



IISWBM

one year (full time)

# ADMISSION BROCHURE **2025-2026**

# PGDSM Post Graduate Diploma in **Sports** Management

University of Calcutta

## ADMISSION SCHEDULE

Last date of issue and receipts/ submission of the  
Application Form: **11<sup>th</sup> June 2025**

Date of Written Examination: **16<sup>th</sup> June 2025**  
(10:00 am- 12:30 pm)

Short List for GD and PI: **16<sup>th</sup> June 2025**  
(at 6:00 pm)

Group discussion and Personal Interview:  
**17<sup>th</sup> June 2025 (from 11:00 am onwards)**  
**18<sup>th</sup> June 2025 (from 11:00 am onwards)**

Publication of Final List of Selected Candidates:  
**20<sup>th</sup> June 2025 (4:00 pm)**

Classes begin (Tentative): **23<sup>th</sup> July 2025**



# BOARD OF GOVERNORS

**Prof. (Dr.) Sujit K Basu**  
*President*

**Prof. (Dr.) Santa Datta (De)**  
*Vice-Chancellor*  
*University of Calcutta*

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*Department of Higher Education*  
*Government of West Bengal*

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*Nominee, AICTE*

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**Shri Soham Banik**  
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**Prof. (Dr.) K K Chaudhuri**  
*President's Nominee*

**Mr. Amitabha Datta**  
*Director, CMI*  
*Member*

**Prof. (Dr.) Krishna M. Agrawal**  
*Director & Member Secretary, IISWBM*





# POST GRADUATE DIPLOMA IN SPORTS MANAGEMENT

**UNIVERSITY OF CALCUTTA**

One Year (Full Time)

**ACADEMIC SESSION : 2025-2026**

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## MESSAGE FROM THE DIRECTOR

The Indian Institute of Social Welfare and Business Management (IISWBM), which is the first Management Institute set up in India on 25<sup>th</sup> April 1953, has carved out a niche for itself by offering innovative management courses. One-year full time Post Graduate Diploma in Sports Management is one such course introduced in the Golden Jubilee year of the Institute in 2003. Indeed, we are the first Management Institute to introduce such a course with the objective of developing professional managers to cater the sports related business and associations.

This course became a full-fledged Post Graduate Diploma course in Sports Management of the University of Calcutta from the Academic Session 2010-2011. The CBCS (Choice-Based-Credit-System), as per the guidelines of UGC, has already been introduced from the Academic Session 2024-2025. The curriculum of this course is benchmarked as per the international standard and the curriculum is upgraded periodically to meet the changing needs of the sports industry.

As a part of the course curriculum, 6-week mandatory internship opportunities are being provided to the students with various sports bodies, federations and associations, sports management companies, sports broadcasting companies, etc. across the country in each year during the month of January to February.

The department is having the most efficient, experienced and erudite faculty members from the academics and business of sports. They are committed to provide a holistic learning environment to enable the students to take the complex challenges of the dynamic world of sports as well as to equip them to manage the sports organisations with new ideas.

The unique feature of this course is its excellent placement record. So far, practically all the successful students have been suitably placed and many of those, already employed, have made significant progress in their career graph.



# PGDSM PROGRAMME

Post Graduate Diploma in Sports Management is a regular course **under the University of Calcutta**.

The course is designed to give students a professional exposure to the structure, economic impact, organisation, funding of the sports industry as well as current trends in sports and relationship between sports and the mass media. The students will learn about the laws and regulations that all leisure and recreational organisations have to follow.

More specifically, this one-year Post Graduate Diploma Programme has been designed to cater to the demand from various institutions and industries for appropriately qualified people to manage and administer sports-related operations. The syllabus is reviewed from time to time to introduce new thoughts and concepts.

The programme helps the students to gain a thorough understanding of the multidimensional importance and value of sport. They also acquire business skills relating to public relations, marketing and entrepreneurship, which today form an integral part in the administration of any sporting organisation.

The programme is designed to help the students to learn the tools and techniques of sports administration, including event management. It also acquaints them with contemporary trends and issues in sport. It also covers sports science, sports psychology, sports economics, sports finance, broadcasting and sponsorship, development of sporting talent and management of facilities.

