

Circular No. DBI-10/16/29

Dated: 10-09-2016

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

Dear Sir/ Madam

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

S. No.	Training Courses	Fees	Duration
1	Uniform Customs and Practice for Documentary Credits (UCPDC)	4,500/-	07-08 October (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Branding and Sales Promotion	4,500/-	21-22 October (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Professional and Eco Tourism	4,500/-	28-29 October (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
S. No.	Workshops	Fees	Duration
1	Professional Business Management	4,500/-	07-08 October (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	5-Steps Problem Solving Techniques	4,500/-	21-22 October (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Effective Export and Import Management	4,500/-	28-29 October (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. Uniform Customs and Practice for Documentary Credits (UCPDC)**

**Course Contents:** Background, Definition, Interpretations, Applications of Different Articles of UCPDC-600; Uniform Rules for Reimbursement (URR-725); International Standard Banking Practices (ISBP-681) for Handling Documentary Credit; and Problems & Solutions through Case Study; **Learning Checks & Group Presentation.**

**Who Can Attend:** Exporters, Importers, Indentors and Persons directly or indirectly related with Import and Export business through Documentary Credit, employed in Banks, Non-Bank Financial Institutions, Firms, Companies.

#### **2. Branding and Sales Promotion**

**Course Contents:** Introduction to Marketing & Sales Promotion; Modern Concept of Marketing; Local Rules and Regulations; Market Segmentation, Targeting & Positioning; Competition Analysis & Competitive Advantage; Product Planning & Pricing Strategy; Distribution Management; Market Promotion, Integrated Marketing Communication; and Group Discussion, Tools and techniques of modern salesmanship; How to be a good salesman, Role play, Advertising & Sales Promotion; Ethics and codes of conduct in Marketing; Preparation & Implementation of Marketing Plan; Branding, Corporate Image; Corporate brand & Product Brand; Brand Marketing, Reputation management through corporate communication; **Learning Checks & Group Presentation.**

**Who Can Attend:** New Entrepreneurs; Business Managers; Brand Managers; Marketing Executives; Sales Persons, New Entrants in Business and any other interested persons.

### **3. Professional and Eco Tourism**

**Course Contents:** Introduction and learning objectives, Video & practical sharing, Critical thinking, Procedure of tourism training: Office decoration, Body language, passionate & eagerness, Etiquette, In-depth knowledge, Geo knowledge, Physical and mental fitness, Academic (Costing- Accounting- Management- Marketing) knowledge, Behavioral attitudes, Software enrollments, Hotel booking (Practical), Air Ticketing (Practical), Visa processing (Practical), Immigration techniques, Multi lingual's, GPS, Professional Memberships; Concepts of Eco tourism, Principles of Eco tourism, Guideline for Travelers practical preparation, Travel module, Video and Visual support, Acquiring sound knowledge of Government rules, Liaisons, Globalization and sustainability, Green tourism for NGO's, Investors, Sponsor's, Entrepreneur, Government bodies and Others, Spiritual attachment with nature (Real time experience), Cultural absorption & exchange (Audio and visual), Concentration on Global & Environment awareness, Impact minimization and Conservatism, Empowerment of local people, Local heritage (Video), Emerging prospects of Bangladesh Eco tourism, Problem solving and open discussions; **Learning Checks & Group Presentation.**

**Who Can Attend:** Traveler, Entrepreneur, Investors, Corporate, Students, Trainer, Consultants, Managers, Promotional Motivator, Different Companies, NGO's, other persons having special interest in Tourism.

### **Brief of the Workshops**

#### **1. Professional Business Management**

**Course Contents:** Introduction, Communication skills: Avoiding communication breakdown, Listening skills, Assertiveness, Managing requests, Managing conflict, Giving & Receiving delegation of power, Constructive criticism skills, Meetings, Report & letter writing, Taking notes and writing minutes and 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, Performance Appraisal and Reward; **Learning Checks & Group Presentation.**

**Who Can Attend:** Potential entrepreneurs, Office administrators, Supervisor of administrative staff, Executive secretaries, other persons having special interest in office management and interpersonal and professional skills.

#### **2. 5-Steps Problem Solving Techniques**

**Course Contents:** Concept of problem and problem solving, Traditional -Vs.-5-steps problem solving technique, Formally identifying employee problem which affect production, compliance and industrial relations, Use of VIPP card and it's application in identifying problems, . Organizing and clustering the identified problem. Finding out the potential or major problem, Analyzing the causes of specific problem, Determining individual and group goal, Finding the potential solution, Ultimately development of Action plan and its implementation; **Learning Checks & Group Presentation.**

**Who Can Attend:** HR, Admin Compliance, and Production related Executives in Garments & other manufacturing Industries, Those who are working in labour intensive factory this course will be very helpful for them. Those who want to prepare themselves as a potential executives may also find this course very useful.

### **3. Effective Export and Import Management**

**Course Contents:** Current Export and Import Scenario of Bangladesh; General Steps for Import & Export Procedures; Import Procedures; Types of Importers; Letter of Credit (L/C) for Imports; Different types of L/Cs and Obligations of Different Parties involved in L/C; Customs & Customs Clearance; Export Policy, Export Performance and Economic Growth in Bangladesh; Export Procedures & Registration, Checking and Advising of Export L/C; Export Procedures, EPC, ERF & Preparation of Export Documents and Negotiation of Export Documents, Export Incentives, Disputes and Settlement of Export Claims; **Learning Checks & Group Presentation.**

**Who Can Attend:** Directors /Managers/In-charges/Executives operating Imports & Exports business and also working as indentors/Manufacturers' representatives, new Entrants in such business and persons having special interest in export & import.

**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

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 (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)