

Circular No. DBI-03/2018/12

Dated: 13-02-2018

Subject: Short Training Courses & Workshops Scheduled to be organized by DBI in March, 2018

Dear Sir/Madam,

The following short training courses & workshops are scheduled to be organized by DCCI Business Institute (DBI) in March, 2018:

Sl. No.	Training Courses	Fees	Duration
1	Branding & Marketing (Sales) for Business Success	4,500/-	02-03 March (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	How to Establish a New Business	4,500/-	09-10 March (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Clearing & Forwarding (C&F) Activities Management	4,500/-	23-24 March (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Effective Meeting and Report Writing Skills	4,500/-	30-31 March (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
Sl. No.	Workshops	Fees	Duration
1	Procurement Strategies for Competitiveness	4,500/-	02-03 March (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Management Skill Development for Administrative Professionals	4,500/-	09-10 March (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Customer Behaviour and Excellent Customer Services	4,500/-	23-24 March (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Shipping Procedures for Export, Import & Customs Formalities	4,500/-	30-31 March (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. Branding & Marketing (Sales) for Business Success; 02-03 March, 2018

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; Tools and techniques of modern salesmanship; How to be a good salesman, Role play, Advertising & sales promotion; Sales management and distribution management; **Test of learning through 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. How to Establish a New Business; 09-10 March, 2018

Course Contents: Identification of strengths and weakness of entrepreneur and business; Forms of business organizations; Appropriate size, Location and legal Aspects of business; Business planning and control; **Making a Strategic Plan:** SWOT (Strengths, Weakness, Opportunities, Threats) Analysis; **Writing a business plan:** considerations in business plan writing, steps in business plan writing; Executive summary of a business plan, Concluding remarks, action planning; Implementation: purchase (Material) budget, Overhead budget, Commercial/ marketing expenses budget; Analyzing market and customer behaviour; Reaching the customers; Managing financial requirements; Recording transactions, Cash book, Sales book, Purchase book, Debtor ledger, Creditor ledger; Preparation of financial statement, Profit & loss account, Balance sheet; Financial projections for a small plant (case study); **Test of learning through group presentation.**

Who Can Attend: Would be entrepreneurs, Owners of Enterprises, Business Managers, Financial Executives/ Accountants, Officials Engaged in Providing Counseling / Consultancy Services and Potential New Entrants in the Field of Industry/Business.

3. Clearing & Forwarding (C&F) Activities Management; 23-24 March, 2018

Course Contents: A to Z clearing activities and formalities of consignment in the case of import, Import Business Model and Procedure, Available Shipping lines & freight forwarders selection and management, C&F agent selection and management, Insurance Company Selection and management, Selection of right insurance clauses–ICC “A”, ICC “B”, ICC “C” and all risk coverage, Types of Importable items and Its Packing, Bargaining freight (FOB Import), Checking and selection the right H.S. Code, Appropriate Inco term (2010 Version) usages for Import transportation, Checking restriction of items as per Import Policy of GOB, Landed cost calculation, Necessary Import documents, Import documents negotiation, Tariff classification, rate of duties and taxes, PSI & post shipment inspection, Manage Customs Authority, A to Z forwarding activities and formalities of consignment in the case of Export, Export Business Model and Procedure for Private Companies, Available Shipping lines & freight forwarders selection and management, C&F agent selection and management, Insurance Company Selection and management, Selection of right insurance clauses–ICC “A”, ICC “B”, ICC “C” and all risk coverage, Appropriate Inco term (2010 Version) usages for export transportation, Types of Exportable Items and Its Packing, Bargaining the Freight, Checking and selection the right H.S. Code, Selection of Perfect H.S. Code, Preparing the Export documents, Checking Restriction of items as per Export Policy of GOB, Export cost calculation, Manage Customs Authority, PSI & Post shipment inspection, B/E (Bill of Export) and Critical problem analysis in forwarding process; **Test of learning through group presentation.**

Who Can Attend: The business owners or individuals are interested to start C&F Business, export-import business, business graduates & engineering students, professional engaged in C&F activities, export, import, procurement, logistics, supply chain, distribution, shipping, freight forwarding, indenting, agency business, customs, courier, training, finance & accounts, international trade and many more learning minded people those are involved in private sector, public sector and nonprofit organizations (NGOs).

