

Circular No. DBI-06/2016/17

Dated: 16-05-2016

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

Dear Sir/ Madam

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

Sl. No.	Training Courses	Fees	Duration
1	Marketing Skill & Secret of Success	4,500/-	03-04 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Effective Business Communication in English & E-mail Writing	4,500/-	10-11 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	How to Develop Distribution Network for Marketing of Products	4,500/-	17-18 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Understanding Import & Export Operation & L/C Procedures	4,500/-	24-25 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
Sl. No.	Workshops	Fees	Duration
1	Lean Six Sigma Yellow Belt Training	4,500/-	03-04 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Key Leadership Techniques for Managers	4,500/-	10-11 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Effective Office Secretary	4,500/-	17-18 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Productivity Development and Quality Circle	4,500/-	24-25 June (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. Marketing Skill & Secret of Success

Objective: The objective of the training course is to develop the skills of the people in charge of marketing/sales function in business organizations. On completion of the course, the participants would be able to: understand the modern concepts of sales, use principles of modern marketing to achieve the organizational goals.

Course Contents: Introduction to Marketing, Principles of modern Marketing, Market Research; Marketing & Sales Promotion; Local Rules and Regulations, Market Mix and Environmental Factors; Understanding Consumers; Customer Satisfaction, Customer Relationship Management; Market Segmentation, Targeting & Positioning; Competition Analysis & Competitive Advantage; Product Planning & Pricing Strategy; Distribution Management; Market Promotion, Integrated Marketing Communication; Preparation & Implementation of Marketing Plan, E-marketing, 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. Effective Business Communication in English & E-mail Writing

Objectives: The objectives of this course are to make the participants conversant with: the Principles and Practices of Written and Oral Communication, Practices of Internal Business Communication, Good manners of Telephonic Conversation, Practices of conducting meetings and so on.

Course Contents: An Introduction: Communication in International Business and Its Types – Written and Oral Communication; How to make communication more effective? E-mail and 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; **Various types of written communication:** Internal office communication (Memo, Notice, Minutes); International business correspondence; How to make your writing more effective, Short report writing, Importance of report writing in business, Press release & how to prepare it; **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, Executives/Officers from Banks, any other business firm and other persons with special interest in business communication.

3. How to Develop Distribution Network for Marketing of Products

Objective: The objective of the course is to provide an in-depth knowledge to the participants through which they would be able to design appropriate distribution strategies for their products and develop a realistic mechanism that can help them reach the products to customers in right time, at right place and right cost.

Course Contents: Concept of Distribution: Myths of Distribution; Channels of Distribution, Nature of Distribution Channels; Channel Functions; **Channel Behaviour and Organization:** Vertical and Horizontal; Distribution Strategies Design and Management; Physical Distribution and Logistic Management; Total Cost of Distribution; **Developing Distribution Network:** Management of the Whole System; Preparation of Agreement; Monitoring Development and Building Relationship; Planning, Management, Launching and Monitoring a Distribution System; The Case of Successful Distribution Companies; The Case of Distribution; **Learning Checks & Group Presentation.**

Who Can Attend: Would be entrepreneurs, Executives from pharmaceutical companies, consumer items, industrial products; manufacturing industries, Persons directly or indirectly involved in distribution and Executives from distribution companies.

4. Understanding Import & Export Operation & L/C Procedures

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

Brief of the Workshops

1. Lean Six Sigma Yellow Belt Training

Objective: All Professionals needs to have the best management skills. This training is designed to give core ideas about Problem Solving Skills which is required in the work place.

Course Contents: Introduction, Lean Six Sigma, What is Lean? What is six Sigma? What is Lean Six Sigma? History about Lean & Six Sigma? Continuous Improvement, Basic Problem Solving, DMAIC, Yellow Belt Template, Roles & Responsibilities, Benefits of Basic Problem Solving, Facilitation: Simulation, Define Problem, Understand Causes, Implement Solution, Sustain Performance, Being a problem Solver; **Learning Checks & Group Presentation.**

Who Can Attend: General Managers/Directors/Entrepreneurs/Managers/Senior Managers who lead the organization, Any employee especially of HR, Admin. & Compliance dept./ All line managers/supervisors, Any person who wants to gather knowledge on problem solving skills.

2. Key Leadership Techniques for Managers

Objectives: The objectives are to provide functional knowledge about approach, methods and instruments of leadership for developing and harnessing collective efforts of manpower to make a business competitive, sustainable and profitable.

Course Contents: Leadership: Concepts of Leadership, Leadership styles; **Role of the Leader:** Differences between leader and 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:** What is 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.

3. Effective Office Secretary

Objective: The objective of this workshop is to familiarize the participants with necessary management, communication and organizational skills required by an office secretary to perform his duties efficiently and effectively.

Course Contents: Introduction, Roles and Functions of the Office Secretary; **Essentials' for Communication Skills:** Avoiding Communication Breakdown, Listening Skills, Assertiveness, Managing Requests, Managing Conflict; Board/Committee Meeting Procedures, Taking Notes, Preparation of Minutes and Resolutions; Report & Letter Writing; **Desk Management:** Office Layout and Ergonomics, Information System, Managing the Paper Load, E-mail and Office Technology; **Communication Etiquette:** Using the telephone & E-mail as effective procedures in Internal & External Business Communication; **Learning Checks & Group Presentation.**

Who Can Attend: Would-be Entrepreneurs; Office Secretary for MDs & CEOs, Business Executives from any business firm, NGOs, Trusts, Foundations and other persons having special interest in communication and organizational skills.

4. Productivity Development and Quality Circle

Objective: The main objective of the workshop is to help improve productivity which is an economic measure of output per unit of input. 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 and other operations so as to reduce cost and lead-time, maximize profits, increase revenue and reach organizational goals.

Course Contents: "Introduction to Productivity";- Definition, Trends, Process and Product Quality, Process Classification, Process Management, Process Change. "Operation and Productivity";- Challenges, Productivity Variables, Operation Management, Work Design System. Techniques & Tools for Improving Productivity, Measuring Innovations, Factors affecting Productivity; Global Best Practices in Productivity. "Impacts"-Economic Benefit, Quality, Green Productivity, Social Changes; **Learning Checks & Group Presentation.**

Who Can Attend: Entrepreneurs; Suppliers, Manufacturers, Exporters, Senior and Mid-Level Executives of business organizations, and industries, NGOs and any other person interested for developing the productivity to make the best use of resources (Land, labor and capital) to maximize the overall revenue.

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.

For Details & Registration, Please Contact: DBI, Dhaka Chamber Building (11th 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, **Website:** www.dcci-dbi.edu.bd