

Circular No. DBI-04/2020/13

Dated: 10-03-2020

**Subject: Short Training Courses & Workshops Scheduled to be organized by DBI in April 2020**

Dear Sir/Madam,

The following daylong (10:00 a.m.- 05:30 p.m.) short training courses & workshops are scheduled to be organized by DCCI Business Institute (DBI) in April 2020:

| Sl. | Title of Training Courses   | Fees    | Duration                        |
|-----|---|---------|---------------------------------|
| 1   | English for Business Professionals  | 5,500/- | 03-04 April (Friday & Saturday) |
| 2   | Finance for Non-Finance Managers  | 5,500/- | 10-11 April (Friday & Saturday) |
| 3   | Bangladesh Labour Act as amended upto 2018 and Bangladesh Labour Rules 2015 | 5,500/- | 17-18 April (Friday & Saturday) |
| 4   | Clearing & Forwarding (C&F) Process Management                              | 5,500/- | 24-25 April (Friday & Saturday) |
| Sl. | Title of Workshops  | Fees    | Duration                        |
| 1   | Procurement Strategies for Competitiveness                                  | 5,500/- | 03-04 April (Friday & Saturday) |
| 2   | Documentation for Export & Import Business                                  | 5,500/- | 10-11 April (Friday & Saturday) |
| 3   | Brand Marketing in the Age of Social Media                                  | 5,500/- | 17-18 April (Friday & Saturday) |
| 4   | Leadership Development Techniques   | 5,500/- | 24-25 April (Friday & Saturday) |

**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. English for Business Professionals; 03-04 April 2020

**Contents:** Essentials of Good English-Building Vocabulary, buzz-words, choice of words; Grammar in writing - difference in English words and their applications; Foreign words and phrases - methods of expression-unity, coherence & proportion, style & tone; Common mistakes in writing - Formats of different types of writing- application, draft, email, memos, letters, meeting, minutes, short- report, press release, Feedback & correction; Elements of Effective Written Communication - process of systematic writing- Model essay- how to make a good précis-steps in précis writing- Exercises; Techniques of different modes of Communication-written and oral communication in English- Format of Summarizing selected text, correcting faulty text; Test of learning through group presentation.

**Who Can Attend:** This is an ideal course for professionals in all business organizations especially for would be entrepreneurs, Executives in Marketing and HR department, PROs or Public Relations Officer in any business or professional Institutes. Anyone interested to improve his English language skills.

##### 2. Finance for Non-Finance Managers; 10-11 April 2020

**Contents:** The structure and meaning of different parts of Financial Statements i.e. Income Statement, Financial Position, Cash flow statement etc.; Basic accounting concepts and terminology including accruals, depreciation, current and non-current assets & liabilities, Introduction to ratio analysis and significance thereof in understanding Financial Statements, Cost sheet and basic elements thereof, Budgetary Control including preparation techniques of budget, analyzing variances, Break even analysis and its importance in enterprises, Differential Accounting: multiple decision making techniques, Importance of Net Present Value (NPV), Internal Rate of Return (IRR) etc. and their application in business, Share valuation under various approaches, Working Capital: profitability depends on its efficient management, What is Responsibility Accounting? How to implement in the business? Some important concepts for intelligent business management: ABC, Target Costing, JIT; Value Added Tax: Basic understanding to comply with VAT Law of Bangladesh, High-level overview on Income Tax for individual and corporate taxpayers; Ethics: Its must be considered in managing business; Test of learning through group presentation.

**Who Can Attend:** This training has been outlined for those who area spirant to reach at the top of business. Prior knowledge in finance is never a matter for this workshop! You just need to have the passion to wear the shoes of Finance in taking the ladder of success in your career.

##### 3. Bangladesh Labour Act as amended upto 2018 and Bangladesh Labour Rules 2015; 17-18 April 2020

**Contents:** Labour Act: Introduction, Definitions, Amendments in 2013 and 2018, Conditions of Employment and Service, Employment of Adolescent, Maternity Benefit, Welfare, Working Hours and Leave, Wages and Payment, Workers Compensation for Injury by Accident, Trade Unions and Industrial Relations, Workers Participation in Company's Profit, Provident Funds, Related Case studies. Labour Rules: Introduction, Contracting, Misconduct and Disciplinary Procedure, Awarding Punishment, Maternity Benefits, Health and Hygiene, Safety, Welfare, Working Hours and Leave, Payment of Wages, Bonus, Wages Board, Trade Union and 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 especially for Admin & HR department and other interested persons.

