

Circular No. DBI-05/2019/38

Dated: 16-04-2019

**Subject: Short Training Courses & Workshops Scheduled to be organized by DBI in May 2019**

Dear Sir/Madam,

The following short training courses & workshops are scheduled to be organized by DCCI Business Institute (DBI) in May 2019:

Sl.	Training Courses	Fees	Duration
1	Front Desk Behaviour and Receptionist Skills	5,500/-	03-04 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	How to Prepare a Bankable Project Proposal for Availing Loan	5,500/-	10-11 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Design, Implement and Measure KPI	5,500/-	17-18 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Purchasing Chessboard-A Dynamic Tools for Procurement Strategies	5,500/-	24-25 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
Sl.	Workshops	Fees	Duration
1	Brand Marketing in the Age of Social Media	5,500/-	03-04 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Corporate Income Tax Planning and Management	5,500/-	10-11 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Strategic Human Resource Management	5,500/-	17-18 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Managing Logistics and Transportation	5,500/-	24-25 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.

**Benefits:** The Training and Workshop helps to develop knowledge, skill and positive attitude of forward-looking entrepreneurs, business managers and executives. Above courses & workshops would help participants to apply advanced tools and techniques for intelligent decision-making, use modern strategic business management methods, cut costs, ensure customer satisfaction, etc. so as to become competitive in global market and reach organizational goals.

#### Brief on the Training Courses

##### 1. Front Desk Behaviour and Receptionist Skills; 03-04 May 2019

**Contents:** How to welcome clients in the right way, Making the first impression by presenting the right image, Right level of politeness to the visitor, Being a guide to the visitor, Beware of language and body language, Dealing with difficult people; Developing listening skills; Useful languages for the conversations at the front-desk; Basic rules for telephone conversation: making and receiving calls; Tips to make telephone conversations effective; Use of particular phrases considering the situation; Learning to read speaker's Body language, Feelings, Unspoken words; How to handle queries in telephone conversations that you are not prepared for; Dealing with problems: learn useful phrases to describe problems, warning and apologizing; Test of learning through group presentation.

**Who Can Attend:** Front-desk Executives, Receptionists and new entrants in such job, other persons having special interest in etiquettes and useful telephone conversation could participate in the training program.

##### 2. How to Prepare a Bankable Project Proposal for Availing Loan; 10-11 May 2019

**Contents:** Concept of a Project: Project Identification and Formulation; Capital Budgeting: Tools and Techniques; Operational Procedures in Financing Project; Project Feasibility Analysis: Agro-based and SME Project Financing; Industrial Project Financing Procedures; Bank Loan Application for Project; Preparation of a Bankable Project by Participants; Presentation on Project Proposal, Prepared by Participants and Group Discussion; Problems Relating to Sanctioning and Disbursement of Project Loan, Case Studies and Examples; Test of learning through group presentation.

**Who Can Attend:** Would-be-Entrepreneurs, Business Executives and Decision Makers, NGO Executives, Government officials involved in project designing and planning, Bankers & Bank Executives and Investment analyst.

##### 3. Design, Implement and Measure KPI; 17-18 May 2019

**Contents:** Introducing Key Performance Indicator [KPI], Why every organization need KPI, Making KPIs work in your business, Why KPI for me, for my department & for my organization, Types, Targets and KPI Mistakes, Organizing your KPI; KPI is like escalator; Methods & Techniques for Right KPI Selection; Design and Alignment of KPI for different level; Developing Financial KPIs; Developing customer, sales and marketing KPIs; Operational and Internal Process KPI; Developing Measuring your most important Asset; Developing HR & People KPI; KPI Assessment Framework; KPI Analysis and decision making for development activities; Test of learning through group presentation.

**Who Can Attend:** Personnel of HR Department, Functional Head, Top Management, Consultants and professionals whom are interested.

