

BiMIS[®]

Bangladesh Institute of Management Studies

Post Graduate Diploma

— ★ —
P R O S P E C T U S



Visit Our Website



www.bimsedu.com



RELEVANT | RECOGNISED | RESPECTED



About BiMS

Since 2004, BiMS has helped thousands of learners strengthen their careers through accredited Post Graduate Diploma programmes. Over the past two decades, our learners have developed practical knowledge, gained recognised qualifications, and progressed towards their professional goals. *Alhamdulillah!*



22+

YEARS
OF EXPERIENCE



500+

ORGANISATIONS
CONNECTED



5,000+

GRADUATES
EMPOWERED



POST GRADUATE DIPLOMAS

Career-focused PGD programmes in key management disciplines for working professionals seeking advancement.



RESEARCH & PUBLICATIONS

Commitment to knowledge creation through research, publications and thought leadership.



FLEXIBLE DIGITAL LEARNING

Innovative online learning platform designed for flexibility, accessibility and continuous professional growth.

Our Journey

A legacy of growth, innovation and impact
in professional education.



2004

ESTABLISHMENT OF BiMS

The beginning of a journey dedicated to excellence in management education.

LAUNCH OF PGDHRM

The first of its kind Post Graduate Diploma in Human Resource Management in Bangladesh.

2004



2011

LAUNCH OF PGDSCM

The first Post Graduate Diploma in Supply Chain Management in Bangladesh.

PERMANENT CAMPUS

Move to our own permanent campus at Progoti Sharani, Dhaka.

2012



2015

LAUNCH OF PGDMBM

The first Post Graduate Diploma in Marketing & Branding Management.

NEW ONLINE CAMPUS

Launch of a new generation online campus to deliver quality education anytime, anywhere.

2022



2025

DIGITAL CERTIFICATION SYSTEM

Introduction of advanced digital certification for secure and verified learner achievements.

LAUNCH OF PGDPM

Post Graduate Diploma in Project Management with CPMA UK Dual Certification.

2026



Post Graduate Diploma in **HUMAN RESOURCE MANAGEMENT**

PGDHRM

BiMS introduced Bangladesh's first PGDHRM programme in 2004, setting a new standard by replacing the traditional concept of 'Personnel Management' with the modern discipline of Human Resource Management.

For over two decades, BiMS PGDHRM has empowered thousands of professionals from diverse backgrounds with practical HR knowledge and recognised qualifications.

Alhamdulillah!



ACCREDITED BY
**AMERICAN
ACCREDITATION
ASSOCIATION
(USA)**



FIRST IN BANGLADESH

BiMS was the first institute in Bangladesh to launch the PGDHRM programme in 2004.



AAA ACCREDITED

The only HR course in Bangladesh fully accredited by the American Accreditation Association (AAA).



EXCLUSIVE LEARNING BOOK

First and only institute in Bangladesh to develop and publish its own exclusive PGDHRM book.



EMPLOYER RECOGNITION

Recognised and trusted by employers for over two decades across diverse industries.



THOUSANDS OF GRADUATES

Proudly produced thousands of PGDHRM graduates from different professional backgrounds.



PRACTICAL & RELEVANT

A future-ready HR programme designed for today's dynamic workplace.



RESOURCEFUL ONLINE CAMPUS

Access pre-recorded lectures, quizzes, learning videos, study materials and digital resources anytime, anywhere.



LIVE ONLINE CLASSES

Interactive live sessions with expert faculty to clarify concepts and enhance learning.



FINAL ONLINE EXAMINATION

Complete the programme by appearing in one final online multiple-choice (MCQ) examination.

PGDHRM COURSE STRUCTURE

The PGDHRM curriculum is thoughtfully designed to provide comprehensive knowledge, practical skills and contemporary insights in Human Resource Management.



PART I – HR PLANNING & RESOURCING

- MODULE 1** INTRODUCING HUMAN RESOURCE MANAGEMENT
- MODULE 2** WORKFORCE PLANNING AND TALENT MANAGEMENT
- MODULE 3** RECRUITMENT AND SELECTION



PART II – CORE HUMAN RESOURCE PRACTICES

- MODULE 4** EMPLOYEE ENGAGEMENT, INDUCTION, AND RETENTION
- MODULE 5** PERFORMANCE MANAGEMENT
- MODULE 6** MANAGING REWARDS
- MODULE 7** LEARNING AND DEVELOPMENT
- MODULE 8** EXIT MANAGEMENT



