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# An Undergraduate Internship/Project on World Marketing Summit Bangladesh and Bangladesh Institute of Modern Marketing Website

Islam, Md. Towhidul

Independent University, Bangladesh

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# An Undergraduate Internship/Project on World Marketing Summit Bangladesh and Bangladesh Institute of Modern Marketing Website

By

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**Autumn, 2022**

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January 24, 2022

Dissertation submitted in partial fulfillment for the degree of Bachelor of Science in Computer Science

Department of Computer Science & Engineering

**Independent University, Bangladesh**

# Attestation

This is to confirm that I, Md. Towhidul Islam, ID-1310889, have completed and submitted the report in partial fulfillment of the requirement for the degree in computer science and engineering from Independent University, Bangladesh (IUB). It was accomplished with the assistance of my supervisor and lecturer, Ms. Sabrina Alam. I also verify that everything that I've produced throughout my internship at the World Marketing Summit Bangladesh (Northern Education Group) is original. All information sources used in this project and report have been properly acknowledged.

Towhidul
_____
Signature

25.1.23
_____
Date

MD. Towhidul Islam
_____
Name

# Acknowledgement

First and foremost, I would want to express my gratitude to Almighty Allah for giving me the stamina and capacity to work hard, for enabling me to write this report, and for providing the opportunity to complete my internship at Union Limited, one of the largest groups of enterprises in Bangladesh. I also want to thank my parents for their unwavering love and support, which has helped me overcome obstacles and grow.

I would like to show gratitude towards my honorable Supervisor Ms. Sabrina Alam, Lecturer, Department of Computer Science Engineering, Independent University, Bangladesh, for her invaluable guidance, patience, time, constructive criticism, and thoughtful advice regarding various aspects of my internship and the creation of this report.

Then, I'd like to thank Dr. Naheem Mahtab, Assistant Director of World Marketing Summit Bangladesh (Northern Education Group), for giving me the chance to complete my internship, as well as Mr. Md. Raju, a member of my development team, for all of his effort and support throughout this internship program.

The knowledge and experiences I've gained here have been extremely beneficial to me in my roles as a web developer, system analyst, and resource planner, and they will undoubtedly be helpful to me in the future. I also want to thank all of my coworkers for their support and for making the internship experience so pleasurable. This journey would not have been simple without them.

Md. Towhidul Islam
Department of Computer Science & Engineering
School of Engineering, Technology & Sciences
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# Letter of Transmittal

**19th January, 2023**

Ms. Sabrina Alam
Lecturer,
Department of Computer Science and Engineering,
School of Engineering and Computer Science
Independent University, Bangladesh

**Subject: Submission of Internship Report**

Dear Madam,
With due honor and respect, this is to inform you that I am Md. Towhidul Islam from the Internship Course of Autumn 2022. I would like to submit my report on the internship at World Marketing Summit Bangladesh (Northern Education Group).

I would like to express my heartfelt gratitude towards you for supporting and supervising me in throughout my internship project. Without your support and help, the internship project would have been incomplete. This internship and my time in the corporate world have enlightened and enabled me with vast and major experiences, as well as changed my perspectives towards the business world with numerous lessons and learnings.

Therefore, I sincerely hope that, this report meets all the requirements and criteria while fulfilling your expectations at every matter. I also hope to be obliged by your consideration regarding any error found in this report.

Sincerely,
Md. Towhidul Islam
ID: 1310889
Department of Computer Science & Engineering,
School of Engineering, Technology & Sciences,
Independent University, Bangladesh

# Evaluation Committee



.....

Signature

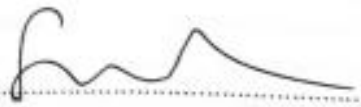
Rubayed Mehedi

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Name

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Internal Examiner-1 / Panel Member-1



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Name Md Abu Sayed

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External Examiner-2 / Panel Member-2

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Signature

Sabrina Alam

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Name

Sabrina Alam

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Supervisor of the intern



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Signature

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Name

Dr. Mahady Hasan

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Head, Department of Computer Science & Engineering

# Abstract

This report is the outcome of my internship at the World Marketing Summit Bangladesh under the Northern Education Group (NEG), one of the biggest education groups in Bangladesh. I was assigned with the task of updating the content, design, functionalities and layout of the existing website of World Marketing Summit Bangladesh, as well as developing and deploying a new website for "Bangladesh Institute of Modern Marketing (BIMM)" from.

For accomplishing both of the tasks assigned to me, I have successfully completed all the necessary steps, starting from requirement gathering, planning, content preparing, designing, implementing and testing. Along with web development, I have also actively participated in other necessary corporate affairs regarding marketing and communications.

Working at the Northern Education Group (NEG) for World Marketing Summit has added a new dimension in my career by bestowing me with vast knowledge and experience regarding corporate life and culture. I find myself grateful for this opportunity and wish to carry the knowledge earned through this internship to my future endeavors.

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# Chapter 1

# Introduction

## 1.1 Overview of The Work

World Marketing Summit Bangladesh is a country representative of World Marketing Summit, which is the brainchild of the "Father of Modern Marketing", Dr. Philip Kotler. It is powered by Kotler Impact Inc. Canada, and Northern Education Group (NEG) is the country partner of this organization. Every year World Marketing Summit is held for two consecutive days on November 6$^{th}$ & 7$^{th}$, where renowned government officials, corporate leaders, academicians, industry experts, students and marketing enthusiasts take part from more than 150 countries. The aim of this summit is to address various global issues and to come up with sustainable solutions through modern marketing strategies. The summit is being held electronically since 2020 due to the pandemic, and normal participants require a ticket to be purchased to participate at the event. Hence, the summit itself is known as eWMS since 2020 (E.g., eWMS 2022).

Bangladesh Institute of Modern Marketing (BIMM) is an upcoming knowledge sharing platform for marketers across the nation. A sister concern of NEG, BIMM intends to bridge the gaps between industry and academia by providing the members with various skill development courses, certifications, trainings, workshops and facilitating them with opportunities of networking, collaborations and partnerships.

For World Marketing Summit Bangladesh, my task was to revamp their existing website with updated contents, visually appealing interface, and functionalities such as ticket booking and payment for eWMS 2022, which used to be a manual process before. I have incorporated a webpage regarding ticket purchase, where a user can pay for his/her eWMS ticket upon filling up a form with required information. The billing process then gets redirected to a webpage, containing the payment gateway system of SSLCOMMERZ for online transactions.

For BIMM, my task was to build a complete website from scratch, with tabs and pages containing information about BIMM, courses it offers, trainings, events, partnerships etc., as well as a cart system for purchasing courses, a billing system, a member signup/login system and member dashboard containing his account details, orders and Wishlist.

For building and hosting both websites, I was assigned to use WordPress, a Content Management System (CMS) platform with templates and plug-ins.

## 1.2 Objectives

**Key Objectives for World Marketing Summit Bangladesh Website:**

- Incorporating a "Get Tickets" page, where users can purchase two different types of tickets based on their profession and choice, with an option of displaying payment policy and method,
- Providing the users with a form which they have to fill up with required information, and storing the information in the database,
- Integrating the payment gateway of SSLCOMMERZ and redirecting the users towards their page upon finishing the form fill-up, and
- Updating the interface and contents of the website with updated information about eWMS 2022

**Key Objectives of Bangladesh Institute of Modern Marketing (BIMM) Website:**

- Choosing a dynamic theme and editing it in accordance with the requirements collected from the authority
- Designing the interface in a user-friendly manner while making sure the website is interactive
- Incorporating offered courses, training, events, news, articles etc. in informative and interactive ways for members and users
- Incorporating a signup/login system for members, and membership dashboard containing account information
- Incorporating a cart system and cash-payment based billing process

## 1.3 Scopes

**World Marketing Summit Bangladesh Website:**

1. Ticket Purchase: A user can purchase two types of tickets using the "Get Tickets" page. User can either opt for corporate/professional tickets or student tickets
2. Features of two types of tickets: User can learn about the features of the two different types of tickets.
3. Payment: Upon filling up the form, user can make payment for the purchase of his/her ticket.
4. Payment Policy & method: User can read the details of payment policy and method if he/she opts for it

**Bangladesh Institute of Modern Marketing (BIMM) Website:**

1. Homepage: User can access the information provided in the BIMM homepage.
2. Menu: User can access the menu in the BIMM homepage and clicking on the options provided in the menu will lead him/her to their individual web pages.
3. Membership: User can become a member of BIMM for free (for now) by filling up the form given in the Membership page
4. Courses: User can view the courses and their details present in both homepage and "Webpage". User can purchase them or add them in the wish-list.
5. Signup/log-in: User can become a member by signing up and login using their signed-up credentials.
6. Member Dashboard: Upon becoming a member, a user can see his or account details, list of courses/purchase and other options and details in his/her dashboard.
7. Cart and Billing Details: User, irrelevant of being a member or not, can add courses to cart for purchasing. If the user opts to purchase, he/she can see his/her billing details. A form is generated for collecting user's billing info. The payment system is cash upon delivery for now.

# Chapter 2

# Literature Review

## 2.1 Relationship with Undergraduate Studies

During my undergraduate education, I learned a lot about programming and designing an application from beginning to end. The majority of the courses offered in the undergraduate program combine lab and theoretical components. In lab sessions, I developed problem solving and group-working skills, which helped me in real-world situations where I had to incorporate myself under people as well as work with other employees to finish and deliver a project. Even though working with classmates for projects is quite similar to working with colleagues, the impact of working for an organization is impeccable, and it offers a big learning curve.

Some of the academic courses that aided me throughout my internship are-

**Data Structure (CSE 203):** This is the most fundamental course, which helped me with the concepts of various data structures and their applications, allowing me to learn to organize, process, retrieve, and store data. There are several types of data structures, both basic and advanced, each designed to organize data for a specific purpose. Arrays, linked lists, pointers, stack, and queues, BST, Graph theory, learning time and space complexity are some of the topics which were covered in this course, which later on helped me during my internship.

**Object-Oriented Programing (CSE 213):** Through this course, I have learned the importance and uses of classes, function and objects while programming. Without knowing the core concepts of object-oriented programming, understanding how a code work and finding bugs as well fixing them wouldn't be possible.

**Database Management (CSE 303):** Through this course, I was introduced to design databases using UML class diagrams, drawing a rich picture, and creating six-element analysis. As Designing databases is the core foundation of almost all projects, learning about these key components from this course was very crucial.

**Software Engineering (CSE 445) and Project Management (CSE 457)**: These two courses allowed me to learn in depth about Software as product and process, project management and planning, tracking and scheduling, risk analysis and quality assurance techniques, configuration management, project and process metrics, size and function-oriented metrics, Software testing techniques and many more.

**Web Applications and Internet (CSE 309)**: This is the course which garnered a lot of interest in me, as the development of web applications, covering essential technologies that are highly in demand in the industry, such as HTML, CSS, JavaScript, jQuery, PHP were taught. Knowledge earned through this course has crucially helped me throughout my professional career at NEG.

## 2.2 Related Works

**World Marketing Summit**

As World Marketing Summit Bangladesh is a country representative of the mother organization 'World Marketing Summit', the information, details, design, functionalities of the WMS Bangladesh website closely follow and incorporates the above-mentioned characteristics of the mother organizations website. The ticketing system designed by myself is unique in the way that it incorporates basic information collection and storing for issuing a ticket and redirects it to the payment gateway system.

**NZ Marketing Association**

The BIMM website and its functionalities and design are largely similar to the website of NZ Marketing Association, which is New Zealand based platform for marketing community. As their activity and offerings are almost similar to that of BIMM, the inspiration of the BIMM website model was taken from their website.

