

DBI/Cer/L&M/2024/01

February 24, 2024

Subject: **Invitation to the Online Certificate Course on 'Leadership and Management', jointly with Daffodil International University (DIU).**

Dear Sir/Madam,

We have the pleasure to inform you that **DCCI Business Institute (DBI)** is going to offer a three month long **Online Certificate Course on 'Leadership and Management'**, scheduled to be held on **April-June 2024**, jointly with **Daffodil International University (DIU)**. Total ten (10) sessions each 3 hours will be held on **Friday from 7.00 pm - 10.00 pm** in 3 months through Zoom online platform.

Topics overview in brief: Leadership is the ability to influence a group toward the achievement of organizational goals and objectives. People are not always put in positions of leadership based on ability or credentials. Leadership training is extremely important for every business. Often, some of the best potential leaders get passed over for not fault of their own. At the same time, some people in leadership positions have difficulty becoming more successful leaders. The good news is there are things you can do right now to improve your chances of becoming a leader, or of becoming a better leader. This course offers a comprehensive exploration of leadership and management, covering key concepts and skills essential for effective leadership in diverse organizational settings.

Objective: The objectives of this certificate course are to delve into leadership competencies, examining cognitive processes used by successful leaders in challenging environments. Additionally, we'll explore various management styles and their impact on organizational dynamics and relationships. Participants will enhance their abilities in presentations and demonstrations, crucial for effective communication. Moreover, critical thinking skills will be honed through analysis of real-world leadership dilemmas, fostering strategic solution development. After completing the course, participants will possess a deep understanding of leadership principles and practical skills to navigate contemporary leadership challenges confidently.

Who Can Attend: This diverse group includes top management, general managers, senior managers, managers, assistant managers, and executives from various organizations. It also comprises of business leaders, entrepreneurs and individuals interested in enhancing their leadership and management abilities.

Facilitators: Highly qualified, professionally trained, reputed and experienced resource persons in the related areas, having ample theoretical and practical knowledge from home and abroad, with current information, has been invited to conduct respective sessions.

Fee: Tk. 12,000/- payable in favour of **'Dhaka Chamber of Commerce & Industry'** by EFT/ Pay Order/ Cheque/ Cash Deposit. It could also be paid through bKash merchant number **01766018659** (Payment) with bKash charge. Fee includes cost of tuition, course materials, exams & certificate and excludes VAT & Tax.

Discount: 10% for (one option applicable): (i) DCCI Members; (ii) Women participants; (iii) Students (pursuing his/her undergraduation & postgraduation); (iv) DIU Alumni; (v) Three (3) or more participants from one organization. Corporate discount 15% for 10 or more participants from one organization.

Admission Procedure: For admission log on to <https://forms.office.com/r/jytke41SYp> Admission would be confirmed to candidates on payment of course fee. Admission Deadline: **April 25, 2024.**

Certification: On successful completion participants will get certificate signed by the President, DCCI and the Pro Vice Chancellor, DIU. For further information, please contact to DBI, Cell # **01777-364474/ 01913745062** & Hot Line: 09-666-888-555 Ext. 1015, Tel: 02 47122986 Ext. 137/124; E-mail: amit@dhakachamber.com

We would appreciate if you could kindly participate and/or nominate concerned official(s) from your esteemed organization to this prestigious Course.

Thanking you,
Yours Sincerely,



Afsarul Arifeen
Secretary General, DCCI

**Online Certificate Course on
'Leadership and Management'
Jointly Organized by DBI & DIU
Session: April-June 2024
Batch: 1st Batch**

Module Titles and Topics

Module	Details
Module 1: Introduction to Management and Leadership: Understanding the Difference	Definition and Concepts, Skills and Competencies, Leadership Styles, Challenges and Opportunities faced by the leaders and Managers, Interactive Activities - Case Studies and Examples.
Module 2: Effective Communication Skills for Leaders	Importance of Communication, Active Listening, Clear and Concise Messaging, Nonverbal Communication, Feedback and Recognition, Effective Presentation Skills, Handling Difficult Conversations, Cultural Sensitivity, Technology and Remote Communication, Role-Playing and Practice
Module 3: Strategic Planning and Goal Setting	Understanding Strategic Planning, Vision, Mission, and Values, SWOT Analysis, Setting SMART Goals, Prioritization and Resource Allocation, Strategic Initiatives and Action Plans, Monitoring and Evaluation, Flexibility and Adaptation, Stakeholder Engagement, Continuous Improvement.
Module 4: Time Management and Prioritization Techniques	Understanding Time Management, Setting Clear Goals and Priorities, Time Tracking and Analysis, Planning and Organization, Time Blocking and Scheduling, Managing Interruptions and Distractions, Delegation and Outsourcing, Overcoming Procrastination, Stress Management.
Module-5: Emotional Intelligence for Effective Leadership	Understanding Emotional Intelligence, Assessing Your Emotional Intelligence, Developing Self-Awareness, Enhancing Self-Regulation, Building Empathy, Applying Emotional Intelligence in Leadership.
Module-6: Decision Making and Problem-Solving Strategies	Understanding Decision Making, Decision-Making Styles, Decision-Making Process, Problem-Solving Models, Creative Problem Solving, Analytical Decision Making, Risk Management and Decision Making
Module 7: Motivating, Inspiring and Building Teams	Understanding Motivation, Motivational Leadership Styles, Creating a Motivating Work Environment, Setting Meaningful Goals, Effective Communication for Motivation, Empowering Your Team, Recognizing and Rewarding Achievement; Team Formation and Dynamics, Team Roles and Responsibilities, Establishing Team Norms and Ground

	Rules, Effective Team Communication, Building Trust and Psychological Safety, Conflict Resolution and Team Dynamics, Building Resilience and Adaptability, Monitoring and Evaluating Team Performance.
Module 8: Change Management and Adaptability in Leadership	Understanding Change Management, The Role of Leaders in Change, Managing Resistance to Change, Building Change-Ready Teams, Communication Strategies for Change, Leading Through Uncertainty, Evaluating and Adapting Change Initiatives.
Module 9: Conflict Resolution and Negotiation Skills	Understanding Conflict, Types of Conflict, Conflict Resolution Strategies, Negotiation Fundamentals, Preparing for Negotiation, Effective Communication in Negotiation, Building Win-Win Solutions.
Module 10: Coaching and Mentoring for Personal Development and Leadership Growth	Introduction to Coaching and Mentoring, The Role of Coaches and Mentors, Coaching Skills for Leaders, Mentoring for Leadership Growth, Coaching and Mentoring Models and Frameworks, Creating a Coaching and Mentoring Culture, Evaluating Coaching and Mentoring Effectiveness; Self-Assessment and Reflection, Setting SMART Goals, Identifying Development Areas, Creating a Development Plan, Implementing the Plan, Continuous Learning and Growth, Measuring Success and Adjusting Course.
Final Assessment	

ASSESSMENT CRITERIA-

- Final examination (100 marks) will be held after completing course;
- 60% class attendance is mandatory for eligibility of 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.

