

BOU

## New Horizons Of Education

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**T**HE Country's high rate of population growth has its impact on admission opportunities for seekers of higher education. In this context Bangladesh Open University's new programmes in its distance teaching mode, are really welcome.

To cater to the growing need for admission the Open University is offering various subjects for those who have dropped out from conventional educational institutions or are unable to take higher degrees for various reasons.

The School of Business of Bangladesh Open University has recently introduced Diploma in Management Programme, which is considered as pre-MBA course.

MBA has now become a prized-subject in the business world. In planning his future career, a prudent student prefers Business Administration as his subject of study with a view to getting a good job with an attractive salary and high status in the society.

But getting admission to a degree or diploma course in the business management is not an easy catch.

The few conventional educational institutions of the country that are offering the subject cannot cope with the pressing demand for admission.

The Open University has introduced Certificate and Diploma programmes in Management initially with limited seats, but it has plans to accommodate all eligible candidates in future. It also proposes to offer an MBA programme in the near future.

A 28-year-old doctor who has taken admission to the programme with his physician wife: the programme will help improve the managerial skill of the learners with different educational backgrounds and thus they will be able to perform their professional work more efficiently. The management programme includes a course on Health Management, which is essential for the doctor, he added.

"It's no longer a problem for a full time service holder or a businessman to obtain a degree which he could not

take so far from traditional institutions because of his pre-occupation in service or business. Open University offers you flexible and life-oriented programmes ranging from SSC to post-graduate diploma. Its future programmes will be more attractive," said Dr. Shamsheer Ali, Vice-Chancellor of the University.

The students here are provided with books, specially designed to suit the genius of distance learners. Instruction materials resemble neither conventional text-books nor correspondence lessons, but are specially prepared to fulfil the need of the students.

"The diploma programme is designed to acquaint the students with the concept, theory, principle and practice of management," said Dr. A.K. Enamul Haque, Head of the School of Business.

He said that the programme has both theoretical and practical components and students with different backgrounds and varying interests

will find it very useful.

The two-year programme will be split into 33 credit courses, including Principles of Management, Business English Introduction to Statistics, Taxation, Personnel Management, Managing Health Services, Export Management, Marketing Agricultural and non-traditional products. The students are required to take 10 compulsory and elective courses in four semesters.

"We are putting our best efforts to equip BOU with the most modern technology and learning materials to meet the requirements of new generation", Dr. Ali said and hoped that on completion of the diploma, the learners would get employment opportunities at home and abroad. It would help the country export its skilled manpower to the Middle East and other countries, he added.

A fifty-year old banker observes: an organisation cannot achieve its goal without the backing of a well-organised work force. A degree or diploma can help build the necessary skill of its employees.