# Chapter 3

# Project Management & Financing

## 3.1 Work Breakdown Structure

The work breakdown structure breaks down the project into a number of smaller segments in order for it to be understood, managed and executed without any complexity. It organizes and defines the total scope of the project. Each descending level represents an increasingly detailed definition of the project work. The WBS is decomposed into work packages. The deliverable orientation of the hierarchy includes both internal and external deliverables.

A deliverables-oriented Work Breakdown Structure was used for both WMS Bangladesh and BIMM Website.




Fig 3.1.1: Work Break Down Structure of WMS Bangladesh (Ticketing Page)

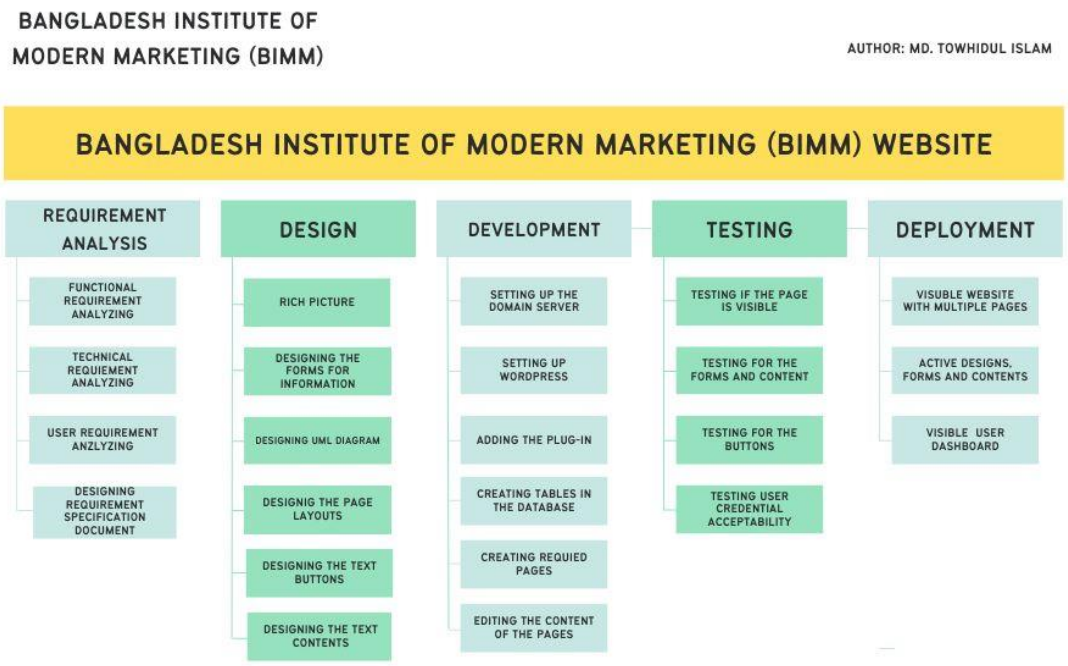



Fig 3.1.2: Work Break Down Structure of BIMM website

## 3.2 Process/Activity wise Time Distribution

In order to complete the projects before due dates, a fixed amount of time was allocated for completing each of the segments mentioned in the Work Breakdown Structures of both websites.

| Task | Days | Work Percentage |
|---|---|---|
| Requirement Analysis | 5 | 10% |
| Design | 6 | 20% |
| Development | 19 | 50% |
| User Acceptance Testing | | 10% |
| Deployment | | 10% |
| Total | 30 | 100% |

Table 3.2.1: Process wise time distribution of WMS Bangladesh website (Ticketing Page)

| Task | Days | Work Percentage |
|---|---|---|
| Requirement Analysis | 10 | 10% |
| Design | 10 | 20% |
| Development | 40 | 50% |
| User Acceptance Testing | | 10% |
| Deployment | | 10% |
| Total | 60 | 100% |

Table 3.2.2: Process wise time distribution of BIMM website

As the development, testing and deployment phase was carried out altogether during both projects, it took the majority portion of time. As the websites were live on the time of developing them, the testing and deployment happened as simultaneous processes.

## 3.3 Gantt Chart

Gantt Charts for both World Marketing Summit Bangladesh website update and Bangladesh Institute of Modern Marketing (BIMM) website are given below. These charts show the time duration for both of the projects in starting and ending manner.

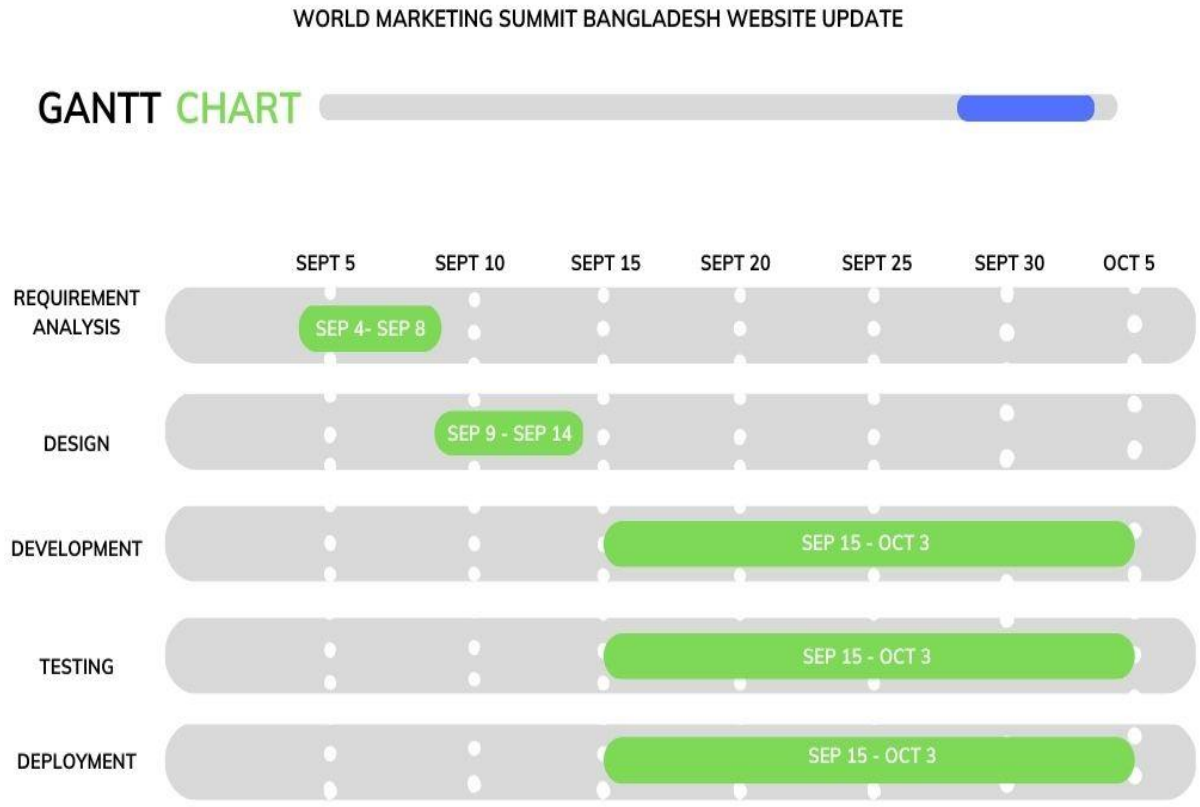



Fig 3.3.1: Gantt Chart for WMS Bangladesh Ticketing Page

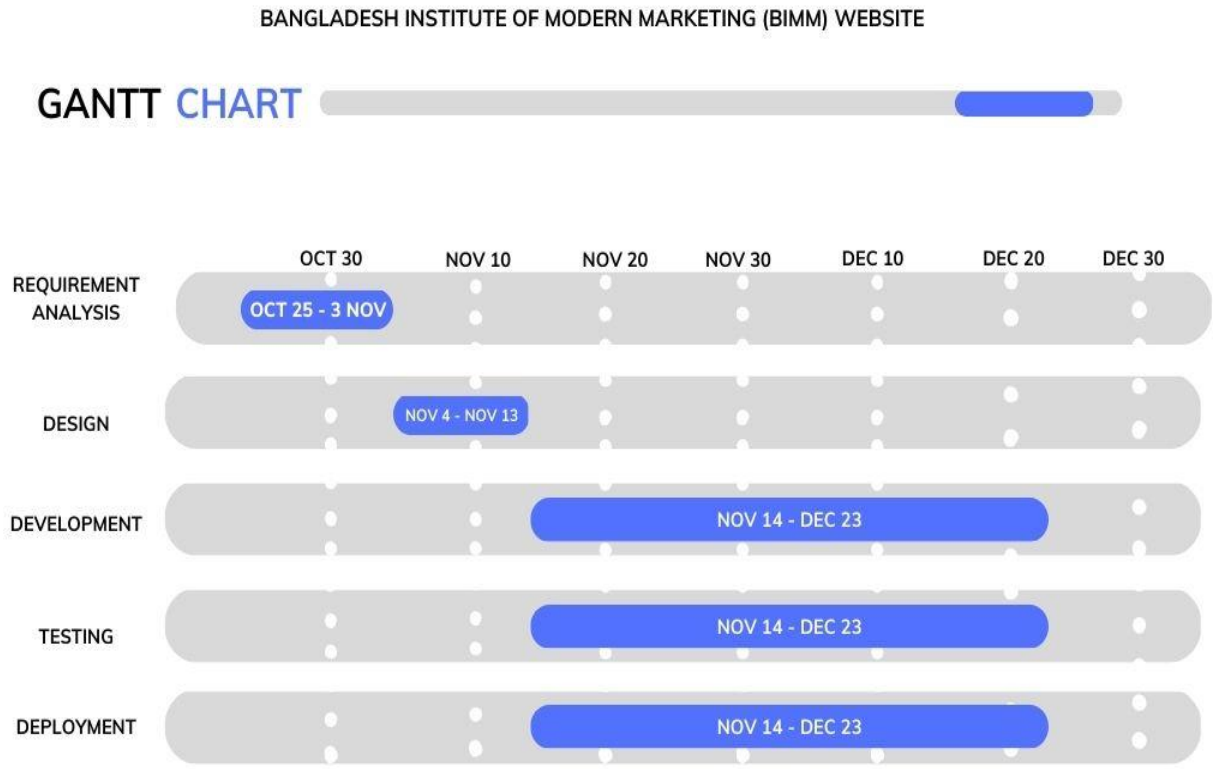



Fig 3.3.2: Gant Chart for BIMM Website

## 3.4 Process/Activity Wise Resource Allocation

The process of managing resources to meet a project's requirements over the course of its duration is known as Resource Allocation.

Resource refers to materials needed to complete a project: specific facilities, tools, and equipment, budget, a team, or even time itself. In resource management, employees are often referred to as resources. We encourage you to keep the human aspect of human resources at the forefront of your projects. Think of allocation as not just a technique to keep your project on track but also as a way to ensure your employees are treated as human beings, not robots.

Allocation is fluid. As a project develops, it required to adapt who is working on what under which circumstances. A solid resource allocation plan allows for some variability while outlining how employees can expect to use their time.

Here are the resource allocation tables for both projects-

For World Marketing Summit Bangladesh Website

| Task | Start Date | End Date | Resources | Employee |
|---|---|---|---|---|
| Requirement Analysis | September 4 | September 8 | Google, Existing website, Previous data | 1 |
| Design | November 4 | November 13 | WordPress | 1 |
| Development | November 14 | December 23 | WordPress, Server | 2 |
| UAT | November 14 | December 23 | WordPress, Server | 2 |
| Deployment | November 14 | December 23 | WordPress, Server | 2 |

Table 3.4.1: Resource allocation table for WMS Bangladesh Ticketing Page

For Bangladesh Institute of Modern Marketing (BIMM) Website

| Task | Start Date | End Date | Resources | Employee |
|---|---|---|---|---|
| Requirement Analysis | October 25 | November 3 | Google, Similar websites, articles, tutorials | 1 |
| Design | September 9 | September 14 | WordPress | 1 |
| Development | September 15 | October 3 | WordPress, Server | 2 |
| UAT | September 15 | October 3 | WordPress, Server | 2 |
| Deployment | September 15 | October 3 | WordPress, Server | 2 |

Table 3.4.2: Resource allocation table for BIMM Website

## 3.5 Estimated Cost

Estimating the cost that comes along with every step of running a project, and accumulation of the total expenditure when it ends, are also essential for both project management and the developer.

