Advanced Certificate Course on Business Administration

ACBA

Creating Manager for Future Challenges.....

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গণপ্রজাতন্ত্রী বাংলাদেশ সরকার

শিল্প মন্ত্রণালয়

বাংলাদেশ ইনষ্টিটিউট অব ম্যানেজমেন্ট (বিআইএম)

৪ সোবহানবাগ,মিরপুর রোড, ঢাকা-১২০৭

Brief Profile

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

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

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

VISION STATEMENT

"World-class organization for developing managerial capacity."

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

MISSION STATEMENT

"Developing capacity of managers through training and consultancy services."

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

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

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

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Who can participate?

Advanced certificate in business management (ACBA) is suitable for the managers and executives who are not in a position to go through a full-fledged MBA or EMBA program and those who are working different areas like people management, administration, human resources, finance and accounting, program/project division. Fresh graduates are from approved private and public universities at home and aboard who wants to build up their career on business administration in the different management practices.

Methodology

This program will be followed various learning methodology like as classrooms, seminars and workshops. Participatory learning approach will be applied to ensure the effective learning. Teaching methods to be used includes lectures, case studies, group exercise, presentations and industrial visit.

Program schedule
Details program modules and contents

Total 24 Weeks will be required to complete the entire program, in which each module will be completed four weeks (Weekends only). The module will be offered in the following order:

Modules	**:**	**1**	**Strategic Management for Decision Making**
Modules	**:**	**2**	**Financial Management for Sustainable Development**
Modules	**:**	**3**	**Strategic Human Resource Management**
Modules	**:**	**4**	**Marketing Management for the Future leader**
Modules	**:**	**5**	**Strategic Supply Chain Management for Global Challenges**
Modules	**:**	**6**	**Effective Managerial Communication**
Modules	**:**	**7**	**Project Development and Management**

Management for Decision Making

Management Decision Making provides managers and supervisors with the key tools for identifying, preventing and resolving issues through the effective implementation of problems are solving and decision making skills. An emphasis is placed on achieving mutually satisfying alternatives in an “open communication environment” and the implementation of a desired solution. The course focuses on establishing the right environment as well as creative brainstorming and the effective evaluation of alternatives.

Sustainable Financial Management

This course provides with the basic knowledge and concepts in the field of Accounting and Finance. The focus of the module is to acquaint the participants with the application of Accounting and Finance knowledge in managerial decision making process. The module has three broad areas: Financial Accounting, Managerial Accounting and Financial Management. It covers the most pertinent topics of these areas including preparation and analysis of financial statements, study of annual corporate reports, role of accounting information in managerial planning and controlling, budgeting process, costing techniques, standard costing, transfer pricing, time value of money concept, valuation of financial securities, evaluation of investment and financing proposals etc.

Human Resource Development and Management

The module aims to provide leading-edge conceptual and practical understanding of human resource management in complex workplace situation in order to facilitate management decision making. As the work environment is changing rapidly, organizations need to develop and maintain their human capital in a manner that will be profitable for the organization itself and satisfactory for the employees, too. This module will cover the issues of contemporary strategic human resource management including talent management, Human Resource Information System (HRIS), developing and retaining high performers and issues related to work life balancing.

Marketing Management for the Future leader

This course will enable participants to develop an understanding of marketing and the management of marketing functions in the modern organization. The course includes art of meeting and exceeding the sales goals of an organization through effective planning, controlling, budgeting and leadership. This module will also focus on what being market oriented means in practice to organizations operating in manufacturing and service industries as well as non-profit enterprises. It will, therefore, take a strategic orientation and introduce participants to the theories, concepts, models, techniques and current best-practices for developing and implementing sales and marketing strategies.

Strategic Supply Chain Management for Global Challenges

Today's world is considered as global village. Competition and competitiveness is depends on efficiently deliver the product to the customer. Companies around the world are continuously hunting for better way of doing business to ensure competitive advantage in marketplace ahead of competitors. One of such development is supply chain management which encompasses all of those integrated activities that bring product to market and confirm customers' contentment. For competiveness and sustainability of any business organization, Strategic Supply Chain Management is a very important technique which itself become a profession. This module will make you to better understand about Supply chain management which will help to increase organizational productivity and maximization of organizational profitability.

Effective Managerial Communication

In today's competitive business world and difficult economy, effective communication skills training is more essential than ever before. It is the foundation on which companies and careers are built and a crucial component of lasting success.

Whether it's a face-to-face conversation or a professionally written e-mail exchange, a meaningful message entails establishing a connection that leaves a powerful impression.

The communication module will help you develop a truly engaging and responsive communication style, leading to positive results for you and your organization.

Project Development and Management

The course enables the learning of participatory approaches to development that are designed to mobilize people to actively take part in their own and organizational development. It equips the Participants' with every step that a person needs to develop and manage a project. It also covers the basic concepts and standard practices in Bangladesh about such interventions. The course is useful for both the elementary and advanced level personnel engaged in Management Professionals or social/government development sectors.

Venue Timing

The classes will be held @ BIM campus, 4 Sobhanbagh, Mirpur Road, Dhanmondi, Dhaka-1207

Class timing will be as follows:

Day	Morning	Evening
Friday (Only Friday Batch)	10:00 AM to 1:00 PM	3:00 PM to 6:00PM
Saturday (Only Saturday Batch)	10:00 AM to 1:00 PM	2:30 PM to 5:30PM

Eligibility Criteria

Prospective candidates must fulfill the following criteria for admission:

- Bachelors degree (with a minimum 2nd class or CGPA 2.00 out of 4.00) in any discipline
- At least 3 (Three) years of work experience with reputed organization(s) (work experience may be relaxed for exceptional candidates).
- Short listed Candidates call for a VIVA for confirming admission.

Admission Procedure

Those who fulfilled the above mentioned criteria every one can enroll in the program maintaining the followings procedures;

- **Candidates should apply using the prescribed "Application Form" which is available at ACBA office or www.bim.org.bd.**
- **Shortlisted candidates will be call for an interview for selection for the program.**

Fees for the program

- Application fees Tk. 500 (Five Hundred only)
- Course Fees is Tk. 35000 (Thirty Five Thousand Only)
- This course fees includes tuition, course materials, refreshment etc.
- All payments are to be made by bank drafts or pay-order drawn in favor of 'Director General BIM-ACBA'

Partial payment is not allowed.##

Certification

On successful completion of the entire program and obtain the Advanced Certificate in Business Administration (ACBA) must complete all of the seven modules. An ACBA certificate holder is eligible to be 'Member' of BIM Alumni Association (BIMAA**).**

Evaluation Process

- ✓ **Individual and Group Presentations**
- ✓ **Case Studies, Quizzes**
- ✓ **Assignment**
- ✓ **Examination**
- ✓ **Industry Attachment**
- ✓ **Project Work / Term paper**

Note: A minimum 70% class attendance is mandatory for getting approval to sit in the examination.

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N.B: The authority reserves the right to make any necessary changes in the contents of this brochure.