

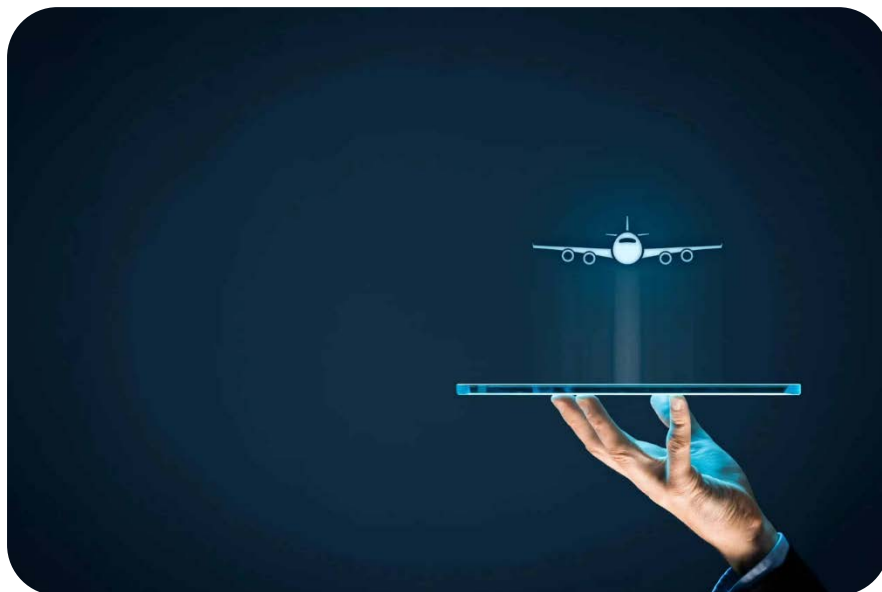


MARKETING & SALES FACULTY

The Marketing and Sales Faculty at the Bangladesh Airlines Training Center (BATC) plays a pivotal role in the development and training of passenger sales and cargo sales personnel at Biman Bangladesh Airlines. This faculty is responsible for equipping the airline's workforce with the necessary skills and knowledge to meet a wide array of compliance requirements and enhance their proficiency in various aspects of aviation sales. Through its rigorous training programs and emphasis on both skill development and compliance, the faculty ensures that Biman's passenger and cargo sales personnel are always prepared to meet the challenges of the dynamic aviation industry. The faculty designs and conducts comprehensive training programs for Biman's passenger sales personnel. This includes familiarizing them with the airline's offerings, reservation systems, and ticketing procedures.

In addition to passenger services, the faculty is also responsible for training cargo sales personnel. This involves imparting knowledge on cargo operations, logistics, pricing strategies, and regulations pertaining to the safe and efficient transport of goods.

A critical function of the Marketing and Sales Faculty is ensuring that all sales and cargo personnel are trained in line with local and international aviation laws and compliance regulations. This includes awareness of regulatory requirements from agencies such as the International Air Transport Association (IATA), the International Civil Aviation Organization (ICAO), and other relevant bodies including CAAB. This training is key to driving the airline's success in both local and international markets, helping to build a strong, customer-centric sales team.



Digital Marketing



Resource Persons of Marketing & Sales Faculty

Name : *Rashida Kabir Chowdhury*

Professional title : Deputy General Manager (DGM) Training (Marketing & Sales)

Academic : BSc & MSc from DU

Relevant skills :

- Facilitator of Passenger Sales & Cargo Sales Trainings
- Instructor of Security, DGR, HF

Approval : CAAB Approved Aviation Security & DGR Instructor



Name : *Iffat Khan Chowdhury*

Professional title : Deputy Manager Training (Marketing & Sales)

Academic : BBA & MBA in International Business, DU

Relevant skills :

- Facilitator of Passenger Sales & Cargo Sales Trainings
- Instructor of Security, DGR, HF

Approval : CAAB Approved Aviation Security & DGR Instructor



Name : *Mehnaz Kabir*

Professional title : Deputy Manager Training (Marketing & Sales)