PART III – CONTEMPORARY TOPICS IN HRM

- MODULE 9** HR ANALYTICS
- MODULE 10** HR INFORMATION SYSTEMS
- MODULE 11** HR AUDIT
- MODULE 12** ISLAMIC HRM



PART IV – EMPLOYMENT LAWS & COMPLIANCE

- MODULE 13** EMPLOYEE RELATIONS
- MODULE 14** OCCUPATIONAL SAFETY AND HEALTH
- MODULE 15** SELECTED TOPICS OF LABOUR LAW
- MODULE 16** SOCIAL COMPLIANCE

WHAT YOU WILL GAIN



Strong foundation in HR principles and best practices



Practical skills for talent management and development



Knowledge of modern HR tools, systems and analytics



Understanding of employment laws, compliance and ethical practices



Preparation for leadership roles in today's dynamic workplace

ASSESSMENT OVERVIEW



The programme is completed through one final online MCQ examination.



EXAM DURATION
75 MINUTES

Post Graduate Diploma in **SUPPLY CHAIN MANAGEMENT**

BiMS introduced Bangladesh's first PGDSCM programme in 2011, creating a formal pathway for Supply Chain Management education in Bangladesh.

Since then, thousands of professionals have strengthened their supply chain knowledge and career prospects through the programme.

Alhamdulillah.



**FIRST
IN BANGLADESH**
Since 2011

BiMS introduced Bangladesh's first PGDSCM programme in 2011.



**PIONEER IN
SCM EDUCATION**

Before BiMS PGDSCM, supply chain management was not widely available as a structured professional course in Bangladesh.



**EXCLUSIVE
BiMS SCM BOOK**

BiMS developed and published its own Supply Chain Management textbook for PGDSCM students.



**THOUSANDS
OF SCM ALUMNI**

Since 2011, BiMS has produced thousands of PGDSCM alumni working in supply chain and related professional roles.



**AAA
ACCREDITATION**

BiMS PGDSCM is accredited by the American Accreditation Association, adding external recognition to the programme.



**PRACTICAL &
INDUSTRY RELEVANT**

Designed to equip professionals with practical knowledge aligned with industry best practices.



**RESOURCEFUL
ONLINE CAMPUS**

Access pre-recorded lectures, quizzes, learning videos, study materials and digital resources anytime, anywhere.



**LIVE ONLINE
CLASSES**

Interactive live sessions with expert faculty to clarify concepts and enhance learning.



**FINAL ONLINE
EXAMINATION**

Complete the programme by appearing in one final online multiple-choice (MCQ) examination.

PGDSCM SYLLABUS

Post Graduate Diploma in SUPPLY CHAIN MANAGEMENT



PART A: GETTING STARTED WITH SUPPLY CHAIN MANAGEMENT

- CHAPTER 1** UNDERSTANDING THE BASICS OF SUPPLY CHAIN MANAGEMENT
- CHAPTER 2** UNDERSTANDING SUPPLY CHAINS FROM DIFFERENT PERSPECTIVES
- CHAPTER 3** DIGGING INTO YOUR SUPPLY CHAIN
- CHAPTER 4** OPTIMISING YOUR SUPPLY CHAIN



PART B: MANAGING SUPPLY CHAIN PROCESSES

- CHAPTER 5** CONNECTING SUPPLY CHAIN PROCESSES
- CHAPTER 6** PLANNING THE SUPPLY CHAIN
- CHAPTER 7** SOURCING, PURCHASING, AND PROCUREMENT
- CHAPTER 8** MAKING YOUR PRODUCTS OR SERVICES
- CHAPTER 9** DELIVERING YOUR PRODUCTS OR SERVICES
- CHAPTER 10** MANAGING PRODUCT RETURNS AND REVERSE SUPPLY CHAINS
- CHAPTER 11** ENABLING YOUR SUPPLY CHAIN



PART C: USING TECHNOLOGY TO SUPPLY CHAINS

- CHAPTER 12** MANAGING SUPPLY CHAIN SOFTWARE
- CHAPTER 13** INTEGRATING ADVANCED MANUFACTURING INTO YOUR SUPPLY CHAIN
- CHAPTER 14** MANAGING DIGITAL SUPPLY CHAINS



PART D: DRIVING VALUE WITH SUPPLY CHAIN MANAGEMENT

- CHAPTER 15** TRANSFORMING YOUR SUPPLY CHAIN
- CHAPTER 16** ADOPTING SUPPLY CHAIN METRICS
- CHAPTER 17** MANAGING SUPPLY CHAIN RISKS

ASSESSMENT OVERVIEW



The programme is completed through one final online MCQ examination.

