

Circular No. DBI-04/16/07

Dated: 14-03-2016

Subject: Short Training Courses/ Workshops Scheduled to be held in DBI in April, 2016

Dear Sir/ Madam

The following short training courses/ workshops are scheduled to be held in DCCI Business Institute (DBI) in April, 2016:

S. No.	Training Courses	Fees	Duration
1	Understanding L/C Procedures for Export & Import Operation	4,500/-	08-09 April (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Branding & Marketing for Business Success	4,500/-	22-23 April (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Supply Chain Management for SMEs	10,000/-	22, 23, 29 & 30 April (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	5-Steps Problem Solving Techniques	4,500/-	29-30 April (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
5	Role of Company Secretary and the Art of Effective Communication	4,500/-	29-30 April (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
S. No.	Workshops	Fees	Duration
1	English for Business Executives	4,500/-	08-09 April (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Managing Logistics and Transportation	4,500/-	22-23 April (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Efficient & Productive Workplace Management	4,500/-	29-30 April (Friday & Saturday) 10:00 a.m.- 05:30 p.m.

Benefits: The courses and workshops develop knowledge, skill and positive attitude of forward-looking entrepreneurs, business managers and executives. *These 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 globalised market and reach organizational goals.*

Brief of the Training Courses

1. Understanding L/C Procedures for Export & Import Operation

Objectives: On successful completion of the training course, participants are expected to be quite conversant in: the design, content and function of letter of credit (L/C) as it relates to export & import operations; the terms and conditions of the L/C and preparation of documents required by the terms & conditions of L/C for presentation to bank for payment.

Course Contents: Letter of Credit Operation & Settlement Mechanism; Different types of L/Cs and Obligations of Different parties involved in L/C; Advising & Confirming Export L/Cs, Back to Back L/C & Exercise on Back-to Back L/C; Transport documentation; Bill of Exchange, UCPDC-600; Invoice & Other Documents; International Trade Policy and Procedures, Inco-terms; Scrutiny Lodgment, Retirement of Import Bills; Pre-shipment & Post-shipment Export Financing under L/C; Negotiation of Export documents; **Learning Checks & Group Presentation.**

Who Can Attend: Exporters/ Importers/ Indentors/ Suppliers/ Manufacturers and Bank officers, preferably having one year's experience in International Trade/ Foreign Exchange Division of Commercial Banks and others interested.

2. Branding & Marketing for Business Success

Objectives: Brand Marketing is training about branding. Rather than focus on academic theory, the training takes a pragmatic managerial viewpoint. On completion of the course, the participants would be able to: (i) understand the modern concepts of sales, customer – oriented integrated marketing and effective sales management; (ii) use the principles of modern marketing and perform the marketing functions more effectively; (iii) manage the sales functions efficiently in order to achieve the organizational goals; render customers' satisfaction; and (iv) use different tools for promoting sales including branding for selling more and earning more.

Course Contents: Power of brand, Corporate brand marketing, Corporate image, Corporate communications, Marketing communications & branding, Product VS Brand, Integrated Communications etc; Reputation Management: definition and functions, Reputation management through corporate communication, Elements of corporate communication, Corporate communication tools and platforms, Treating the corporate as a brand, Measuring reputation and reputation ratings; Corporate brand vs. product brand & Corporate brand and visual identity; An Introduction to Marketing; Market Mix and Environmental Factors; Understanding Consumers; Market Segmentation; Market Research and Positioning; Product Development & Pricing Strategy; Branding & Brand Management, Sales Management and Distribution Management; **Learning Checks & Group Presentation.**

Who Can Attend: Entrepreneurs/ Brand Managers/ Business Managers/ Marketing Managers and Executives/ New Entrants in Business/ Industry/ Salesmen/ Job seekers and others interested.

3. Supply Chain Management for SMEs

Objectives: To provide the required knowledge to the participants on all aspects of purchasing, supply process and logistics of an organization.

Course Content: Unit-1. Supply Chains & SMEs; Unit-2. Supply Chains Management Objectives & Strategy; Unit-3. Understanding the Market Place; Unit-4. Managing Operations, Unit-5. Managing purchasing and Supply; Unit-6. Managing Relations with Supply Chain Partners, Unit-7. Managing Logistics and Unit-8. Managing Supply Chain Performance, **Learning Checks & Group Presentation.**

Who Can Attend: The SCM for SMEs course is particularly designed for SMEs engaged in purchase, supply, inventory and logistics management of business enterprises. However, the future SMEs, NGOs, job-seeking graduates, retired persons, graduate students can also participate.

4. 5-Steps Problem Solving Techniques

Objectives: The objective of the training course is to develop skills of the managers regarding Practical problem solving ability in any Industrial Organization. The course is completely activity-oriented to develop participant's practical capability. It is very important to develop the worker management relationship or general employee relationship by identifying the hidden problems through creating such an environment in which employees will feel comfortable to share their needs and ideas. In any organization management is responsible to solve problem. But solving problems in a wrong way results wastage of organizational resources. For a congenial working environment it is really very much essential to create such an environment where workers & management can jointly solve their problem in keeping with specific goal in mind.

