

Professional Diploma in Business Management

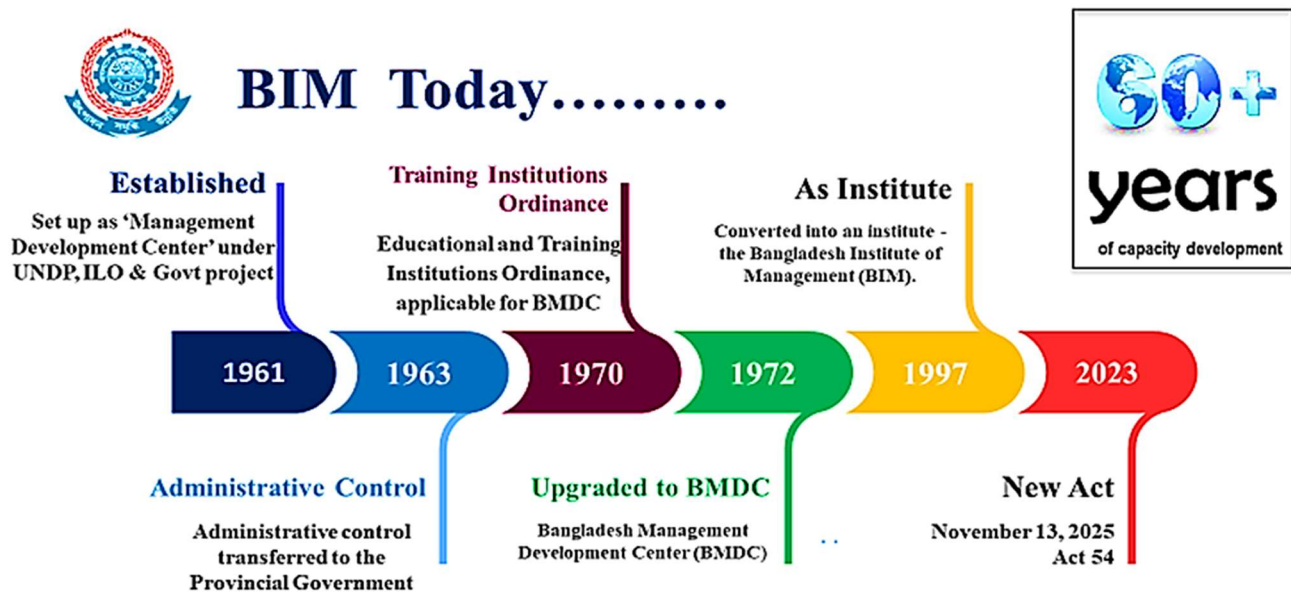
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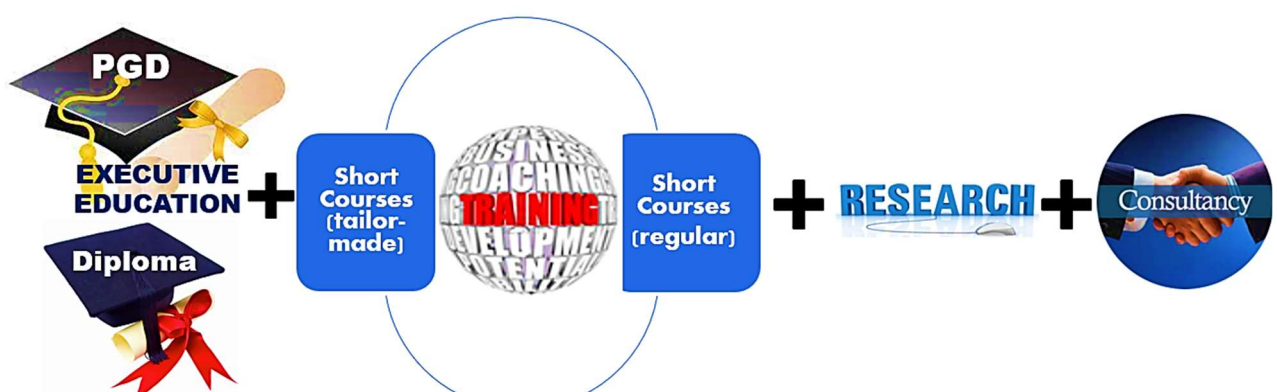
**BANGLADESH INSTITUTE OF MANAGEMENT (BIM)
&
DHAKA CHAMBER OF COMMERCE & INDUSTRY (DCCI)**

Bangladesh Institute of Management (BIM)

The Bangladesh Institute of Management (BIM) is one of the oldest autonomous training institutions under the Ministry of Industries, Government of the People's Republic of Bangladesh. Established in 1961 under the then Ministry of Health, Labour, and Social Welfare, BIM began its journey following a tripartite agreement among the United Nations, the International Labour Organization (ILO), and the Government of the then Pakistan in 1960. For more than six decades, BIM has been contributing to enhancing productivity in the industrial sector and improving managerial competence to help organizations remain competitive and achieve sustainable growth in a market-driven economy. In 2023, BIM received a new legal framework that has further strengthened its mandate and accelerated its activities.



