

Circular No. DBI-09/16/26

Dated: 09-08-2016

Subject: Short Training Courses/ Workshops Scheduled to be held in DBI in September 2016

Dear Sir/ Madam

The following short training courses/ workshops are scheduled to be held in DCCI Business Institute (DBI) in September 2016:

| Sl. No. | Training Courses | Fees | Duration |
|---------|---|---------|---|
| 1 | How to Develop a Business Plan & Establish a New Business | 4,500/- | 02-03 September (Friday & Saturday) 10:00 a.m.- 05:30 p.m. |
| 2 | Development of Managerial Leadership Skills | 4,500/- | 23-24 September (Friday & Saturday) 10:00 a.m.- 05:30 p.m. |
| 3 | Rules & Procedures of VAT & Income Tax | 4,500/- | Sept. 30-Oct. 01(Friday & Saturday) 10:00 a.m.- 05:30 p.m. |
| Sl. No. | Workshops | Fees | Duration |
| 1 | Customer Relationship Management (CRM) | 4,500/- | 02-03 September (Friday & Saturday) 10:00 a.m.- 05:30 p.m. |
| 2 | Shipping, Customs formalities and Clearance | 4,500/- | 23-24 September (Friday & Saturday) 10:00 a.m.- 05:30 p.m. |
| 3 | Total Quality Management (TQM) | 4,500/- | Sept. 30-Oct. 01(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. How to Develop a Business Plan & Establish a New Business

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, Debter Ledger, Creditor Ledger; Preparation of Financial Statement, Profit & Loss Account, Balance Sheet; Financial Projections for a Small Plant (case study); **Learning Checks & 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. Development of Managerial Leadership Skills

Course Contents: Leadership: Concepts of Leadership, Leadership styles; **Role of a Leader:** Differences between a leader and a manager; **Change Management:** Definition of Change Management, Managing Change, Best Practice in Leading Change; **Negotiations & Conflict Management:** Characteristics of Negotiations, Conflict Management, Level of Conflicts, Style of Conflict Management, Key Steps in Negotiating Process; **Critical Thinking:** Definition of Critical Thinking, Common Decision Making Problems; **Learning Checks & Group Presentation.**

Who Can Attend: Entrepreneurs; New Entrants; Importers/Suppliers, Manufacturers, Exporters, Senior and Mid-Level Executives of business organizations, NGOs and any other person interested for developing leadership & quality management.

3. Rules & Procedures of VAT & Income Tax

Course Contents: Introduction to the Value Added Tax (VAT) systems in Bangladesh: Registration and Record Keeping Procedures of VAT, Calculation of VAT (Valuation), Credit Mechanism of VAT System, Return Submission, Demand, Fine & Penalty; **Main Features of Income Tax:** Universal Self-Assessment System and Submission of Income Tax Return, Methods of Calculation of Different Head of Income, Salary Assessment, Deduction of Tax at Source, Tax and Rebate for CSR activities, Company Tax Assessment, Legal Exemption of Tax, use of Fiscal Incentives and more; **Learning Checks & Group Presentation.**

Who Can Attend: Entrepreneurs, Exporters, Importers, Suppliers, Manufacturers, Senior/Mid Level Business Executives of Import, Export and Industrial firms, VAT payers, Income Tax Payers and other interested persons.

Brief of the Workshops

1. 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.

2. Shipping, Customs formalities and Clearance

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.

3. Total Quality Management (TQM)

Course Contents: Defining Total Quality Management (TQM): The concept of TQM, The philosophy behind TQM, Leading lights and their ideas; **Principles of TQM:** The core principles in achieving TQM, Prevention not correction, Customer focus; **Techniques used in TQM:** Process improvement, Benchmarking, Cause and effect, Measurement, Cost of quality; **Implementing TQM:** Principles into Leadership, Commitment and involvement, Organizational culture; **Benefits of TQM:** To the customer – improved quality: To employees – increased satisfaction, To the organization – better performance; **Learning Checks & Group Presentation.**

Who Can Attend: Entrepreneurs, business executives, engineers, managers and supervisors from quality assurance, production, maintenance, and engineering sectors.

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 /Demand Draft 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 3 for 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

Yours Sincerely



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 (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