Another important area is **Research Methodology** in sports which deals with the techniques and analysis applied to the business of sports. The paper has been incorporated to provide the students with an opportunity to understand the avenues of research and its application to the field of sports.

The Course Structure has been revised and upgraded from the Academic Session 2024-2025 to introduce the Choice Based Credit System (CBCS). Under this system, apart from the Compulsory Core papers (CO), students may opt for Discipline Specific Elective Papers (DSE), one in the first semester and one in the second semester following the rules of the Course. This will further enhance the knowledge of the students on specific areas of Sports Management.

## OBJECTIVE

The focus of this niche course is an inclusive management education for general graduates. The objective being to offer a career, which would help them to earn a decent livelihood in an unexplored field hitherto.

## ELIGIBILITY

The minimum qualification for admission is a Bachelor's Degree either in Arts / Science / Commerce / Business Administration / Computer Applications / Law or Bachelor's Degree in Engineering / Technology / Medical Science / other professional courses or its equivalent from any University recognised by the University of Calcutta.

Those, who will be appearing in such examination in 2025, may also apply, provided that, if selected, the candidates must have to submit the final mark-sheet of graduation before the form fill-up of the first semester examination for the Academic Session 2025-2026.

The total number of seats will be restricted to 30, including reserved categories following the guidelines of the University of Calcutta, excluding readmission.



# PGDSM PROGRAMME

## FOREIGN/NRI/PIO STUDENTS

A candidate from abroad may apply giving details of academic background along with a certified copy of passport and other relevant documents; GMAT/ equivalent score is desirable. Admission may be considered subject to Bachelor's Degree qualification and any other requirements of the University of Calcutta.

## MIGRATION

The students of other Universities are to get Calcutta University's Registration after migration. Calcutta University's rules and procedures in this regard are to be followed. They will be required to pay separately the Migration and University Registration fees.

## LOAN FACILITIES

Institute will provide a certificate to an applicant seeking loan from a bank which has floated the 'Loan Scheme', referring that the candidate is a bona-fide student of the Institute.

## MEDALS

A Gold Medal is awarded to the candidate who ranks first in order of merit for the concerned Academic Session. A Silver Medal is awarded to the candidate who ranks second in order of merit for the concerned Academic Session.

## STUDENT PROFILE

The Institute has cosmopolitan student profile from all states of India.

## ALUMNI

Alumni are holding important positions in companies engaged in sports, including electronic media, and sports federations, such as AIFF, BCCI and ICC. At present, some of our alumni are working in important management and administrative positions in the Sports related Departments of the Government of West Bengal, Government of Andhra Pradesh, Sports Authority of India (SAI) etc. Some of them are also holding important positions abroad.

## PLACEMENT

**Assistance is rendered to students in obtaining placement.** The record of placement is exemplary and practically all the students have been suitably placed in India and abroad with reputed Sports Organisations, Sports Management Companies and other organisations operating in the field of sports.



The legend of Indian cricket, Shri Saurav Ganguly, inaugurating the Sports Management Course for the Academic Session 2018-2019



Shri Arun Lal, the former Chief Coach of the Bengal Cricket Team & former opener of the Indian Cricket team, inaugurating the Sports Management Course, (Session 2019-2020)



# COURSE STRUCTURE

PGDSM is a one-year full time Post Graduate Diploma Course in Sports Management of the University of Calcutta. The Course is designed to give students a professional exposure to the structure, economic impact, organisation, marketing, funding of the sports Industry as well as current trends in sports and relationship between sports and the mass media.

One full academic year, spreading over two semesters, will include theoretical papers, project/ internship and dissertation work.