4. Effective Meeting and Report Writing Skills; 30-31 March, 2018

Course Contents: Definition of Meeting, types of meeting, why need it? Agenda, preparation of a meeting, What is report? 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; **Test of learning through group presentation.**

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

Brief of the Workshops

1. Procurement Strategies for Competitiveness; 02-03 March, 2018

Course Contents: An overview of elements of strategic procurement; Setting priorities for Procurement planning, the supply positioning model, Formulating a strategic procurement plan, Strategy formulation, Aligning purchasing decision with corporate goal and corporate governance; **Implementation strategy:** Development of strategic design and Action Plan Format; **Develop the annual buying plan:** Cost analysis and financial planning; **Plan and Prepare for Strategic Procurement Negotiations:** Contract Management plan, Managing relationships, Reporting Format, Multinational Supplier Development Strategy for Global Partnership; Measurement Techniques including Maturity Assessment; Case Analysis with Participants' interactive participation and more. **Test of learning through group presentation.**

Who Can Attend: 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, Entrepreneurs and Professionals.

2. Management Skill Development for Administrative Professionals; 09-10 March, 2018

Course Contents: What to manage, Job Description (JD) of Admin, Transport/Vehicle Management, Cleanliness/Courier Service, Maintain dispatch/Inward Register, Maintain Movement Register, Dress Code, Electrical/Sanitary; **Safety & Security:** Health & Hygiene, Handling Peon & Driver, Logistics & Purchase & Procurement, Over Time (OT), Labor Laws; **Payment of Bills:** Newspaper/Magazine bill, Telephone/Mobile Bill Payment, Fuel & Bill, Tour bill/Local Conveyance bill; **Entertainment/Arrangement of Meeting:** Receive the Local guest/Foreign guest/Ticketing & Visa, Letter to the Embassy for Visa, Passport Renewal/Protocol; **Secretarial Job:** Medical Facilities (Accident/Hospital), Insurance Life/General, Trade License/Company Registration; **Front Desk:** Trade Union, Motivation & Order, Behavior & Attitude, Threat & Good Behavior, HR behavior & Admin Behavior, Appreciation & Rewards, Development /Training; **Time Management:** Communication skill in the workplace, Discipline, Seven Habits of Highly Effective peoples, Skills for administration staff, Qualities of a True Admin Professional, Management skills list, **How to reach your maximum potentials:** 4 R's. **Test of learning through group presentation.**

Who Can Attend: Company Secretary, 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 HR & Administrative activities.

3. Customer Behaviour and Excellent Customer Services; 23-24 March, 2018

Course Contents: What is Customer Behaviour & its importance: Different types of Customer Behaviour model, exchange space & roles, Customer Behaviour frame work; Definition of a customer: Value of customers, Customer & their expectations, Business needs by group, customers value potential; What is relationship & strategy: Development of relationship, Organization design for Customer Behaviour, How to implement the Customer Behaviour in enterprises, Measurement of Customer Behaviour performance; E-Business & its importance: Relation with e-Business & Customer Behaviour, Customer Behaviour in relation to strategy; Change management: How to execute change, How to measure performance, Critical success factors and more. **Test of learning through group presentation.**

Who Can Attend: Potential entrepreneurs, Office administrators, Front office Executives/Managers, Supervisor of administrative staff, Executive Secretaries, Personal assistants and other persons having special interest in customer service job, specially those who are interested to develop interpersonal and professional skills to develop customer relationships to satisfy customers for enhancing profit.

4. Shipping Procedures for Export, Import & Customs Formalities; 30-31 March, 2018

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 and Importer, Import & Export Policy 2015-2018, Export & Import Procedures for Import & Export, 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.
Test of learning through 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 & 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. 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).

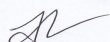
Discount : 10% for (one option applicable): (i) DCCI Members; (ii) Women participants; (iii) Students (pursuing his/her undergraduation & post graduation); (iv) 3 or more participants from one organization for same course; (v) Early bird package (payment 5 days before registration deadline).

Registration Deadline: 2 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/ 01718972656/01913745062.

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 (11th floor), 65-66 Motijheel C/A, Dhaka-1000. **Tel:** 9552562 (Hunting) Ext. 281 & 137, **Mobile:** 01718972656 & 01913745062, **Fax:** 9560830, **E-mail:** dbi@dhakachamber.com, **Website:** www.dcci-dbi.edu.bd