DC/DBI/BMMT/2026/03 October 1, 2026

Subject: Invitation to the Online Certificate Course on 'Business, Marketing Management, & Technology', jointly with American International University-Bangladesh (AIUB).

Dear Sir/Madam,

We have the pleasure of informing you that **DCCI Business Institute (DBI)** is offering a 3-month long **Online Certificate Course on 'Business, Marketing Management, & Technology', 3** rd Batch, scheduled to be held October-December 2026, jointly with American International University-Bangladesh (AIUB). A total of **10 classes** (3 hours each) will be held on **Friday from 7:00 pm to 10:00 pm** through the online Zoom platform.

Objectives: Assist participants in developing skills in marketing management, technology, and other essential business subjects. Through a blend of online classes and practical application, students gain the qualifications and training necessary to enter management roles, advance their careers in the business and marketing sector, and perform professionally in commercial organizations in this digital era.

Who Can Attend: This program is designed for entrepreneurs in small and medium-sized enterprises, managers and executives from the business and marketing sectors, undergraduate and postgraduate students from various academic institutions, and anyone interested in developing a career in business disciplines.

Facilitators: Renowned, highly-qualified, reputed and experienced Resource Person, having ample theoretical and practical knowledge from home and abroad will be invited to conduct respective sessions.

Fee: Tk. 12,000/- payable in favour of **'Dhaka Chamber of Commerce & Industry'** by NBSP/ Pay Order/ Cheque/ Cash Deposit to Bank. It could also be paid through bKash merchant number **01766018659 (Payment)** with a bKash charge. Fee includes cost of tuition, course materials, examinations and certificates. The fee is excluding VAT & Tax.

Discount: 10% discount will be applicable for DCCI members; DBI & AIUB Alumni, Women, Defence Forces, students and nomination of 3 (three) or more participants from one organization (one option applicable). **Corporate Discount of 15%** will also be applicable for the nomination of 10 or more participants from one organization.

Admission Procedure: The intending candidates may collect the Registration Form from the DBI Office for submitting to DBI after duly filling it out or log on to https://forms.office.com/r/dke6qt8HJ8 for completing the registration process.

Admission Deadline: October 28, 2026. Seats are limited. First Come First Served.

Certification: On successful completion of the Certificate course, certificate will be awarded to the participants, signed by the **President, DCCI**, and the **Vice Chancellor, AIUB**.

Contact: For further information, please contact DBI, Cell & WhatsApp # 01746948230/ 01766018659; Tel: +88 02 47122986 Ext. 282/124; IP Phone: +88 09666888555; Ext. 1015/1014; 88 09666319653; E-mail: dbi@dhakachamber.com.

Centre for Entrepreneurial Excellence
DCCI Business Institute

'Business, Marketing Management, & Technology'
Jointly Organized by DBI & AIUB

Course Outline

Module-1: Fundamentals of Marketing

Module Description

In this module, the participants will learn about the role of marketing in the organization and the key concepts that underpin the activities of the marketing practitioner.

Module Structure

The module comprises five units with defined learning outcome(s). Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

Unit-1	Basic Concepts of Marketing
Learning Outcomes • Understand the core principles that guide the field of marketing. • Understand the role of marketing in business and how it contributes to organizational success.	
Unit-2	Marketing Environment & Market Analysis.
Learning Outcomes • To highlight the factors and trends in the marketing environment and to summarize how they affect marketing. • To understand and apply different options to gather appropriate marketing information.	
Unit-3	Value Proposition
Learning Outcome • Understanding the marketing mix: To get to know the elements of the marketing mix and how to use them in various marketing scenarios.	
Unit-4	Target Marketing
Learning Outcome • Segmentation targeting and positioning: master the art of identifying target markets and positioning products effectively.	
Unit-5	Distribution of Products
Learning Outcome • Methods of distribution from producer to consumer.	

Module-2: Fundamentals of Market Insights

Module Description

This module covers the concepts of customer behavior and insights to understand contemporary customer expectations.

Module Structure

The module comprises three units each with two learning outcomes. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

Unit-1	Fundamentals of Customer Behavior
Learning Outcomes • Understand the range of customer contexts in which the marketer operates. • Understand the key factors that influence customer behavior.	
Unit-2	Customer Experience
Learning Outcomes • Understand the customer experience. • Know how to enhance the customer experience.	
Unit-3	Measuring and Monitoring
Learning Outcomes • Understand the range of research methods and metrics available to monitor customer experiences. • Know how to use and apply research approaches to gain insight and inform decision-making.	