As both of the websites were built using the WordPress platform, major cost were accumulated due to the purchase of plugins, themes and domain hosting servers.

The tables below show the estimated cost break down for both projects-

For updating World Marketing Summit Bangladesh-

| Work Distribution | Cost |
|---|---|
| Designing (Purchasing themes/templates) | BDT 3000 |
| Development, Testing & Deployment (Purchasing Plug-ins, Domain hosting) | BDT 25000 |

Table 3.5.1: Estimated Cost for WMS Bangladesh Ticketing Page

For developing Bangladesh Institute of Modern Marketing (BIMM)-

| Work Distribution | Cost |
|---|---|
| Designing (Purchasing themes/templates) | BDT 15000 |
| Development, Testing & Deployment (Purchasing Plug-ins, Domain hosting) | BDT 35000 |

Table 3.5.2: Estimated Cost for BIMM website

# Chapter 4

## Methodology

Briefly, a methodology is a systematic approach to designing, executing and delivering a project. Methodology is a clearly defined combination of related practices, methods, and processes which determine how to best manage workload. It is a model for planning and achieving task goals.
Project managers use different types of methodologies based on workflows, complexity and deliverables. Agile, Waterfall, Scrum, Spiral Kanban, PRINC2, Iterative and Incremental Development Process etc. are few methodologies or models which are widely used for Software Development Life Cycle (SDLC).

Upon discussion with my fellow developer who was in charge of both of my projects, the methodology we applied for both of them in order to meet our deliverables is "Iterative and Incremental Development Process" model. To fully understand the incremental and iterative development process, you must first split it into its two parts:
**Incremental**: An incremental approach breaks the development process down into small, manageable portions known as increments. Each increment builds on the previous version so that improvements are made step by step.
**Iterative:** An iterative model means development activities are systematically repeated in cycles known as iterations. A new version of the deliverable is produced after each iteration until the optimal product is achieved.

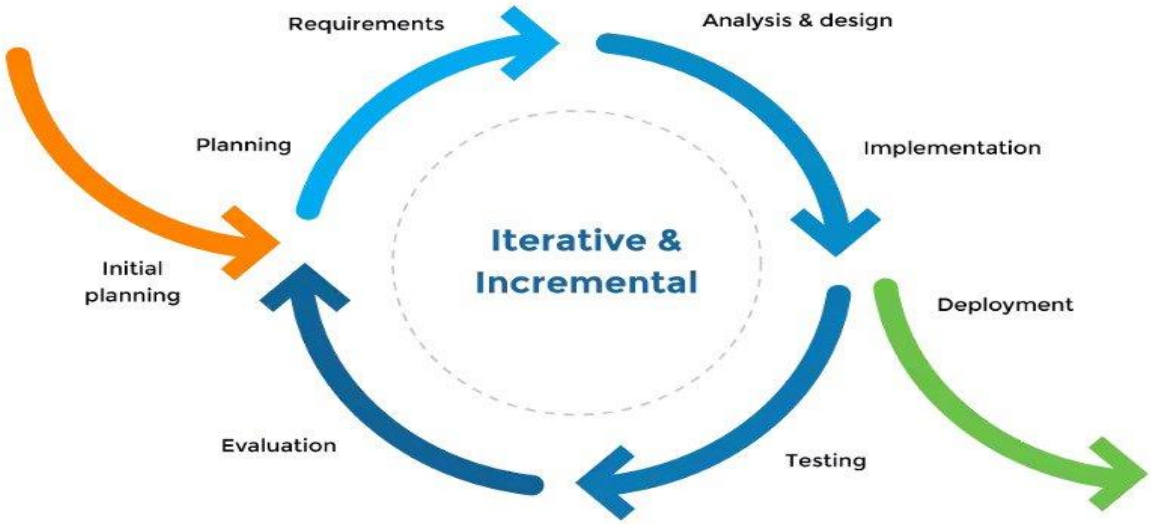



Fig 4: Iterative and Incremental Development Process

We used this model for both of the website because of the workflow, complexity and deliverable was easier to match through this model. For the WMS Bangladesh website, the initial planning and requirement collection was done prior developing the Ticketing page, which were developed and deployed at the same time. Based on the deployment and testing results, further change in design and planned as well as development and other processes were repeated until the goal was fulfilled.

For Setting up the BIMM website, similar steps were followed and repeated for every segment of the website. This is why the 'Iterative and Incremental Development Process' was the ideal model to follow and achieve the deliverables for both of the projects.

# Chapter 5

# Body of the Project

## 5.1 Work Description

The already existing World Marketing Summit Bangladesh Website had all kind of information regarding the summit, but it did not contain any option or page that contains eWMS ticket purchasing option for users. Also, the design and interface of the total website, as well as eWMS 2022 information and content were required to be upgraded with latest information.

To resolve these issues, all the contents of the website were updated with latest information, and a webpage dedicated to purchasing was created. In that webpage, user can access information about two different types of ticket, read the payment policy and methods and purchase ticket upon filling up the form. Filling up the form with necessary credentials also lead them to the payment gateway system, which confirms their purchase. The data collected through the form is saved in the database and accessed if necessary. The total development was done using the CMS platform known as WordPress.

Similarly, a completely new website was created for Bangladesh Institute of Modern Marketing (BIMM), which is a platform for modern marketers of Bangladesh. The purpose of creating this website is to facilitate the members of BIMM and general people with courses, training programs, events, workshops, news, job vacancies, partnership and collaboration opportunities, as well as providing them with a chance to become a member of BIMM through a registration process.

The website is developed by incorporating all these features in different pages, while providing a registration page, a cart system to purchase courses and other services, and a user dashboard with signup/log-in option. Users can view all the information provided in the pages, become a member by filling up a registration form, signup and login to access his profile, purchase courses and other services. This website was also made using the developing platform called WordPress.

## 5.2 Requirement Analysis

### 5.2.1 Rich Picture

The rich pictures show the visual representation of the both Website. We can visualize how the overall system workflow works for both of the sites in these pictures.

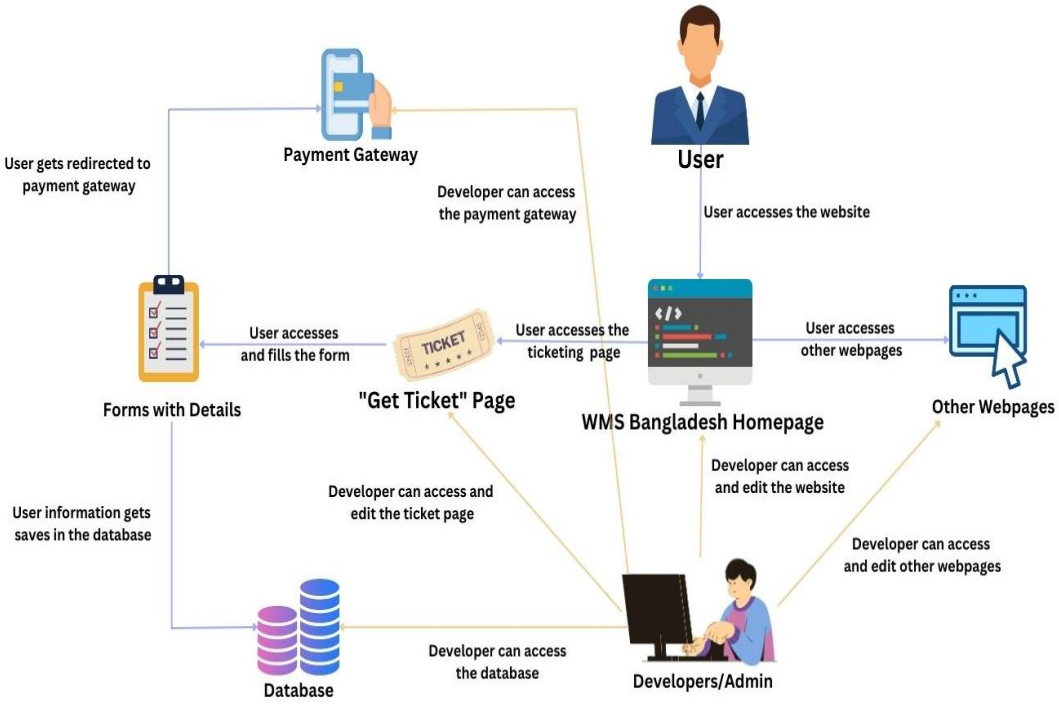



Fig 5.2.1.1: Rich Picture for WMS Bangladesh Ticketing Page

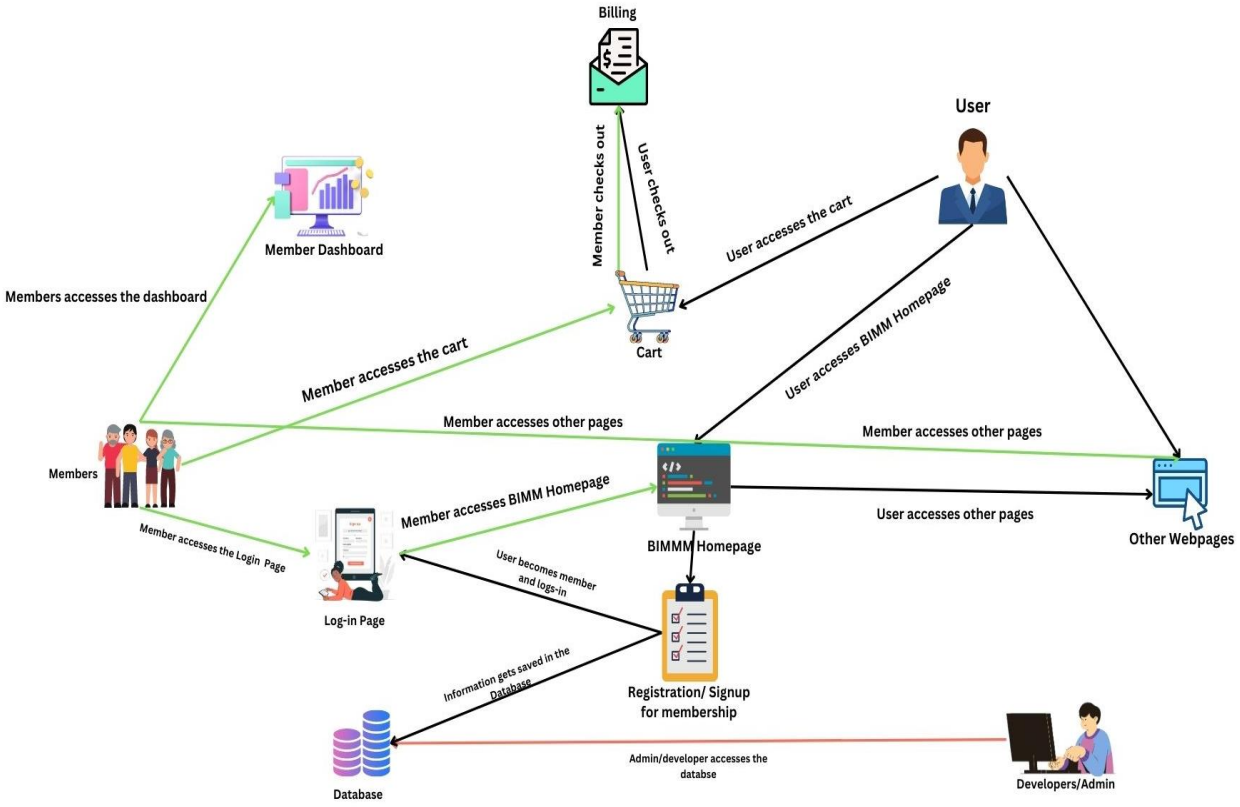



Fig 5.2.1.2: Rich Picture for BIMM website

## 5.2.2 Functional and Non-Functional Requirements

Functional requirements are product features that developers must implement to enable users to accomplish their tasks. A non-functional requirement is a requirement that specifies criteria that can be used to judge the operation of a system, rather than specific behaviors. They are contrasted with functional requirements that define specific behavior or functions.