## Course Outline (Under the CBCS)

### Semester-1

| Codes         | Course Name                                            | Marks | Credits   |
|---------------|--------------------------------------------------------|-------|-----------|
| PGDSM/CO/01   | Management Principles and its Application to Sports    | 50    | 5         |
| PGDSM/CO/02   | Business and Government                                | 50    | 5         |
| PGDSM/CO/03   | Organisational Behaviour and Sports Psychology         | 50    | 3.5+1.5   |
| PGDSM/CO/04   | Sports Finance                                         | 50    | 5         |
| PGDSM/CO/05   | Sports Marketing                                       | 50    | 5         |
| PGDSM/CO/06   | Computer Applications and Artificial Intelligence (AI) | 50    | 5         |
| PGDSM/CO/07   | Sports Science                                         | 50    | 5         |
| PGDSM/CO/08   | Administration of Specific Games                       | 50    | 1.5 X 6   |
| PGDSM/DSE/09A | Lifestyle and Wellness Management                      | 50    | 5         |
| PGDSM/DSE/09B | Sports Tourism                                         | 50    | 5         |
| PGDSM/DSE/09C | Sports Promotion and Sales Management                  | 50    | 5         |
|               | <b>Total Credit</b>                                    |       | <b>49</b> |

### Semester-2

| Codes         | Course Name                                                  | Marks | Credits   |
|---------------|--------------------------------------------------------------|-------|-----------|
| PGDSM/CO/10   | Entrepreneurship and Project Work                            | 50    | 2.5+2.5   |
| PGDSM/CO/11   | Sports Administration                                        | 50    | 5         |
| PGDSM/CO/12   | Sports Law                                                   | 50    | 5         |
| PGDSM/CO/13   | Event Management and Sponsorship                             | 50    | 2.5+2.5   |
| PGDSM/CO/14   | Sports Economics                                             | 50    | 5         |
| PGDSM/CO/15   | Broadcasting and Sports Journalism                           | 50    | 2.5+2.5   |
| PGDSM/CO/16   | Research Methodology                                         | 50    | 5         |
| PGDSM/CO/17   | Management of Facilities and Development of Sporting Talents | 50    | 3+2       |
| PGDSM/DSE/18A | Business Communication in Sports                             | 50    | 5         |
| PGDSM/DSE/18B | Sports Public Relations                                      | 50    | 5         |
| PGDSM/DSE/18C | Managing Major Sports Events: A Practical Approach           | 50    | 5         |
|               | <b>Total Credit</b>                                          |       | <b>45</b> |

CO- Compulsory Core Paper  
DSE- Discipline Specific Elective

# ACADEMIC SETUP

## DIRECTOR

Prof. (Dr.) Krishna M. Agrawal, *M.Sc., Ph.D*

## HEAD OF THE DEPARTMENT

Dr. Madhab Milan Ghosh, *M. Com., Ph.D. (CU), Associate Professor*

## COORDINATOR

Mr. Ankan Banerjee, *M.A.(Econ.), PGDSM, Assistant Professor*

## PROFESSORS

Dr. Archana Sharma, *MBA, Ph.D. Head-EPGPM and Supply Chain Management*

Dr. B. K. Choudhury, *B.E., Ph.D.*

Dr. Chinmoy Jana, *M.Sc., M.Tech., Ph.D. (IITKGP)*

Dr. Gairik Das, *M.E., MBA (UK), Ph.D., Head-MBA*

Dr. Jhumoor Biswas, *M.Sc. M.Tech., Ph.D.*

Dr. K. M. Agrawal, *M.Sc., Ph.D.*

Dr. Madhumita Mohanty, *M.A., M.Phil, Ph.D.*

Dr. P. K. Sikdar, *M.Sc. (Cal), ICZM Dip. (UK), Ph.D. (Cal), F.G.M.S., F.G.S. (Ind), MMGI, Head-MBA-PS*

Dr. Sudeepa Banerjee, *MBA, Ph.D., Head-MSW, Computer & Media Management*

Dr. Sarbani Mitra, *B.Ed., PGDMEnvM, PGDSA, MBA, Ph.D., Head-MBA (HRM)*

Dr. Soma Roychowdhury, *M.Sc. (Stat), Ph.D.*

Dr. Tanima Ray, *M.A. (CU), RTP (CSSSC), PGDBM (IIM, Calcutta), Ph.D. (CU)*

## ASSOCIATE PROFESSORS

Dr. Dipa Mitra, *MBA, Ph.D. (University of Calcutta)*

Dr. Madhab Milan Ghosh, *M.Com, Ph.D. (University of Calcutta)*

Dr. Sohini Banerjee, *LL.B (Hons.), LL.M. (University of Cambridge, UK), Ph.D.*



# ACADEMIC SETUP

## ASSISTANT PROFESSORS

Mr. Ankan Banerjee, *M.A (Econ.), PGDSM*

Dr. Arindam Dutta, *B.E., M.Tech., Ph.D.*

Mr. Buddhadip Mukherjee, *MPMIR (Psychology, BHU), DSW(Calcutta University), CoA (Mind Mapping) (PDC, Singapore)*