Major Activities

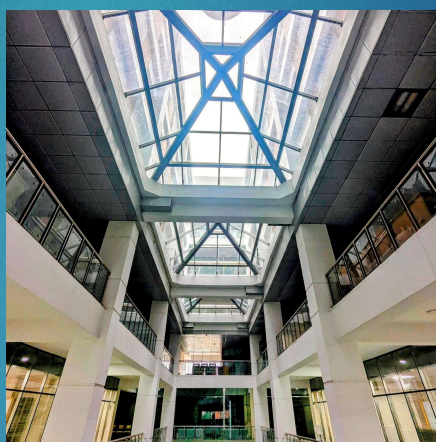


Dhaka Chamber of Commerce & Industry (DCCI)

Dhaka Chamber of Commerce & Industry (DCCI) the voice of SMEs serves as the first point of business contact for penetration into new market and a vibrant platform putting forward facts-based opinions, suggestions and recommendations for a brighter tomorrow in the sphere of trade, commerce and the overall economy. DCCI, the largest and most active Chamber of the country, established in 1958, was incorporated under the companies Act, V11 of 1913 as a limited company on March 10, 1959. It serves as a model of non-profit, service-oriented organization. It has rendered more than six decades of very useful services for the development of business and industry in Bangladesh.

Physical Facility

The main campus of the Bangladesh Institute of Management (BIM) is situated on a five-acre site at 4 Sobhanbag, Mirpur Road, in the heart of Dhanmondi, Dhaka. Recently, BIM inaugurated a new 12-storey Training Complex equipped with state-of-the-art facilities. Currently, the institute offers 42 fully equipped, air-conditioned classrooms with modern training amenities, accommodating up to 1,850 participants at a time. The campus also includes 95 hostel rooms with contemporary facilities and two canteens providing quality meals. In addition to the Dhaka campus, BIM maintains similar—though smaller—facilities in two other major cities of Bangladesh: Chattogram and Khulna.



Library Facility

The fully air-conditioned library at Dhaka has a collection of books on various aspects of management and business practices as well as a limited number of national and international journals. Library facilities are available to all participants and other readers interested in management education.

Computer Labs

BIM has Six computer labs equipped with microcomputers numbering over 240. The computer labs are designed to provide conducive learning environment to the participants of computer related courses. Computer lab facility is also available for the participants at the Chattogram campus.

Course Modules

Module 1: Business Acumen & Modern Business Management

- ❖ Business Management and Environment
- ❖ Strategic Thinking & Data Driven Decision Making
- ❖ Business Ethics and Corporate Governance
- ❖ Business Intelligence Fundamentals
- ❖ New Technologies in Business
 - ❖ Data Based Modeling & Data Visualization
 - ❖ Business Analytics
 - ❖ AI Tools for Productivity

Module 2: Human Resource Management: Leadership & Workforce Analytics

- ❖ Behavior in Organization & Strategic HRM
- ❖ Recruitment & Selection
- ❖ Learning & Development
- ❖ Compensation & Benefits
- ❖ HRIS Fundamentals
- ❖ Leadership Styles and Practices
- ❖ Emotional Intelligence (EQ)
- ❖ Team Building & Motivation
- ❖ Conflict Management
- ❖ Performance Management
- ❖ Coaching & Mentoring Skills
- ❖ Change Management

Module 3: Marketing, Branding & Customer Experience

- ❖ Marketing Management
- ❖ Segmentation, Targeting & Positioning
- ❖ Pricing
- ❖ Consumer Behavior
- ❖ Brand Strategy
- ❖ Digital Marketing Fundamentals
- ❖ Social Media Marketing
- ❖ Customer Relationship Management (CRM)
- ❖ Customer Experience Management

Course Modules

Module 4: Finance for Managers

- ❖ Financial Statements Analysis
- ❖ Budgeting & Cost Control
- ❖ Financial Planning & Analysis
- ❖ Business Performance Measurement
- ❖ Capital Budgeting & Investment Appraisal
- ❖ Financial Risk Management
- ❖ Business Valuation Basics

Module 5: Project & Supply Chain Management

- ❖ Operations Management
- ❖ Production Planning & Schedule
- ❖ Supply Chain Management Foundation
- ❖ Demand and Requirement Analysis
- ❖ Procurement & Sourcing
- ❖ Inventory Management
- ❖ Logistics & Distribution
- ❖ Quality Management
- ❖ Sustainable Supply Chains
- ❖ Lean Management
- ❖ Work Breakdown Structure (WBS)
- ❖ Business Process Reengineering

Module 6: Term Paper & Viva Voice

Admission Criteria

Graduates in any subject from a recognized university, college or institution are eligible for admission. Persons having diploma in any branch of engineering subsequently having completed AMIE are also eligible to apply.