Below, the functional and non-functional requirements for both of the websites are listed.

**Functional Requirements for WMS Bangladesh website (Get Ticket Page)**

- Clicking on the ticket booking button should take the user to the forms.
- Clicking on the payment and policy button should redirect the user to that specific page.
- The forms should be filled properly by the user in order for him/her to be redirected to

the payment gateway.

- All the data submitted by the user through the forms should be saved in the database.
- The contents available in the ticketing page, payment method and policy page and in the forms should be clearly visible for the users.

**Non-Functional Requirements for WMS Bangladesh website (Get Ticket Page)**

- The page is user-friendly and intuitive for accessing easily.
- The page is maintained regularly so that, it doesn't become slow or bug affected.
- The information saved through the page is not publicly available for user privacy.
- The page is accessible from devices like smartphones and tablets, as well as through any kind of browser.
- The page does not redirect to any unnecessary pages or contain any unnecessary contents.

**Functional Requirements for BIMM website**

- User can register for becoming a member by filling up the form in the membership page
- When a user registers the database will store the data.
- When a user/member tries to login, it will validate if the email and the password is correct or not.
- A member profile/dashboard will be created when a new registration happens.
- A member can change his membership details and profile information.
- User will be redirected into the specific homepage after becoming a member.
- User/member can add courses or other services in the cart and wish-list.
- User/member can edit the quantity of a cart item.
- User/member can review and delete a cart item.
- All the available names of the pages should be accessible and shown on the homepage.
- Users can leave a short note in the contact page.
- Messages can be handled in the admin dashboard.
- If a server error/ network error occurs at checkout, the user should be notified immediately.
- Users can purchase products or services even if they are not members.
- Billing information should be given by the user/member before checking out products/services

**Non-Functional Requirements for BIMM website**

- The website is user-friendly and intuitive for accessing easily.
- The website is maintained regularly so that, it doesn't become slow or bug affected.
- The information saved through the pages in the medium of forms or other boxes, is not

publicly available for user privacy.

- The website is accessible from devices like smartphones and tablets, as well as through any kind of browser.
- The website does not contain any extra advertisement or pop-ups

## 5.3 System Analysis

### 5.3.1 Six System Analysis

| Process | System Roles | | | | | |
|---|---|---|---|---|---|---|
| | Human | Non-Computer Hardware | Computing Hardware | Software | Database | Communication and Network |
| Book Ticket | User | N/A | Desktops, Laptops, Smartphones, Tablets | Operating System, Web Browser, | MySQL | Internet Connectivity |

Table 5.3.1.1: For WMS Bangladesh Ticketing Page

| Process | System Roles | | | | | |
|---|---|---|---|---|---|---|
| | Human | Non-Computer Hardware | Computing Hardware | Software | Database | Communication and Network |
| Signup/ Registration | User | N/A | Desktops, Laptops, Smartphones, Tablets | Operating System, Web Browser, | MySQL | Internet Connectivity |

| | | | | | | |
|---|---|---|---|---|---|---|
| Log-in | User/Member | N/A | Desktops, Laptops, Smartphones, Tablets | Operating System, Web Browser, | MySQL | Internet Connectivity |
| View Courses | User/Member | N/A | Desktops, Laptops, Smartphones, Tablets | Operating System, Web Browser, | MySQL | Internet Connectivity |
| View Course Details | User/Member | N/A | Desktops, Laptops, Smartphones, Tablets | Operating System, Web Browser, | MySQL | Internet Connectivity |
| Search | User/Member | N/A | Desktops, Laptops, Smartphones, Tablets | Operating System, Web Browser, | MySQL | Internet Connectivity |
| Adding Courses/ services to cart | User/Member | N/A | Desktops, Laptops, Smartphones, Tablets | Operating System, Web Browser, | MySQL | Internet Connectivity |
| Viewing items in the cart | User/Member | N/A | Desktops, Laptops, Smartphones, Tablets | Operating System, Web Browser, | MySQL | Internet Connectivity |
| Checkout and Billing | User/Member | N/A | Desktops, Laptops, Smartphones, Tablets | Operating System, Web Browser, | MySQL | Internet Connectivity |

Table 5.3.1.2: For BIMM website

### 5.3.2 Feasibility Analysis

Feasibility studies were carried out for both of the projects in order to determine developing them were suitable and ideal for the company in terms of development, implementation and value increment.

The Feasibility studies for both websites are based on three key segments.

1. **Technical Feasibility:** For both of the projects, technical elements such as software, hardware, and other elements are essential. The platform used for developing both of the websites is WordPress, which is a free platform and technically very sound and feasible for developers to use for such project.
2. **Operational Feasibility:** For both of the websites, users can gain information and at the same time purchase necessary products such as courses or tickets. The BIMM website should specifically allow users to registrar and become members. Incorporating Ticketing system in the WMS Bangladesh website will allow users from Bangladesh to purchase eWMS tickets, as well the BIMM website will create a unique platform for marketers. These certifies the operational feasibility of both products.
3. **Economic Feasibility:** Economically, both projects are feasible, as they'll reduce the cost of time and energy, and to an extent, the money as well. Creating both projects through WordPress also cost a little amount of money regarding domain hosting, theme and plugin purchasing et. The cost is very low compared to the outcome that will be achieved through both of these websites.

### 5.3.3 Problem Solution Analysis

**Problem 1 and solution:** While developing the Ticketing page in the WMS Bangladesh Website, the key challenge we faced was integrating the payment gateway of SSLCOMMERZ for collecting user payment of purchase. Without a working payment gateway, the total purpose of developing a ticket page will be futile as it would bear no means. Incorporating was later on done using a plugin, which had to be bought. It solved the issue of the payment gateway, and allowed the page to serve is true duty.

**Problem 2 and solution:** BIMM website template or theme was bought and designed in WordPress. The theme was initially very different compared to BIMM, and a lot of changes were made in order reach the current version, which is allowed to website to become more relevant and useful.

### 5.3.4 Effect and Constraints Analysis

The Ticketing page in the WMS Bangladesh Websites will allow WMS Bangladesh to sell eWMS tickets to the users. The total system used to be a manual process before, but now as it incorporates a digital registration and payment system, the organization will be able to streamline ticket sales without manual labor and extra expenses in that regard. It will not only boost the ticket sales, but also attract more users due to its digital presence.

Floating the BIMM website was absolutely essential for the institute, as it will serve as the main platform through which Members of the institute will receive almost every service BIMM has to offer. Starting from courses to training programs, even memberships can be purchased through this website. Hence, it can be assumed that the institute will be able to earn a stable cash flow through this website and its features.

Few constraints of the BIMM website-

- Based on a E-commerce theme
- Cannot identify or generate leads
- More product oriented, less focused on services
- Payment gateway not integrated

# 5.4 System Design

## 5.4.1 UML Diagrams

A UML diagram is a visual representation of a system created using the Unified Modeling Language (UML). In the realm of software engineering, the Unified Modeling Language is a developmental modeling language that provides a standardized approach to depict the system architecture. This section shows Activity diagrams for both projects, which is one of several types of UML diagrams.

**Activity Diagram**

Activity diagrams for Both the ticketing page of the WMS Bangladesh website and the BIMM website have been drawn and inserted below.