 **EXAM DURATION**
75 MINUTES



This syllabus provides a comprehensive understanding of modern supply chain management—from foundational concepts and core processes to technology adoption and value creation.



KEY HIGHLIGHTS OF THE PGDSCM SYLLABUS

- ✓ 17 chapters across 4 comprehensive parts
- ✓ Covers end-to-end supply chain processes
- ✓ Focus on technology, digitalisation and analytics
- ✓ Emphasis on practical application and tools
- ✓ Aligns with global SCM best practices
- ✓ Designed for career growth and leadership



Post Graduate Diploma in **MARKETING & BRAND MANAGEMENT**

Marketing, brand management, and sales help organisations understand customers, build trust, and grow in competitive markets.

BiMS PGDMBM brings these areas together in one practical postgraduate diploma.



WHY CHOOSE BiMS PGDMBM?



FIRST IN BANGLADESH

BiMS is the first institute in Bangladesh to offer a combined Post Graduate Diploma in Marketing and Brand Management.



SCHOLARSHIP WAIVER AVAILABLE

A generous scholarship waiver is currently available for eligible PGDMBM applicants.



AAA ACCREDITED

BiMS PGDMBM is accredited by the American Accreditation Association after review of the syllabus, assessments, and academic systems.



EXCLUSIVE TEXTBOOK

PGDMBM students receive the first Marketing & Brand Management textbook published in Bangladesh, written exclusively for this programme.



COMPREHENSIVE LEARNING

PGDMBM combines marketing, brand management, and sales-related learning to help learners understand how markets, customers, and brands work together.



ANIMATED LEARNING VIDEOS

BiMS has developed global-standard animated learning videos specially for PGDMBM to make marketing and brand management concepts easier to understand.



Start your journey towards a successful career in Marketing & Brand Management with BiMS PGDMBM.

LEARN MORE >

<https://bimsedu.com/pgdmbm>



www.bimsedu.com

PGDMBM SYLLABUS

Post Graduate Diploma in MARKETING & BRAND MANAGEMENT



PART A: MARKETING

- MODULE 1** **MARKETING FUNDAMENTALS**
Marketing overview, planning process, teams, written plan, B2B/B2C marketing
- MODULE 2** **THE ANALYSIS PHASE**
Core business, plan scope, competitor research, product, customer, buying process and market analysis
- MODULE 3** **THE STRATEGY PHASE**
From analysis to strategy, segmentation, targeting, positioning and setting goals
- MODULE 4** **THE TACTICAL PHASE**
4Ps model, product & services, pricing, promotion, distribution, integrating 4Ps and extended marketing mix
- MODULE 5** **THE MEASUREMENT PHASE**
Importance of measurement, budgeting, and measuring KPIs



PART B: BRAND MANAGEMENT

- MODULE 6** **UNDERSTANDING BRANDING**
Importance of brands, branding process, brand values, brand drivers
- MODULE 7** **DEFINING BRAND**
What is a brand, brand architecture, brand personality
- MODULE 8** **POSITIONING BRAND**
Identifying customers, benefits & buying process, value proposition
- MODULE 9** **BRAND IDENTITY**
Naming the brand, look of the brand, brand experience – touch points
- MODULE 10** **INTERNAL CHANNELS**
Communicate brand internally, brand book, product or service
- MODULE 11** **EXTERNAL CHANNELS**
External communication, digital channels, packaging
- MODULE 12** **BRAND PERFORMANCE**
Performance, managing brand equity



PART C: SALES

- MODULE 13** **UNDERSTANDING SALES**
3S approach, mind of the buyer, identifying potential customers, customer issues, buying motivators, barriers to change
- MODULE 14** **POWER OF YOUR SOLUTION**
Product vs. solution, breaking down the DNA, proof of your solution, ability to implement
- MODULE 15** **POWER OF YOUR SALES PROCESS**
Value of an effective sales process, elements of an effective sales process, developing your sales process



ASSESSMENT OVERVIEW



The programme is completed through one final online MCQ examination.

 **EXAM DURATION**
75 MINUTES

WHAT YOU WILL LEARN



Understand markets and customer behaviour



Build and manage strong brands



Develop practical sales capabilities



Apply marketing planning and measurement



Strengthen commercial decision-making



Connect marketing, branding and sales strategies



Post Graduate Diploma in **PROJECT MANAGEMENT** **(PGDPM)**

Post Graduate Diploma in Project Management (PGDPM) helps professionals build practical project management knowledge. It is designed for learners who want a recognised project management qualification with the added value of CPMA UK Certification.



