

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

Dear Sir/Madam,

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

Sl. No.	Training Courses	Fees	Duration
1	Recruitment Procedures and Talent Hunt for Organization & Business	4,500/-	05-06 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Effective Business Communication	4,500/-	19-20 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Purchasing Chessboard-A Dynamic Tools for Procurement Strategies	4,500/-	26-27 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
Sl. No.	Workshops	Fees	Duration
1	Professional MS Excel 2010	4,500/-	05-06 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Safety & Security Measures in Work Places	4,500/-	19-20 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Customer Relationship Management (CRM)	4,500/-	26-27 May (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. Recruitment Procedures and Talent Hunt for Organization & Business**

**Course Contents: Preliminary Discussion:** Definition and concept of recruitment, Why Hiring And Retaining Good Employees Is So Important, Forms of recruitment, Factors affecting recruitment, Methods of Recruitment, Recruitment Strategies and policies, The 7 C's: How to Find and Hire Great Employees, Implement a three-pronged approach: Advertise creatively, network aggressively and partner with a qualified staffing, **Process of Recruitment:** Identify Vacancy and Evaluate Need, Develop Position Description, Develop Recruitment Plan, Select Search Committee, Post Position and Implement Recruitment Plan, Review Applicants and Develop Short List, Conduct Interviews, Select Hire, Finalize Recruitment, **Hiring the Right Person for the Job:** Focus on the candidate's potential, Competence Model, Check social media profiles. Fit the personality to the job, Don't judge a book by its cover. Excel at the interview process, **Talent retention for business and Organization:** Creating ownership of organizational Vision and Mission among employees, Working together as a team, Setting right company culture, Creating organizational citizenship among employees, Aspects of Ergonomics impacting employee efficiency and productivity, Turning conflict into opportunity, Provide motivation and Training to grow and retain your performers, Shaping employee attitude, behavior and performance using Reward and Punishment, Appropriate Performance Appraisal for building employee's career and development path, Aspects of time management and Stress management and Avoidance of zero-error syndrome in workplace and Work-Life Balance; **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.

## **2. Effective Business Communication**

**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. Purchasing Chessboard-A Dynamic Tools for Procurement Strategies**

**Course Contents:** Introduction of Purchasing Chessboard, **4 Basic Strategies:** Change Nature of Demand, Seek Joint Advantages with Supplier, Manage Spend, Leverage Competition among Suppliers. **16 Levers:** Innovation breakthrough, Re-Specification, Value chain management, Value partnership, Risk management, Technical data mining, Integrated operations planning, Cost partnership, Co-sourcing, Commercial data mining, Tendering, Supplier pricing review, Demand management, Volume bundling, Globalization, Target pricing. **64 Methods:** Invention on demand, Core cost analysis, Vertical integration, Bottleneck management, Sourcing community, Procurement outsourcing, Compliance management, Leverage innovation network, Design for sourcing, Intelligent deal structure, Political framework management, Buying consortia, Mega supplier strategy, Closed loop spend management, Functionality assessment, Product teardown, Composite benchmark, Product benchmark, Cost data mining, Master data management, Supplier consolidation, Specification assessment, Design for manufacture, Process benchmark, Complexity reduction, Standardization, Spend transparency, Bundling across generations, Value chain reconfiguration, Supplier tiering, Collaborative capacity management, Visible process organization, RFI/RFP process, Supplier market intelligence, Make or buy, Revenue sharing, Sustainability management, Virtual inventory management, Vendor managed inventory, Expressive bidding, Reverse auctions, Best shoring, Profit sharing, Project based partnership, Total life cycle concept, Supplier development, Total cost of ownership, Price benchmark, Cost regression analysis, Strategic alliance, Value based sourcing, Collaborative cost reduction, Supplier fitness program, Leverage market imbalances, Unbundled prices, Factor cost analysis, Demand reduction, Contract management, Bundling across product lines, Bundling across sites, Global sourcing, LCC sourcing, Cost based price modeling, Linear performance pricing; **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 whom are interested.