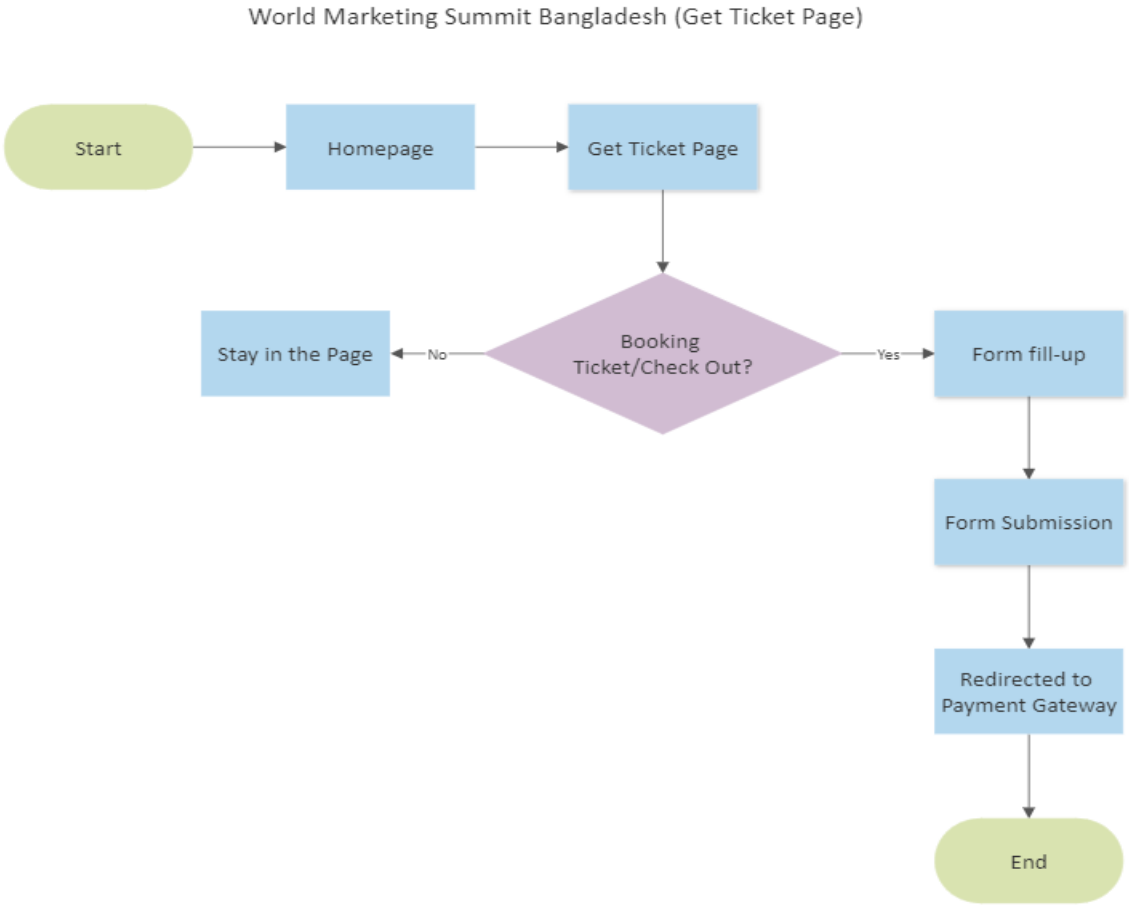



Fig 5.4.1.1: Activity Diagram of WMS Bangladesh Ticketing page

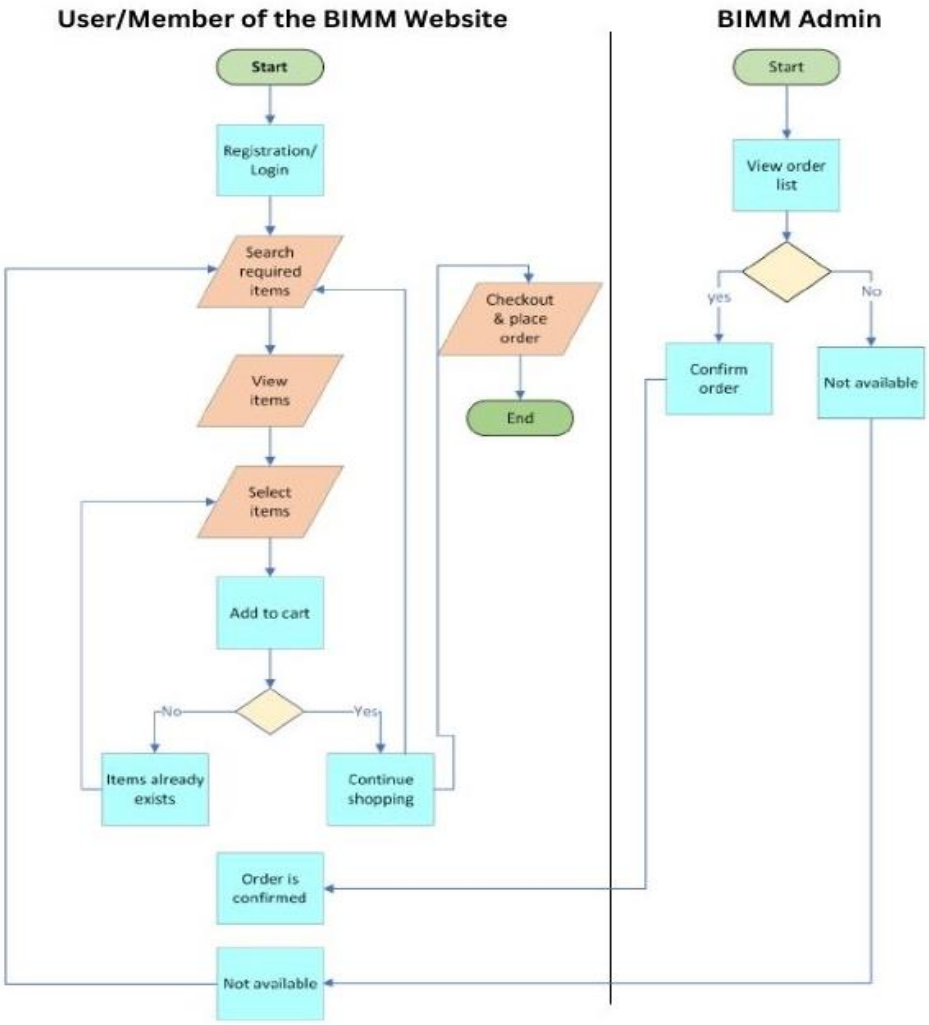



Fig 5.4.1.2: Activity Diagram of BIMM Website

### 5.4.2 Architecture

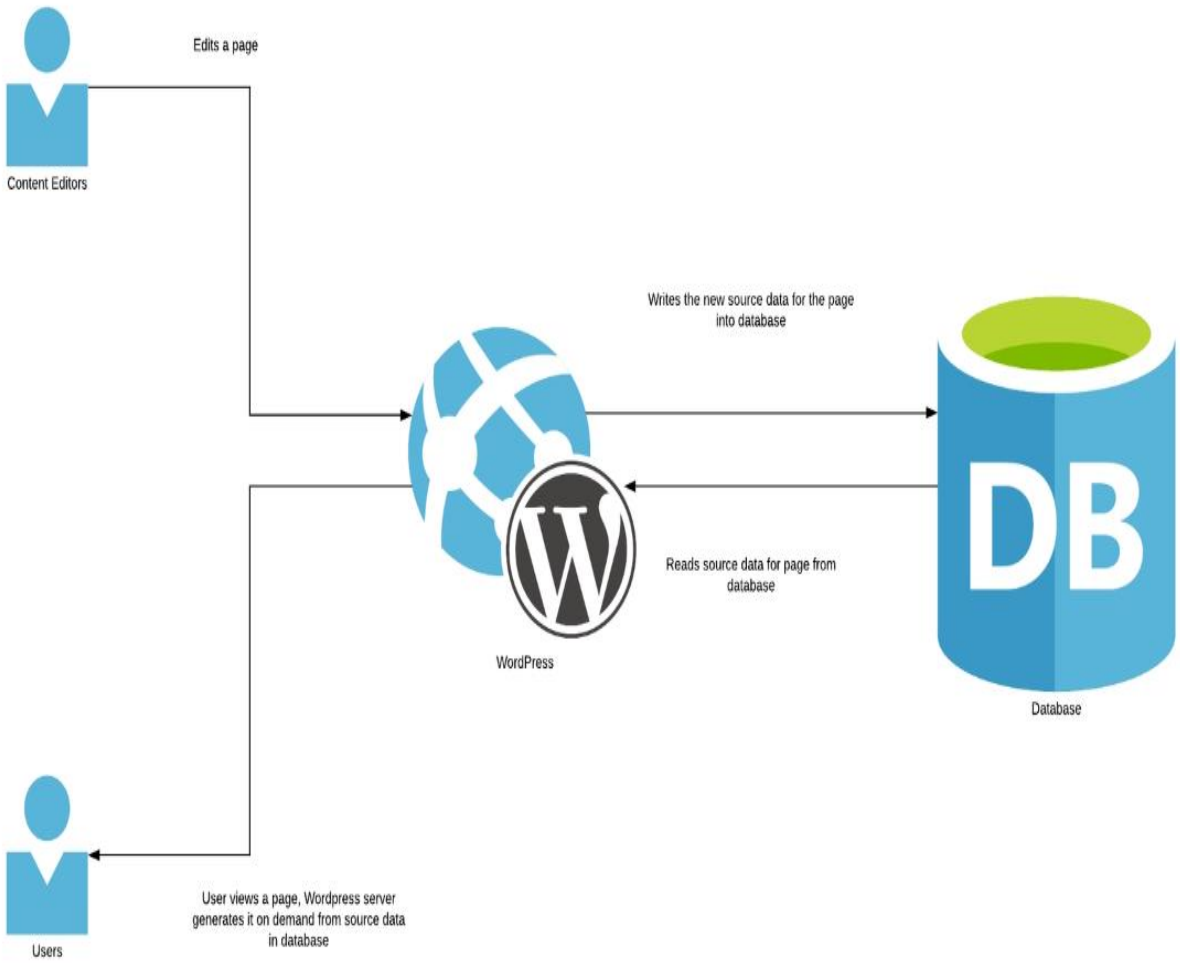



Fig 5.4.2: System architecture for both projects

## 5.5 Implementation

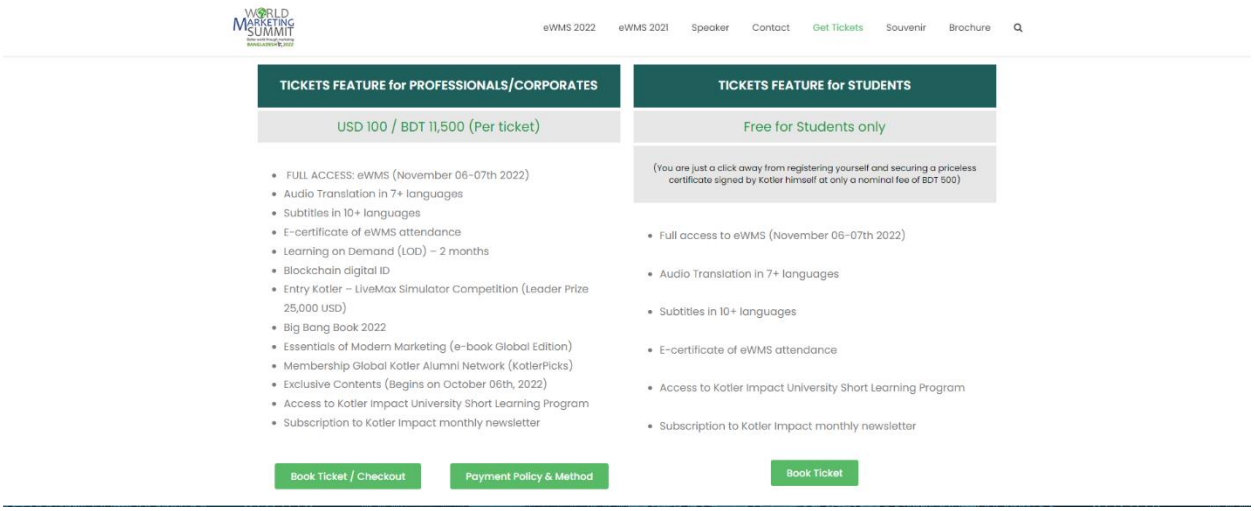



Fig 5.5.1

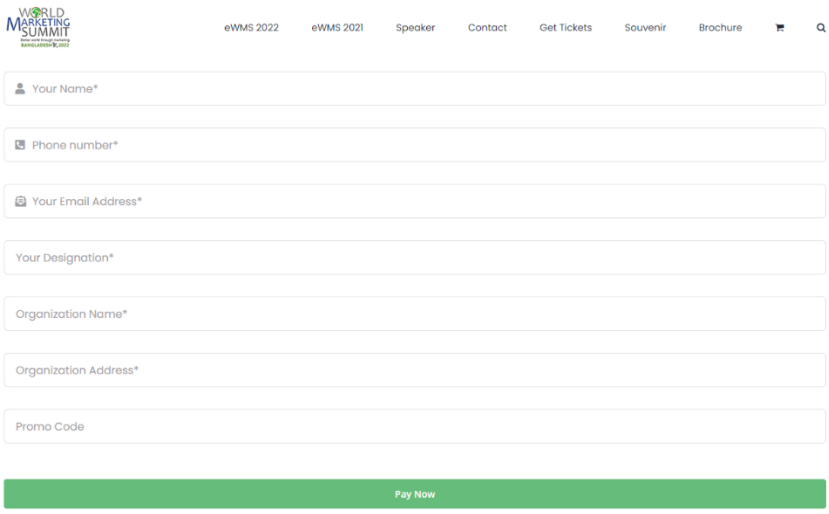



Fig 5.5.2

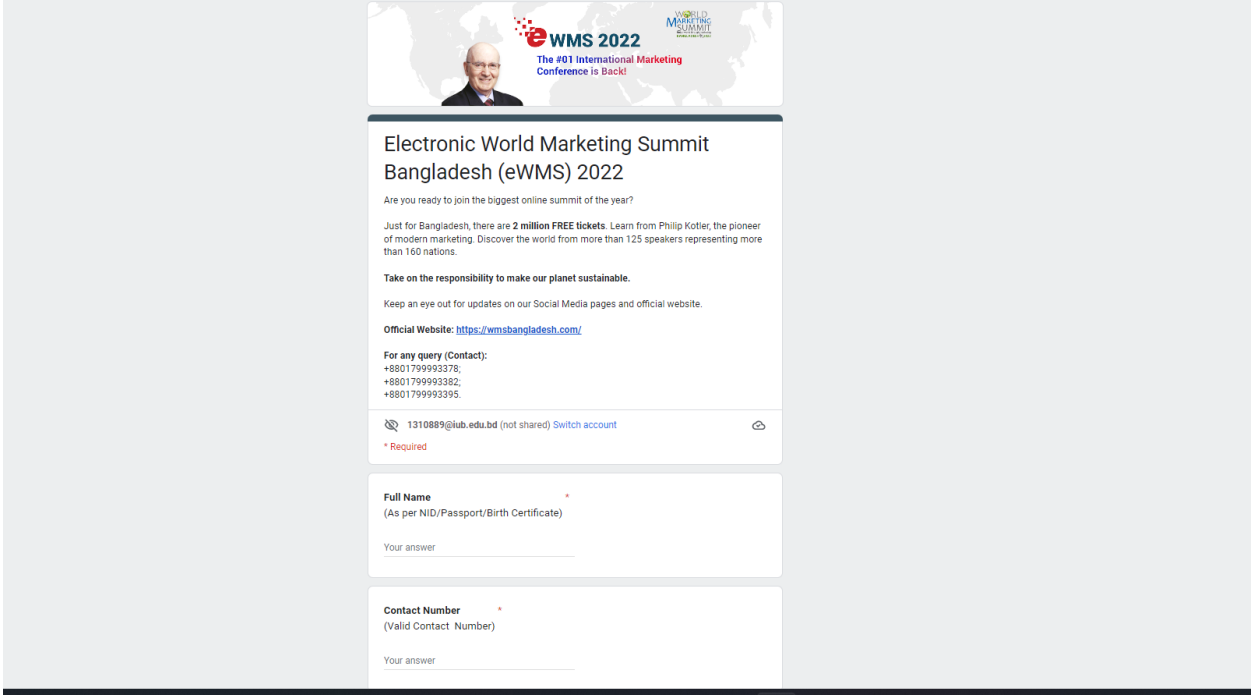



Fig 5.5.3

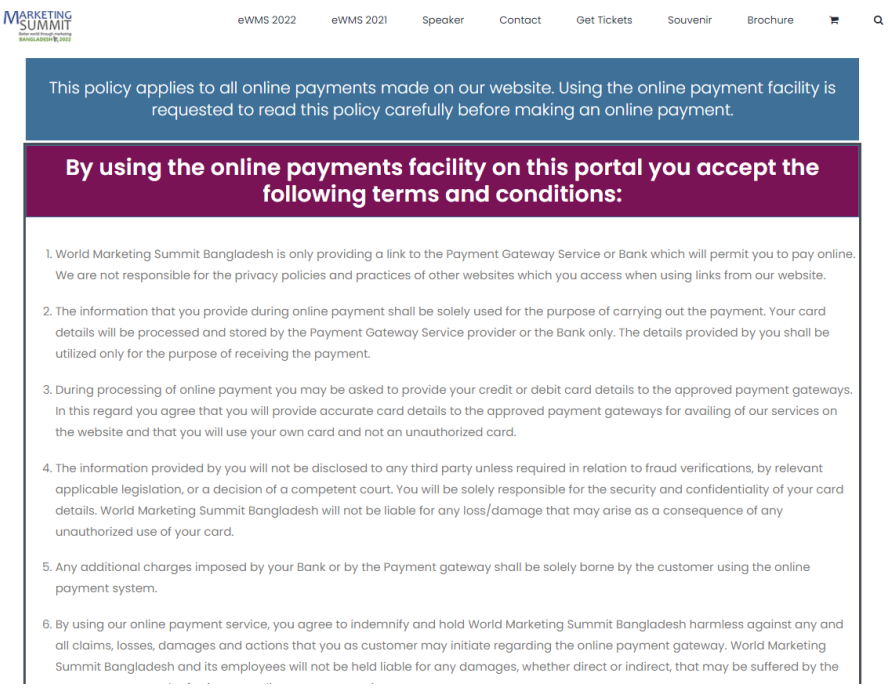



Fig 5.5.4

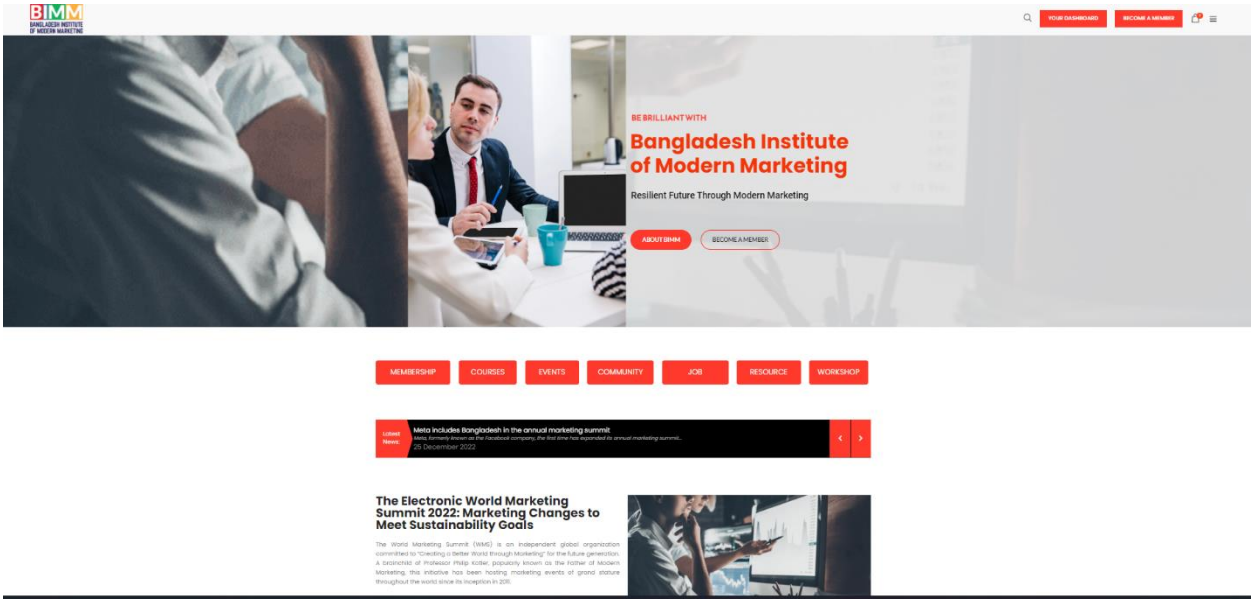



Fig 5.5.5

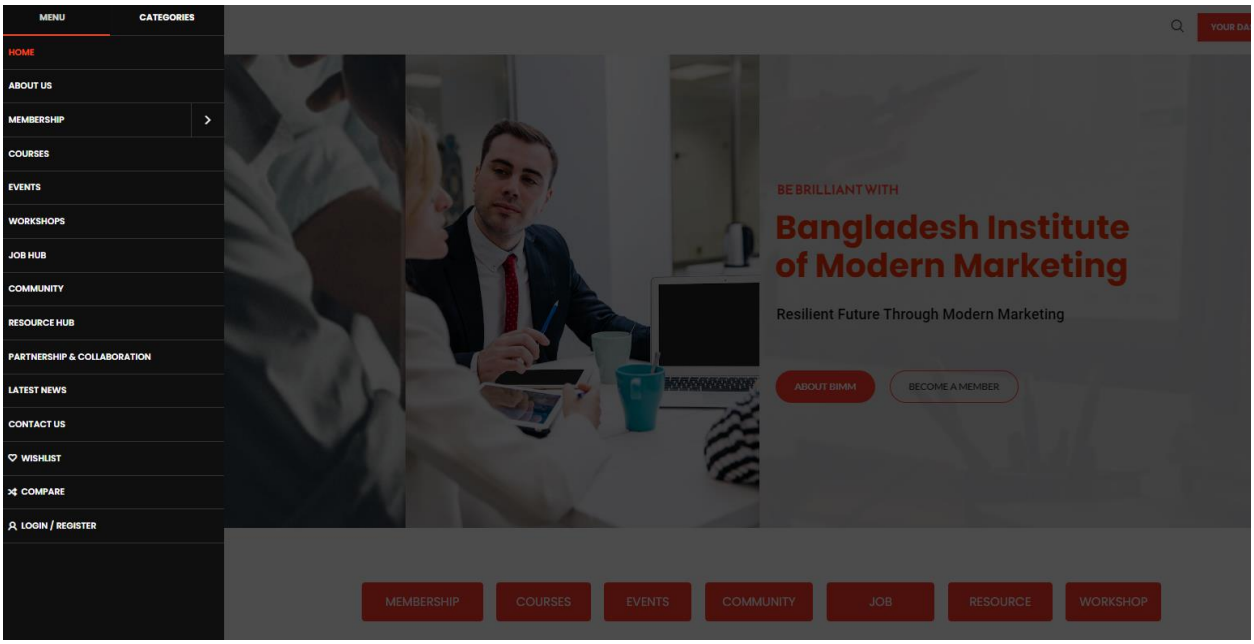



Fig 5.5.6

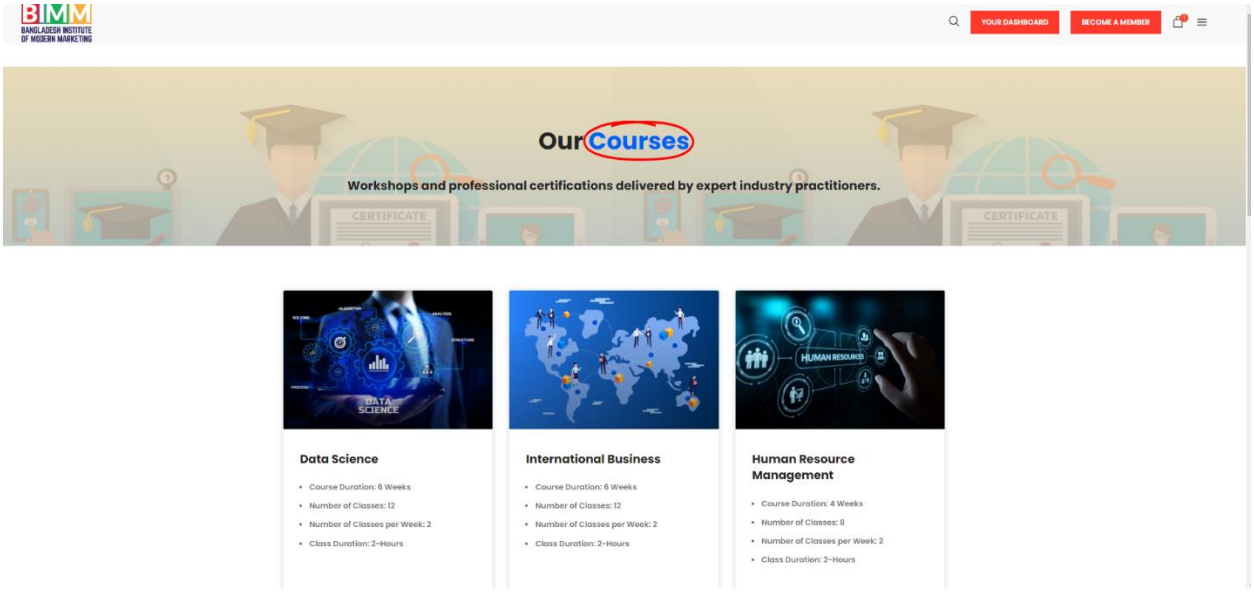



Fig 5.5.7

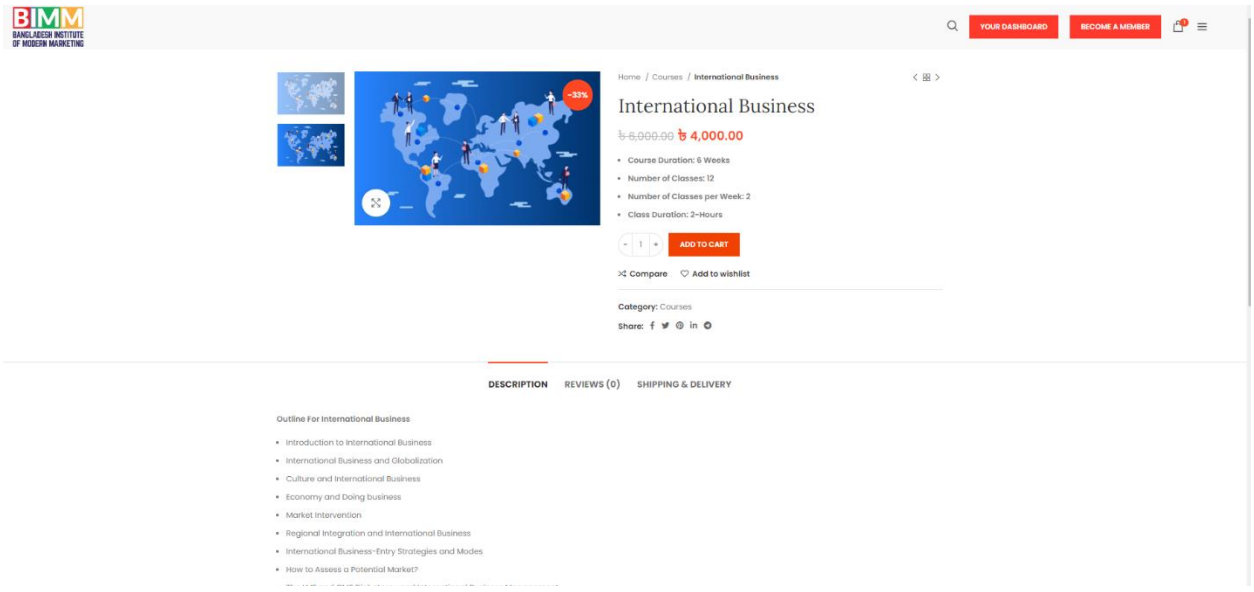



Fig 5.5.8

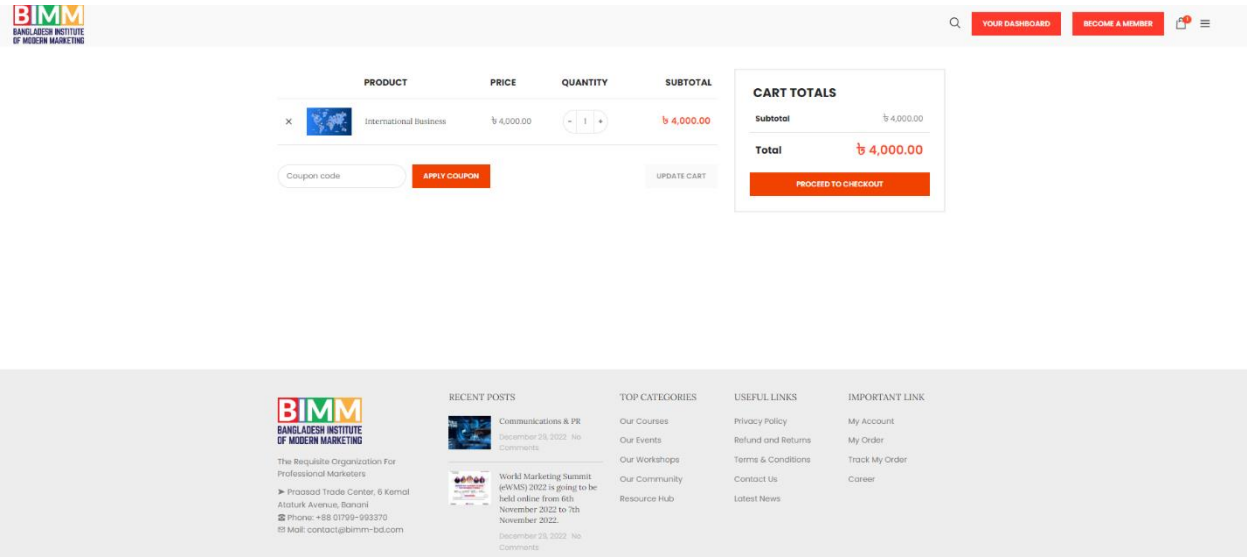



Fig 5.5.9

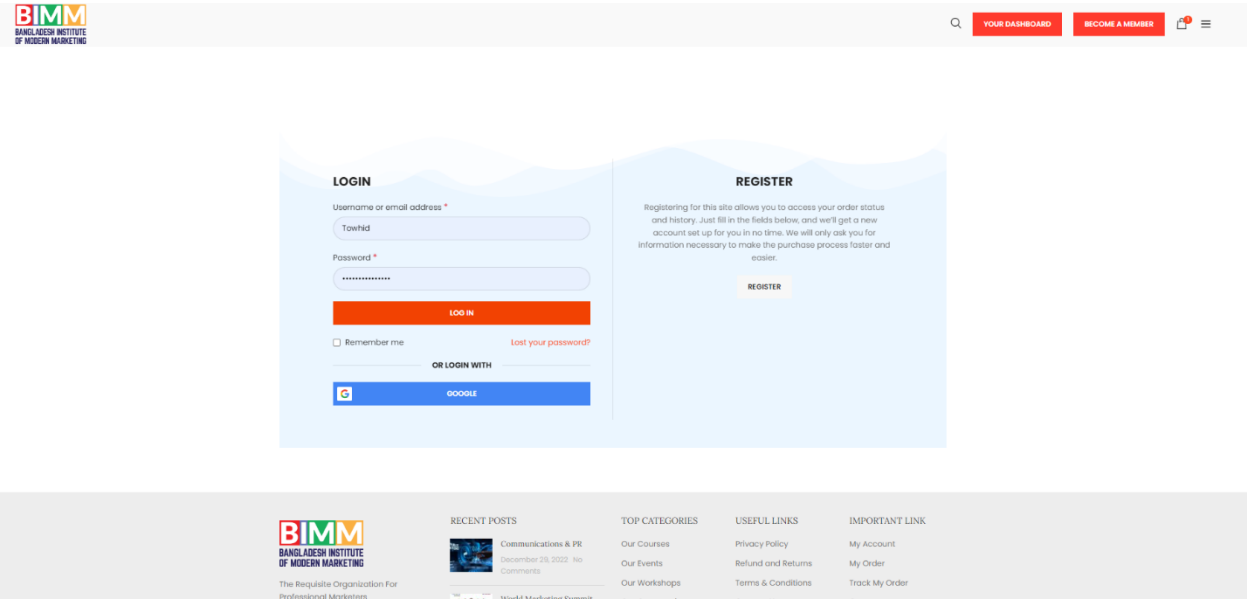



Fig 5.5.10

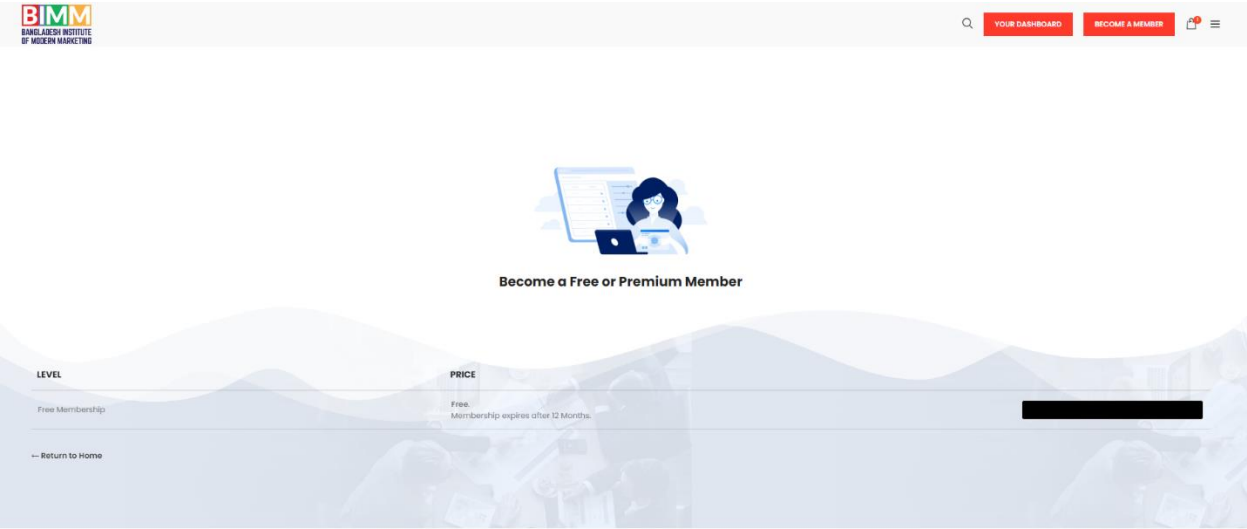



Fig 5.5.11

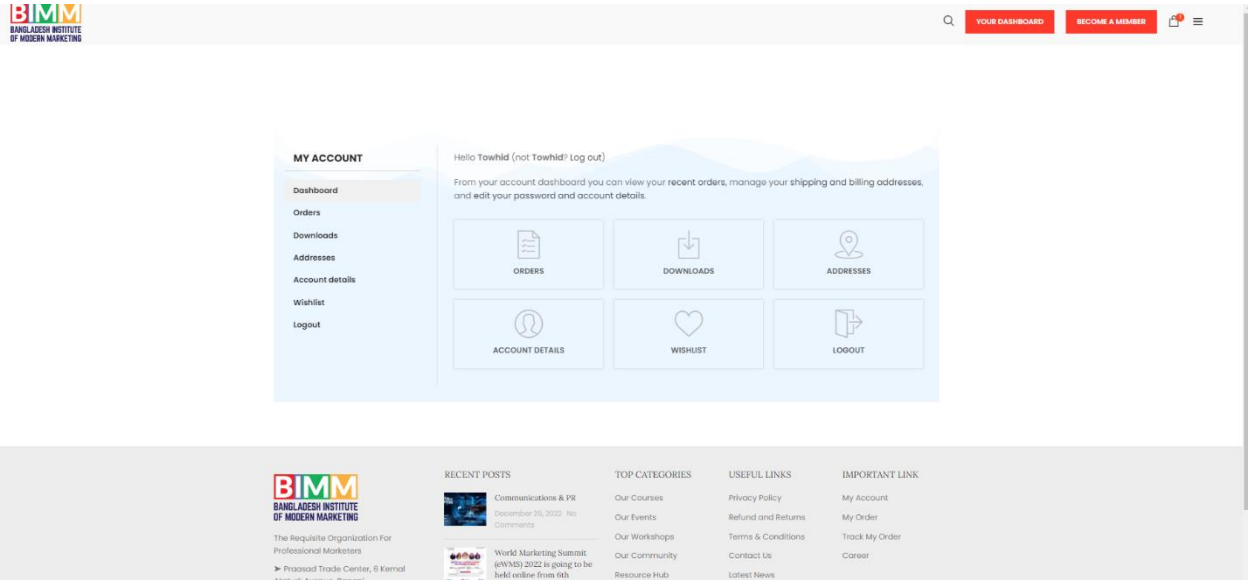



Fig 5.5.12

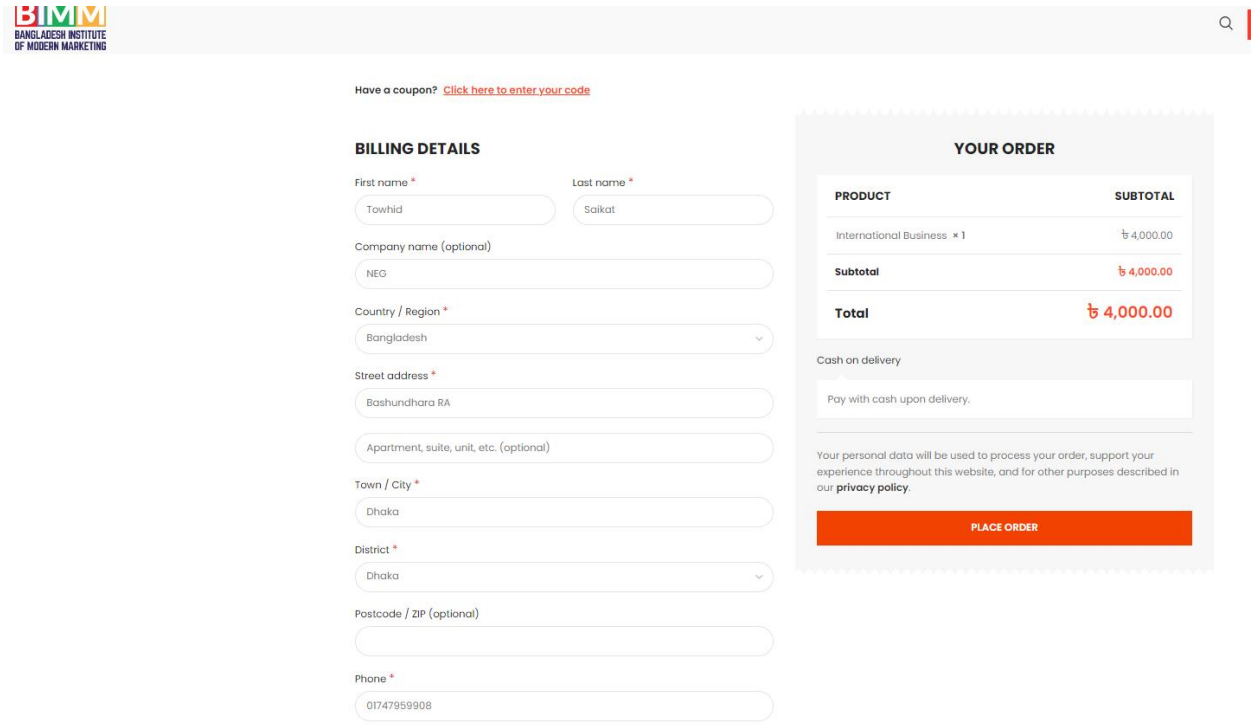



Fig 5.5.13

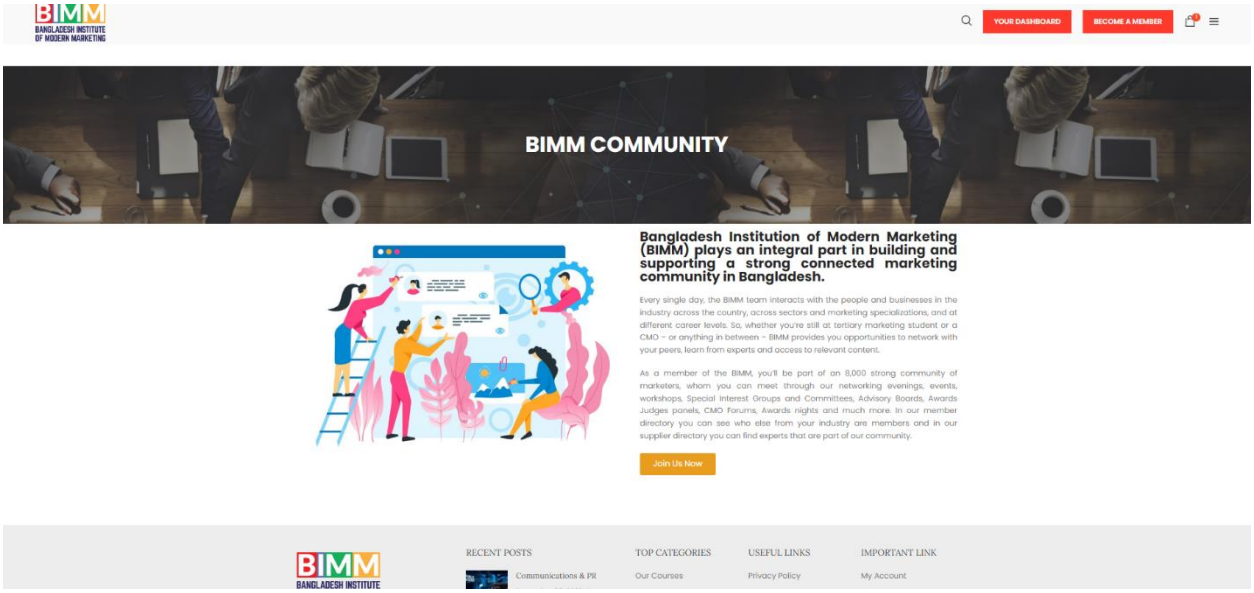



Fig 5.5.14

## 5.6 Testing

| Test Case No. | Scenario | Test Steps | Test Data | Expected Results | Actual Result |
|---|---|---|---|---|---|
| T-01 | Registration | Enter full name, email, phone number, and password and press register button. | Name, email, phone number and password | Redirect to login screen | As expected |
| T-02 | Login | Enter Valid Email and password in input field and press the login button. | Email and password | Redirect to user dashboard | Successfully logged in |
| T-03 | View and add item to cart | Scrolling down the cursor in the user dashboard. Search the desired product and press add to cart button. | Desired product name | Redirected to the dashboard for further selection. | As expected |
| T-04 | Last Moment Change | View cart and make required changes and save. | N/A | Redirected into user dashboard. | As expected |
| T-05 | Checkout | Go to the cart page click on the checkout button. | N/A | Redirected to user dashboard and invoice generation takes place. | As expected |

Table 5.6

# Chapter 6
## Result and Analysis

**For WMS Bangladesh Website**

Upon Incorporating the "Get Ticket Page" Users can now avail the option of purchasing eWMS tickets directly from the WMS Bangladesh option. For that, they have to fill up a form, which is generated automatically if they choose to purchase a ticket. User gets redirected to the payment gateway, where upon commencing payment digitally, they get to own their eWMS ticket and become eligible for participating in the eWMS. Prior payment, they can read the detailed instructions and policies regarding their payment from the ticketing page as well.

