

Circular No. DBI-03/2019/08

Dated: 05-02-2019

Subject: Short Training Courses & Workshops Scheduled to be organized by DBI in March 2019

Dear Sir/Madam,

The following short training courses & workshops are scheduled to be organized by DCCI Business Institute (DBI) in March 2019:

Sl.	Training Courses	Fees	Duration
1	Marine Insurance: Policy and Practice	5,500/-	01-02 March (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	How to Establish a New Business	5,500/	08-09 March (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Understanding L/C Procedures for Export & Import Operation	5,500/	22-23 March (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Branding & Marketing (Sales) for Business Success	5,500/-	29-30 March (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
Sl.	Workshops	Fees	Duration
1	Management Skill Development for Administrative Professionals	5,500/-	01-02 March (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Business Documentation for Export & Import	5,500/	08-09 March (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Material and Inventory Management	5,500/	22-23 March (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Procurement Strategies for Competitiveness	5,500/-	29-30 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. Marine Insurance: Policy and Practice; 01-02 March, 2019

Contents: Basic Concepts of Marine Insurance: Evolution and need for Marine Insurance, Nature of Marine Insurance, Types of Marine Insurance, Marine Insurance Act, Marine Insurance Policy, Premium, P&I Club, IG & Non-IG P&I Insurers, Arrest and P&I Letter of Guarantee; Fundamental Principles of Marine Insurance; Cargo Insurance; Hull & Machinery Insurance; Marine Claims; Reinsurance; Protection & Indemnity; Loss Prevention; Maritime Fraud; Admiralty Cases & Marine Insurance Issues in Bangladesh; Test of learning through group presentation.

Who Can Attend: Would be entrepreneurs, Owners of Enterprises, Business Managers, NAVY, Coast Guard, Officials of Insurance Development Regulatory Authority, Officials Engaged in Providing Consultancy Services and Potential New Entrants in the Field of Industry/Business.

2. How to Establish a New Business; 08-09 March, 2019

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. Understanding L/C Procedures for Export & Import Operation; 22-23 March, 2019

Contents: Letter of Credit Operation & Settlement Mechanism; Different types of L/Cs and Obligations of Different parties involved in L/C; Advising & Confirming Export L/Cs, Back to Back L/C & Exercise on Back-to Back L/C; Transport documentation; Bill of Exchange, UCPDC-600; Invoice & Other Documents; International Trade Policy and Procedures, Inco-terms; Scrutiny Lodgment, Retirement of Import Bills; Pre-shipment & Post-shipment Export Financing under L/C; Negotiation of Export documents; Test of learning through group presentation.

Who Can Attend: Exporters/Importers/Indenters/Suppliers/Manufacturers and Bank officers, preferably having one year's experience in International Trade/ Foreign Exchange Division of Commercial Banks and others interested

4. Branding & Marketing (Sales) for Business Success; 29-30 March, 2019

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.

Brief of the Workshops

1. Management Skill Development for Administrative Professionals; 01-02 March, 2019

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; 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. Business Documentation for Export & Import; 08-09 March, 2019

Contents: Introduction to Export & Import Documentation; Export & Import Registration Certificate; Letter of Credit (L/C); Commercial Documents; Bill of Exchange; Proforma Invoice, Commercial Invoice, Consular Invoice; Bill of Lading, Airway Bill; Marine Insurance Policy; Specimen of Completed Substantive Documents; Auxiliary Documents Based on Export Letter of Credit; Packing List, Weight Note; Certificate of Origin, Inspection Certificate; Quality Control Certificate, Phyto-Sanitary Certificate; GSP Certificate, Negotiation of Documents; Specimen of Auxiliary Documents; Uniform Customs & Practices of Documentary Credit (UCPDC); Check list of Documenting Shipments; Test of learning through group presentation.

Who Can Attend: Directors, Managers, In-charges, Executives operating Imports & Exports business/ Manufacturing business as well as the new Entrants in such business could participate in the training program.

3. Material and Inventory Management; 22-23 March 2019

Contents: Introduction & learning objectives, Definition and aim of Material Management; Four basic needs of Material Management: Material Procurement Process, Make or buy decision, Material Management and Profitability, Material Management and Transportation; Materials handling and equipment, Bill of Material (BOM), Warehouse operation, Safety at warehouse and related issues, Introduction to inventory and related issues, Demand Management, Inventory Replenishment; How much to order; Lead Time Management; Inventory Turnover; Green Concept in Inventory and Material Management and Inventory Valuation & Checking; Test of learning through group presentation.

Who Can Attend: Persons with background in Material/Store management, Procurement/Purchase Managers/Executives, Planning Managers and Production/Operations Managers/Executives employed in Business Organizations and concerned Govt., Semi Govt. and Non Govt. Organizations and any interested person.

4. Procurement Strategies for Competitiveness; 29-30 March 2019

Contents: Procurement- Key Concepts, Procurement and its Evolution, Make or Buy Strategy, Types of Purchases, Supply Positioning Model and Item Categorization, Overview of Procurement Process, Know your Purchasing Function's Customers, Supply Chain Management and its Three Wings, Demand Management, Price Reduction, Cost Reduction and Cost Savings and Related Issues, Reducing Cost through Better Specification Management, Cost Savings through Variety Reduction, Cost Savings through Better Negotiation, Value Engineering and Cost Savings, Purchasing and Cash Discount, Cost Savings through Better Working Capital Management, Cost Savings through Change of Mode of Transport, Benefit of Outsourcing and TPL, Reduction of Inspection Cost, Total Cost of Ownership (TCO) Helps to Save Cost, Case Studies/ Glossary, Question-Answer Session and Learning Check and Wrap-up of the Day. Details of procurement Process, Setting Priorities for Procurement planning, Formulating a Strategic Procurement Plan, Strategy Formulation, Aligning Purchasing Decision with Corporate Goal and Corporate Governance; Aligning Purchasing Decision with Corporate Goal and Corporate Governance; **Implementation Strategy:** Development of Strategic Design and Action Plan Format; Reporting Format, Plan and preparation of strategic negotiation plan; Managing relationship, 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.

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). This includes cost of lunch, tea, snacks, course materials & certificate and Excludes VAT & Tax.

Discount : 10% for (one option applicable): (i) DCCI Members; (ii) Women participants; (iii) Students (pursuing his/her undergraduate & post graduation); (iv) Three (3) or more participants from one organization for same course; (v) Early bird package (payment 5 days before registration deadline); and **15% corporate discount** for 10 (ten) or more participants from the same organization to one programme.

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 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, [facebook.com/dcci.dbi](https://www.facebook.com/dcci.dbi)

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