## **Brief of the Workshops**

### **1. Professional MS Excel 2010**

**Course Contents: Getting Started with Excel 2010:** Starting Excel, Excel 2010 Working Environment, Using the Ribbon as the Excel 2010 User Interface, Navigating within the Worksheet, Selecting a Cell or Range of Cells, Entering Data, Entering Cell Contents, Cutting, Copying, and Pasting Cell Values, Copy and Paste Special, Saving your Workbook, Opening your Workbook; **Managing Rows & Columns:** Inserting, Moving & Deleting Cells, Managing Columns and Rows, Hide and Unhide Rows/Columns, Changing Column Width & Row Height; **Managing Worksheets:** Format Worksheet Tabs, Insert and Delete Worksheet, Move and Copy Worksheet, Hide & Unhide Worksheet; **Formatting the Cell:** Formatting the Cell, Number and Date Formatting, Finding and Replacing Text, Working with Styles; **Working with Formulas and Functions:** Excel Arithmetic Operators & Order of Operations, Using AutoFill Options, Using Commonly Used Functions, Using

(SUMIF) and (COUNTIF): Adding and Counting only the Cells you Specify; **Organizing Worksheet and Table Data:** Create and Modify Tables, Sorting and Filtering Data in a Table, Getting Summary Information in a Table, **Working with Chart:** Summarizing Data Visually Using Charts, Customizing Chart Data, Format Chart Legend and Titles, Change the Chart Body, Saving the Chart as a Template, Creating a Pie Chart; **Working with Graphics:** Adding Pictures into a Worksheet, Customizing Pictures and Objects, Adding Drawing Objects into a Worksheet, Adding Smart Art into a Worksheet, Adding Clip Art into a Worksheet, **Managing Large Workbook:** Managing Large Workbooks, Printing Worksheets, Setting Page Setup Options, Setting Page Breaks; **Customizing & Enhancing Workbooks:** Customizing Excel to the Way You Work, Creating Hyperlinks, Working with Workbook Themes, Working with Templates; **Learning Checks & Group Presentation.**

**Who Can Attend:** This program is highly recommended for those who want to understand the basic concepts of spreadsheets and want to demonstrate the ability to expertly use **Microsoft Excel 2010 for keying in, manipulating and reporting data easily.**

## **2. Safety & Security Measures in Work Places**

**Course Contents:** Preliminary Discussion: What is safety and Security? What are the safety and security implications for workplace? Workplace Safety Facts about Injuries, Deaths & Illnesses, The Most Dangerous Types of Work, Workplace safety Facts, The Most Dangerous Types of Work? Prevailing Safety and security conditions of our workplace Condition- Bangladesh Perspectives, What is Hazard, Risks and Outcome, What is occupation/work place hazard, what are the types of occupation hazard? Causes and Safety Hazards at work place: Biological Hazards, Biological hazards, Physical Hazards, Ergonomic Hazards, Chemical Hazards, Work Organization Hazards, Psychosocial hazard, Workplace hazard prevention and control measures, Special discussion on fire hazard and prevention and control, IT Security in the Workplace, Common Corporate Security Threats, What is Workplace Violence? Causes violence in the workplace, Types of workplace violence, Prevention Measures to take before Workplace Violence Happens, Recommendations for Victims during an Incident of Workplace Violence, Measures to Take AFTER an Incident of Workplace Violence, Ways to Prevent Workplace Violence, Open discussion on Workplace Safety and security issues of participant's own company/Industry; **Learning Checks & Group Presentation.**

**Who Can Attend:** Leadership and management teams, 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.

## **3. Customer Relationship Management (CRM)**

**Course Contents:** What is CRM & its importance, Different types of CRM model & exchange space for company & customers, Customer & their expectations & value potentiality, What is relationship & strategy, Development of relationship, Organization design for CRM, How to implement the CRM in enterprises, Measurement of CRM performance, eBusiness & its importance, Relation with eBusiness & CRM, CRM in relation to strategy & change management; **Learning Checks & Group Presentation.**

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

**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)