**For BIMM Website**

The result of developing this project is, a full-fledged, dynamic website, which shows the user all the necessary information regarding the BIMM platform. They can access every feature that BIMM offers through different pages of the site. Users can purchase courses and other services from the website by adding them in cart, which is also available in the website and a billing process has also been incorporated along the site. Users can now opt to become members through a signup process, and log in as a member to access their individual dashboards. Members can change their information and billing details from that dashboard as well. Many other features such as Job Hub, Community, Partnership and Collaboration etc. are also available for the users and members to access.

# Chapter 7
# Project as Engineering Problem Analysis

## 7.1 Sustainability of the Project/Work

**Community Sustainability**: After the development and official release of the ticketing page for the WMS Bangladesh website, as well as the BIMM website, it is predicted that they will create a strong user base and from that will emerge a community of users with mutual likeness.

**Financial Sustainability:** Both of the projects were created with the target of earning financial sustainability for both the organization and the community. The Ticketing page was added to the WMS Bangladesh website with the aim of earning ticket money digitally through this website. For BIMM, courses and other services can be brought by the users in a discounted rate using the website, which is financially sustainable for bot the users and the organization.

**Organizational Sustainability:** It relates to how the organization will continue to operate after the release of the websites. After the release of a website, usually the organization maintains the website via its current team, an extended team or by a fresh new team. Also, organizations update their project by adding newer features to it and organization may pivot to other projects, expand the teams, create new teams, etc. Both the WMS Bangladesh website and the BIMM website have many more features planned to be worked on and released. Since for both of he projects, the organizations have further plans, the projects will be maintained and updated after their release as well and release premium services regarding them. In conclusion, it can be said that the projects are organizationally sustainable.

