Information Systems (HRIS)

- Strategic Role of Information Systems & Information as A Competitive Weapon.
- Decision Support System (DSS) and Executive Support System (ESS).
- Maintenance of Information Systems.

**Who should Attend**

Managers and supervisors, executives, who are responsible for handling customers and analyzing competitors. People, who wish to build their career or have interest in marketing, can also attend the course.

**Training Methods :** Lecture, discussion, case study, exercise, etc.

**Duration** : 09–13 September, 2007  
**Time** : 09:00–17:00 hours  
**Location** : BIM, Dhaka  
**Co-ordinator** : Mohammad Nazmi Newaz  
**Course Fees** : Tk. 3,900/-

**EXECUTIVE DEVELOPMENT : PREPARING FOR THE FUTURE**

**Course Objective :**

The course is designed to cater to the needs of the executives/managers in order to improve and update their executive skills and attitudes to manage their organizations effectively. The course will help executives to avoid obsolescence by preparing for tomorrow's management today.

**Course Outline**

- The 21st century executives : An Introduction.
- The skills, roles and functions of executives in organizations
- Management Change
- Key facets of leadership styles of the executives.
- Management excellence through Total Quality Management (TQM).

**Who Should Attend**

Mid and junior level executives of different public, private and non-government organizations are encouraged to attend this course.

**Training Methods :** Lecture, Games, Case Study, Film Show etc.

**Duration** : 11–22 November, 2007  
**Timing** : 17:00–21:00 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : A. H. Mostafa Kamal Khan  
**Course Fees** : Tk. 5,500/-

**CERTIFICATE COURSE ON MANAGEMENT INFORMATION SYSTEMS (MIS)**

**Course Objectives**

- Assess and establish information requirements of the organization.
- Get the advantages Information Technology.
- Analyze new systems for better performance.
- Develop and Design Information System.

- Design database.
- Use analytical models for decision-making.
- Maintain the Information system of the organization.

### **Course Outline**

- An introduction to Management Information Systems.
- Data & Information.
- Key Information Systems.
- Systems Analysis & Design.
- Computer Hardware & Computer Software.
- Database Management Systems.
- Networking & Telecommunication.
- Internet and Electronic Commerce
- Information Systems for Business Operations.
- Human Resources Information Systems (HRIS).
- Strategic Role of Information Systems & Information as a Competitive Weapon
- Decision Support System (DSS) and Executive Support System (ESS).
- Maintenance of Information Systems.

### **Who should Attend**

Junior and Mid-Level Managers and Executives who deal with information and databases. Top level and strategic managers and people who are in planning and decision-making, can add a new dimension in their jobs, with the touch of computer aided information systems. Fresh graduates will also be benefited from this course.

**Training Methods :** Lecture, discussion, case study, exercise, etc.

**Duration** : 11 November, 2007–31 January, 2008  
**Time** : 17:00–21:30  
**Venue** : BIM, Dhaka  
**Coordinator** : Mohammad Nazmi Newaz  
**Course Fees** : Tk. 9,350/-

## **ENHANCING ORGANIZATIONAL PERFORMANCE**

### **Course Objectives**

This course is designed to help the senior and mid level executives in improving the organizational performance. At the end of the course participants will be able to :

- Identify issues in productivity
- Set organizational goals
- Develop criterion for organizational performance
- Identify the performance gaps
- Allocate work and delegating authority
- Developing action plan

### **Course Outline**

- Environmental scanning
- Setting organizational goals and objectives
- Identifying Key Result Areas (KRA)
- Developing performance indicators
- Identification of performance problems
- Action planning

**Who Should Attend**

Senior & Mid level executives engaged in government, non-government and private organizations.

- Duration** : 03 – 07 February, 2008
- Timing** : 09 : 30 - 13 : 30 hours
- Venue** : BIM, Dhaka
- Co-ordinator** : A. H. Mostafa Kamal Khan
- Course Fees** : Tk. 3,300/-

**BASIC MANAGEMENT FOR MANAGERS AND EXECUTIVES**

**Course objectives :**

The main objective of the course is to develop professional knowledge and skills of managers/executives.

**Course Outline :**

- Management : Concepts and issues
- Management planning
- Designing the organization
- Staffing
- Leadership in management
- Motivating people at work
- Communication in organization
- Fundamentals of Financial Management
- Fundamentals of Marketing Management

**Who Should Attend**

Junior managers/executives will be highly benefited from this programme.

**Training Methods :** Lecture, Exercise, Case Study and Film Show etc.

- Duration** : 03-14 February, 2008
- Timing** : 17:30-21:30 hours
- Venue** : BIM, Dhaka
- Co-ordinator** : Parveen Agaz
- Course Fees** : Tk. 5,500/-

**CERTIFICATE COURSE ON MANAGEMENT**

**Course Objective :**

The main objective of the course is to develop professional knowledge and skills of working managers/executives.

**Course Outline :**

- Management concepts and issues
- Management planning.
- Designing the organization.
- Staffing.
- Leadership in management.

- Motivating people at work.
- Communication in organization.
- Concept of financial management.
- Concept of marketing management.
- Concept of production management.
- Concept of TQM.

**Who Should Attend :**

People working in different organizations as executive/manager but do not have any formal education/training on Management will be immensely benefited from this course. This programme is also suitable for the fresh graduates who are interested in building their career in management profession.

**Training Methods :** Lecture, Exercise, Case Study and Film Show etc.

- Duration** : 02-27 March, 2008  
**Timing** : 17:30-21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator(s)** : Parveen Agaz &  
A.B. M. Rashedul Hassan  
**Course Fees** : Tk. 8,200/-

## **DEVELOPING MANAGEMENT SKILLS AND TECHNIQUES**

**Course Objectives**

- Determining and/or clarifying the vision, mission, and goals.
- Developing standards of excellence and performance measures to define success.
- Defining roles and responsibilities of current and prospective team members.
- Applying management implementation methods and techniques, including aligning strategies and goals, managing work processes, managing performance, providing resources, solving problems, delegating work, facilitating team behaviour in the workplace and creating recognition and reward strategies.
- Assessing management skills and development needs.

**Course Outline**

- Characteristics and behaviours of managers.
- Strategic planning and goal alignment.
- Standards and measures for excellent performance.
- Resource allocation, problem solving, delegation, and facilitation.
- Individual differences in job motivation.
- Use of various management styles.
- Recognition and reward systems.
- Characteristics of work environments.
- Managing workflow.
- Continuous process improvement.

**Who should Attend**

Managers and supervisors who are responsible for managing a unit and who want to develop or refine their managerial skills for improved job performance.

**Training Methods :** Lecture, Discussion, Case study, role play, etc.

- Duration** : 16-27 March, 2008  
**Timing** : 17:00-21:30 hours  
**Venue** : BIM, Dhaka  
**Coordinator** : Mohammad Nazmi Newaz

**Course Fees** : Tk. 5,500/-

## **TIME MANAGEMENT**

### **Course Objectives :**

On completion of the training course, the participants will be able to :

- Describe the importance of time management
- Identify the time wasters
- Use the techniques to deal with time wasters
- Budget their own time effectively

### **Course Outline**

- Importance and uniqueness of time as a resource
- Time wasters and their analysis
- Strategies to deal with time wasters
- Tools and techniques of Time Management

**Who Should Attend :** Mid and junior level executives working in government, non-government and private organizations.

**Training Method :** Lecture, Group Discussion, Case Study etc.

**Duration** : 06 April, 2008

**Timing** : 09 : 00—17 : 00 hours

**Venue** : BIM, Dhaka

**Co-ordinator** : A. H. Mostafa Kamal Khan

**Course Fee** : 1,350/-

## **OFFICE MANAGEMENT WITH COMPUTER APPLICATIONS**

### **Course Objectives**

- Establish and communicate department goals and results to employees.
- Staff department and delegate work load to meet market requirements.
- Actively support employee growth.
- Uphold cooperative policies.
- Establish a proper filing system, require office employees to use and maintain the system, and ensure that files are cleaned of old records annually.
- Prepare reports and maintain payroll.

### **Course out line :**

- Foundations of office Management.
- Filing and Indexing.
- Office Layout & Simplification.
- Human Resources Management.
- Office Supervision.
- Office Meeting Conducting.
- Problem & Crisis Management.
- Planning for the Integrated Office.
- Information & Communication Technology in Office.
- Word Processing for Improving Performance.
- Spreadsheet Analysis in Managerial Accounting and Financial Purposes.
- Office Communication through Networking & electronic mail.
- Modern Filing Systems.
- Database Management Systems.

**Who should Attend**

Office managers and supervisors, even the office executives, who are responsible for managing an office. Some computer applications will be demonstrated, which will improve their performance. Fresh graduates can also attend the course to acquire knowledge on office management that will have an impact on their future career.

**Training Methods :** Lecture, discussion, case study, exercise, etc.

**Duration** : 18 May - 05 June, 2008  
**Timing** : 17:00–21:30 hours.  
**Vanue** : BIM, Dhaka  
**Coordinator** : Mohammad Nazmi Newaz  
**Course Fees** : Tk. 8,800/-

## **CUSTOMER RELATIONS MANAGEMENT FOR MARKETING SUCCESS**

### **Course objective(s)**

This course is designed to develop the understanding of customer relations management (CRM) among the mid level/junior level executives for better performance.

### **Course Outline**

- Introduction to Marketing
- Marketing & Selling Concepts
- Value, Satisfaction
- Customer Equity
- Customer Relations Management

### **Who Should Attend**

Marketing & Sales Personnel.

**Training Methods :** Lecture, Case study, Brainstorming etc.

|                     |                      |
|---------------------|----------------------|
| <b>Duration</b>     | : 08 – 12 July, 2007 |
| <b>Timing</b>       | : 17 : 00 – 21 : 00  |
| <b>Venue</b>        | : BIM, Dhaka         |
| <b>Co-ordinator</b> | : Farhana Ahmed      |
| <b>Course Fees</b>  | : Tk. 3,900/-        |

## **MARKETING, SALES MANAGEMENT AND SALESMANSHIP**

### **Course Objective(s)**

On successful completion of the course, the participants will :

- \_ understand the modern concepts of market, customer oriented integrated marketing and effective marketing management.
- be able to use the principles of modern marketing and perform the marketing functions more effectively.
- be able to manage the sales management functions efficiently.
- be able to use the tools and techniques of modern salesmanship more skilfully in order to achieve the organizational goals and render customer satisfaction.
- be able to use different tools for promoting sales for selling more and earning more.

### **Course Outline**

#### **Marketing**

- The Concept of Market, Marketing and Marketing Management
- Principles, Techniques of Marketing.
- Market Segmentation.
- Marketing Tools.
- Consumer Behaviour and Characteristics.
- Product Planning and Development.
- Pricing and its Objectives, Policies and Strategies.
- Distribution.
- Marketing Promotion.