Module-3: Fundamentals of Brand Management

This module is designed for participants who are looking for an in-depth understanding of brands, and the development and management of brands.

Module Structure

The module comprises four units with altogether six learning outcomes. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

Unit-1	Basic concepts of products & brands
Learning Outcomes • To discuss the basic/fundamental concepts of Brand. • To illustrate the importance of brands from both customers' and marketers' point of view.	
Unit-2	Building Brands.
Learning Outcomes • To summarize the different ways to build a strong brand. • To demonstrate sound skills in drawing the figures regarding brand growth strategies.	
Unit-3	Brand positioning
Learning Outcome • To discuss key strategies and issues of brand positioning.	
Unit-4	Introducing and Naming New Products and Brand Extensions.
Learning Outcome • To provide guidelines to facilitate the introduction and naming of new products and brand extensions.	

Module-4: Integrated Marketing Communication (IMC) in the Digital Era

Module Description

This module gives the participants the knowledge and skills to plan and implement successful

campaigns that deliver real results for an organization.

Module Structure

The module comprises three units with altogether six learning outcomes. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

Unit-1	Marketing Campaign Process
Learning Outcomes • Understand and summarize the planning of the marketing campaign process. • Develop a comprehensive understanding of how to undertake an external and internal situational analysis.	
Unit-2	Planning, Implementation, Monitoring & Evaluating A Campaign
Learning Outcomes • Develop an understanding of planning, and implementation of a marketing plan in practice. • Develop knowledge of the principles of monitoring a marketing campaign. • Develop knowledge and skills to undertake a post-campaign evaluation.	
Unit-3	Digital Marketing
Learning Outcome • To discuss the applications of digital marketing tools in the recent competitive digital era.	

Module-5: Business Communication Fundamentals

Module Description

This course introduces the principles of effective communication skills to students who wish to advance professionally. It provides an opportunity to study the forms of writing that are essential for entry to mid-level administrators and managers.

Module Structure

The module comprises three units each with two learning outcomes. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

Unit-1	Understanding professional communication.
Learning Outcomes • Be able to appreciate the value of effective communication. • Be able to identify the elements of professional communication.	
Unit-2	Application of the communication principles
Learning Outcomes • Be able to identify key principles for effective communication. • Be able to apply the key principles to increase communication effectiveness.	
Unit-3	Professional documents
Learning Outcomes • Be able to explain the characteristics of professional documents. • Be able to prepare basic documents following professional standards.	

Module-6: Introduction to Business Management

Module Description

This module is designed to provide an overview of basic management concepts with current business practices. Participants will develop basic knowledge of different aspects of management as well as

necessary skills of applying this knowledge in their workplace.

Module Structure

The module comprises five units with altogether twelve learning outcomes. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

Unit-1	Fundamentals of Business
Learning Outcomes • To understand the definition of business and the factors to consider for conducting business activities. • To identify the different objectives of a business. • To know about the various business departments. • To understand the basic definition of a "Manager" and the classifying the different types of Managers, and levels of managers. • To know about the fundamental Business Objectives which include survival, growth, profit, and social responsibilities.	
Unit-2	Organization's Culture
Learning Outcome • To know about the concept of organizational culture and its dimensions.	
Unit-3	Managing Strategy
Learning Outcomes • To know the importance of Strategic Management in an organization. • To understand the Strategic Management Process.	
Unit-4	Designing Organizational Structure
Learning Outcomes • To understand the importance of designing an effective organizational structure • To differentiate the differences between Traditional Organizational Designs with Contemporary Organizational Designs.	
Unit-5	Managing Human Resources
Learning Outcomes • To know about the Importance of Human Resource Management (HRM). • To know about the Human Resource Management process followed in an organization and learn about the steps in detail.	

Module-7: Fundamentals of Finance and Accounting

Module Description

This module provides a basic understanding of the fundamentals of accounting and finance to help participants to be able to understand financial information better and make proper financial decisions for their personal as well as economic well-being. By the end of this course, participants will have a basic understanding of key concepts in finance and accounting, including financial statements, financial ratios, budgeting, and the time value of money.

Module Structure

The module comprises three units with altogether ten learning outcomes. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

Unit-1	Introduction to Accounting and Finance

Learning Outcomes • Basic overview of finance and accounting in business. • To highlight the differences between finance and accounting. • To conceptualize accounting equations and financial statements. • Understanding financial system	
Unit-2	Finance and Financial Statements
Learning Outcomes • Time Value of Money. • Financial Statements. • Ratio Analysis.	
Unit-3	Cost and Budget
Learning Outcomes • To appreciate types of Costs. • Determining Break-even point and target Profit. • Develop an understanding of Budgeting and Capital Budgeting.	