## 7.2 Social and Environmental Effects and Analysis

**Social Effect**: In the current situation, safety is the top priority for all service providers who wish to reopen once the restrictions are eased. The risk of COVID-19 is likely to persist for a long time, so investing in solutions that can help with managing arrival and customer owns can help businesses & organizations to deliver their services while maintaining a high safety standard. The ticketing page in the WMS Bangladesh webpage allows any user to purchase eWMS ticket digitally, without any hassle. The major target of this website is to assist users without any major

effort from them, which I believe this website has incorporated very well. The BIMM website intends to bring the marketeers under one umbrella, which I believe will have a great social impact.

**Environmental Effects**: The environmental factors investigated include the variability of service times, the probabilities of no-shows and walk-ins, the number of appointments per session, and the cost ratio of the staff's time to users' time. The effects of these factors are evaluated using a near-optimal rule that already adjusts the appointment times to minimize the negative effects of these factors so that their residual or true effects on total cost performance can be isolated. There was no visible effect on the environment from both development and deployment of the websites.

## 7.3 Addressing Ethics and Ethical Issues

While developing both projects, the developing team, as well as other employees strictly adhered to all codes of conduct and privacy as we respect user's privacy.

• No Sharing or Selling of User Data: The websites will not compromise any user data to any one nor will it allow purchasing of any data.

• Data Security: Only the owner, IT Director and lead developers of the organization will have access to the database of both projects to limit the chances of data compromise.

• Clean Ads: The advertisement that will be run on in both projects will be the ones that are clear and clean. No sort of spam, scam or fussy ads will be allowed on any of the two websites.

• No discrimination Policy: Both websites do not discriminate any kind of users/members based on race, sexuality, gender, religion, color, beliefs, political, be it national or international, birth or status.

# Chapter 8
# Lessons Learned

## 8.1 Problems Faced During This Period

Even though my journey with the organization while being invested in these two projects has been smooth, there were a several problems that I have faced during this period. They are-

1. Adapting to the corporate culture which was little known to me
2. Corporate procedures during any step of the projects were lengthy and very time consuming due to bureaucratic issues.
3. Adapting to new technologies and framework for development.
4. Small team with only two other team members.

## 8.2 Solutions of those Problems

The solutions which helped me to overcome the above-mentioned problems are-

1. Learning more about the corporate culture and adjusting myself with the necessary changes
2. Understanding corporate procedures better and utilizing any scope found to improve it.