#### **Sales Management**

- Territorial Coverage.
- Role of Sales Supervision and Leadership.
- Organizing, Supervision and Motivating the Sales Force.

- Evaluating the Performance of Salesmen.
- Remunerating Salesmen.

### **Salesmanship**

- Types of selling, Basic knowledge needed in selling.
- Finding and approaching customers.
- Selling as a process.
- Sales promotion.
- After sales service.
- Advertising.
- Personal selling.
- Publicity and public relations.

### **Who Should Attend**

This course is suitable for marketing and sales executives of different levels (i.e. marketing officer, senior commercial/sales officers, sales supervisors, sales representatives, area sales managers, distribution etc.) of both public and private sector enterprises. Business/factory owners will also be benefited by attending this course.

**Training Methods :** Lecture, Case Studies and Group discussion, Brain storming etc.

|                     |                         |
|---------------------|-------------------------|
| <b>Duration</b>     | : 05 – 23 August, 2007  |
| <b>Timing</b>       | : 17:00 – 21:30 Hours   |
| <b>Venue</b>        | : BIM, Dhaka            |
| <b>Co-ordinator</b> | : Abdus Samad Chowdhury |
| <b>Course Fees</b>  | : Tk. 7,200/-           |

## **CUSTOMER SERVICES AND EFFECTIVE CUSTOMER RELATIONS**

### **Course Objective(s)**

The course intends to help the participants to :

- be aware of the importance of customer services
- develop positive attitude towards rendering services to the customers.
- make them conscious about rendering right services at the right time to the deserving customers.
- develop skills in rendering services and establishing effective long lasting customer relations

### **Course Outline**

- Market and Marketing in the modern competitive world
- Concept, definitions, characteristic and importance of services in modern marketing.
- Skill development for establishing effective customer relations.
- Communication of availability of services to the customers.
- Analyzing the Market and Services of the enterprise to fulfil the customer's need.
- Selling benefit of services.
- Dealing with objections in buying services.
- Handling customer complaints.

### **Who Should Attend**

Mid and junior level officers both in public and private enterprise, officers engaged in bank and insurance companies and other service industries.

**Training Methods :** Lecture, Case studies, Group discussion and Brain- storming etc.

**Duration** : 09 – 13 September, 2007

**Timing** : 09:30 – 13:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Abdus Samad Chowdhury  
**Course Fees** : Tk. 3,300/-

**Duration** : 18 – 22 November, 2007  
**Timing** : 09 : 00 – 13 : 30 hours  
**Venue** : BIM, Chittagong  
**Co-ordinator** : Abdus Samad Chowdhury  
**Course Fees** : Tk. 3,300/-

## **CERTIFICATE COURSE ON MARKETING AND SALES MANAGEMENT**

### **Course Objective(s)**

The main objective of this course is to certify the participants as the trained up persons on 'Marketing and Sales Management' to ensure their job opportunities as Marketing and Sales Executives in any business organization.

### **Course Outline**

#### **Marketing Management :**

- Understanding Market, Marketing and Marketing Management
- Winning Markets through Market – Oriented Strategic Planning
- Measuring Market – Demand
- Scanning the Marketing Environment
- Analyzing consumer Markets and consumer Behavior
- Dealing with the competition
- Identifying market segments and selecting target markets
- Developing new products
- Product life-cycle strategies
- Setting the Product and Branding strategy
- Developing price strategies and programs
- Managing the marketing channels
- Managing integrated marketing communications
- Managing Advertising, sales promotion, public relations, and direct marketing.
- Types of marketing control

#### **Sales Management :**

- Understanding sales management
- Sales manager's duties and responsibilities
- Formulation of sales strategy
- Types of sales strategies
- Functions of sales organization
- Method of selling
- Territory sales manager's job responsibilities
- Sales and the human condition
- The changing lens of the buyer
- Customer service to the rescue
- Back to Basic
- Recruitment and Selection
- Compensation and Performance appraisal
- Personal Selling and Salesmanship

#### **Who should attend :**

The course is specially designed for the fresh graduates with no marketing background and executives who are interested to build up their career in marketing and or sales.

**Training Methods :** Lecture, case studies, Field Visit.

**Duration** : November 10, 2007 – February 06, 2008  
**Timing** : 17:00 – 21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Uttam Kumar Datta  
**Course Fee** : Tk. 9,350/-

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

### **Course Objective(s)**

The course has been designed for the participants to manage sales management functions effectively and to use the art and techniques of modern salesmanship more efficiently in order to achieve organizational goals and render customer satisfaction.

### **Course Outline**

- Concept of Market and Marketing
- Gathering marketing information
- Measuring market demand
- Consumer Behaviour
- Sales promotion techniques
- Personal selling basics
- The professional successful salespeople
- Salesman's Duties/Task
- Prospecting for customers
- Knowledge of a salesman : Product, Price and Distribution
- Securing and Opening the sales Interview
- Planning the sales presentation.

### **Who Should Attend**

Sales officers and salesmen may attend the course. Junior and mid-level marketing and sales executives may also attend the course to manage the salespeople.

**Training Methods :** Lecture, Exercise and Role Play.

**Duration** : 11-22 November, 2007  
**Timing** : 17:00-21:00 hours  
**Venue** : BIM, Dhaka  
**Coordinator** : Farhana Ahmed  
**Course Fees** : Tk. 3,900/-

## **MANAGING PRODUCTS FOR SUCCESSFUL MARKETING**

### **Course Objective(s) :**

This course intends to help the participants to :

- be aware of the importance of product management
- develop effective marketing strategies at the different stages of product life-cycle.
- Manage the individual product decisions and product mix.
- Layout a process for finding and launching successful new products.

### **Course Outline**

- Introduction to Marketing.
- What is Market?
- Market Segmentation.
- Target Marketing.
- Product concept and classification.
- Individual product decision and product mix.
- Setting the product strategy.
- Product brand decision.
- New product development process.
- Price consideration and pricing strategy.
- Product life cycle marketing strategy.
- Product positioning for competitive advantages.
- Marketing promotional Management.
- Marketing channels and supply chain management.

### **Who should attend**

This course is suitable for mid and junior level executives involved directly or indirectly with product and new product operation activities, Entrepreneurs may also attend the course.

**Training Method** : Lecture, case study, Exercises, Group Discussion and Other methods as appropriate for the course.

**Duration** : 02 – 06 December 2007

**Timing** : 09:30 – 13:30 hours

**Venue** : BIM, Dhaka

**Co-ordinator** : Uttam Kumar Datta

**Course Fees** : Tk. 3,300/-

## **SEMINAR ON “KEY TO SUCCESS IN MARKETING & SELLING”**

### **Course Objective(s)**

Prime objective of the seminar is to develop awareness and skills about the key factors of marketing.

### **Seminar Outline**

- Marketing concept.
- Market Segmentation.
- Marketing Task.
- Objection and handling customer complaint.
- Fundamentals of selling.

### **Who should attend**

The seminar is suitable for sales and marketing executives involved with sales and marketing directly or indirectly.

**Training Methods** : Lecture, Case Studies and Group discussion, Brain-storming etc.

**Duration** : 23 January, 2008

**Timing** : 09:00 – 16:00 hours

**Venue** : BIM, Dhaka

**Co-ordinator** : Farhana Ahmed & Ummeh Habiba

**Course Fees** : Tk. 1,350/-

## **“WINNING MARKETS THROUGH STRATEGIC PLANNING”**

### **Course Objective(s)**

This programme is specially designed to :

- analyze changing marketing environment
- match marketing plan with the changing environment
- win market opportunities through new product development

### **Course Outline :**

- Defining Market & Marketing
- Marketing concept or philosophy
- Marketing management tasks
- Marketing functions
- Strategic Planning
- Corporate strategic planning
  - Defining the corporate mission
  - Establishing strategic business units (SBU)
  - Planning new business, downsizing, or terminating older business
- Business unit strategic planning.
- SWOT analysis.
- Checklist for performing strengths/weakness analysis.
- The marketing process.
- New product development process.
- Marketing channels and supply chain management.

### **Who Should Attend**

This course is suitable for top executives. Entrepreneurs may also attend the course.

**Training Methodology** : Lecture, Group discussion, Case Study.

**Duration** : 03 - 14 February, 2008

**Timing** : 17:00 - 21:30

**Venue** : BIM, Dhaka

**Co-ordinator** : Uttam Kumar Datta

**Course Fees** : Tk. 5,500/-

## **DEVELOPING SELLING SKILLS**

### **Course Objective(s)**

The course is designed to improve the selling skills of sales executives and impart knowledge and understanding of selling functions in the context of practical problems of the present day.

### **Course Outline :**

- Modern concept of marketing.
- Modern concept of selling, sales management and salesmanship.
- Personal selling.
- Qualities of Sales person.
- Dealing with objection.
- Handling customer complaints.
- Selling benefit.
- Selling functions and techniques.

### **Who Should Attend**

The course is suitable for the junior level marketing/sales personnel and field sales personnel of both private and public sectors.

**Training Methods :** Lecture, Case Studies, Group Discussion etc.

**Duration** : 10 – 14 February, 2008  
**Timing** : 09:00 – 13:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Abdus Samad Chowdhury  
**Course Fees** : Tk. 3,300/-

## **MARKETING TECHNIQUES FOR EXECUTIVES**

### **Course Objectives**

The programme is designed to familiarize business executives and entrepreneurs with the various marketing techniques and develop their marketing skills for smooth discharge of marketing functions.

### **Course Outline**

- Modern concept of marketing.
- Integrated marketing management.
- 4 ps. and 4 cs.
- Product decision.
- Pricing policy.
- Distribution methods.
- Selling function and its operation.
- Marketing promotion techniques.
- Concept of service marketing.
- Marketing strategy.

### **Who Should Attend**

The course is suitable for individuals who are business executives and entrepreneurs. This course is also suitable for the personnel who are engaged in marketing activities.

**Training Methods :** Lecture, Exercise, Case Study.

**Duration** : 09-20 March, 2008  
**Timing** : 17:00-21:00 hours  
**Venue** : BIM, Dhaka  
**Coordinator** : Farhana Ahmed  
**Course Fees** : Tk. 5,500/-

## **MANAGING 7 P'S FOR EFFECTIVE MARKETING**

### **Course Objective**

The course has been designed to develop awareness and efficiency of the participants regarding the modern marketing practices in competitive business world.

### **Course Outline**

- Concept of Marketing

- Marketing in a changing world
- Product planning & development
- Pricing of product
- Distribution channels and logistic management
- Marketing promotion mix
- Packaging and labeling
- Managing physical distribution

#### **Who Should Attend**

This course is suitable for persons who would like to build up careers in the marketing area. It is also appropriate for the individuals who are engaged in marketing activities.