ONE COURSE – TWO CERTIFICATIONS | PGDPM + CPMA (UK)

**WHEN YOU COMPLETE THE PGDPM,
YOU WILL EARN:**



**Post Graduate Diploma in
Project Management (PGDPM)**
from BiMS



**Certified Project
Management Analyst (CPMA)**
from IQN (UK)



You do not need to take extra exams or pay additional fees for the CPMA credential because the PGDPM syllabus is fully aligned with the CPMA body of knowledge.

THAT MEANS:



**ONE COURSE,
TWO RECOGNISED
ACHIEVEMENTS**



**ONE NATIONALLY
VALUED DIPLOMA
(PGDPM from BiMS)**



**ONE UK
CERTIFICATION
(CPMA from IQN)**



Build your project management career
with global recognition.
Enroll in PGDPM today!

LEARN MORE >

<https://bimsedu.com/pgdpm>



Sample CPMA UK Digital Certificate



This is to certify that

Md Zahirul Haque

has been awarded the designation

Certified Project Management Analyst (CPMA®)

This certification has been credit-rated by Fife College (UK) as SCQF Level 8 qualification with 20 credit points.



Issued on: Apr 08, 2026



Famina Maffid

Chief Executive

 Sample certificate shown for illustration only. Final certificate details may vary.

PGDPM SYLLABUS

Post Graduate Diploma in PROJECT MANAGEMENT



INITIATE

PART A: PROJECT FOUNDATIONS

MODULE 1 INTRODUCTION TO PROJECT & PROJECT MANAGEMENT

- What is a project?
- What is project management?
- Relationship between time, quality, and cost
- Types of projects
- Projects and strategy
- Project success factors
- Project lifecycle

MODULE 2 PROJECT SELECTION & FEASIBILITY ANALYSIS

- Framework for project selection / feasibility
- Basic approaches to project selection
- Feasibility study
- Payback period
- Net present value (NPV)
- Discounted payback period
- Internal rate of return (IRR)



PLAN

PART B: PLANNING & SCHEDULING

MODULE 3 PROJECT PLANNING

- Introduction
- Project charter
- Project scope statement
- Scope management plan
- Work breakdown structure
- Cost breakdown structure
- Product breakdown structure
- Responsibility assignment matrix
- Project communication plan
- Project evaluation plan

MODULE 4 PROJECT SCHEDULING

- Components of project scheduling
- Critical path method
- Program evaluation and review technique
- Gantt chart
- Resource levelling
- Agile scheduling



EXECUTE & CONTROL

PART C: PROJECT EXECUTION & CONTROL

MODULE 5 PROJECT PEOPLE MANAGEMENT

- Project organisation structure
- Project management office
- Project manager
- Project stakeholders
- Forming the project team
- Project team effectiveness
- Stages in project team development
- Conflict management
- Controlling the project team
- Project leadership

MODULE 6 PROJECT PROCUREMENT

- Project procurement process
- Procurement planning
- Supplier selection
- Procurement administration
- Closing procurement

MODULE 7 PROJECT COST MANAGEMENT

- Project cost management components
- Project cost estimation
- Project budgeting
- Project cost control

MODULE 8 PROJECT QUALITY MANAGEMENT

- Project quality management process
- Quality definition
- Quality assurance
- Quality control

MODULE 9 PROJECT RISK MANAGEMENT

- Risk management process
- Risk identification
- Risk assessment
- Risk response
- Risk monitoring



CLOSE

PART D: PROJECT CLOSURE

MODULE 10 PROJECT TERMINATION / CLOSURE

- Project termination process
- Completing the pending works
- Client acceptance & project handover
- Project documentation
- Project closure reports

ONE COURSE – TWO CERTIFICATIONS



The PGDPM syllabus is fully aligned with the CPMA (UK) body of knowledge. Complete the PGDPM and earn both credentials—without extra exams or additional fees.

ASSESSMENT OVERVIEW



The programme is completed through one final online MCQ examination.

EXAM DURATION
75 MINUTES

WHAT YOU WILL LEARN



Evaluate and select projects



Develop project plans and schedules



Manage project teams and stakeholders



Control project cost, quality and risks



Manage procurement activities



Successfully close projects

Sample PGD Certificate



POST GRADUATE DIPLOMA IN PROJECT MANAGEMENT

is awarded to

Abdur Rahman

who has successfully completed all academic
requirements of this programme

Issue Date: 05 May, 2030

Student ID: P990211

Md. Mahbubul Hasan Nim

Chief Executive Officer, BiMS



Issued under the Accredited Training & Education Scheme
of the American Accreditation Association (USA)

TERMS & CONDITIONS

When you enroll in any PGD course with BiMS or use any BiMS PGD course related services (such as the website, online campus, or offline services), you agree to the following terms and conditions. Accessing our courses and services means you have accepted these terms and conditions.

