

Circular No. DBI-05/2018/20

Dated: 11-04-2018

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

Dear Sir/Madam,

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

Sl. No.	Training Courses	Fees	Duration
1	Small Business Automation Through ICT	4,500/-	04-05 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Agribusiness Supply Chain Management	4,500/-	11-12 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Design, Implement and Measure KPI	4,500/-	18-19 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Purchasing Chessboard-A Dynamic Tools for Procurement Strategies	4,500/-	25-26 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
Sl. No.	Workshops	Fees	Duration
1	Microsoft Excel - Advance Level for Professionals	4,500/-	04-05 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Beautification and Beauty Parlor Management	4,500/-	11-12 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Search Engine Optimization	4,500/-	18-19 May (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Customer Relationship Management (CRM)	4,500/-	25-26 May (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. Small Business Automation Through ICT; 04-05 May, 2018

Course Contents: What is automation? How Automation can benefit a Small Business, Identify the steps to automation, Difference between Digitalization and Digital Transformation, How Digitalization is Changing the Face of Business; Digitalization of Business: Office Management, Communication, Production, Inventory, Marketing, Payment; Digitalization of Marketing: E-Commerce & e-Marketing Strategy, Creating an Effective Web presence; E-mail Marketing; Digitalization of Advertising: Online Advertising, Search Engine Marketing, Automation of Payment System, Digitalization of Customer Service; **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.

2. Agribusiness Supply Chain Management; 11-12 May, 2018

Course Contents: Evaluate changes of competitive environment, influencing formation and management of agribusiness supply chains; understand the basic concepts which underpin the formation, operation and performance of supply chain management; evaluate performance of selected agribusiness supply chains in terms of value creation and sustainable competitive advantage; **Test of learning through group presentation.**

Who Can Attend: Senior Executives of various agro-based organizations involved in managing operations of the company and Government officials in relevant ministries and departments focusing on value addition in agriculture sector.

3. Design, Implement and Measure KPI; 18-19 May, 2018

Course Contents: Introducing Key Performance Indicator [KPI], Why every organization need KPI, Making KPIs work in your business, Why KPI for me, for my department & for my organization, Types, Targets and KPI Mistakes, Organizing your KPI; KPI is like escalator; Methods & Techniques for Right KPI Selection; Design and Alignment of KPI for different level; Developing Financial KPIs; Developing customer, sales and marketing KPIs; Operational and Internal Process KPI; Developing Measuring your most important Asset; Developing HR & People KPI; KPI Assessment Framework; KPI Analysis and decision making for development activities; **Test of learning through group presentation.**

Who Can Attend: Personnel of HR Department, Functional Head, Top Management, Consultants and professionals whom are interested.

4. Purchasing Chessboard-A Dynamic Tools for Procurement Strategies; 25-26 May, 2018

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; **Test of learning through 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. Microsoft Excel - Advance Level for Professionals; 04-05 May, 2018

Course Contents: Discover the inside of MS-Excel interface, different types of Tools options and their activities apply, using of Function and Formula calculation for relevant or specific purpose, Find out TOP 10 categories of revenue, sales, expense, inventory counting etc. from relevant database source, Duplicate data identification and manage accordingly, Giant quantity of database sorting and managing, Filtering data, PIVOT-data table management and analysis process, Conditional formatting apply in MS-Excel worksheet, Percentage (%) calculation and its placing in proper way, Learn how to use *VLOOKUP* for find out required data from giant database list or data table, Graphical presentation of database information (different types of bar chart, pie chart, line graph etc and their purpose of using). Printable page layout setting. Provide tips and tricks and shortcut key using for saving valuable working time. Test of learning.

Who Can Attend: This course is for people who want to gain the efficiency in working with MS Excel on advanced level. Decision maker based on database analysis, Finance and Accounts concern, Senior/ Mid-Level Business Executives, Inventory data management concerns, Corporate and Industrial firm's data record keeping concern and other interested persons could participate in the training program.

2. Beautification and Beauty Parlor Management; 11-12 May, 2018

Course Contents: Introduction, Beautification, Personality and Personality Style, Equipment and Materials of Beautification and Beauty Parlor, Beauty Parlor Business and Management, Practicing of Thread Keeping & Removing of Unexpected Hair, Different Types of Facial, Different Types of Hair Color, Different Types of Hair Cutting, Hair Spa and Hair Protein, Different Types of Hair Binding and Its Practice, Different Types of Make-up; **Test of learning through group presentation.**

Who Can Attend: Would be Entrepreneurs, Owners of Beauty Parlor, Officials Engaged in this field and Potential New Entrants in the Field of Beautification & Beauty Parlor Industry.

3. Search Engine Optimization; 18-19 May, 2018

Course Contents: Introduction, how search engine operate and perceive website; **Consumers interact with search engines:** Key word search, Measuring your website visitor and behaviour flow, Competitor analysis and understanding your industry online. Using effective SEO tools & analysis techniques; **One page Optimization:** Crawling & Indexing, structuring your website's URLs & formatting your website's page, Meta description, Page titles, HTML elements and headers, Sitemaps & robots, txt files-what they are? Creation of high quality content and its importance for improving your website's performance, SEO copywriting & keywords, content strategies/inbound marketing; Ling-building and off page optimization; Promoting your content; Gaining trust & popularity online; Creating an unforgettable; Web analysis and rankings; Measuring performance and tracking your website. **Test of learning through group presentation.**

Who Can Attend: Entrepreneurs, Business Owners, Marketing Managers and Professionals, Website Owners, Wishing to improve their online marketing knowledge.

4. Customer Relationship Management (CRM); 25-26 May, 2018

Course Contents: What is CRM & its importance: Different types of CRM model, exchange space & roles, CRM 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 CRM, How to implement the CRM in enterprises, Measurement of CRM performance; E-Business & its importance: Relation with e-Business & CRM, CRM in relation to strategy; Change management: How to execute change, How to measure performance, Critical success factors; **Test of learning through 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 & 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.

Registration 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) Three or more participants from one organization for same course; (v) early bird package (payment 5 days before registration deadline).

Registration Deadline: Two working days prior to the starting date. **Seats are Limited.**

Certificates: Certificates are awarded with 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.



The first ISO certified
Chamber in Bangladesh

For Details & Registration, Please Contact: DBI, Dhaka Chamber Building (11th fl.), 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