

Circular No. DBI-10/17/35

Dated: 11-09-2017

Subject: Short Training Courses & Workshops Scheduled to be organized by DBI in October, 2017

Dear Sir/Madam,

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

Sl. No.	Training Courses	Fees	Duration
1	Branding & Marketing (Sales) for Business Success	4,500/-	06-07 October (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Corporate Etiquette & Grooming for Professionals	4,500/-	13-14 October (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Logistics, Inventory and Store Management	4,500/-	20-21 October (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Bangladesh Labour Laws as amended in 2013 & Labour Rules 2015	4,500/-	27-28 October (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
Sl. No.	Workshops	Fees	Duration
1	Management Skill Development for Administrative Professionals	4,500/-	06-07 October (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Shipping Procedures for Export, Import & Customs Formalities	4,500/-	13-14 October (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Effective Warehousing and Distribution Management	4,500/-	20-21 October (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Effective Office Management and Filing System	4,500/-	27-28 October (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

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. Corporate Etiquette & Grooming for Professionals

Course Contents: Conceptions of corporate etiquette, Importance of personal grooming for promotions, The golden and platinum rules of etiquette, Corporate behaviors, manners and techniques of dealing with different types of colleagues, supervisors; Corporate Diplomacy, Customer service etiquette, Dress etiquette, Business

meeting etiquette, Corporate social events etiquette, Telephone etiquette, E-mail etiquette, Business meals and table etiquette, Rest room etiquette; **Test of learning through 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 Corporate Etiquette.

3. Logistics, Inventory and Store Management

Course Contents: Concept of Logistic & Store Management; Production/Operation Planning; Stores and Store Planning for Better Store Keeping, Safety, etc.; Store Handling Equipments; Material Management, Inventory Control, Materials Requirement Planning and Use of Computer; Make or Buy Decisions; Cost Associated with Inventory; Purchasing Principles and Procedures to Replenish the Inventory/Stock; and Other Models for Better and Effective way of Managing Inventory with a view to reducing cost and improving inventory system; **Test of learning through group presentation.**

Who Can Attend: Persons with background in Material/Store Management; Store keepers; Purchase Managers/Officers and Planning Managers and Production/ Operations Managers employed in Private Sector, Govt. Semi-Govt. and Non-Govt. Organizations.

4. Bangladesh Labour Laws as amended in 2013 & Labour Rules 2015

Course Contents: Labor Laws: Introduction, Definition, Amendments of labor law in 2013, Conditions of Service & Employment, Employment of Adolescent, Maternity Benefit, Welfare, Working hours & Leave, Wages & Payment, Workers Compensation for Injury by Accident, Trade Unions & Industrial Relations, Workers Participation in Companies Profit, Provident Funds, Case study; Labour Rules: Introduction, Contracting, Misconduct & Awarding Punishment, Maternity Benefits, Health & Hygiene, Safety, Welfare, Working Hours & Leave, Payment of Wages, Bonus, Wages Board, Trade Union & Industrial Relations, Profit sharing, Provident Fund, Apprenticeship, Administration and Inspection, Miscellaneous, Forms; **Test of learning through group presentation.**

Who Can Attend: Managers to General Managers who lead an organization; employees who may be assigned to conduct enquiry; persons who want to be professional enquiry officer; any employee specially for Admin & HR department and other interested persons.

Brief of the Workshops

1. Management Skill Development for Administrative Professionals

Course Contents: What to manage, Job Description (JD) of Administration, 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 Administrative activities.

2. 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 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.

3. Effective Warehousing and Distribution Management

Course Contents: Why we have Warehouse; The objectives of Warehouse management, Warehouse layout & acquisition considerations, Warehouse design, physical control & safety, Inventory records. Inventory Categorization technique; Inventory Management Policy: Traceability & variety reduction 07 Steps of measuring Inventory & performance; Setting priorities & plan, Operational & Strategic planning for storage management, Measuring inventory movements, Inventory Replenishment technique; EOQ, Safety stock measurement. Drivers of Logistic system in Supply chain, JIT approach; Transportation cost, Cross Docking Operations & distribution management; Planning & Scheduling deliveries, Recap of Two sessions, **Test of Learning through Group Presentation.**

Who Can Attend: Entrepreneurs, Supply Management and Distribution Management Directors/Managers; Supply Chain, Procurement, Warehousing & Distribution Executives; Head of Procurement and Operations; Logistics & Inventory Control Managers; Material & Production Managers, Professionals and job seekers in related departments.

4. 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. **Test of Learning through 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.

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 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/ 01913756587/ 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. 281/124/137, **Mobile:** 01718972656/ 01913756587/ 01913745062, **Fax:** 9560830, **E-mail:** dbi@dhakachamber.com, **Website:** www.dcci-dbi.edu.bd