- 1 Fee Payment:** The full course fee must be paid at the time of online admission. Only students with a recognised bachelor's degree are eligible to join the PGD courses. If a student provides fake or forged documents, his/her admission will be cancelled without any refund.
- 2 No Refund or Transfer:** Course fees are non-refundable and cannot be transferred to another student. Students must complete the course with their assigned batch. Switching to another batch requires re-admission and full fee payment.
- 3 Maximum Duration of Services:** BiMS PGD courses last for a maximum of six (6) months. If a PGD course includes live online classes, the class schedule will be fixed for this period. The course fees strictly cover services only for this six-month period.
- 4 Book Courier:** Students must provide accurate contact information during admission. The address given during online admission will be used for sending course materials by courier. If the address is incorrect or incomplete, BiMS will not be liable for any loss or non-delivery of the book during transit.
- 5 Online Examination:** BiMS PGD courses are assessed through a single comprehensive online MCQ exam. Each student has three (3) chances to pass the exam: one first attempt and two (2) re-sit opportunities. Students must ensure they have access to a computer with a webcam and a stable internet connection to take the online exam. If a student faces any technical problem, software error, or hardware issue and cannot complete the exam, it will be counted as a failed attempt. Therefore, students must make sure they have all the necessary equipment and a reliable setup before starting the exam.
- 6 Unfair Practices:** BiMS uses a third-party platform for AI-based remote proctoring and subsequent human review of exam videos and images. Using unfair means during exams will result in immediate cancellation of admission. No refund will be provided, and no further opportunities will be allowed.
- 7 Incomplete Course:** If a student does not pass within three (3) exam attempts, they cannot complete the course with their batch. If they wish to continue, they must enrol in a new batch and pay the full course fee again, just like a new student.
- 8 Certificate:** Sample BiMS PGD certificates are shown on the website. The final design may differ due to updates or changes in global accreditation partnerships. Students will receive only digital certificates and digital transcripts. Digital certificates require an active email address. Our third-party certificate platform provides Digital Blockchain Credentials, which are more secure and sustainable than hard-copy certificates. Please note that BiMS does not issue any hard-copy certificates.
- 9 Change in Components of Course:** If necessary, BiMS reserves the right to change class dates and/or the any aspect of the PGD courses. Updated schedules, including any changes course format, will be communicated to students through the website and/or online campus.
- 10 Information Updates / Communication:** It is the students' responsibility to check the BiMS website (bimsedu.com) and online campus (campus.bimsedu.com) regularly for updates about exam structure, class schedules, or any other course-related announcements.
- 11 No Liability and Copyright:** BiMS is not responsible for any issues arising from the use of its online platform or any of its services, unless required by local law. BiMS owns all digital and printed materials, exams, videos, and resources. Sharing or distributing these materials is strictly prohibited and may lead to legal action.



EXPLORE MORE

FOR FURTHER DETAILS



Visit the following pages on our website and online campus to learn more about **BiMS** and our **PGD** programmes.



About Us



<https://bimsedu.com/about-bims>



Our Approvals



<https://bimsedu.com/our-approvals>



Our Publications



<https://bimsedu.com/our-publications>



About Our Research



<https://bimsedu.com/abf>



Our Management



<https://bimsedu.com/our-management-committee>



Our Founder Chairman



<https://bimsedu.com/our-founder-chairman>



About Our Trainers



<https://bimsedu.com/our-trainers>



Terms & Conditions



<https://bimsedu.com/terms-and-conditions>



BiMS Mobile App



<https://bimsedu.com/mobile-app>



Online Examination



<https://bimsedu.com/online-examination>



Online Campus



campus.bimsedu.com



Online Admission

Start your journey today!



<https://bimsedu.com/online-admission>



CONTACT US



CALL / WHATSAPP

01810013888

01717251585

🕒 Lines open from 9:30 AM to 6:30 PM



BiMS CAMPUS

2nd Floor, GA-9/3, Progoti Sharani,
Shahjadpur (Near Suvastu Nazar Valley),
Dhaka, Bangladesh.



EMAIL US

info@bimsedu.com



VISIT OUR WEBSITE

www.bimsedu.com

BiMS[®]

Bangladesh Institute of Management Studies

PROFESSIONAL EDUCATION SINCE 2004



Disclaimer: The information provided in this prospectus is correct at the time publication, for latest details please refer to our website bimsedu.com.