

Circular No. DBI-12/2019/105

Dated: 12-11-2019

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

Dear Sir/Madam,

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

Sl.	Title of Training Courses	Fees	Duration
1	Managing Accounts-Best Practices	5,500/-	06-07 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Professional Selling Skills & Secret of Success	5,500/-	13-14 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Development of Managerial Leadership Skills	5,500/-	20-21 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Kaizen and for Excellent Organizational Performance	5,500/-	27-28 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
Sl.	Title of Workshops	Fees	Duration
1	VAT and Income Tax Management	5,500/-	06-07 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Branding and Brand Management for Business Success	5,500/-	13-14 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Financial Analysis for Decision Making	5,500/-	20-21 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Essential Skills of Office Secretary & Personal Secretary	5,500/-	27-28 December (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. Managing Accounts-Best Practices; 06-07 December 2019

Contents: Introduction and brief history of Accounting, Conceptual Framework for Financial Accounting, GAAP-Users of Accounting Information, Process of Accounting, Recording System with Journal, Ledger, Trial Balance, Adjusting Entries etc.; Financial Statements as a Reporting Device; Preparation of Financial Reporting and Financial Statement Analysis, Practical Exercise; Introduction to Cost Accounting; Cost concepts and Classifications, CVP and Break-even analysis with chart and practical assignments; Effective Budgetary control and process of Budget preparation: Master Budget, Flexible Budget, Sales Budget, Purchase Budget, Production Budget, Practical Exercise; The Work of Management and Expanding Role of Management Accounting; in business decision making sector, Time Value of Money analysis with practical assignment, Impact of decision making process in business field, Standard Costing with variance analysis and management performance report analysis, Relevant costs for decision making analysis, Other decision making tools and techniques for business; **Test of learning through group presentation.**

Who Can Attend: Would be Entrepreneurs; Accounts Managers; Accounts Management Professionals; Non Accounting Professionals Persons; Accounts Officers, Controllers, Supervisors; Office Managers; Job Seekers and Other Suitable Candidates.

2. Professional Selling Skills & Secret of Success; 13-14 December 2019

Contents: Introduction to Marketing, Marketing & Sales Promotion; Local Rules and Regulations, Market Segmentation, Targeting & Positioning; Competition Analysis & Competitive Advantage; Product Planning & Pricing Strategy; Distribution Management ; Market Promotion, Integrated Marketing Communication; Tools and techniques of modern salesmanship; Advertising & Sales Promotion; Preparation & Implementation of Marketing Plan, Role play; **Test of learning through group presentation.**

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

3. Development of Managerial Leadership Skills; 20-21 December 2019

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; **Test of learning through 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.

4. Kaizen for Excellent Organizational Performance; 27-28 December 2019

Contents: Kaizen is a combination of 9 (nine tools). Every tool has different use to improve production, workplace & overall management efficiency. **Definition & Meaning of Kaizen & Short Description of Different tools & techniques of kaizen;** Practical Application of Kaizen (Key points); Introductory Study (Company Visit); Plant Observation (Points to be observed); Procedure of Kaizen; Integrated Activities of Kaizen and Expecting result when practiced properly; **Test of learning through group presentation.**

Who Can Attend: Participants from any Manufacturing & Service Industry which are related with Production process, Management, Supervision, Store-keeping, etc.

Brief of the Workshops

1. VAT and Income Tax Management, 06-07 December 2019

Contents: Introduction to VAT; significance of VAT in Bangladesh Revenue Collection; Difference between the VAT 1992 Act and VAT & SD Act 2012. Advantage of New VAT & SD Act 2012; VAT at Manufacturing & Trade Point; Advantages and Disadvantages; VAT Registration & De-Registration; Value Declaration & Approval System; VAT Deduction at Source (VDS); Offences and Penalty under VAT Act; VAT at Service Sector; Valuation System; Adjudication & Appeal; Record Keeping and Accounting in VAT and Return Submission. 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; **Test of learning through 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 could participate in this program.

2. Branding and Brand Management for Business Success; 13-14 December 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; **Test of learning through group presentation.**

Who Can Attend: Entrepreneurs/ Business Managers/ Marketing Managers/ Marketing Executives/ New Entrants in Business/ Industry and others interested in Marketing and Sales.

3. Financial Analysis for Decision Making; 20-21 December 2019

Contents: Introduction: Finance, financial management and financial analysis, major financial decisions taken in business; investment decisions, financing decision, **Statements of financial information:** Clear understanding on different parts of Financial statements i.e. balance sheet, Income Statement, cash flow statement, statement of changes in equity, **Financial ratio analysis:** Importance and nature of ratio analysis, liquidity ratios, leverage ratios, activity ratios, profitability ratios, comparative statement analysis. Differential accounting for Decision making: Make or buy, continue or shutdown of business operation, sell or further process etc. **Time value of money:** Concept and its usefulness in making financing and investment decisions, Net present value, internal rate of return, discounted cash flow, pack back. **Working capital management:** Concepts, determinants of working capital, danger of having too much or too little working capital, operating cycle and its impact; cash management-, speeding-up cash receipts, slowing down cash payments, working capital financing-short-term and long-term mix-maturity matching approach, practical application. **Investment appraisal/Capital budgeting:** Nature of investment decisions, techniques of capital budgeting and surrounding issues, estimating the share and Company's value. **Financial control:** Financing planning, profit planning, essentials of profit planning, financial/ budgetary control- judging performance and setting responsibility centres, break-even analysis, operating breakeven analysis, financial breakeven analysis, financial leverage, Cost-volume profit (CVP) analysis; **Test of learning through group presentation.**

Who Can Attend: The executives involved with finance, accounting and general management and especially who are expected to develop their analytical skills and contribute towards decision making will be immensely benefited from this course. This course embraces a broad range of financial analyses and tools and techniques. We hope this course will give participants the confidence in analyzing financial information, identifying the true state of business, making sound business decisions, and thus generating additional revenues and attaining the overall goal of business.

4. Essential Skills of Office Secretary & Personal Secretary; 27-28 December 2019

Content: Introduction, Roles and Functions of the Office Secretary; **Essentials' for Communication Skills:** Avoiding Communication Breakdown, Listening Skills, Assertiveness, Managing Requests, Managing Conflict; Board/Committee Meeting Procedures, Taking Notes, Preparation of Minutes and Resolutions; Report & Letter Writing; **Desk Management:** Office Layout and Ergonomics, Information System, Managing the Paper Load, E-mail and Office Technology; **Communication Etiquette:** Using the telephone & E-mail as effective procedures in Internal & External Business Communication. **Learning Checks and Group Presentation.**

Who Can Attend: Office Secretary & Personal Secretary for MDs & CEOs, Business Executives from any business firm, NGOs, Trusts, Foundations and other persons having special interest in communication and organizational skills.

develop interpersonal and professional skills for having a better job/office environment.

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 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, 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 undergraduation & postgraduation); (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.



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.
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