**Training Methods :** Lecture, case study, group discussion, brain storming etc.

|                    |                                |
|--------------------|--------------------------------|
| <b>Duration</b>    | : 06–17 April, 2008            |
| <b>Timing</b>      | : 17:00 – 21:00 hours          |
| <b>Venue</b>       | : BIM, Dhaka                   |
| <b>Coordinator</b> | : Farhana Ahmed & Ummeh Habiba |
| <b>Course Fees</b> | : Tk. 5,500/-                  |

## **MARKETING MANAGEMENT : PRINCIPLES AND PRACTICES**

#### **Course Objective(s)**

The main objective of the course is to impart appropriate knowledge about modern and dynamic marketing management among small entrepreneurs and executives of different organizations.

#### **Course Outline**

- Introduction to Marketing
- Concept of marketing
- Marketing mix
- Marketing planning
- Marketing strategy.
- Product concept.
- Pricing policy.
- Distribution methods.
- Advertising and sales promotion.
- Public relations in marketing.

#### **Who Should Attend**

This course is suitable for individuals who are already in business or would like to start business in future. This course is also suitable for the personnel who are engaged in marketing activities.

**Training methods :** Lecture, Case Studies, Group discussion and Brain-storming etc.

|                     |                       |
|---------------------|-----------------------|
| <b>Duration</b>     | : 11 – 22 May, 2008   |
| <b>Timing</b>       | : 17:00 – 21:00 hours |
| <b>Venue</b>        | : BIM, Dhaka          |
| <b>Co-ordinator</b> | : Farhana Ahmed       |
| <b>Course Fees</b>  | : Tk. 5,500/-         |

## **HUMAN RESOURCE MANAGEMENT FOR EXECUTIVES**

### **Course Objectives**

The programme is designed to familiarize the participants with the basic principles and techniques of human resource management.

### **Course Outline**

- Human Resource Management : Concept, Nature and Importance
- Functions of HR Department
- Job Analysis : Job Description and Job Specification
- Recruitment and Selection
- Wage & Salary Administration
- Performance Appraisal
- Motivating Employees
- Communication
- Leadership Development
- Training and Development
- Employee Grievance Handling
- Social Compliance
- Legal Approach : Basic Labour Laws

### **Who Should Attend**

The programme is suitable for senior and mid-level executives in the government, semi-government & private sector. It will also be suitable for executives working with NGOs and Fresh graduates who are interested in building their career in the personnel management.

**Training Methods :** Lecture, Case Studies and Group Discussion

**Duration** : 25 November–6 December 2007  
**Timing** : 17:00 – 21:30 hours  
**Venue** : BIM, Dhaka  
**Coordinator** : Akhund A. Shamsul Alam  
**Course Fees** : Tk. 5,500/-

**Duration** : 04–15 May, 2008  
**Timing** : 17:00 – 21:30 hours  
**Venue** : BIM, Dhaka  
**Coordinator** : Akhund A. Shamsul Alam  
**Fee** : Tk. 5,500/-

## **LABOUR LAWS FOR MANAGERS AND EXECUTIVES**

### **Course Objectives**

The programme is designed to suit the executives to develop their skills in the following areas :

- conceptual knowledge of the Bangladesh Labour Act, 2006
- operational skills for smooth and quick settlement of industrial and labour problems.
- disciplining the employees under the provisions of the laws of the land.

### **Course Outline**

- Introduction to Labour Laws
- Conditions of Employment
- Employment of young persons
- Maternity benefit
- Health, Safety & Hygiene
- Welfare activities
- Working hours & leave
- Trade Union & Industrial Relations
- Penalties & Procedure

### **Who Should Attend**

Managers, Personnel Officers, Administrative Officers, Labour Welfare Officers and other executives, working with and through people.

**Training Methods** : Lecture, case studies, exercise and group discussion.

|                     |                          |
|---------------------|--------------------------|
| <b>Duration</b>     | : 10 – 21 February, 2008 |
| <b>Timing</b>       | : 17 : 00 – 21:00 hours  |
| <b>Venue</b>        | : BIM, Dhaka             |
| <b>Co-ordinator</b> | : Akhund A. Shamsul Alam |
| <b>Course Fees</b>  | : Tk. 5,500/-            |

## **PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS**

### **Course Objectives**

The course is designed to suit the working executives in personnel administration with a view to develop their skills in the following areas :

- Conceptual knowledge on the basic principles and techniques of personnel management, industrial relations and labour laws;
- Operational skills for smooth discharge of day-to-day personnel functions;
- Effectiveness in joint consultation, negotiation and handling labour disputes and disciplining employees ;
- Understanding people and art of supervision and leadership.

### **Course Outline**

Personnel Management :

- Definitions, nature and scope
- Functions of personnel department
- Job analysis : job description, and job specification
- Recruitment and selection
- Induction, placement and labour turnover
- Absenteeism and labour turnover
- Job separation, transfer and promotion
- Training : methods and procedures

Industrial Relations (Systems Approach) :

- Industrial Relations : concept and importance
- Grievance handling
- Disciplining employees : principle of natural justice
- Trade Union and collective bargaining : techniques of negotiation

Industrial Relations (Human Approach)

- Concept of human relations in industry
- Group behaviour and leadership
- Communication
- Motivation : morale and attitude

Legal Approach : Bangladesh Labour Act, 2006

### **Who Should Attend**

The course is suitable for managers, administrative officers, personnel officers, labour welfare officers and other executives connected with personnel functions.

**Training Methods :** Lecture, case studies, group discussion.

|                     |                       |
|---------------------|-----------------------|
| <b>Duration</b>     | : 06 - 17 April, 2008 |
| <b>Timing</b>       | : 09:30 - 13:30 hours |
| <b>Venue</b>        | : BIM, Dhaka          |
| <b>Co-ordinator</b> | : Zahangir Alam Khan  |
| <b>Course Fees</b>  | : Tk. 5,500/-         |

## **HUMAN RESOURCE MANAGEMENT : BASIC ISSUES**

### **Course Objective**

This program is designed to suit the working executives in human resource areas with a view to develop their knowledge as well as skill in the following areas :

- Basic principles and techniques of human resource management
- Develop operational and conceptual skills for smooth discharge of day-to-day personnel functions.

### **Course Outline**

- Human Resource : Concept, Nature, Scope and importance.
- Functions of Personnel Department
- Job Analysis : Job Description and Job Specification.
- Hiring process
- Compensation : Wage and Salary Administration, and Incentives.
- Performance Appraisal
- Motivation
- HRD : Training and Development
- Employee Grievance Handling
- Social Compliance

### **Who Should Attend**

The program is suitable for Administrative Officers, mid-level managers, HR officers and other executives in the Government, Semi-government and private sector, Fresh Graduates who are interested in building their career in the personnel profession are encouraged to attend the program.

**Training Method :** Lecture, case studies, group discussion etc.

|                     |                         |
|---------------------|-------------------------|
| <b>Duration</b>     | : 22 June-03 July, 2008 |
| <b>Timing</b>       | : 17:00 - 21:00 hours   |
| <b>Venue</b>        | : BIM, Dhaka            |
| <b>Co-ordinator</b> | : Mohammad Mainul Islam |
| <b>Course Fees</b>  | : Tk. 5,500/-           |

## **CERTIFICATE COURSE ON COMPUTER AIDED PROJECT IMPLEMENTATION MANAGEMENT FOR EXECUTIVES**

### **Course Objective**

After successfully completing this training program the participants will be able to develop a comprehensive understanding of the importance of project management, especially in a competitive environment. This course is intended to provide hands on training on all the aspects and components of the project management process.

### **Course Outline**

- Project Development Process
- Logical Frame Work Analysis/Planning Skill Development/ Project Planning Matrix/log frame.
- Monitoring and Evaluation
- Project Appraisal and Evaluation
- Project Planning Process in Bangladesh
- Project Integration Management
- Project Scope Management
- Project Time Management
- Project Human Resource Management
- Project Cost Management
- Project Risk Management
- Project Quality Management
- Project Procurement Management and PPR–2003
- Project Communications Management
- Productivity and Competitiveness
- Project Monitoring and Evaluation through PERT and CPM Tools
- MS Project–2003

### **Who Should Attend**

This course is suitable for executives of government, private and NGO sector organizations involved directly or indirectly with project management activities.

**Training Methods :** Lecture, Case Study, exercise and practical demonstration through computer etc.

**Duration :** 05 August – 13 September, 2007

**Timing :** 18:00 – 21:30 hours

**Venue :** BIM, Dhaka

**Co-ordinator :** Md. Mamunur Rashid

**Course Fees :** Tk. 7,700/-

## **TOTAL QUALITY MANAGEMENT (TQM)**

### **Course Objective**

The objective of the course is to develop the knowledge and skills of the participants in respect of various Total Quality Management techniques and processes.

### **Course Outline**

- Development of concept of Total Quality Management
- Five basic stages of quality management

- Quality Control, Quality Assurance & other quality initiatives in production & operation, administration & general services
- Bench marking for quality
- Process quality improvement
- Creating quality culture
- Seven basic tools for quality improvement
- International Quality Management System Standard ISO 9000 : 2000 version
- Creativity, Innovation and Quality
- Human resources and quality

### **Who Should Attend**

The course is suitable for senior and mid-level managers and engineers from any organization-government, public sector, private sector and NGOs.

**Training Method :** Lectures, Games, Exercise, Case Studies etc.

|                     |   |                       |
|---------------------|---|-----------------------|
| <b>Duration</b>     | : | 12 - 23, August, 2007 |
| <b>Timing</b>       | : | 17:00 - 21:30 hours   |
| <b>Venue</b>        | : | BIM, Dhaka            |
| <b>Co-ordinator</b> | : | A. N. M. Shahidullah  |
| <b>Course Fees</b>  | : | Tk. 5,500/-           |

## **PURCHASE AND STORES MANAGEMENT**

### **Course Objective**

The course will enable the participants to :

- acquire the basic knowledge of Inventory, Purchasing and Stores Management.
- determine accurately MRP/EOQ, safety stock, and to maintain proper records.
- search for preferable cost saving techniques to maintain sufficient level of stock without much cost involvement.
- have a brief idea and knowledge regarding purchasing principles, techniques and procedure.

### **Course Outline**

- Store Organization and Management
- Qualification, Functions of Store Officer
- Cost Associated with Inventory
- Inventory and Stock Control Models
- Selective Inventory Control (ABC Analysis)
- Store Keeping Procedure
- Purchasing function and principles
- Purchasing Procedure
- Public Procurement Regulation (PPR) 2003
- Store Layout, Location and Planning
- Simplification, Standardization, and Variety Reduction

### **Who Should Attend**

Executives who are responsible for Store/Inventory Control and Management.