Academic : BBA & MBA in Marketing, DU

Relevant skills :

- Facilitator of Passenger Sales & Cargo Sales Trainings
- Instructor of Security, DGR, HF

Approval : CAAB Approved Aviation Security & DGR Instructor





Marketing & Sales Faculty Course Schedule

SL. NO.	COURSE CODE	NAME OF THE COURSE	DURATION	FROM	TO
1	5000001COM	Basic Commercial	216 hour	As and when required	
2	5100001PAX	Basic Passenger Fares & Ticketing	30 hour	As and when required	
3	5100002APA	Advanced Passenger Fares & Ticketing	42 hour	As and when required	
4	5100003RES	Reservation & Ticketing	35 hour	As and when required	
5	5100004RES	Reservation & Ticketing Refresher	12 hour	As and when required	
6	5100005ADV	Skill Development in Pricing & Ticketing	30 hour	As and when required	
7	5100006MKT	Airline Marketing	24 hour	03-Feb-25	06-Feb-25
8	5100007LOY	Biman Loyalty Club	6 hour	10-Feb-25	10-Feb-25
				24-Apr-25	24-Apr-25
				28-Oct-25	28-Oct-25
9	5100008BCM	Business Communication	12 hour	As and when required	
10	5100009PAX	Passenger Sales Skills & Procedures	66 hour	As and when required	
11	5100010CUS	Customer Service	6 hour	As and when required	
12	5100011DIG	Digital Marketing & E-Commerce	12 hour	11-Mar-25	12-Mar-25
				25-Jun-25	26-Jun-25
				17-Sep-25	18-Sep-25
				05-Nov-25	06-Nov-25



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SL. NO.	COURSE CODE	NAME OF THE COURSE	DURATION	FROM	TO
13	5200012DGR	<i>Dangerous Goods Regulations (DGR) For Processing or Accepting DG Consignment-Initial (Category 6)</i>	42 hour	17-Feb-25	25-Feb-25
				22-Jun-25	30-Jun-25
				14-Oct-25	22-Oct-25
14	5200013DGR	<i>Dangerous Goods Regulations (DGR) For Processing or Accepting DG Consignment-Recurrent (Category 6)</i>	24 hour	05-May-25	08-May-25
				21-Dec-25	24-Dec-25
15	5200014DGR	<i>Dangerous Goods Regulations for General Cargo Processing or Accepting Personnel-Initial (Category 4&7)</i>	18 hour	10-Mar-25	12-Mar-25
				21-Jul-25	23-Jul-25
				24-Nov-25	26-Nov-25
16	5200015DGR	<i>Dangerous Goods Regulations for General Cargo Processing or Accepting Personnel-Recurrent (Category 4&7)</i>	6 hour	15-Jan-25	15-Jan-25
				22-Jan-25	22-Jan-25
				30-Oct-24	30-Oct-23
				28-Nov-24	28-Nov-24
17	5200016DGR	<i>Dangerous Goods Regulations Awareness Program (Initial/Recurrent)</i>	6 hour	02-Jan-25	02-Jan-25
				06-Jan-25	06-Jan-25
				16-Jan-25	16-Jan-25
				22-Jan-25	22-Jan-25
				30-Jan-25	30-Jan-25
				04-Feb-25	04-Feb-25
11-Feb-25	11-Feb-25				