##### 4. Clearing & Forwarding (C&F) Process Management; 24-25 April 2020

**Contents:** A to Z clearing activities and formalities of consignment in the case of import, Import Business Model and Procedure, Available Shipping lines & freight forwarders selection and management, C&F agent selection and management, Insurance Company Selection and management, Selection of right insurance clauses-ICC "A", ICC "B", ICC "C" and all risk coverage, Types of Importable items and Its Packing, Bargaining freight (FOB Import), Checking and selection the right H.S. Code, Appropriate Inco term (2010 Version) usages for Import transportation, Checking restriction of items as per Import Policy of GOB, Landed cost calculation, Necessary Import documents, Import documents negotiation, Tariff classification, rate of duties and taxes, PSI & post shipment inspection, Manage Customs Authority, A to Z forwarding activities and formalities of consignment in the case of Export, Export Business Model and Procedure for Private Companies, Available Shipping lines & freight forwarders selection and management, C&F agent selection and management, Insurance Company Selection and management, Selection of right insurance clauses-ICC "A", ICC "B", ICC "C" and all risk coverage, Appropriate Inco term (2010 Version) usages for export transportation, Types of Exportable Items and Its Packing, Bargaining the Freight, Checking and selection the right H.S. Code, Selection of Perfect HS. Code, Preparing the Export documents, Checking Restriction of items as per Export Policy of GOB, Export cost calculation, Manage Customs Authority, PSI & Post shipment inspection, B/E(Bill of Export) and Critical problem analysis in forwarding process, Test of learning through group presentation

**Who Can Attend:** The business owners or individuals are interested to start C&F Business, export-import business, business graduates & engineering students, professional engaged in C&F activities, export, import, procurement, logistics, supply chain, distribution, shipping, freight forwarding, indenting, agency business, customs, courier, training, finance & accounts, international trade and many more learning minded people those are involved in private sector, public sector and nonprofit organizations (NGOs).

#### **Brief of the Workshops**

##### **1. Procurement Strategies for Competitiveness; 03-04 April 2020**

**Contents:** Purchasing/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, **Introduction to Strategic Procurement:** Definition & Objective of procurement, Traditional VS Strategic Procurement, Advantages of Strategic Procurement; **Procurement procedure and stages of Procurement Cycles:** Effective steps of Procurement Procedure & Stages of procurement cycle. Types of procurement methods and their suitability, advantages and disadvantages: Single Source procurement, Request For quotation, Two-Stage Tendering, Request For proposal, Restricted Tendering, Open tendering & Deciding on a Procurement Method. **Developing Procurement Strategies:** Concept for supply strategy, Supplier Relationship and Types of Contracts, Supply strategies for Routine, Leverage, Bottleneck and Critical items & Supply Strategies for commodities. **Procurement Negotiation:** What is Procurement Negotiation, Objectives and process of negotiation, Competitive and cooperative negotiation techniques, Effective negotiation tips & what are the Negotiation pitfalls and how to overcome them? Learning Checks & 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.

##### **2. Documentation for Export & Import Business; 10-11 April 2020**

**Contents:** Introduction to Export & Import Business; 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, Officers operating Imports & Exports business/ Manufacturing business as well as the new Entrants in such business could participate in the training program.

##### **3. Brand Marketing in the Age of Social Media; 17-18 April 2020**

**Contents:** What is Marketing, What is Digital Marketing, Digital Strategies, Website building, SEO & SEM, Display Ads, Social Media Communication, Email Marketing, Mobile Marketing, Content Marketing, Facebook Business Manager, Google Analytics, Fundamentals of Digital Marketing, Search Marketing, Advertising & Creative Development, Online PR & Reputation Management, Digital Media Analytics, Brand for Digital Marketing, Integrated Media Planning & Buying, Online Display & Video Marketing, Social Media Marketing, Mobile App & Media Marketing; Test of learning through group presentation.

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

##### **4. Leadership Development Techniques; 24-25 April 2020**

**Contents:** 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; Conflict Management, Level of Conflicts, Style of Conflict Management; Significance of emotional intelligence in successful leadership role, Brainstorming session on Leadership: Understanding valuable insights within each individual, Understanding Stimulus & Response for greater success in Leadership, Understanding Circle of concerns & Circle of influence, Time management: Importance of priority setting in leadership (WIGs: Widely Important goals, PIGs: Poorly Important Goals), Think Out of the Box for greater level of leadership, Transformational Leadership, Inter dependency & Synergy, Active listening & compassion; Test of learning through group presentation.

**Who Can Attend:** Entrepreneurs; Importers, Exporters, Suppliers, Manufacturers, Supervisors, Managers, Senior and Mid-Level Executives and any other person interested for developing leadership & quality management.

**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.

**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) for submitting to DBI after filling up duly. 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 tuition, lunch, refreshments, course materials & certificate and excludes VAT & Tax.

**Discount: 10%** for (one option applicable): (i) DCCI Members; (ii) Women participants; (iii) Students (pursuing his/her under-graduation & post-graduation); (iv) Ex-Trainees of DBI; (v) Three (3) or more participants from one organization for same course; (vi) 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.



**For Details & Registration, Please Contact:** DBI, Dhaka Chamber Building (11th fl.), 65-66 Motijheel C/A, Dhaka-1000.  
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