Dr. Gita Khawas, *MSW(Madras University), Ph.D. (Jadavpur University)*

Dr. Malini Nandi Majumdar, *MBA, Ph.D.*

Mr. Manjit Sarkar, *MBA (BU), FDPM (IIMK), UGC-NET*

Mrs. Piyali Sengupta, *M.Sc. PGDEM*

Dr. Sanghamitra Sen, *MBBS, DLO, PGDHM, MBA*

Mrs. Sona Banerjee, *MA (Education), PGD Mass Communication (JU), CELTA/RSA (Cambridge University)*

Dr. Soubarna Pal, *M.Sc. (Cardiff University, UK) Ph.D. (Cardiff University, UK)*

Dr. Sritama Mondal Dasgupta, *M.Sc., MHRM, Ph.D*

Dr. Subhasis Ray, *M.Stat.(ISI), M.Tech.(ISI) (Comp. Sc.), M.Phil. (Management), Ph.D*

Dr. Surajit Chakraborty, *M.Sc., Ph.D.*

Dr. Joy Chakraborty, *MBA, M.Phil, Ph.D*

## Academic Pedagogy

*The course curriculum is comprehensive and is constantly upgraded to meet the needs of the industry. The most experienced and erudite faculty members, drawn from the fields of academics and the business of sports, are associated with the Sports Management Department. The course structure, efficient faculty members, **ample** on-field experience and a systematic process of evaluation have made the course unique. The course is a perfect **combination** of theory and practice.*



Students of -the Sports Manegement Course at the Naval Tata Hockey Academy

## GUEST FACULTY

Mr. Abhishek Mukherjee, *PGDSM, International Silver Badge Tennis Referee, Bronze Badge Chair Umpire, Grand Slam Umpire*

Mr. Abhishek Sinha Roy, *Production and Broadcasting Expert, Former Executive Producer, Nagorik TV*

Mr. Amitava Chakrabarti, *MBA (IISWBM), BE Mechanical (Jadavpur University), AGM-Bharat Heavy Electricals Limited (BHEL)*

Dr. Asish Paul, *M.PED, Ph.D., Associate Professor Dept. of Physical Education, Jadavpur University*

Mr. Indrajit Bhalotia, *Dip. in Sport Psychology SNHS (UK), MBA, Director, Protouch Golf Academy and CEO of Golf Trade*

Prof. J. K. Das, *M.Sc, Ph.D. in Statistics, Department of Commerce, University of Calcutta*

Dr. Protim Roy, *MBBS (Cal), DSM (N.S.N.I.S- Patiala), FHM (School of Tropical Medicine , Calcutta Medical College)*

Mr. Ranbir Mukherjee, *PGDM, Founder and Owner - Leaptex*

Mr. Sujit Bhar, *Executive Editor, 'India Legal' and Editor of 'Views on News'*

Mr. Subhabrata Bhattacharjee, *PGDSM, Founder Director of NU Mantra Lifestyle Health Club Pvt. Ltd.*

Ms. Jayeeta Ganguly, *MA in English, Diploma in Journalism, Journalist, Independent Content Development*

Mr. Gautam Bhattacharyya, *MA in English Senior Editor for over 30 years in India and abroad, regular contributor with National Herald, Gulf News and Times of India*

Dr. Partha Sarathi Ganguly, *Ph.D in Business Administration, Vice President of Amateur Kabaddi Federation of India-West Bengal State Unit*



Advisory Committee Meeting of the Sports Management Course in the presence of  
Legendary Cricket Administrator Late Jagmohan Dalmiya, Mr. Vece Paes,  
Mr. Adille Sumariwalla, Capt. Amitabh, Mr Moorad Ali Khan

## BOARD OF STUDIES OF THE COURSE

**Prof. (Dr.) Krishna M. Agrawal**

Chairperson  
Director, IISWBM

**Dr. Madhab Milan Ghosh**

Associate Professor & Head  
PGDSM, IISWBM

**Mr. Ankan Banerjee**

Assistant Professor & Coordinator  
PGDSM, IISWBM

**Mr. Avishek Dalmiya**

Member, IPL Governing Council  
Managing Director, M/S M L Dalmiya & Co.