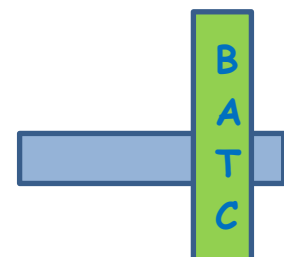


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SL. NO.	COURSE CODE	NAME OF THE COURSE	DURATION	FROM	TO
17 Cont'd	5200016DG R	Dangerous Goods Regulations Awareness Program (Initial/Recurrent)	6 hour	23-Feb-25	23-Feb-25
				05-Mar-25	05-Mar-25
				12-Mar-25	12-Mar-25
				24-Mar-25	24-Mar-25
				08-Apr-25	08-Apr-25
				16-Apr-25	16-Apr-25
				28-Apr-25	28-Apr-25
				08-May-25	08-May-25
				14-May-25	14-May-25
				20-May-25	20-May-25
				05-Jun-25	05-Jun-25
				12-Jun-25	12-Jun-25
				10-Jul-25	10-Jul-25
				24-Jul-25	24-Jul-25
				31-Jul-25	31-Jul-25
				09-Sep-25	09-Sep-25
23-Sep-25	23-Sep-25				
18	5200017SEC	Cargo Security/Aviation Security (Initial/Recurrent)	24 hour	06-Jan-25	09-Jan-25
				20-Jan-25	23-Jan-25
				10-Feb-25	13-Feb-25
				17-Feb-25	20-Feb-25
				03-Mar-25	06-Mar-25
				11-Aug-25	14-Aug-25
				22-Sep-25	25-Sep-25
17-Nov-25	20-Nov-25				





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SL. NO.	COURSE CODE	NAME OF THE COURSE	DURATION	FROM	TO
19	5200018SEA	Cargo Security/Aviation Security (Other Airlines /Agency)	12 hour	As and when required	
20	5200019ASE	Cargo Security Awareness/ Aviation Security Awareness (Initial/Recurrent)	3 hour	7-Jan-25	7-Jan-25
				14-Jan-25	14-Jan-25
				21-Jan-25	21-Jan-25
				03-Feb-25	03-Feb-25
				12-Feb-25	12-Feb-25
				20-Feb-25	20-Feb-25
				10-Mar-25	10-Mar-25
				13-Mar-25	13-Mar-25
				19-Mar-25	19-Mar-25
				09-Apr-25	09-Apr-25
				17-Apr-25	17-Apr-25
				28-Apr-25	28-Apr-25
				07-May-25	07-May-25
				13-May-25	13-May-25
				22-May-25	22-May-25
				30-Jun-25	30-Jun-25
				02-Jul-25	02-Jul-25
				17-Jul-25	17-Jul-25
				29-Jul-25	29-Jul-25
				25-Aug-25	25-Aug-25
				18-Sep-25	18-Sep-25
21	5200020CAS	Cargo Security Awareness/ Aviation Security Awareness (Other Airlines/Agency)	6 hour	As and when required	
22	5200021COM	Cargo Operations Manual- Initial	12 hour	03-Mar-25	04-Mar-25
				15-Jul-25	16-Jul-25
				24-Jul-24	25-Jul-24
23	5200022COM	Cargo Operations Manual- Recurrent	6 hour	20-Jan-25	20-Jan-25
				25-Jun-25	25-Jun-25
				18-Dec-25	18-Dec-25



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SL. NO.	COURSE CODE	NAME OF THE COURSE	DURATION	FROM	TO
24	5200023FIR	Fire Safety, First Aid & Fire Drill-Initial	12 hour	07-Jan-25	08-Jan-25
				22-Apr-25	23-Apr-25
				21-Jul-25	22-Jul-25
				28-Oct-25	29-Oct-25
25	5200024FFR	Fire Safety, First Aid & Fire Drill-Recurrent/Awareness	6 hour	29-Jan-25	29-Jan-24
				07-Feb-25	07-Feb-25
				13-Mar-25	13-Mar-25
				03-Apr-25	03-Apr-25
				17-Apr-25	17-Apr-25
				08-May-25	08-May-25
				24-Sep-25	24-Sep-25
				20-Oct-25	20-Oct-25
				04-Dec-25	04-Dec-25
26	5200025HPL	Human Factor-Initial	12 hour	27-May-25	28-May-25
				22-Dec-25	23-Dec-25





