

Circular No. DBI-12/16/36

Dated: 10-11-2016

**Subject: Short Training Courses/ Workshops Scheduled to be held in DBI in December 2016**

Dear Sir/Madam,

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

S. No.	Training Courses	Fees	Duration
1	Professional Selling Skills & Secret of Success	4,500/-	02-03 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Material Planning and Inventory Management	4,500/-	09-10 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Front Desk Behaviour and Receptionist Skills	4,500/-	23-24 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Efficient & Productive Workplace Management	4,500/-	30-31 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
S. No.	Workshops	Fees	Duration
1	Strategic Procurement Skills	4,500/-	02-03 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Professionalism in Business Communication & E-mail Writing	4,500/-	09-10 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Understanding Import & Export Operation and L/C Procedures	4,500/-	23-24 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Effective Office Management & Secretarial Skills	4,500/-	30-31 December (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 global market and reach organizational goals.*

### **Brief of the Training Courses**

#### **1. Professional Selling Skills & Secret of Success**

**Course Contents:** Introduction to Marketing, Marketing & Sales Promotion; Local Rules and Regulations, Market Segmentation, Targeting & Positioning; Competition Analysis & Competitive Advantage; Product Planning & Pricing Strategy; Distribution Management ; Market Promotion, Integrated Marketing Communication; Tools and techniques of modern salesmanship; Advertising & Sales Promotion; Preparation & Implementation of Marketing Plan, Role play; **Learning Checks & Group Presentation.**

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

#### **2. Material Planning and Inventory Management**

**Course Contents:** Definition and Aim of Material Management; Four basic needs of Material Management: Material Procurement Process, Make or Buy Decision, Material Management and Profitability, Material Management and Transportation; Materials Handling and Equipment, Bill of Material (BOM), Warehouse Operation, Safety at Warehouse and related issues, Introduction to Inventory and related issues, Demand Management, Inventory Replenishment; How much to order; Lead time Management; Inventory Turnover; Green Concept in Inventory and Material Management and Inventory Valuation; **Learning Checks & Group Presentation.**

**Who Can Attend:** Persons with background in Material/Inventory/Store Management; Procurement/Purchase Managers/ Officers, Planning Managers and Production/Operations Managers employed in Private Sector, Business Organizations and concerned Govt., Semi Govt. and Non Govt. Organizations.

### **3. Front Desk Behaviour and Receptionist Skills**

**Course Contents:** Basic Rules of Front-desk Etiquettes: 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; **Learning Checks & 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.

### **4. Efficient & Productive Workplace Management**

**Course Contents:** Preliminary Discussion: Workplace matters, Hiring performers and team members: Importance of Recruitment and Selection, Setting and selling Organizational Vision and Mission: Creating ownership, Empower yourself with appropriate leadership style and management techniques: Leadership and Management aspects, Critical issues of Teamwork and Teambuilding: Working together is a Success, Establishing Company policies and procedures and optimum workplace rules, Setting right culture: Defining socio-cultural parameters for Workplace, Creating organizational citizenship in workplace, Putting right things in right place in right conditions: Aspects of Ergonomics, Ensuring proper Flow of Information in Workplace: Establishing correct communication System and layout, Turning conflict into opportunity in Workplace: Aspects of Conflict management, Provide motivation and Training: Grow and retain your performers, Shaping employee attitude, behaviour and performance using Reward and punishment: Carrot and sticks whichever applies, Performance Appraisal: Career and development path, Utilization of time: Aspects of time management, Stress management in workplace and Avoidance of zero-error syndrome, Work-Life Balance an Discussion on miscellaneous workplace; **Learning Checks & Group Presentation.**

**Who Can Attend:** Senior Executives, Executives, Asst. Managers, Supervisors, Officers/ Managers who lead the organization, any employee specially of HR & Admin dept.; any person who wants to gather knowledge on this topic.

## **Brief of the Workshops**

### **1. Strategic Procurement Skills**

**Course Contents:** An Overview of Elements of Strategic Procurement and Formulating a Strategic Procurement Plan, Aligning Purchasing Decision with Corporate Goal and Corporate Governance; **Implementation Strategy:** Development of Strategic Design and Action Plan Format; Reporting Format, Multinational Supplier Development Strategy for Global Partnership; Measurement Techniques including Maturity Assessment; Case Analysis with Participants' interactive participation; **Learning Checks & 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.

### **2. Professionalism in Business Communication & E-mail Writing**

**Course Contents:** Communication in International Business and Its Types-Written and Oral Communication; How to make communication more effective, E-mail, Written Communication, its importance in business; Banking correspondence in good business; Correspondence with customers – for different kinds of accounts; Correspondence with customers-for loans and advances; Correspondence with customers-for handling complaints and adjustments; Oral communication-How to make a successful presentation, Using the telephone, effective telephonic procedure; Internal Business Communication; Role of meeting in Business-Techniques of conducting a successful meeting; Effectiveness of different media; Communication Processes of Local & International Trade Inquiry, Quotation, Order, Invoice and Correctness in writing; **Learning Checks & Group Presentation.**

**Who Can Attend:** Entrepreneurs; Businessman; Business Executives/ Officers from any business firm and other persons having special interest in Business English.

### **3. Understanding Import & Export Operation and L/C Procedures**

**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/ Suppliers/ Manufacturers and Bank officers, preferably having one year's experience in International Trade/ Foreign Exchange Division of Commercial Banks and others interested.

### **4. Effective Office Management & Secretarial Skills**

**Course Contents: Role of the Manager/Administrator:** Evaluation of theories of Management; Difference between Management & Administration; The Office Administrator & Personal Assistant's role; Organizational structure and culture; Defining Job, Tasks, Role, etc; **Identifying and solving problems:** Purpose, Functions and Types of Office, **Basics of Office Management:** Effective Space Utilization; Conflict, Motivation, Coaching; Appraisal, Understanding and Managing Stress at work; **Secretarial Skills:** Organizing Meetings, Various Types of Meetings, Supporting Meetings, Scheduling, Logistics; Taking Notes, Writing Letters, Memos, Minutes and others, Managing the Paper Load, Getting the best from e-mail and Office Technology; **Learning Checks & Group Presentation.**

**Who Can Attend:** Entrepreneurs, Potential entrepreneurs, Office administrators, Supervisor of administrative staff, Executive secretaries, Personal Assistants (PA) and other persons having special interest in office management, specially to develop interpersonal and professional skills for having a better job/office environment.

**Facilitators for all Courses:** 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.

**Selection 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).

**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 Acting Executive Director, DBI.

We 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



**Kazi Md. Shafiqur Rahman**  
Acting 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.



The first ISO certified  
Chamber in Bangladesh

**For Details & Registration, Please Contact:** DBI, Dhaka Chamber Building (11<sup>th</sup> fl.), 65-66 Motijheel C/A, Dhaka-1000. **Tel:** 9552562 (Hunting) Ext. 281/124/137, **Mobile:** 01718972656/01913756587/ 01913745062, **Fax:** 9560830, **E-mail:** [dbi@dhakachamber.com](mailto:dbi@dhakachamber.com), **Website:** [www.dcci-dbi.edu.bd](http://www.dcci-dbi.edu.bd)