

Circular No. DBI-12/17/43

Dated: 19-11-2017

**Subject: Short Training Courses & Workshops Scheduled to be organized by DBI in December, 2017**

Dear Sir/Madam,

The following short training courses & workshops are scheduled to be organized by DCCI Business Institute (DBI) in December, 2017:

Sl. No.	Training Courses	Fees	Duration
1	Bangladesh Labour Laws as amended in 2013 & Labour Rules 2015	4,500/-	08-09 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Professional Selling Skills & Secret of Success	4,500/-	22-23 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Development of Managerial Leadership Skills	4,500/-	29-30 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
Sl. No.	Workshops	Fees	Duration
1	Customer Behaviour and Excellent Customer Services	4,500/-	08-09 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Branding and Brand Management for Business Success	4,500/-	22-23 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	VAT & Customs Procedures for Import & Export	4,500/-	29-30 December (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. Bangladesh Labour Laws as amended in 2013 & Labour Rules 2015**

**Course Contents:** Labor Laws: Introduction, Definition, Amendments of labor law in 2013, Conditions of Service & Employment, Employment of Adolescent, Maternity Benefit, Welfare, Working hours & Leave, Wages & Payment, Workers Compensation for Injury by Accident, Trade Unions & Industrial Relations, Workers Participation in Companies Profit, Provident Funds, Case study; Labour Rules: Introduction, Contracting, Misconduct & Awarding Punishment, Maternity Benefits, Health & Hygiene, Safety, Welfare, Working Hours & Leave, Payment of Wages, Bonus, Wages Board, Trade Union & Industrial Relations, Profit sharing, Provident Fund, Apprenticeship, Administration and Inspection, Miscellaneous, Forms; **Test of learning through group presentation.**

**Who Can Attend:** Managers to General Managers who lead an organization; employees who may be assigned to conduct enquiry; persons who want to be professional enquiry officer; any employee specially for Admin & HR department and other interested persons.

## **2. 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.

## **3. Development of Managerial Leadership Skills**

**Course Contents: Leadership:** Concepts of Leadership, Leadership styles; **Role of a Leader:** Differences between a leader and a manager; **Change Management:** Definition of Change Management, Managing Change, Best Practice in Leading Change; **Negotiations & Conflict Management:** Characteristics of Negotiations, Conflict Management, Level of Conflicts, Style of Conflict Management, Key Steps in Negotiating Process; **Critical Thinking:** Definition of Critical Thinking, Common Decision Making Problems; **Learning Checks & Group Presentation.**

**Who Can Attend:** Entrepreneurs; New Entrants; Importers/Suppliers, Manufacturers, Exporters, Senior and Mid-Level Executives of business organizations, NGOs and any other person interested for developing leadership & quality management.

## **Brief of the Workshops**

### **1. Customer Behaviour and Excellent Customer Services**

**Course Contents:** What is Customer Service & why need it? Who are the customers & their needs & expectations? Identifying & dealing with different types of customers: how to deal with challenging customers, managing your stress in tense situation, why do customers leave, the art of customer service. The power of effective customer communication: define effective communication, different communication styles, conflict management styles, listening. Effective use of customer service communication tools: customer service protocol; email, voice mail, fax, non verbal communication, know your audience, identifying personality styles. **Test of Learning through Group Presentation.**

**Who Can Attend:** Potential entrepreneurs, Office administrators, Supervisors of administrative staff, Executive secretaries, Personal assistants and other persons having special interest in office management, specially those who are interested to develop interpersonal and professional skills to satisfy customers for enhancing profit.

### **2. Branding and Brand Management for Business Success**

**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. **Test of Learning through Group Presentation.**

**Who Can Attend:** Entrepreneurs/ Business Managers/ Marketing Managers/ Marketing Executives/ New Entrants in Business/ Industry and others interested in Marketing and Sales.

### **3. VAT & Customs Procedures for Import & Export**

**Course Contents:** Introduction to the Value Added Tax (VAT) systems in Bangladesh, Registration and Record Keeping Procedures of VAT, Electronic Cash Register, Calculation of VAT (Valuation), Credit Mechanism of VAT System, Return Submission; Trade VAT, Duties and Taxes for Importable Products in the light of latest changes in the National Budget; General Steps for Import & Export Procedures; Export Procedures & Registration, Checking and Advising of Export L/C; AIT, Documents and Negotiation of Export Documents; Export Incentives; Disputes and Settlement of Export Claims, Q & A Session. **Test of Learning through Group Presentation.**

**Who Can Attend:** Entrepreneurs, Importers, Suppliers, Manufacturers, Exporters, Senior/Mid Level Commercial and VAT Executives of Import, Export and Industrial firms, VAT payers and other interested persons.

**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.

**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 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/ 01913756587/ 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.



**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)