**Training Method :** Lecture, Exercise Case Studies Management Games etc.

**Duration** : 03 - 13 December, 2007

**Timing** : 17:00 – 21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : A.N.M. Shahidullah  
**Course Fees** : Tk. 5,500/-

## **IMPLEMENTING ISO-9001 : 2000 QUALITY MANAGEMENT SYSTEM**

### **Course Objective**

The objective of the programme is to familiarize the participants with ISO- 9001:2000 series and International Quality Standards and other related quality initiatives like Quality Control, TQM, Quality Circle etc. with a view to implement it successfully in their organizations.

### **Course Outline**

- Evolution of Quality Activities
- Total Quality Management and ISO–9000 series
- Components of ISO–9001 standard
- ISO 9000 certification process
- Difference between 2000 version and earlier version
- Implementing ISO–9001 Quality Assurance System
- Documentation in ISO–9001 System
- Internal Quality Audits.

### **Who Should Attend**

Managers, Engineers, Executives and Business people of all disciplines from any organization. If organizations are planning to adopt ISO-9001 Quality Management Systems, this course could be a route map for them. Again, if organizations are not thinking about ISO 9001 or any International Standards but thinking about a documented and accountable and a dynamic management system for the organization, this course could be a guideline for them.

**Training Method** : Lectures, Exercise, Case Studies etc.

**Duration** : 03 – 07 February, 2008  
**Timing** : 17 : 00–21 : 30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : A. N. M. Shahidullah  
**Course Fees** : Tk. 3,900/-

## **CERTIFICATE COURSE ON TOTAL QUALITY CONTROL THROUGH MANAGEMENT, ISO–9001 : 2000, 14001 AND QS–9000**

### **Course Objectives**

The programme aims to enable the participants to :

- \_ understand the mechanism of adoption, monitoring and institutionalization of Total Quality Control (TQC) in organizations.
- Gain insight to procedural aspects of obtaining certification of ISO–9001/14001 and QS–9000.

- Get familiar with the methodology of launching Total Quality Management (TQM) and to help assess enterprises through Malcolm Baldrige and other Assessment Awards of TQM.

### **Course Outline**

- Concept of Quality in the Emerging Scenario of TQM
- Role of Participatory Culture in TQM
- Role of Quality Circles in TEI
- Role of Continuous improvement
- Statistical Quality Control (SQC) Tools and Techniques in Process and Quality Management
- Problem Analysis Tools Usage
- Role of Quality Costs
- Productivity and Competitiveness
- Productivity Improvement Techniques
- Role of Standardization in TQM
- Step by Step Approach for ISO-9001/14001 Certification
- Auditing and Documentation in ISO-9001 : 2000
- Procedure for Certification Process
- Role of Surveillance Audits in Certification.

### **Who Should Attend**

Executive from Government and Quasi-Government Organization committed to programme of Quality assurance. Executive from development financial institutions and commercial banks, management consultants, promoting quality management and quality control, quality coordinators and standard experts, research, trainers, consultants and others involved in quality management for industry, business services sectors.

**Training Method :** Lecture, Discussion and Case Study etc.

**Duration** : 10 February-20 March 2008  
**Timing** : 18:00 - 21:00 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Md. Mamunur Rashid  
**Course Fees** : Tk. 7,700/-

## **THE PUBLIC PROCUREMENT REGULATIONS 2003, THE PUBLIC PROCUREMENT ACT, 2006 AND ANNUAL PROCUREMENT PLANNING**

### **Course Objectives**

The major objective of the course is to provide a comprehensive understanding of the Public Procurement Regulations, 2003 and public Procurement Act, 2006 for the people who have responsibility for public procurement.

### **Course Outline**

The Public Procurement Regulations, 2003 and The Procedures for Implementation of PPR, 2003

- General Provisions
- Organization of Public Procurement
- Basic Procurement Rules
- Choice of Procurement Methods
- National Open Tendering Method
- Other Procurement Methods
- Use of International Competetion
- Request for Proposals (RFP) Method
- Complaints and Appeals

Approval Procedure and Delegation of Financial Powers

Procurement Planning

### **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. Potential Tenderers (Supplier, Contractors and Consultants) will also be immensely benefited from the course.

**Training Methods** : Lecture, Discussion and Case Study.

|                     |                            |
|---------------------|----------------------------|
| <b>Duration</b>     | : 12 - 23 August, 2007     |
| <b>Timing</b>       | : 17 : 30-21 : 30 hours    |
| <b>Venue</b>        | : BIM, Dhaka               |
| <b>Co-ordinator</b> | : Md. Mehboob Hasan Kallol |
| <b>Course Fees</b>  | : Tk. 6,600/-              |

## **PROJECT MANAGEMENT USING COMPUTER APPLICATIONS**

### **Course Objective :**

The objective of the course is to familiarize the participants with computer applications, as a tool for implementing project management principles & practices to meet the demand of global competition in Business.

After successfully completion of this training course, the participants will be able to :

- Understand the basic of 'Microsoft Project 2003'
- Work in Project 2003 Environment
- Build new projects
- Manage resource more effectively, efficiently and economically
- Track the Project Progress
- Use Microsoft Outlook and MS Excel for daily works.

**Course Outline :**

- Fundamentals of Project Management & CPM
- Fundamentals of Microsoft Project 2003
- Creating a project from start to finish
- Evaluating and analyzing project data
- Customizing and automating project 2003
- Manage daily tasks using Microsoft Outlook
- Contact Management using Microsoft Outlook
- Perform Financial Calculations and Decision making using MS Excel

**Who Should Attend**

The course is designed for the project related executives, engineers and executives of different private, government agencies, development and allied financial institutions, industrial/manufacturing organizations, commercial banks, sector corporations, international and national voluntary agencies, NGO's, consulting firms, as well as, for private investors and entrepreneurs.

**Training Method :** Lecture, Discussion, Case Study, Exercise and Practical demonstration in the computer lab.

- Duration** : 13 – 24 January, 2008  
**Timing** : 17 : 30-21 : 30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Md. Mehboob Hasan Kallol &  
A.S.M. Mahmudur Rahman  
**Course Fees** : Tk. 6,600/-

## **FEASIBILITY ANALYSIS**

**Objectives :**

Development activities of national economy are dependent of Project to a significant extent. It is imperative that development agencies – be it government or non-government continue their effort to improve the development strategies sand policies which constitute the framework within wich investments take place. The selection of sound investment projects has to be undertaken in this context so as to ensure the optimum utilization of scarce resources towards meeting desired commercial and or social objectives and economic growth. The proposed training course is aimed at providing the participants with the tools and techniques to enhance their capabilities in preparing and assessing feasibility studies for development of project

- Understand the concept of Project Feasibility and its importance.
- Identify aspects of feasibility study.
- Identify criteria/indicators and describe techniques for preparation of projects that are technically, financially and economically sound.
- Explain the importance of sensitivity analysis in project feasibility study and investment decision making and describe techniques of sensitivity analysis.

**Course Outline :**

- \* Concept, nature and objective of projects
- \* Concept and Scope of Project Feasibility Study.
- \* Detailed analysis of Projects : Market Analysis, Technical Analysis, Financial Analysis
- \* Environment Impact Analysis.
- \* Indicators for Assessing Socio-economic Soundness
- \* Analysis of Organization and Management Aspect

- \* Sensitivity Analysis of Project

**Who Should Attend :**

- Executive of different government and non-government organizations dealing with formulation, analysis and appraisal of projects.
- Policy makers related to screening, approval, monitoring and implementation of projects.
- Those who want to build a career in the area of appraisal and evaluation of projects.

**Training Methods :** Lecture, Group Discussion, Case Study, Exercise.

|                            |                          |
|----------------------------|--------------------------|
| <b>Duration</b>            | : 10 – 20 February, 2008 |
| <b>Timing</b>              | : 09:30-13:30 hours      |
| <b>Venue</b>               | : BIM, Dhaka             |
| <b>Course Co-ordinator</b> | : A. B. M. Shamsuddin    |
| <b>Course Fees</b>         | : Tk. 5,500/-            |

## **PROJECT MANAGEMENT**

**Objectives :**

Projects are the building blocks of plan. The development process ultimately depends upon the success of the projects. A sound development plan requires a great deal of knowledge about the art and science of handling projects from their inception stage till post-implementation evaluation. The planned output of a project may not be achieved, in reality, due to its bad management. This course is intended to provide practical knowledge about all the aspects and components of the project management.

**Course Outline :**

- \* Concept of project management and its functionst
- \* Stages of Project Development Process
- \* Project identification and selection
- \* Project planning through logical framework
- \* Project Appraisal
  - Market Analysis
  - Technical Analysis
  - Environment Impact Analysis
  - Financial Analysis
  - Socio Economic Analysis
- \* Sensitivity Analysis
- \* Project Implementation Management
  - Work Breakdown and Activity Planning
  - CPM/PERT, Bar chart
- \* Organization and Management Aspect
- \* Project Monitoring and Evaluation

**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.

**Training Methods:** Lecture, Group Discussion, Brainstorming, Case Study

**Duration** : 08 - 26 June, 2008

**Timing** : 17:00-21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : A.B.M. Shamsuddin  
**Course Fees** : Tk. 7,200/-

## RESEARCH METHODOLOGY WITH THE APPLICATION OF SPSS

### 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 sciences and management research. After completion of the course, participants will be expected to undertake research projects independently and to be able to evaluate the research progress at each stage of the process.

### Course Outline

- Concepts, nature and types of research and research methodology
- Identification of problems, formulation of alternative hypothesis and selection of problems for research.
- Generation, selection, designing and preparation of research proposal
- Data collection techniques, sampling
- Data processing and statistical analysis, statistical measurements, correlation and regression analysis, probability and test of hypothesis, analysis of variance and statistical inferences
- Application of SPSS in data processing and analysis
- Presentation of research findings and writing research report
- Management of research project, monitoring, controlling and evaluation of research

### Who Should Attend

The course is suitable for mid and junior level researchers in any organization : government, public, private and NGOs. Private researchers in educational institutions like colleges, universities, training institutes, etc., are also welcome.