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SL. NO.	COURSE CODE	NAME OF THE COURSE	DURATION	FROM	TO
27	5200026HPL	Human Factor- Recurrent/Awareness	6 hour	04-Mar-25	04-Mar-25
				18-Mar-25	18-Mar-25
				09-Apr-25	09-Apr-25
				30-Apr-25	30-Apr-25
				06-May-25	06-May-25
				02-Jun-25	02-Jun-25
				09-Jul-25	10-Jul-24
				23-Jul-25	15-Jul-24
				31-Jul-25	23-Jul-24
				19-Aug-25	19-Aug-25
				22-Sep-25	22-Sep-25
				29-Sep-25	29-Sep-25
				11-Nov-25	11-Nov-25
20-Nov-25	20-Nov-25				
11-Dec-25	11-Dec-25				
28	5200027CSY	Cargo Safety	12 hour	As and when required	
29	5200028CSY	Cargo Safety	6 hour	As and when required	
30	5200029SMS	Safety Management System	6 hour	As and when required	
31	5200030SFS	Safety Reporting System	3 hour	As and when required	
32	5200031ULD	ULD Loading & Handling Procedures (Initial/Recurrent)	6 hour	02-Jan-25	02-Jan-25
				05-Mar-25	05-Mar-25
				17-Mar-25	17-Mar-25
				13-May-25	13-May-25
				16-Sep-25	16-Sep-25
03-Dec-25	03-Dec-25				



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SL. NO.	COURSE CODE	NAME OF THE COURSE	DURATION	FROM	TO
33	5200032SPO	<i>Cargo Spot</i>	<i>18 hour</i>	<i>21-Jan-25</i>	<i>23-Jan-25</i>
				<i>06-May-25</i>	<i>08-May-25</i>
				<i>14-Jul-25</i>	<i>16-Jul-25</i>
				<i>13-Oct-25</i>	<i>15-Oct-25</i>
				<i>08-Dec-25</i>	<i>10-Dec-25</i>
34	5200033DGR	<i>Dangerous Goods Regulations (DGR) For Processing or Accepting DG Consignment-Initial-Category 6 (Other Airlines/Agency)</i>	<i>42 hour</i>	<i>As and when required</i>	
35	5200034DGR	<i>Dangerous Goods Regulations (DGR) For Processing or Accepting DG Consignment-Recurrent-Category 6 (Other Airlines/Agency)</i>	<i>24 hour</i>	<i>As and when required</i>	
36	5200035BCH	<i>Basic Cargo for Cargo Helper</i>	<i>30 hour</i>	<i>As and when required</i>	
37	5200036LAR	<i>Live Animal Regulations</i>	<i>18 hour</i>	<i>24-Feb-25</i>	<i>26-Feb-25</i>
37	5200036LAR	<i>Live Animal Regulations</i>	<i>18 hour</i>	<i>21-Oct-25</i>	<i>23-Oct-25</i>
38	5200037DGR	<i>Dangerous Goods Regulations for General Cargo Processing or Accepting Personnel-Initial (Category 4&7) (Other Airlines/Agency)</i>	<i>18 hour</i>	<i>As and when required</i>	



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SL. NO.	COURSE CODE	NAME OF THE COURSE	DURATION	FROM	TO
39	5200038DGR	<i>Dangerous Goods Regulations for General Cargo Processing or Accepting Personnel- Recurrent (Category 4&7) (Other Airlines/Agency)</i>	<i>6 hour</i>	<i>As and when required</i>	
40	5200039DGR	<i>Dangerous Goods Regulations For Security Screening Personnel-Initial-Category 12</i>	<i>18 hour</i>	<i>As and when required</i>	
41	5200040DGR	<i>Dangerous Goods Regulations For Security Screening Personnel- Recurrent-Category 12</i>	<i>6 hour</i>	<i>As and when required</i>	
42	5200041BCH	<i>Basic Cargo for Cargo Personnel (Other Airlines/Agency)</i>	<i>54 hour</i>	<i>As and when required</i>	
43	5200042NCA	<i>Negotiation & Commercial Agreement</i>	<i>18 hour</i>	<i>As and when required</i>	
44	52000043GST	<i>General Security Awareness Training (GSAT)</i>	<i>3 hour</i>	<i>As and when required</i>	
45	52000044SCC	<i>SMART Contact Centre Operation (SCCO)</i>	<i>12 hour</i>	<i>As and when required</i>	