Mr. Avishek Dalmiya, member IPL Governing Council, interacting with the students



Students during venue visit

## ADMINISTRATIVE SETUP

|                        |   |                                |
|------------------------|---|--------------------------------|
| Director               | : | Prof. (Dr.) Krishna M. Agrawal |
| Registrar              | : | Mrs. Rupa Bhattacharyya        |
| Asst. Accounts Officer | : | Mr. Goutam Samanta             |
| Librarian              | : | Mrs. Susmita Ray               |

## INDICATIVE LIST OF PAST RECRUITERS

The following organisations are the major ones which have recruited the students of PGDSM :

- All India Football Federation (AIFF)
- Indian Football Association (IFA)
- Table Tennis Federation of India
- Tiger Sports Marketing
- ESPN
- Sport 18
- Leisure Sports Management Pvt. Ltd.
- Perform Group
- Emami East Bengal
- Mohun Bagan Super Giant
- Sportify Sports Education & Management Services Pvt. Ltd.
- Sports Infra Solutions
- Fitkids Education and Training Pvt. Ltd
- Game on Sports Pvt. Ltd.
- Sports Gurukul Pvt. Ltd.
- Puma



## INDICATIVE LIST OF PAST RECRUITERS

### CONTD. :

- Sportz Village
- Decathlon India
- Sportseed
- Infinity Optimal Solutions
- Protouch Golf Academy
- RN Sports Marketing
- Tenvic
- Sports Authority of India (SAI)
- K K Globus
- Dola and Rahul Banerjee Sports Foundation
- Imperial International Sports Academy (IISA)
- Sportswave
- Pitch Vision
- QUA Nutrition
- Go Sports Foundation
- Sportskeeda
- Altius Sports
- Gallant Sports & Infra
- FITSO Sports
- Accolade
- Greymind Communication Pvt. Ltd.
- Winning Matters
- Sports KPI
- Decathlon
- Amuzi Sports
- Various Sports Academies of the Government of West Bengal
- Anglian Medal Hunt
- India On Track (IOT)
- German Football Academy
- Baddyzone Sports
- And many more



## HOW TO APPLY

Visit IISWBM's admission portal. Read the Instructions carefully and act accordingly

The application can be made via online or offline process:

|                      | Offline                                                                                                                                                                                                                                          | Online                                                                                                                                                                                                                                                                                                                                                                                        |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Application Form     | (A) Purchase by paying Rs. 800/- in cash at IISWBM, Management House, Kolkata 700073<br>OR<br>(B) Print out the <b>Application Form</b> available online                                                                                         | Read the <b>Brochure</b> to check eligibility criteria and other details<br>Be ready with the <b>List of documents</b> that should be attached                                                                                                                                                                                                                                                |
| Payment & Submission | For (A) above, drop the filled in form along with all the documents at IISWBM drop box or post the same to IISWBM address<br><br>For (B) above, pay Rs. 800/- by cash at IISWBM when you submit the filled in form along with all the documents. | During application process, User ID & Password will be generated and sent by SMS or Email. Please note it down for further reference<br>Follow the path and pay by net banking, Debit Card or Credit Card<br>Print the filled in Application form and Payment receipt and post to IISWBM or drop at IISWBM drop box with all the documents<br><b><u>Click here for Online Application</u></b> |

## COURSE FEES

**Rs. 2,70,000/- (Session Fee) (including Rs. 15,000/-for Venue Visits and other Activities)**

Includes **Rs. 2,500/-** (Refundable Library Caution Money) and

**Rs. 2,500/-** (Refundable Security Deposit)

*Fees are subject to change*



## For Details Contact

**Registrar's Office**

**Indian Institute of Social Welfare and Business Management**

Management House, College Square (West), Kolkata - 700 073

PBX: +91-33-2241-3756 / 5792/ 8694 / 8695

Mobile: 9432263763 / 9007915886

STD : (033), FAX : (033) 2241-3975 • E-mail: [iiswbm@iiswbm.edu](mailto:iiswbm@iiswbm.edu) / [sports@iiswbm.edu](mailto:sports@iiswbm.edu)