**Training Methods :** Twenty Percent of the sessions will be set aside for theoretical. The rest 80% will be practical involving hands on training on computer.

|                    |                       |
|--------------------|-----------------------|
| <b>Duration</b>    | : 2-13 December, 2007 |
| <b>Time</b>        | : 17:00-21:30 hours   |
| <b>Venue</b>       | : BIM, Dhaka          |
| <b>Coordinator</b> | : Md Mahbub-ul-Alam   |
| <b>Course Fees</b> | : Tk. 6,600/-         |
| <b>Duration</b>    | : 18-29 May, 2008     |
| <b>Timing</b>      | : 17:00-21:30 hours   |
| <b>Venue</b>       | : BIM, Dhaka          |
| <b>Coordinator</b> | : Md Mahbub-ul-Alam   |
| <b>Course Fees</b> | : Tk. 6,600/-         |

## EFFECTIVE HUMAN RELATIONS FOR BETTER MANAGEMENT

### Course Objectives

The course is designed to give an insight into the concept of human relations to the executives engaged in personnel administration.

### Course Outline

- Human Relations : Concept, Nature, Importance

- Concept of Management
- Human Resource : Concept, Nature, Scope and Importance
- Motivation
- Leadership and Supervision
- Communication
- Grievance Handling
- Counseling
- Industrial Relations
- Social Compliance

**Who Should Attend**

Managers, personnel officers, administrative officers, labour welfare officers and other executives, responsible for labour administration.

**Training Method :** Lecture, Group Discussion, Case Study etc.

**Duration** : 20 – 24 April, 2008  
**Timing** : 17:30 – 21:00 hours  
**Venue** : BIM, Dhaka  
**Coordinator** : Md Mahbub-ul-Alam  
**Course Fees** : Tk. 3,900/-

## **CONFLICT MANAGEMENT**

### **Course Objectives**

After successfully completing this training course, the participants will be able to :

- explain the concept and nature of conflict.
- identify the sources of organizational conflict.
- manage organizational conflict for better interpersonal relation leading to improved performance.

### **Course Outline**

- Concept of conflict management
- Sources of organizational conflict
- Different managerial styles of conflict resolution.
- Different techniques & approaches of conflict resolution.

### **Who Should Attend**

Mid level Executives, Managers and Personnel of Government, multi-national/Banks & Non-governmental organizations and those who want to learn the skills to resolve conflict effectively.

**Training Methods :** Lecture, Discussion, Case study, Exercise, Role-play, Games, Brainstorming etc.

- Duration** : 22 - 26 July, 2007  
**Timing** : 17:00 – 21:30 hours  
**Venue** : BIM, Dhaka.  
**Co-ordinator** : Sonia Sharif  
**Course Fees** : Tk. 3,900/-

## **HUMAN RESOURCE DEVELOPMENT FOR EFFECTIVE PERFORMANCE**

### **Course Objectives**

After successfully completing this training course, the participants will be able to :

- Explain the concept and importance of Human Resource Development.
- Identify the basic components involved in a HRD system.
- Describe the principles of learning and HRD.
- Identify the approaches and methods to develop people through management development.
- Acknowledge the importance of organization climate responsible for human resource development.
- Plan the career of the employees of their organizations to the mutual benefits of both employees and organizations.

### **Course Outline**

- Human Resource Development (HRD): Concept and process
- Assessment of the need of Human Resource Development
- Training : Concept, Process and types
- Methods of developing employees through on-the job training
- Methods of developing employees through off the job training
- Management Development : Concept and methods

- Organizational climate and HRD
- Organizational development
- Career planning
- Role of an HRD department to develop the employees of their organizations

### **Who Should Attend**

The course is suitable for managers employed in NGOs, Private and Public sector organizations who are responsible for developing HRD strategy in general and designing and conducting in house training programs, nominating participants to different courses, evaluating those programs in particular.

**Training Methods :** Lecture, Discussion, Exercise, Case study, Brainstorming, etc.

**Duration :** 19 - 23 August, 2007

**Timing :** 9:30 – 14:00 hours

**Venue :** BIM, Dhaka

**Co-ordinator :** Zahangir Alam Khan

**Course Fees :** Tk. 3,900/-

## **TRAINING OF TRAINERS**

### **Course Objectives**

After successfully completing this course, the participants will be able to :

- Explain the concept and process of training.
- Describe the theories and principles of learning.
- Design a need-based training program.
- Implement a training program through the use of modern training methods and media.
- Ensure TQM in training function

### **Course Outline**

- Training Concept & Process :
- Learning Theories and Principles
- TQM and Quality Assurance in Training Function

Training System :

- Assessment of Training Needs
- Objective Setting
- Program Designing
- Training Evaluation
- Training Management

Training Methodology :

- Principles for selection of a training method
- Instructional Presentation, Discussion, Case Study, Role Playing, Games & Simulations, Brainstorming, VIPP and other participatory methods of training

Audio-Visual Aids :

- Audio-Visuals aids in training
- Use of effective visual aids.
- Preparation of visual aids
- Use of Power Point

### **Who Should Attend**

The course is suitable for trainers engaged in training institutions of private, public, and NGO sector organizations. The course is also helpful for personnel looking after training departments of various organizations.

**Training Methods :** Lecture, Group Discussion, Role-play, Games, Brainstorming

**Duration :** 02–13 September, 2007

**Timing :** 17:00 – 21:30 hours

**Venue :** BIM, Dhaka

**Coordinator :** Zahangir Alam Khan

**Course Fees :** Tk. 5,500/-

**Duration :** 13–24 April, 2008

**Timing :** 17:00 – 21:30 hours

**Venue :** BIM, Dhaka

**Coordinator :** Sonia Sharif

**Course Fees :** Tk. 5,500/-

## **LEADERSHIP AND SUPERVISION**

### **Course Objectives**

After successfully completing this training course, the participants will be able to :

- Explain various leadership styles and approaches.
- Adapt appropriate leadership styles to lead people under them.
- Explain principles and apply techniques of effective supervision

### **Course Outline**

- Leadership : Concept and styles
- Time Management
- Motivation: Concepts and theory
- Communication: Concept and process
- Problem solving and decision making
- Principles and techniques of supervision
- Human relation and grievance handling

### **Who Should Attend**

The course is suitable for junior & mid level executives such as Managers, Assistant Managers, Labour Officers, Administrative Officers, Marketing Officers, and other line executives of private and public sector organizations.

**Training Methods :** Lecture, Discussion, Case study, Exercise, Role-play, Games, Brainstorming etc.

**Duration :** 11 – 15 November, 2007

**Timing :** 9 : 30 – 16 : 00 hours

**Venue :** BIM, Dhaka

**Co-ordinator :** Zahangir Alam Khan & Khan Sarfaraz Ali

**Course fee :** Tk. 4,200/-

## **CONDUCTING TRAINING NEEDS ASSESSMENT SURVEY**

### **Course Objectives :**

The course aims to provide conceptual, methodological and working knowledge and skills of training needs assessment for managers and executives dealing with training

Upon completion of this training course, the participants will be able to :

- Gather an in-depth knowledge about the concept, theory, methods and techniques of training need analysis.
- Plan, design and conduct training needs analysis survey for their respective organizations.
- Design need-based training programs.
- Establish appropriate criteria for the evaluation of the designed program.

### **Course Outline**

- Concept and process of training
- Training needs assessment : Concept and theory
- Methods of training needs analysis
- Selection of appropriate training needs analysis techniques
- Man analysis and related techniques
- Job/Task analysis and related techniques
- A case study on questionnaire method
- Organization analysis and related techniques
- Designing of training programs on the basis of training needs analysis

### **Who Should Attend**

Executive dealing with training, specially those nominating participants to different courses and also designing, conducting and evaluating training programs.

**Training Methods :** Lecture, Discussion, brainstorming, field-visit, exercises and presentation.

|                     |                         |
|---------------------|-------------------------|
| <b>Duration</b>     | : 2 - 13 December, 2007 |
| <b>Timing</b>       | : 17:00 - 21:30 hours   |
| <b>Venue</b>        | : BIM, Dhaka            |
| <b>Co-ordinator</b> | : Sonia Sharif          |
| <b>Course Fee</b>   | : Tk. 5,500/-           |

## **DEVELOPING HUMAN RELATION SKILLS FOR BETTER PERFORMANCE**

### **Objectives**

This course has been designed with a view to developing participants to :

- Explain the concept and functions of Human Relations
- Identify the importance of Human Relations Skills
- Identify the skill required for better Human Relations
- Manage changes in the organization
- Handle employee grievances
- Manage Organizational Conflict
- Develop managerial ability to create an appropriate work environment towards better performance.

### **Course Outline :**

- Concept of Human Relations

- Communication : Process and Barriers
- Motivation : Conceptual Theories
- Leadership and Supervision
- Grievance Handling
- Conflict Management
- Disciplining Employees

**Who Should Attend :**

This course is suitable for managers and executives of government, semi-government, non-government, private, multinational, and commercial enterprises. This program is also appropriate for those who want to engage themselves in social services and welfare oriented activities.

**Training Methods :** Lecture, Group discussion, Case study, Role-play, Exercise and Brainstorming.

- Duration** : 03-07 February, 2008  
**Timing** : 17:00 - 21.30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Khan Sarfaraz Ali  
**Course Fees** : Tk. 3,900/-

**COURSE DESIGN AND METHODOLOGY**

**Course Objectives**

The course aims to provide conceptual, methodological and working know ledge to :

- describe the principles of learning and adopt appropriate training strategy.
- identify training needs for different levels of participants for designing a training program
- explain participatory & non-participatory methods of training
- select appropriate training methods for a training program and for each specific topic.
- explain the process involved in designing a training program on the basis of the assessed training needs and set objectives.

**Course Outline**

- Concept of training
- Principles of learning
- Training needs assessment
- Determining objectives
- Non-participatory & participatory training methods
- Program designing
- Lesson-plan
- Evaluation and Feedback

**Who Should Attend**

Trainers from Government, Non-Government organizations, Banks, Industries and those who would desire to develop themselves as trainers will be benefited from this course.

**Training Methods :** Lecture, Discussion, Case study, Exercise, Role-play, Business games and Brainstorming.

- Duration** : 16 - 20 March, 2008  
**Timing** : 9:30 - 16:00 hours

**Venue** : BIM, Dhaka  
**Co-ordinator** : Sonia Sharif  
**Course Fees** : Tk. 3,900/-

## **DEVELOPING EFFECTIVE COMMUNICATION SKILLS IN THE WORKPLACE**

### **Course Objectives**

After successfully completing this training course, the participants will be able to :

- describe the concept and process of communication.
- generate team-spirit through interpersonal communication.
- improve listening ability to communicate effectively.
- demonstrate presentation skills by using various communication media.
- identify the communication problems and gateways to overcome those barriers.

### **Course Outline**

- Communication : Concept, process & importance.
- Interpersonal Communication
- Transactional Analysis
- Effective listening
- Conducting meeting
- Effective written communication-Letters, Memos, Forms and Reports
- Effective presentation of self.
- Common barriers of communication.
- Gateways to overcome the barriers of communication.