Course Contents: Concept of problem and problem solving, Traditional-Vs.-5-steps problem solving technique, Formally identifying employee problem which affect production, compliance and industrial relations, Use of VIPP card and it's application in identifying problems, Organizing and clustering the identified problem. Finding out the potential or major problem, Analyzing the causes of specific problem, Determining individual and group goal, Finding the potential solution, Ultimately development of Action plan and its implementation; **Learning Checks & Group Presentation.**

Who Can Attend: HR, Admin Compliance, and Production related Executives in Garments & other manufacturing Industries, Those who are working in labour intensive factory this course will be very helpful for them. Those who want to prepare themselves as a potential executives may also find this course very useful.

5. Role of Company Secretary and the Art of Effective Communication

Objectives: The objectives of the training course are to equip the participants with the principles and practices of company secretaries. At the end of the course, the participant will be aware of meeting skills, written, oral and international business communication including e-mail; good manners of telephone conversation; conducting meetings and so on.

Course Contents: Introduction, Roles and Functions of the Company Secretary; Board/Committee Meeting Procedures, Procedures of Preparation of Minutes and Resolutions; Various types of written communication: Internal office communication (Memo, Notice, Minutes); E-mail and written communication, its importance in business; International business correspondence; Effectiveness of different media, Communication Processes of International Trade Inquiry, Quotation, Order, Invoice and Correctness in writing; Meeting Skills, Nine Components of Meeting; Using the telephone, effective telephonic procedures; Internal Business Communication; **Learning Checks & Group Presentation.**

Who Can Attend: Company Secretary, Executive Assistant, Management Secretary, Personal Assistant, Entrepreneurs; Businessman; Business Executives/ Officers from any business firm and other persons having special interest in Business English.

Brief of the Workshops

1. English for Business Executives

Objectives: This workshop has been designed for those who want to develop their writing skills in English in an easy process. It will enhance their ideas and capacity to practice and write in a convenient way. After completing this course they will be more confident to write on any topic in English related to their professional life overcoming their existing anxiety and shyness.

Course Contents: General Rules for regular writing practice, Process of systematic writing, Techniques of regular writing practice, Practice session; Common errors of writing from real life context, Formats of different types of writing: Application, draft, email; Practice Session (with and without clues), Rules of practicing writing related to own profession; Grammar in writing, Difference in English words & their applications, Format of official writings: memo, meeting minutes, short report, Feedback & correction; Summarizing selected text, Sources of Vocabulary & related Quiz, Correcting faulty text as test of grammar & Suggestions for continuous progress through other skills of language; **Learning Checks & Group Presentation.**

Who Can Attend: Managerial positions, Executives of Marketing & other departments of an organization, Teachers & Students, Anyone interested to improve English language skills.

2. Managing Logistics and Transportation

Objectives: "Logistics means having the right thing, at the right place, at the right time." The main objective of the workshop is to know how to do this. Other objectives of the workshop are: to reduce company's costs and improve quality of customer service; to increase the synchronization of activities throughout company's supply chain relating to transportation, warehousing, and other operations so as to reduce cost and leadtime & boost profits.

Course Contents: 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; **Learning Checks & 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.

3. Efficient & Productive Workplace Management

Objectives: The main objective of the workshop is to help understanding the critical issues of creating and maintaining efficient and productive workplace environment. The other objectives of the workshop are to enable the participants as to how to build a climate for efficient flow of work carried out by a motivated set of employees.

Course Contents: Preliminary discussion: Workplace matters!, Hiring performers and team members: Importance of Recruitment., Setting and selling Organizational Vision and Mission: Creating ownership. , Empower yourself with appropriate leadership style and management techniques: Leadership and Management aspects, Establishing ground rules: Defining parameters for Workplace and creating organizational citizenship in workplace. Putting right things in right place: Aspects of Ergonomics, Management of Resources: What you need and where, when and how? Ensuring proper Flow of Information in Workplace: Establishing correct communication System and layout, Working together is a Success: Critical issues of Teamwork and Teambuilding ,Turning conflict into opportunity in Workplace: Aspects of Conflict management, Provide Training and motivation: Grow and retain your performers, Establishing 360 degrees Feedback system: Know to act, Reward and punishment and performance appraisal: Carrot and sticks whichever applies, Utilization of time: Time is money, Avoidance of zero-error syndrome: Reduction of Stress in workplace, Social and Cultural Issues: looking at the humane aspects; **Learning Checks & Group Presentation.**

Who Can Attend: Entrepreneurs; Would-be Entrepreneurs, Manufacturers,, Managers, Senior and Mid-Level Executives of business organizations, NGOs and any other person interested for developing leadership & management skills.

Facilitators for all courses: 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, are invited to conduct the training courses/workshops.

Selection Procedure: The intending participants may collect Registration Form from DCCI Business Institute (DBI) or download copy from 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).

Discount (10%): Applicable for (i) DCCI Members; (ii) women participants; (iii) graduate students; (iv) 3 or more participants from one organization for same course and (v) early bird package (payment 5 days before registration deadline).

Registration Deadline: 3 working days prior to the starting date.

Seats are Limited.

Certificates: Certificates are awarded under signature of the President, DCCI and the Additional Executive Director, DBI.

I would appreciate if you would like to participate and/ or nominate participants from your esteemed organization for the selected course/workshop. For registration, please contact: DBI at Mobile: 01766018659/ 01718972656/ 01913756587/ 01913745062.

With best regards

Yours Sincerely



Lt Cdr A A M Asadullah,(G), psc (Retd)

Addl. Executive Director, DBI

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