3. Learning more about technologies and frameworks the organization has chosen to use.
4. Splitting tasks and activities evenly between the team members and mutual assistance.
5. Being patient in terms of emergency, acquiring more than one skill, sticking to the standard guideline and incorporating personal strengths for better output.

# Chapter 9
# Future Work and Conclusion

## 9.1 Future Works

Even though the there is no development going on right now for both of the projects, there is wide range of scopes available for working on them in future.

**For WMS Bangladesh Website**

1. A mobile application can be built and deployed for the users willing to access WMS and eWMS happening every year.
2. More interactive design can be incorporated for the whole website to make it look more professional, dynamic and inviting.
3. Chat system with a chatbot or admin can be incorporated to provide users with instant replies for their queries.

**For BIMM Website**

1. A payment gateway system can be integrated for better Billing service.
2. Google classroom integration can be very useful for users buying different courses.
3. User Dashboard can be improved to be more prolific and attractive.
4. A chat system can be incorporated.

## 9.2 Conclusion

This report contains summaries of my work done throughout my internship at World Marketing Summit Bangladesh. The two projects that have been assigned to me, I have successfully completed them and gained their approval. Both my works, the ticketing page and the complete BIMM website is up and running smoothly. Both of the projects were done with the mindset of being user-friendly and less complex as a system.

The organizational support, behavior and work environment has been fantastica and immensely joyful to me. I wish to carry the knowledge earned there to my future endeavors. Last but not the least, I would like to thank both my supervisors, whose guidance and encouragement persuaded me to strive for the success in both projects, and for the endless projects to come in my way in future

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# An Undergraduate Internship/Project on World Marketing Summit Bangladesh and Bangladesh Institute of Modern Marketing (BIMM) Websites

By

**Md. Towhidul Islam**

Student ID: **1310889**

**Autumn, 2022**

## Consent from Supervisor

The student modified the internship final report as per the recommendations made by his/her academic supervisor and/or panel members during and/or before final viva, and the department can use this version for archiving as well as the OBE course material for CSE499.

Sabrina Alam

(Signature of the Supervisor)

Sabrina Alam, Lecturer

Department of Computer Science & Engineering

Independent University, Bangladesh