### **Who Should Attend**

The course is suitable for junior & mid level officers of government, non-government, Private, Multinationals, Banks and other organizations.

**Training Methods** : Lecture, Discussion, Case study, Exercise, Role-play, Games, Brain-storming, etc.

**Venue** : 04-15 May, 2008  
**Timing** : 17:00 – 21:30 hours  
**Venue** : BIM, Dhaka  
**Co-ordinator** : Sonia Sharif  
**Course Fees** : Tk. 5,500/-

## **MANAGING BEHAVIOUR OF PEOPLE AT WORK FOR BETTER PERFORMANCE**

### **Objectives**

This course has been designed with a view to developing participants to :

- Explain the process and functions of Management ;
- Define organizational behaviour
- Identify various areas relating to organizational behaviour

- Develop managerial ability to create an appropriate organizational culture;
- Manage changes in the organization ;

**Course Outline :**

- Management : Process and functions
- Organization : Concept and importance
- Organization culture
- Organizational development
- Organizational transition
- Total Quality Management
- Quality of work life

**Who Should Attend :**

This course is suitable for managers and executives of government, semi-government, non-government, private, multinational, and commercial enterprises. This program is also appropriate for those who want to engage themselves in social service and welfare oriented activities.

**Training Methods :**

Lecture, Discussion, Case Study, Role-Play, Exercise, Brainstorming.

|                     |   |                    |
|---------------------|---|--------------------|
| <b>Duration</b>     | : | 8 – 12 June, 2008  |
| <b>Timing</b>       | : | 9:00 – 13:00 hours |
| <b>Co-ordinator</b> | : | Khan Sarfaraz Ali  |
| <b>Venue</b>        | : | BIM, Dhaka         |
| <b>Course Fees</b>  | : | Tk. 3,900/-        |

## SUPERVISORY SKILLS & LEADERSHIP DEVELOPMENT

### Objectives

The objective of the course is to update the knowledge, understanding and skills required for effective supervision through leadership. At the end of the program, participants will be able to :

- Identify the problems in supervisory management and take remedial measures ;
- Determine the ingredients required for effective human skill relating to behavioral science ;
- Apply techniques of supervision in day to day activities in order to increase the efficiency of the organization ;
- Improve upon their inter-personal skills.

### Course Outline

- Concept of Supervision
- Knowledge, skill, attitude and functions of a supervisor
- Supervisor's responsibility
- Principles & techniques of supervision
- Job Analysis
- Communication
- Motivation
- Grievance Handling
- Leadership theories
- Leadership qualities
- Leadership Development
- Using time effectively
- Developing team spirit
- Problem identification and its solutions

### Who Should Attend

The course is designed for Junior Managers, Labour Officers, Supervisors, Administrative Officers, Marketing Officers and other line executives of industrial and commercial organizations as well as executives of Non Government Organizations.

**Training Methods** : Lecture, Group Discussion, Case Studies, etc.

**Duration** : 05 - 16 August , 2007

**Timing** : 17:00 - 21:30 hours.

**Venue** : BIM, Chittagong.

**Co-ordinator** : Salahuddin Ahmed

**Course Fees** : Tk. 5,500/-

**Duration** : 02 - 13 March , 2008

**Timing** : 09:00 - 13:30 hours.

**Venue** : BIM, Chittagong.

**Co-ordinator** : Salahuddin Ahmed

**Course Fees** : Tk. 5,500/-

## PERSONNEL MANAGEMENT, LABOUR LAWS & INDUSTRIAL RELATIONS

### Course Objectives

The course is designed to develop knowledge and skill of the executives/managers engaged in human resource management and administration.

### Course Outline

- Personnel Management/ (PM): Concept & functions
- Historical development of PM
- Job Analysis, description and specification
- Recruitment, Selection, Induction & Placement
- Job Changes : Transfer, Promotion & Demotion
- Motivation theories & its implications
- Training & Development
- Human Relations, communication
- Employee Grievance Handling
- Leadership theories & qualities
- Performance Appraisal
- Career planning & development
- Conflict management
- Employee counseling & stress management
- Industrial welfare, safety & health
- Employee discipline

### Labour Laws

- Bangladesh Labour Code 2006 : Concept & definitions, Health, Safety and Welfare, Leave and Holidays Provisions
- Bangladesh Labour Code 2006 : Maternity Benefit
- Bangladesh Labour Code 2006 : Payment of Wages Provision
- Bangladesh Labour Code 2006 : Companies profit (Workers participation) Provision
- Bangladesh Labour Code 2006 : Employment Provisions

### Industrial Relations

- Industrial Relations : Concept & Importance
- Bangladesh Labour Code 2006 : Trade Union, CBA and Industrial Relations, Settlement of Industrial dispute
- Collective Bargaining and techniques of negotiation with the CBA
- Handling Union
- Govt. Servants (Disc. and Appeal) Rules, '85
- Govt. Service Conduct Rules, '79
- Bangladesh Govt. Service Rules (BSR)
- BEPZA Rules and Trade Union activities in BEPZA Enterprises
- Compliance Issues

### Who Should Attend

The course is designed for Human Resource/Personnel Managers, Administrative officers, labour welfare officers and other managers and executives dealing with people in the organization. Labour leaders are also encouraged to apply.

**Training Method :** Lecture, Group Discussion, Case Studies, Exercises, Role Play etc.

**Duration** : 02 - 13 September, 2007  
**Timing** : 17:00 - 21:30 hours.  
**Venue** : BIM, Chittagong  
**Co-ordinator** : Salma Sultana Saleh Ejaz  
**Course Fees** : Tk. 5,500/-

## **PROFESSIONAL SHIPPING MANAGEMENT**

### **Objectives**

The course is designed to cater to the needs of the participants by acquainting them with the modern tools and techniques of shipping management along with the recent changes, development and trend in such areas of business, so that their knowledge, skills and attitude is developed and they can perform with greater professional competence.

### **Course Outline**

- Shipping business - its nature & importance
- Managing Shipping Agency Business
- Ship transport system
- Shipping Line & Conference Line
- Recent changes in shipping business
- Shipping Formalities
- Export Cargo Preparation
- Types of Vessels
- Cargo Handling & Storage planning
- Stevedoring
- Ship transport regulations
- Marine Insurance, P & I Insurance
- Risk protection
- Claims and accident handling
- Port formalities
- Maritime law
- Chartering
- Container handling
- Ship classification
- Laws relating to the carriage of goods
- Custom formalities, clearing & forwarding and other allied areas.

### **Who Should Attend**

The course is designed for mid and junior level executives of public & private organizations involved in shipping business, owners of shipping companies, shipping agents, executives of banks, insurance and clearing & forwarding agents. University graduates and others who would like to develop career in this area will also be benefited.

**Training Method** : Lecture, Group Discussion, Case Studies, Film Show etc.

**Duration** : 11 - 22 November, 2007.

- Timing** : 17:00 - 21:30 hours.  
**Venue** : BIM, Chittagong  
**Co-ordinator** : Salahuddin Ahmed  
**Course Fees** : Tk. 5,500/-

## **HUMAN RESOURCE MANAGEMENT, LABOUR LAWS & CONDUCTING DOMESTIC ENQUIRY**

### **Course Objectives**

- The course is designed to cater to the needs of the executives/managers in order to update their knowledge, skills, and attitudes required to manage the human resource of the organization.

### **Course Outline**

- Concept and functions of Human Resources Management. (HRM)
- Historical development of HRM.
- Human Resource Planning
- Job Analysis, description and specification
- Recruitment & Selection, Placement & Induction
- Job Changes : Transfer, Promotion & Separation
- Wages and Incentives
- Human Resource Development
- Motivating human resources
- Communication,
- Employee Counseling and Stress Management
- Conflict Management
- Leadership skills development
- Appraising employee performance
- Dealing with problem of workers
- Employee grievance handling

### **Labour Laws**

- Bangladesh Labour Code 2006 : Concept and definitions, Safety and Welfare, Leave and Holidays Provisions.
- Bangladesh Labour Code 2006 : Maternity Benefit
- Bangladesh Labour Code 2006 : Payment of wages Provision
- Bangladesh Labour Code 2006 : Companies profit (Workers participation) Provision
- Bangladesh Labour Code 2006 : Trade Union, CBA and Industrial Relations, Settlement of Industrial dispute.

### **Conducting Departmental Enquiry**

- Concept and principles of Employee Discipline
- Principle of natural justice
- Principles of disciplinary action
- Misconduct & Punishment
- Conducting preliminary enquiry
- Framing of charge sheet
- Framing of enquiry notice
- Role play on domestic enquiry
- Preparation of enquiry report

- Awarding punishment
- Bangladesh Labour Code 2006 : Misconduct and Procedure of Punishment Provisions
- Govt. Service Conduct Rules, '79
- The Bangladesh Govt. Service Rules (BSR)
- BEPZA Rules and Trade Union Activities in BEPZA Enterprises
- EPZ Trade union and Industrial Relations Act, 2004
- Compliance Issues

#### Who Should Attend

The course is designed for human resource/personnel managers, administrative officers, labour welfare officers and other managers and executives dealing with people in the organization. Labour leaders are also encouraged to attend the course.

**Training Method :** Lecture, Group Discussion, Case Studies, Exercise, Role Play etc.

- Duration** : 18 November – 06 December, 2007  
**Timing** : 17:00 - 21:30 hours.  
**Venue** : BIM, Chittagong  
**Co-ordinator** : Salma Sultana Saleh Ejaz  
**Course Fees** : Tk. 6,600/-

## **HUMAN RESOURCE DEVELOPMENT (HRD)**

### **Objectives**

The course is designed so as to enable the participants to consolidate the theories and literature of HRD leading to the development of a conceptual base of understanding. The course will help to identify the problems areas of HRD Scheme and enable the participants to overcome these and acquaint them with the recent tools, techniques & models of HRD in organizations, which will ultimately help to ensure the optimum use of manpower in the organization.

### **Course Outline**

- Concept of HRD, Need for HRD, Features of HRD
- Managing the HRD Functions
- HRD programs & schemes
- Training & Education
- Training Cycle
- Training Needs Assessment (TNA)
- Training Methodologies
- Audio Visual Aids in Training
- Evaluation of Training
- Management Development Programs
- Self Development & Assessment
- Learning Environment
- Learning Theories
- Adult Learning
- Human Resource Management
- Managing People
- HR Challenges
- Crisis Management
- Effective Communication
- Organizational Development

- Transactional Analysis
- Human Relations & Psychological Climate
- Career Development
- Performance Appraisal
- Leadership and Followership
- Financial aspects of HRD
- Evaluation of HRD Program

### Who Should Attend

The course is suitable for executives of Public and Private Sector Organizations, NGO's and the Multi-National Companies dealing with the Human Resources Development (HRD) functions. The course is also suitable for the fresh university graduates and others who want to develop career in this discipline.