##### 4. Purchasing Chessboard-A Dynamic Tools for Procurement Strategies; 26-27 April 2019

**Contents:** Introduction of Purchasing Chessboard, **4 Basic Strategies:** Change Nature of Demand, Seek Joint Advantages with Supplier, Manage Spend, Leverage Competition among Suppliers. **16 Levers:** Innovation breakthrough, Re-Specification, Value chain management, Value partnership, Risk management, Technical data mining, Integrated operations planning, Cost partnership, Co-sourcing, Commercial data mining, Tendering, Supplier pricing review, Demand management, Volume bundling, Globalization, Target pricing. **64 Methods:** Invention on demand, Core cost analysis, Vertical integration, Bottleneck management, Sourcing community, Procurement outsourcing, Compliance management, Leverage innovation network, Design for sourcing, Intelligent deal structure, Political framework management, Buying consortia, Mega supplier strategy, Closed loop spend management, Functionality assessment, Product teardown, Composite benchmark, Product benchmark, Cost data mining, Master data management, Supplier consolidation, Specification assessment, Design for manufacture, Process benchmark, Complexity reduction, Standardization, Spend transparency, Bundling across generations, Value chain reconfiguration, Supplier tiering, Collaborative capacity management, Visible process organization, RFI/RFP process, Supplier market intelligence, Make or buy, Revenue sharing, Sustainability management, Virtual inventory management, Vendor managed inventory, Expressive

bidding, Reverse auctions, Best shoring, Profit sharing, Project based partnership, Total life cycle concept, Supplier development, Total cost of ownership, Price benchmark, Cost regression analysis, Strategic alliance, Value based sourcing, Collaborative cost reduction, Supplier fitness program, Leverage market imbalances, Unbundled prices, Factor cost analysis, Demand reduction, Contract management, Bundling across product lines, Bundling across sites, Global sourcing, LCC sourcing, Cost based price modeling, Linear performance pricing; Test of learning through group presentation.

**Who Can Attend:** Entrepreneurs, CEOs, CPOs, Head of Procurement and Operations, Supply Management and Procurement Directors; Supply Chain, Procurement and Production Planning Executives; Supplier Management Managers, Commodity Managers, Logistics Managers; Vendor Development Managers, Inventory Control Managers, Material Managers, Production Managers and professionals whom are interested.

#### Brief of the Workshops

##### 1. Brand Marketing in the Age of Social Media; 03-04 May 2019

**Contents:** What is Marketing, What is Digital Marketing, Digital Strategies, Website building, SEO & SEM, Display Ads, Social Media Communication, Email Marketing, Mobile Marketing, Content Marketing, Facebook Business Manager, Google Analytics, Fundamentals of Digital Marketing, Search Marketing, Advertising & Creative Development, Online PR & Reputation Management, Digital Media Analytics, Brand for Digital Marketing, Integrated Media Planning & Buying, Online Display & Video Marketing, Social Media Marketing, Mobile App & Media Marketing; Test of learning through group presentation.

**Who Can Attend:** New Entrepreneurs; Business Managers; Brand Managers; Marketing Executives; Sales Persons, New Entrants in Business and any other interested persons.

##### 2. Corporate Income Tax Planning and Management; 10-11 May 2019

**Contents:** Introduction to the Corporate Income Tax, Some important definition, classification of income taxes, Direct tax vs indirect tax, Bangladesh tax structure, income tax rates, TDS and AIT, Company tax assessment, minimum tax, Current tax and deferred tax, excess perquisites, inadmissible expenses, Tax deduction rates Products in the light of changes in the latest finance Act, payment of advance income tax, set off and carry forward of losses, tax holiday, Corporate Social responsibility (CSR), capital gain tax and tax on dividend income and tax assessment by income tax authority in Bangladesh; Test of learning through group presentation.

**Who Can Attend:** Entrepreneurs, Importers, Suppliers, Manufacturers, Exporters, Senior/Mid Level finance and accounts Executives, Senior/Mid Level internal audit executives of companies.

##### 3. Strategic Human Resource Management; 17-18 May 2019

**Contents:** Introduction to SHRM, Importance of SHRM, Key Feature of SHRM, What are the biggest challenges facing HR department? How SHRM differs from HRM, Approaches of SHRM, Barriers of SHRM, Benefits of SHRM, Challenges of SHRM, Overcoming challenges of HRM, Requirements for SHRM, The changing world of today, Organizational development and change management; Recap of last day, Need of modern Human Resources department, Job Analysis and design, Recruitment and Selection, KPI Based Performance management, Pay Structure, Systems, Talent management, Leadership development, Employee engagement, Training & Development, Succession planning, The 4 Discipline of Execution; Test of learning through group presentation.