Interested persons **must apply Online through** BIM website: **www.bim.org.bd**. Before filling up the form, please see & follow the “**Application Guideline**” which can be seen in BIM website.

Venue

The Professional Diploma in Business Management is offered at Dhaka Campus only.

Timing:

- 2 Days Face to Face, Friday & Saturday
 - Friday 3 PM to 9.45 PM (on Campus)
 - Saturday 6.30 PM to 9.45 PM (on Campus)
- 01 Day Online, Tuesday 6.30 PM to 9.45 PM (Online)

Fees:

- Professional Diploma in Business Management will require (investment):

Tk. 36,000/-

*(Participants may pay the fee in two installments: the first installment is **Tk. 27,000/-** only to be paid at the time of admission and the rest **Tk. 9,000/-** only is payable before Mid-Term Examination.)*

Examination Rules

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

The rules are as follows:

1. General Rules

Short title, Commencement and Application:

The Examination Rules, 2008 shall be in effect for the Diploma Courses from the Session 2017 and onward.

- ❖ The examinations of all the diploma courses shall be held in two parts; Mid-term and Final Examinations.
- ❖ While a student shall be considered eligible to sit for the written examinations of any subject/paper, he/she should have at least 30% attendance of the total classes of that subject/paper. He/she shall be entitled to obtain marks in class attendance only if he/she attends a **minimum of 30% of classes for that subject/paper**. Attendance will carry 10% of the total marks for each subject/paper.
- ❖ The distribution of marks for attendance shall be as follows:

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

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

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

Examination Rules

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

In case of improvement examination, the highest between two marks (i.e. the original examination marks and the improvement examination marks) will be counted as obtained marks for the Midterm Examination. If a participant failed to appear in the Midterm Improvement Examination after submission of application, his/her original examination marks will be counted.

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

Numerical Grade	Letter Grade		Grade Point
80% and Above	A+	(A Plus)	4.0
75% to less than 80%	A	(A Regular)	3.75
70% to less than 75%	A-	(A Minus)	3.5
65% to less than 70%	B+	(B Plus)	3.25
60% to less than 65%	B	(B Regular)	3.0
55% to less than 60%	B-	(B Minus)	2.75
50% to less than 55%	C+	(C Plus)	2.5
45% to less than 50%	C	(C Regular)	2.25
40% to less than 45%	D		2.0
Less than 40%	F		0.0
Absent	I		0.0

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

Examination Rules

Students shall have to complete the Term Paper on any topic related to the course of the concerned diploma prior to viva-voce. They shall be eligible to undertake the Term Paper provided they pass the Part-I examinations and appear at all subjects/papers of Part-II Examination.

- ❖ The Term Paper shall be prepared under the supervision of a guide selected by the Post-Graduate Diploma Course Committee. Students shall have to fulfill all requirements in respect of the Term Paper preparation.
- ❖ Prior to appearing at the viva voce, a candidate has to participate in the individual presentation. The individual presentation shall be held focusing on the subject of the term paper. Under no circumstance a participant will be allowed to appear before the viva-voce examination without attending the individual presentation.
- ❖ Participants of the Diploma courses who were unsuccessful in their examinations would be allowed to complete the course in the subsequent session upon payment of a semester fee of BDT 5,000 and BDT 3,000 per subject.
- ❖ Additionally, the time limit for retake participants is immediate three (03) years. Such participants shall be required to complete all academic requirements of the failed subjects, including class attendance, class tests, midterm, and final examinations.
- ❖ A student with I (Incomplete) or F grade due to failing to appear at the examination or failing in one or two subjects shall be allowed to sit for the supplementary examinations in those subjects within 4 (four) weeks from the publication of results. Students willing to appear at the Incomplete or Supplementary examination shall be required to submit an application in the prescribed form within 10 (ten) days of the publication of the result along with an examination fees of Tk. 2,000.00 (Taka Two thousand) only for each subject/paper. However, if a participant fails in any of the subjects in the Incomplete/Supplementary examination, they shall be considered to have failed in the diploma program and may retake by immediate three (03) years. Also a student failing to sit for the supplementary examination within the stipulated time, shall be declared to have failed in the subject/subjects and may retake by immediate three (03) years.

Examination Rules

Discipline & Conduct rules of Examination

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

Re-examination Provisions

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

Repeal and savings

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



APPLICATION LINK

🌐 www.bim.org.bd

Course Details:

🌐 <https://bim.gov.bd/pages/files/6922da79933eb65569e04c3f>



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