•Visit us at [www.iiswbm.edu](http://www.iiswbm.edu)



Students having a session on golf at the Tollygunge Club



Sports Management students at the Tata Sports Complex with the Head of the Department and the Chief of Tata Sports

## Various Activities of the Sports Management Department



With the President of the All India Football Federation



Venue Visit arranged by the Sports Management Department as a part of the Exchange Programme for the students of the Moscow State Linguistic University



INDIAN INSTITUTE OF  
SOCIAL WELFARE AND  
BUSINESS MANAGEMENT

DEPARTMENT OF SPORTS  
MANAGEMENT



### INDUCTION PROGRAMME SESSION 2024-25



Galaxies of India Sports Administrators who were present at the IISWBM PGDSM Induction Programme held from 14<sup>th</sup> Aug 2024 – 5 Sept 2024



Mr. Avishek Dalmiya – Member, IPL Governing Council. Mr. Shekhar C. Biswas – General Secretary, WB Badminton Association.  
Mr. Tanmay Banerjee – Chairman & MD, R.T Network Solutions. Mr. Fidaul Haque – Director, Accolade Management Services.  
Dr. Asish Paul – HOD, Dept. of Physical Education, Jadavpur University. Mr. Indrajit Bhalotia – Director, Protouch Sports & CEO, Golftrade  
Mr. Subhabrata Bhattacharjee – founder NU MANTRA lifestyle and Health Club. Mr. Mukul Vinayak Chowdhuri – CEO & Head TATA Steel Sports.  
Mr. Soumya De – Venue Manager IPL/BCCI. Mr. Amitabha Chakrabarty – Additional GM BHEL.  
Mr. Indranil De – Founder & MD, Irony Furniture & Home Studio. Mr. Anurban Dutta – Secretary, IFA

## PHOTO GALLERY OF STUDENTS' INTERNSHIP AND VENUE VISITS



Our student working in the ICC Men's World Cup 2023



Sports management students at the Jamshedpur Archery Academy



Our student at the Jamshedpur Football Club



With RN Sports Marketing, Gurugram

## PHOTO GALLERY OF STUDENTS' INTERNSHIP AND VENUE VISITS



With Sportify, Bangalore



With Sportz Village, Bangalore



Sports Management students at the  
Mantra Health Club



With Gallant Sports and Infra, Delhi

## VENUE VISITS, PROJECTS AND SEMINARS



Seminar Room, Tata Sports Complex, Jamshedpur, HoD & Head Sports Tata



In an event of Reliance Foundation Youth Sports



Students of the Sports Management Course at the JRD Tata Stadium, Jamshedpur



Students of the Sports Management Course at the Tata Steel Sports Complex, Jamshedpur



Teachers Day Celebration in the classroom - 2024



Faculty Members of the Sports Management Department at the Padukone-Dravid Centre for Sports Excellence, Bengaluru



Mr. Anirban Dutta, Secretary of the Indian Football Association (IFA), expressing his views on the growth of Indian sports



HoD and the Co-ordinator of the Dept. with Mr. Sourav Ganguly and Avishek Dalmiya



Students with Head Sports Tata Steel, Mr. Mukul Chowdhury



Co-ordinators Mr. Ankan Banerjee with the CO Ultimate KhoKho League Mr. Tenzing Niyogi



An excursion visit of the students at Dimna Lake Jharkhand during the period of Internship



# IISWBM

Indian Institute of  
social welfare &  
business management

**First B school of India**

**ESTD: 1953**



## IISWBM



Indian Institute of Social Welfare and Business Management

*The First Management Institute  
Of India*



Management House, College Square West, Kolkata 700 073

Phone: +91 (033) 2241 - 3756/ 8694/ 8695

Fax: +91 (033) 2241 - 3975

website: [www.iiswbm.edu](http://www.iiswbm.edu)