**Who Can Attend:** Entrepreneurs & Would-be Entrepreneurs, Line Managers and HR Management Professionals; Would-be HR Professionals; job seekers and others interested.

##### 4. Managing Logistics and Transportation, 24-25 May 2019

**Content:** Introduction to Logistics and its Importance, Supply Chain Management (SCM) and Logistics; Operational and Strategic Responsibilities of Logistics; Drivers in Logistics and SCM: Inventory, Transportation, Warehouse ; Demand Management and Logistics; Supply Management and Logistics; 3PL and 4PL; Cross-Docking Distribution Center; Globalization and Logistics; Transportation and its Importance; Modes of Transportation; Material Handling and Distribution ; Customer Services and Responses; Green Logistics; Shipping and related Issues ; Shipping Documents & Related Conventions; Insurance and Logistics; Logistics and Transportation in Bangladesh; Test of learning through group presentation.

**Who Can Attend:** Entrepreneurs, Professionals in the Field of Transportation, Logistics and Supply Chain Management, Procurement, Import, Export and Manufacturing, Job Seekers in related Departments of Logistics and Transportation.

**Facilitators for all Courses & Workshops:** Highly qualified, professionally trained, reputed and experienced resource persons in the related areas, having adequate theoretical and practical knowledge from home and abroad, with current information on the subjects, are invited to conduct the training courses/workshops. Registration Procedure: The intending participants may collect Registration Form from DCCI Business Institute (DBI) or download copy from [www.dcci-dbi.edu.bd](http://www.dcci-dbi.edu.bd). Participants belonging to the target group will be registered on payment of requisite fees by Pay Order (PO)/Demand Draft (DD) or in Cash in favour of Dhaka Chamber of Commerce & Industry or pay with cost of payment through bKash, Wallet number 01766018659 (Payment process: dial \*247# and select option 3.Payment). This includes cost of lunch, tea, snacks, course materials & certificate and Excludes VAT & Tax.

**Discount :** 10% for (one option applicable): (i) DCCI Members; (ii) Women participants; (iii) Students (pursuing his/her undergraduation & post graduation); (iv) Three (3) or more participants from one organization for same course; (v) Early bird package (payment 5 days before registration deadline); and 15% corporate discount for 10 (ten) or more participants from the same organization to one programme.

**Registration Procedure:** The intending participants may collect Registration Form from DCCI Business Institute (DBI) or download copy from [www.dcci-dbi.edu.bd](http://www.dcci-dbi.edu.bd). Participants belonging to the target group will be registered on payment of requisite fees by Pay Order (PO)/Demand Draft (DD) or in Cash in favour of Dhaka Chamber of Commerce & Industry or pay with cost of payment through bKash, Wallet number 01766018659 (Payment process: dial \*247# and select option 3.Payment). This includes cost of lunch, tea, snacks, course materials & certificate and Excludes VAT & Tax.

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**Registration Deadline:** Two working days prior to the starting date. Seats are Limited.

**Certificates:** Certificates are awarded with signature of the President, DCCI and the Executive Director, DBI.

It would be a great pleasure for us if you could kindly nominate participants from your esteemed organization for the selected course. For registration, please contact: DBI at Mobile: 01766018659/ 01718972656/ 01913745062.

With best regards



**Md. Joynal Abdin**  
Executive Director

N.B. DBI also organizes tailor-made Training Courses/Workshops and offer training venue with logistic support for any business related Training/Workshop.



The first ISO certified  
Chamber in Bangladesh

**For Registration, Please Contact:** DBI, Dhaka Chamber Building (11<sup>th</sup> fl.), 65-66 Motijheel C/A, Dhaka-1000. Tel: 952562 (Hunting) Ext. 281/137, Mobile: 01718-972656/01913-745062 Fax: 9560830, E-mail: [dbi@dhakachamber.com](mailto:dbi@dhakachamber.com)  
**Website:** [www.dcci-dbi.edu.bd](http://www.dcci-dbi.edu.bd), [facebook.com/dcci.dbi](https://www.facebook.com/dcci.dbi)

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