**Training Method** : Lecture, Group Discussion, Case Studies, etc.

**Duration** : 06-17 January, 2008.

**Timing** : 17:00 - 21:30 hours.

**Venue** : BIM, Chittagong

**Coordinator** : Salahuddin Ahmed

**Course Fees** : Tk. 5,500/-

## MANAGEMENT TECHNIQUES FOR WOMEN EMPLOYEES

### Course Objectives

The objective of this course is to increase and improve knowledge, skill and ability of the women employees so that they will be able to perform their managerial jobs with greater professional competence.

### Course Outline

- Concept of management
- Women in work place : Issues of empowerment of women
- Gender issues in management
- Human resource management
- Concept of financial management
- Concept of marketing management
- Leadership skills development for women
- Techniques for effective performance for women
- Handling of grievances & complaints
- Motivation & human relations in workplace
- Counseling & stress management
- Women in management : problems & prospects
- Employee discipline : conduct, misconduct, procedure of punishment
- Industrial welfare & Buyer's Compliance Issues
- "Convention on the elimination of all forms of discrimination against Women" (CEDAW)
- Women and child repression act.
- Bangladesh govt. service rules (BSR)

### Labour Law

- Bangladesh Labour Code 2006 : Concept and definitions, health, safety and welfare, leave and holidays provisions.
- Bangladesh Labour Code 2006 : maternity benefit.

### Who Should Attend

The course is specially designed for the women employees of all organization namely : government, semi-government, public sector, multinational company, private sector and NGO. Graduate women are also encouraged to apply.

**Training Method :** Lecture, Group Discussion, Case Studies etc.

**Duration** : 04-08 May, 2008

**Timing** : 09:00 - 13:30 hours.

**Venue** : BIM, Chittagong

**Coordinator** : Salma Sultana Saleh Ejaz

**Course Fees** : Tk. 3,300/-

## SAFETY, HEALTH & ENGINEERING

### Course Objectives

This course is designed to acquaint the participants with the tools and techniques of industrial accident prevention.

### Course Outline

- Objectives and responsibility of accident prevention
- Sequence of accident
- Psychological and physiological causes of accidents (Human Factor)
- Accident Investigation
- Plant Safety Inspection
- Environmental engineering
- Fire and ways of fire fighting
- Machine guarding
- Accident Statistics
- Industrial Safety Policy in Bangladesh
- Legal Aspects of Safety, Health and Engineering in industry
- Health Hazards: Causes, Remedies and Prevention
- Good House Keeping (5 Activities)
- Safety education and training
- Protective Equipment
- Safety Committees
- Human Engineering Factors (Ergonomics)

### Who Should Attend

The course is suitable for Supervisors, Foreman, Junior Executives, Production Superintendents, Factory Managers and similar functionaries of Govt., Semi-Govt., Autonomous and Private Organizations. Freshers are also cordially invited.

**Training Methodology** : Lecture, Discussion, Case study, Exercises, Practical demonstration etc.

**Duration** : 14 - 19 July, 2007

**Timing** : 9:00 - 13:30 hour

**Venue** : BIM, Khulna.

**Co-ordinator** : Abdul Quader

**Course Fees** : 2,500/-

**Duration** : 18–23 August, 2007

**Timing** : 9:00–13:30 hours

**Venue** : BIM Chittagong

**Co-ordinator** : Abdul Quader

**Course Fees** : 3,300/-

## ECONOMIC AND FINANCIAL ANALYSIS FOR BUSINESS DECISION MAKING

### Course Objectives

This will enable participants unearth the causes of good or bad performance of an organization/business and simultaneously give decisions to improve performance in future.

### Course Outlines

- Project Business. Trade & Trade off.
- Concept of economic analysis for business : Profitability and Productivity.
- Return on investment : Simple, Compound, Nominal, Effective, Inflation and Inflated interest.
- Cash and fund flow diagram analysis.
- *Time value of money* : Present & future value, equivalent worth, Uniform and Gradient value.
- Capitalized cost evaluation.
- ROR for single and multiple projects.
- Benefit/Cost Ratio Evaluation
- *Project/business Replacement analysis* : defender, challenger, minimum cost, life analysis.
- *Inflation* : capital recovery and sinking fund with inflation.
- *Income taxes* : before and after tax analysis.
- Bonds.
- Determination of *Break Even* values.
- Establishing MAROR and Cost of Capital.
- Management planning and decision making.
- Decision Making for large capital investments.

### **Who Should Attend**

The course is suitable for Entrepreneurs, Management Decision Makers, Accountants, Bankers. Financial Analysts, Planners, Engineers, Production Personnel.

**Training Method** : Lecture, Discussion, Case study, Exercises, Practical demonstration etc.

|                     |                        |
|---------------------|------------------------|
| <b>Duration</b>     | : 28 Oct.–15 Nov. 2007 |
| <b>Timing</b>       | : 16:30 - 21:30 hours  |
| <b>Venue</b>        | : BIM, Dhaka           |
| <b>Co-ordinator</b> | : Abdul Quader         |
| <b>Course Fees</b>  | : Tk. 7,200/-          |

## **IMPLEMENTING TQM AND ISO-9000 : 2000 VERSION**

### **Course Objectives**

The objective of the course is to familiarize the participants with TQM and ISO-9000:2000 version series with a view to implementing them successfully.

### **Course Outlines**

- Total Quality Management: Concept and Development
- Five basic stages of quality management
- Cost of Quality
- Evolution of Quality Activities
- Quality control in production, operation, services, planning & decision making
- Process quality improvement
- Creating quality culture
- Basic tools for quality improvement
- 'TQM' tools and techniques
- Japanese 'TOC'
- ISO-9000/BS-5750
- Components of ISO-9000
- Requirement and Certification process for ISO-9000
- Implementing TQM & ISO-9000
- Assessment of Quality Systems, Rating of an organization

- Developing Quality Manual
- Managerial Leadership and Motivation
- Challenges to quality system beyond 2000

**Who Should Attend**

Management Executives-technical and non-technical-as well as freshers of all disciplines.

**Training Methods** : Lecture, Group Discussion, Case study, Exercises & Practical demonstration.

**Duration** : 13 - 24 January, 2008

**Timing** : 16:30. - 21:30 hours

**Venue** : BIM, Khulna

**Co-ordinator** : Abdul Quader

**Course Fees** : Tk. 4,000/-

**Duration** : 09- 20 March, 2008

**Timing** : 16:30 - 21:30 ;

**Venue** : BIM, Chittagong

**Co-ordinator** : Abdul Quader

**Course Fees** : Tk. 5,500/-

## **POST GRADUATE DIPLOMA COURSES (EVENING)**

Post graduate diploma courses organized by the Bangladesh Institute of Management (BIM) provide opportunities to the participants in improving their professional knowledge and skills. At present, the following post - graduate diploma courses of one year duration are offered by the Institute :

*Diploma in Personnel Management*

*Diploma in Business Management*

*Diploma in Financial Management*

*Diploma in Marketing Management*

*Diploma in Computer Science*

### **Post Graduate Diploma in Personnel Management**

The diploma course in Personnel Management is designed to suit the requirements of labour and social welfare officers, personnel managers and similar officers/executives engaged in personnel management/human resources management functions and those desirous to make a career in personnel management BIM has been offering this course since 1966-67.

### **Post Graduate Diploma in Business Management**

The diploma course in Business 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 2002.

### **Post Graduate Diploma in Financial Management**

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**

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 programme encourages to develop knowledge and skill necessary to carry out the marketing management functions effectively and efficiently.

**Post Graduate Diploma in Computer Science**

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 any one to fit in positions like, Systems Analyst, Information Manager, Database Administrator, etc. The programme 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.

**Curriculum**

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

**POST GRADUATE DIPLOMA IN PERSONNEL MANAGEMENT**

| <b><u>PART-I</u></b>        | <b><u>Marks</u></b> |
|-----------------------------|---------------------|
| 1. Personnel Management-I   | 100                 |
| 2. Management               | 100                 |
| 3. Labour Economics         | 100                 |
| 4. Organizational Behaviour | 100                 |
| 5. Statistics               | 100                 |
|                             | =====               |
|                             | 500                 |
|                             | =====               |

**Post Graduate Diploma Courses**

| <b><u>PART-II</u></b>                   | <b><u>Marks</u></b> |
|---|---------------------|
| 1. Personnel Management-II              | 100                 |
| 2. Industrial Relations                 | 100                 |
| 3. Safety, Health and Welfare           | 100                 |
| 4. Training and Development             | 100                 |
| 5. Labour Laws                          | 100                 |
| 6. Internship (Field Work & Term Paper) | 100                 |
| 7. Viva Voce                            | 100                 |
|   | =====               |
|   | 700                 |
|   | =====               |

**POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT**

| <b><u>PART-I</u></b>                    | <b><u>Marks</u></b> |
|---|---------------------|
| 1. Management                           | 100                 |
| 2. Production and Operations Management | 100                 |
| 3. Business Mathematics and Statistics  | 100                 |
| 4. Management of Human Resources        | 100                 |
| 5. Marketing Management                 | 100                 |
|   | =====               |
|   | 500                 |
|   | =====               |

| <b><u>PART-II</u></b>                   | <b><u>Marks</u></b> |
|---|---------------------|
| 1. Organizational Behaviour             | 100                 |
| 2. Managerial Economics                 | 100                 |
| 3. Business Law                         | 100                 |
| 4. E-Commerce                           | 100                 |
| 5. Business Accounting                  | 100                 |
| 6. Internship (Field Work & Term Paper) | 100                 |
| 7. Viva Voce                            | 100                 |
|   | =====               |
|   | 700                 |
|   | =====               |

**POST GRADUATE DIPLOMA IN FINANCIAL MANAGEMENT**

| <b><u>PART-I</u></b>                 | <b><u>Marks</u></b> |
|--------------------------------------|---------------------|
| 1. Financial Management - I          | 100                 |
| 2. Principles of Accounting          | 100                 |
| 3. Business Economics and Statistics | 100                 |
| 4. Basic Management                  | 100                 |
| 5. Cost and Management Accounting    | 100                 |
|                                      | =====               |
|                                      | 500                 |
|                                      | =====               |

| <b><u>PART-II</u></b>                           | <b><u>Marks</u></b> |
|---|---------------------|
| 1. Financial Management-II                      | 100                 |
| 2. Auditing                                     | 100                 |
| 3. Taxation                                     | 100                 |
| 4. Principles and Practices of Banking          | 100                 |
| 5. Computer Application in Financial Management | 100                 |
| 6. Internship (Field Work & Term Paper)         | 100                 |
| 7. Viva Voce                                    | 100                 |
|   | =====               |
|   | 700                 |
|   | =====               |

**POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT**

| <b><u>PART-I</u></b>         | <b><u>Marks</u></b> |
|------------------------------|---------------------|
| 1. Fundamentals of Marketing | 100                 |
| 2. Management                | 100                 |
| 3. Consumer Behaviour        | 100                 |
| 4. Applied Statistics        | 100                 |
| 5. Managerial Economics      | 100                 |
|                              | =====               |
|                              | 500                 |
|                              | =====               |

**Post Graduate Diploma Courses**

| <b><u>PART-II</u></b>                     | <b><u>Marks</u></b> |
|---|---------------------|
| 1. Marketing Research                     | 100                 |
| 2. International Marketing                | 100                 |
| 3. Strategic Marketing                    | 100                 |
| 4. Sales Management                       | 100                 |
| 5. Service Marketing                      | 100                 |
| 6. Internship (Field work and Term paper) | 100                 |
| 7. Viva Voce                              | 100                 |
|   | =====               |
|   | 700                 |
|   | =====               |

**POST GRADUATE DIPLOMA IN COMPUTER SCIENCE**

| <b><u>PART-I</u></b>                       | <b><u>Marks</u></b> |
|--|---------------------|
| 1. Computer Fundamentals                   | 100                 |
| 2. Data Structure and Algorithm            | 100                 |
| 3. Database Management System-I (Back End) | 100                 |
| 4. Data Communication & Networking         | 100                 |
| 5. Web Development                         | 100                 |
|  | =====               |
|  | 500                 |
|  | =====               |

| <b><u>PART-II</u></b>                        | <b><u>Marks</u></b> |
|--|---------------------|
| 1. Programming Language-C                    | 100                 |
| 2. Database Management System-II (Front End) | 100                 |
| 3. System Analysis and Design                | 100                 |
| 4. Operating System (Linux)                  | 100                 |
| 5. Web Development                           | 100                 |
| 6. Internship (Field Work & Term Paper)      | 100                 |
| 7. Viva Voce                                 | 100                 |

## Post Graduate Diploma Courses

=====  
700  
=====

The classes are conducted in the evening from 18.00 - 21.15 hours, three/four days in a week. On successful completion of the first part examinations, candidates are allowed to continue the classes for the second part. On completion of Part-II final examination (written), the candidates are required to prepare an internship report in any area of his/her interest under the guidance of a faculty member. Upon completion and submission of the internship report, participants are called for viva-voce which carry 100 marks.

### The Tentative Duration of the Course is as Follows :

|                        | <u>Weeks</u>      |
|------------------------|-------------------|
| a. Classes for Part-I  | 15                |
| Preparatory Leave      | 2                 |
| Examination            | 3                 |
|                        | -----             |
|                        | 20                |
|                        | =====             |
| b. Classes for Part-II | 15                |
| Preparatory Leave      | 2                 |
| Examination            | 3                 |
|                        | -----             |
|                        | 20                |
|                        | =====             |
| c. Internship Report   | 6                 |
| d. Others              | 2                 |
|                        | -----             |
|                        | 8                 |
|                        | -----             |
|                        | <u>Total = 48</u> |

### 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.

## **Post Graduate Diploma Courses**

Persons having diploma in any branch of engineering subsequently having completed AMIE are also eligible to apply.

Interested participants need to apply in the prescribed form along with attested copies of certificates/testimonials, and 2 copies of passport size photographs. Applications should reach the Chairman, Executive Committee of Diploma Courses, BIM, 4, Sobhanbag, Mirpur Road, Dhaka-1207 within the specified time.

Admission forms may be obtained from BIM offices personally or by mail enclosing a Taka six stamp affixed pre-addressed envelope. As seats are limited, applicants may be asked to appear before a Selection Board.

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

### **Venue**

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

### **Examination**

The Examinations of all diploma courses are held in two parts. Student must have at least 50% attendance in every course/paper in order to be eligible to sit for the final examination in each part. Students will be given grades for their performance in each course/paper. To be conferred with a diploma, a student shall have to earn at least D grades in all course/papers and maintain a minimum Cumulative Grade Point Average (CGPA) of 1.50.

Grading system shall be as follows :

| <b>Marks</b> | <b>Grade</b> | <b>Grade point</b> |
|--------------|--------------|--------------------|
| 80 - above   | A            | 4                  |
| 70 - 79      | B            | 3                  |
| 60 - 69      | C            | 2                  |
| 50 - 59      | D            | 1                  |
| below - 50   | F (Fail)     | 0                  |

### **Fees**

(a) **Bangladeshi Nationals**

### **Post Graduate Diploma Courses**

- (i) For the Post Graduate Diploma Courses in Personnel Management, Business Management, Financial Management and Marketing Management the course fee is Tk. 18,000/- (Taka Eighteen thousand) only per participant for the full course, payable at one time.
  - (ii) For the Post Graduate Diploma in Computer Science, the course fee is Tk. 25,000 (Taka Twenty-Five thousand) only per participant payable at one time.
- (b) **Foreign Nationals**

For the foreign nationals, the course fees for the Post Graduate Diploma in Personnel Management, Business Management, Financial Management and Marketing Management is US \$ 500 (Five hundred only) while for Computer Science it is US \$ 2,000 (Two Thousand) 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 facility, 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 rate is US \$ 100 per month. A similar amount may cover expenses for food. This facility is available only at the Dhaka Campus.

### **Admission Enquiry**

| <b>Venue</b>  | <b>Co-ordinators</b>                                   |   |
|---------------|--|---|
| 1. Chittagong | Salahuddin Ahmed                                       | Deputy Director   |
| 2. Khulna     | Abdus Samad Chowdhury                                  | Deputy Director   |
| 3. Dhaka      | Md. Sanaullah<br>Md. Shafiqul Islam<br>Md. Abdul Haque | Assistant Co-ordination Officer<br>Assistant Co-ordination Officer<br>(In-charge)<br>Assistant Co-ordination Officer<br>(In-charge) |

**Note :** Syllabus, course fee and hostel charges are subject to revision from time to time.

## **FACULTY MEMBERS OF BIM**

### **DIRECTOR GENERAL** (Current charge)

**Md. Nizam Uddin**

B.Sc. Engg. (Mech)

M.E.Mgt. (New Zealand)

Dip. in. Ind. Engg & Mgt. (Bangkok)

### **DIRECTOR**

**Yusuff Hasan**

Director (Additional Charge)

M.B.A. (U.S.A.)

**Md. Zahangir Alam Khan**

Director (Additional Charge)

B.A. (Hons in History)

M. A. (History)

LL.B.

### **SENIOR MANAGEMENT COUNSELLOR**

**Indrajit Chandra Bardhan**

B.Com. (Hons.)

M. Com. (Accounting)

**A.H. Mostafa Kamal Khan**

B.S.S. (Hons in Economics)

M.S.S. (Econ.)

M.B.A. (U.S.A.)

**A.B.M. Shamsuddin**

B.Sc. Ag. Econ. (Hons)

M. Sc. Ag. (Econ.)

**Md. Abdus Samad Chowdhury**

B. Com.

M. Com. (Marketing)

**Sonia Sharif**

M.Sc. (Home Econ.)

**Salahuddin Ahmed**

Deputy Director

B.S.S. (Hons.)

M.S.S. (Pub. Admn.)

**Parveen Agaz**

B.S.S. (Hons. in Pub. Admn)

M.S.S. (Pub. Admn.)

M. Phil (Pub. Admn.)

**Md. Manzur Hossain**

B. Com. (Hons.)

M. Com. (Accounting)

**A.B.M. Rashedul Hassan**

B. Com. (Hons)

**Abu Naser Md. Shahidullah**

B.Sc. Engg. (Mechanical)

**Faculty Members and other Officers**

M. Com. (Management)

PG Dip in Per mgt.

**MANAGEMENT COUNSELLOR**

**Abdul Quader**

B.Sc. Engg. (Mechanical)  
P.G. Dip. in Per. Mgt.

**Md. Mahbub-ul-Alam**

M.S.S. (Political Science)  
P.G.Dip. in Per. Mgt.

**Farhana Ahmed**

B.Com. (Hons.)  
M.Com. (Marketing)

**Salma Sultana Saleh Ejaj**

B.S.S. (Hons.)  
M.S.S. (Political Science)  
P.G.Dip. in Per. Mgt.

**Akhund A. Shamsul Alam**

B.Com. (Hons.)  
M. Com. (Accounting)  
P.G.Dip. in Per. Mgt.

**Md. Tariqul Islam**

B. Sc. Engg.  
(Electrical & Electronics)  
P. G. Dip. in Computer Science

**Md. Mehboob Hasan Kallol**

M. Sc. Engg. (Electrical),  
P.G. Dip. in Computer Science

**S M Ariful Islam**

B.Sc. in Urban and Rural Planning

**Md. Mamunur Rashid**

B. Sc. (Mechanical),  
M. Sc. (Mechanical),  
M.B.A.

**Uttam Kumar Datta**

B.Com. (Hons.)  
M. Com. (Marketing)  
M. Phil

**ASSOCIATE MANAGEMENT COUNSELLOR**

**Mohammad Nazmi Newaz**

BBA (Management)  
MBA (MIS)

**Mohammad Mainul Islam**

BSS (Hons.) (Aligarh)  
MSS (DU)

**Shah Md. Nurul Islam**

B. Sc. Engg. (EEE) (IUT)  
P.G. Dip. in Technical Education

**A.S.M. Mahmudur Rahman**

B. Sc. Engg. (Mechanical), (BUET)

**Ummeh Habiba**

BBA (Marketing),  
MBA (Marketing), D.U.

**Khan Sarfaraz Ali**

BSS (Hons),  
MSS (Social Welfare), D. U.

**RESEARCH OFFICER**  
**Mohammad Sayeedur Rahman**  
M. Sc. (Economics)

**OFFICERS**

**Nur Mohammad**  
B. Com., M. Com.  
Senior Accounts and Budget Officer

**Md. Aftabuddin**  
M. A. in Library Science  
Senior Librarian

**Md. Humayun Kabir**  
Dip. in Civil Engg.  
P.G. Dip. in Ind. Mgt.  
Maintenance In-Charge

**Md. Shafiqul Islam**  
Assistant Co-ordination officer  
(In-charge)

**K. M. Mizanur Rahman**  
B. Com.  
Senior Administrative Officer

**Md. Sanaullah**  
M.A. (Islamic Studies)  
P.G.Dip. in Per. Mgt.  
Project Planning Coordination  
Officer (Additional Charge)

**Md. Shamsul Haque**  
Assistant Co-ordination officer

**Md. Abdul Haque**  
Assistant Co-ordination officer  
(In-charge)