

Circular No. DBI-06/17/19

Dated: 08-05-2017

Subject: Short Training Courses & Workshops Scheduled to be held in DBI in June, 2017

Dear Sir/Madam

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

Sl. No.	Training Courses	Fees	Duration
1	Branding & Marketing (Sales) for Business Success	4,500/-	02-03 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Human Resource Management & HR Information System (HRIS)	4,500/-	09-10 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	How to Develop Distribution Network for Marketing of Products	4,500/-	16-17 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
Sl. No.	Workshops	Fees	Duration
1	Managing Logistics and Transportation	4,500/-	02-03 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Effective Office Management and Filing System	4,500/-	09-10 June (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Shipping Procedures for Export, Import & Customs Formalities	4,500/-	16-17 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 global market and reach organizational goals.*

Brief of the Training Courses

1. Branding & Marketing (Sales) for Business Success

Course Contents: Introduction to Marketing & Sales Promotion; Modern Concept of Marketing; Local Rules and Regulations; Market Segmentation, Targeting & Positioning; Competition Analysis & Competitive Advantage; Product Planning & Pricing Strategy; Distribution Management; Market Promotion, Integrated Marketing Communication; and Group Discussion, Tools and techniques of modern salesmanship; How to be a good salesman, Role play, Advertising & Sales Promotion; Ethics and codes of conduct in Marketing; Preparation & Implementation of Marketing Plan; Branding, Corporate Image; Corporate brand & Product Brand; Brand Marketing, Reputation management through corporate communication; **Learning Checks & 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. Human Resource Management & HR Information System (HRIS)

Course Contents: Introduction and brief History of Human Resource Management (HRM); Modern HR Management Functions, Job Analysis, Recruitment and Selection Policies; HR Planning, Performance Management System, Motivation of HR, Compensation & Benefits Packages; Staff Development and Succession Planning; Basics of Industrial Relationship and CBA, Collective Bargaining; Principles of Discipline & Managing Grievances and conflicts; What is a Human Resource Information System (HRIS)? How is it used in organizations? The history of HRIS; Project Management, Methods of project management; Project life cycle, Project management tools and skills; Integrating an HRIS across cultures, Integration process, Integration issues; **Learning Checks & Group Presentation.**

Who Can Attend: Entrepreneurs & Would- be Entrepreneurs; Line Managers and HR Management Professionals; Would-be HR Professionals; job seekers and other suitable candidates.

3. How to Develop Distribution Network for Marketing of Products

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.

Brief of the Workshops

1. Managing Logistics and Transportation

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.

2. Effective Office Management and Filing System

Course Contents: Introduction, Communication skills: Avoiding communication breakdown, Listening skills, Assertiveness, Managing requests, Managing conflict, Giving & Receiving delegations, Constructive criticism skills, Meetings, Report & letter writing, Taking notes and writing minutes, Editing and proof-reading skills; Desk Management: Office layout and ergonomics, Information System, Managing the paper load, e-mail and office technology; Supervising administrative staff: Motivating, Coaching and Training Staff, and Appraisal; **Learning Checks & Group Presentation.**

Who Can Attend: Potential entrepreneurs, Office administrators, Supervisors of administrative staff, Executive secretaries, Personal assistants, other persons having special interest in office management and interpersonal and professional skills.

3. Shipping Procedures for Export, Import & Customs Formalities

Course Contents: Banking Procedures for Import & Export, Shipping Procedures for Import & Export (Containerized), Shipping Procedures for Import & Export (Break & Bulk), Shipping Formalities for Multimodal Transport System; International Trade & Inco-Terms, Export Formalities and Import Formalities & Shipping Documentation, The Bills of Lading Act 1855; How to become an Exporter, Current Export Policy, Export Procedure, Custom Procedures for Import & Export, Air Freight Procedures for Import & Export, Air Freight Unit, Bill of Entry, Valuation and Assessment, Calculation of Duties and Taxes and Pre-shipment Inspection (PSI); Manage Customs Authority A to Z customs formalities and clearing consignment in the case of import; **Learning Checks & Group Presentation.**

Who Can Attend: Entrepreneurs, Chief Executive Officers (CEOs) related to International Trade, Exporters / Importers, Executives/ Managers of Import / Export/ Shipping Firms, New Entrants in such Business, job seekers and other persons interested in import and export business.

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. 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.



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