Module-8: Applications of IT in Business & Digital Marketing

Module Description

This module discusses IT applications in business management and provides a basic understanding of how information technology is transforming business administration and driving efficiency.

Module Structure

The module comprises four units each with one learning outcome. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

Unit-1	IT Infrastructure and Cloud Computing
Learning Outcome • Understand the components of IT infrastructure and the role of cloud computing in modern businesses.	
Unit-2	Digital Marketing and IT Applications
Learning Outcome • Explore the intersection of IT and digital marketing, and how data-driven strategies can enhance marketing efforts.	
Unit-3	Software in Business Process Automation: ERP, CRM, and SCM
Learning Outcome • Understand how ERP, CRM, and SCM software streamline business operations and enhance efficiency.	
Unit-4	AI/ML and Blockchain Technology in Business
Learning Outcome • Explore the transformative impact of AI/ML and blockchain technologies on modern business operations.	

Module-9: Business Analytics

Module Description

This module is designed to provide participants with a comprehensive understanding of business analytics, equipping them with the knowledge and skills needed to analyze data, generate insights, and make data-driven decisions that drive business success.

Module Structure

The module comprises nine units each with one learning outcome. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

Unit-1	Introduction to Business Analytics
Learning Outcome • Understand the role of business analytics in modern organizations and its significance in driving decision-making.	
Unit-2	Data Exploration and Visualization
Learning Outcome • Develop the ability to explore and visualize data effectively to identify patterns, trends, and insights.	
Unit-3	Descriptive Analytics
Learning Outcome • Gain proficiency in summarizing and interpreting historical data to understand past business performance.	
Unit-4	Predictive Analytics
Learning Outcome • Learn how to use statistical models and machine learning techniques to predict future business outcomes.	
Unit-5	Prescriptive Analytics
Learning Outcome • Understand how to recommend actions based on data analysis to optimize business and outcomes.	
Unit-6	Data Mining and Big Data Analytics
Learning Outcome • Explore data mining techniques and the application of big data analytics in extracting valuable insights from large datasets.	
Unit-7	Business Intelligence (BI) and Reporting
Learning Outcome • Learn how to use BI tools to create reports and dashboards that support business decision-making.	
Unit-8	Analytics for Strategic Decision-Making
Learning Outcome • Understand how analytics can be applied to strategic decision-making and competitive advantage.	
Unit-9	Ethics and Data Governance
Learning Outcome • Explore data mining techniques and the application of big data analytics in extracting valuable insights from large datasets.	

Module-10: Fundamentals of Supply Chain Management

Module Description

This module is designed to equip students with basic concepts of operation and supply chain management. Participants will learn about the various functions and activities of the overall value chain. This module will also cover best practices in managing supply-chain management.

To identify the benefits and elements of supply chain management

Module Structure

The module comprises seven units with altogether sixteen learning outcomes. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. By the end of this module, participants should be able to:

Unit-1	Introduction to Supply-chain Management
Learning Outcomes • Basic overview of supply chain management • Drivers of supply chain management • Requirements for a successful supply chain	
Unit-2	Inventory Management
Learning Outcomes • Importance of holding inventories and objectives of inventory management. • Inventory cycle. • Economic order quantity.	
Unit-3	Procurement.
Learning Outcomes • Strategic Role of Procurement. • Supplier Selection and Evaluation.	
Unit-4	Warehousing
Learning Outcomes • Functions and types of warehouses. • Advantages and disadvantages of using different types of warehouses.	
Unit-5	Transportation
Learning Outcome • Understanding Transportation Costs, Pricing, and Related Issues	
Unit-6	Forecasting
Learning Outcomes • Common features of the forecast. • To highlight techniques for averaging. • To highlight the associative model.	
Unit-7	Competitiveness
Learning Outcomes • Businesses Compete Using Marketing & Operations. • Competitiveness-Factors that Affect Productivity.	

ASSESSMENT CRITERIA:

- ❑ The final examination (100 marks) will be held after completing the course.
- ❑ 60% class attendance is mandatory for eligibility for the exam.
- ❑ Pass marks 50% and grading will be less than 50 marks = Fail, 50-64 marks =Pass, 65-74 marks = Pass with Merit and 75 and above marks = Pass with Distinction.