

Circular No. DBI-01/2020/113

Dated: 18-12-2019

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

Sl.	Title of Training Courses	Fees	Duration
1	How to Prepare a Bankable Project Proposal for Availing Loan	5,500/-	03-04 January (Friday & Saturday)
2	Human Resource Development (HRD)	5,500/-	10-11 January (Friday & Saturday)
3	Inventory and Store Management	5,500/-	17-18 January (Friday & Saturday)
4	Customer Service Excellence	5,500/-	24-25 January (Friday & Saturday)
5	Essential Skills for Negotiation towards Win-Win Deal	5,500/-	31 Jan - 01 Feb (Friday & Saturday)
Sl.	Title of Workshops	Fees	Duration
1	Effective Office Management and Filing System	5,500/-	03-04 January (Friday & Saturday)
2	Digital Marketing in the Age of Modern Business	5,500/-	10-11 January (Friday & Saturday)
3	How to Become a Dynamic Leader	5,500/-	17-18 January (Friday & Saturday)
4	Power Excel 2016: Beginners to Advance	5,500/-	24-25 January (Friday & Saturday)
5	Emotional Intelligence for Greater Effectiveness in Business	5,500/-	31 Jan - 01 Feb (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. How to Prepare a Bankable Project Proposal for Availing Loan; 03-04 January 2020

Contents: Concept of a Project: Project Identification and Formulation; Capital Budgeting: Tools and Techniques; Operational Procedures in Financing Project; Project Feasibility Analysis: Agro-based and SME Project Financing; Industrial Project Financing Procedures; Bank Loan Application for Project; Preparation of a Bankable Project by Participants; Presentation on Project Proposal, Prepared by Participants and Group Discussion; Problems Relating to Sanctioning and Disbursement of Project Loan. Case Studies and Examples; Test of learning through group presentation.

Who Can Attend: Would-be-Entrepreneurs, Business Executives and Decision Makers, NGO Executives, Government officials involved in project designing and planning, Bankers & Bank Executives and Investment analyst.

2. Human Resource Development (HRD); 10-11 January 2020

Contents: Introduction and Brief History of Human Resource Development (HRD), Modern HR Management Functions, Job Analysis, Recruitment and Selection Policies, Human Resource Plan, HR Management System, Motivation of HR, Compensation & Benefit Packages; Staff Development and Succession Planning, Industrial Relations and CBA, Managing Grievances and Conflicts, Disciplinary hearings; Test of learning.

Who Can Attend: Entrepreneurs & Would-be Entrepreneurs, Line Managers and HR Management Professionals; Would-be HR Professionals; job seekers and others interested.

3. Inventory and Store Management; 17-18 January 2020

Contents: Introduction to Inventory management: What is inventory management? Why Inventory management is important? Reasons for keeping inventory. Financial implications of holding inventory and Types of Inventory. The role of the Inventory Manager, Inventory and Supply Chain Strategy: Lean production & JIT, Agile Supply Chain Push VS Pull Strategy, Postponement, Techniques of locating inventory, Inventory Planning: Demand forecasting & Lead time management, Inventory Control: Stock level, Service level policies & Safety stock, Categorization techniques, Inventory Operations: Monitoring movements, Methods of measuring and valuation of inventory, Systems to replenish inventory & Disposal of Stores; Store Management: Introduction: Overview of Store Management, Objectives of Store management, Functions of Stores & Classification of Stores. Warehousing and Layout of a Storehouse: Functions, Objectives & Necessity of Warehousing, Activities of Warehousing, Warehouse Layout Design, Storehouse Layout & Utilization of Storage Accommodation. Material Storage System: Storage Principles, Criteria for Selection of Storage System, Benefits Of Storage Design & Storage Methods. Storekeeping: Factors for Successful Warehouse Functioning, Benefits of Successful Storekeeping, Qualifications, Duties and Responsibilities of the Storekeeper. Material Handling: Principles of Materials Handling, Suggestions to Reduce Handling, Factors for Selection of Equipment, Different Types of Equipment & Guidelines for Cost Reduction in A Materials Handling System. Safety and Security of Stores: Protection measures, Entry into Store Premises, Daily closing of stores and custody of keys, Theft by outsiders, Pilferage by employees, Malpractices by stores staff, Menace of rodents and termites & Loss of Stores, Accidents & Fire Hazard. Record Management of the Store: Principles of Classification and Codification, Classification of Materials, Codification of Materials, Characteristics of Codes, Methods of Codification, Recording of Materials Received and Issuing of Materials.

Who Can Attend: Persons with background in Material/Store Management; Purchase Managers/Officers and Planning Managers and Production/Operations Managers employed in Private Sector, Govt. Semi-Govt. and Non-Govt. Organizations.

4. Customer Service Excellence; 24-25 January 2020

Contents: Customer behavior and its importance, Customer and consumer insight analysis; Types of customers and their Behavior Model? Understanding the Psychology of Customers' & their expectations; Organization design for Customer Behaviour. Importance of uncovering and developing customers' need; What is customer value and how to create customer value; Customers' expectation vs satisfaction? Way of capturing value from customers. Building profitable customer relationship and customer relationship management. Way of development customer relationship and managing customer relationship. Organization design for customer behaviour. Customer disposition funnel to meet up objectives; Key to improve customer service and negotiation skills; Characteristics of customer service; Impression over phone and physically for right image in terms of customer service; Key elements/skills of quality customer service; Customer service gap and bridging the gap.

Who Can Attend: Potential entrepreneurs, Customer service & front office Executives/ Managers, Supervisor of administrative staff, Office administrators, Executive Secretaries, Personal assistants and other persons having special interest in customer service job, specially those who are interested to develop interpersonal and professional skills to develop customer relationships to satisfy customers for enhancing profit.

5. Essential Skills for Negotiation towards Win-Win Deal; Jan 31-Feb 01, 2020

Contents: Negotiation and its importance, application of right negotiation strategies to achieve goals, different steps at each stage. Features of negotiation:

All deals are not called as Negotiation. What pre-conditions are attached to negotiation? Negotiation process: Preparation, discussions, agreement etc. Negotiation strategy matrix: Choosing the appropriate 'tool' from the negotiation toolbox which will motivate the other side to agree on a satisfactory conclusion; BATNA (Best alternative to negotiated agreement): BATNA really impacts negotiation? How it impacts negotiation strategy? Characteristics of an effective negotiator: What are these? Handling difficult negotiators: These techniques safeguards in negotiation, Case study.

Who Can Attend: Entrepreneurs, Business leaders, Managers/Sales Professionals, Teachers, Trainers, Consultants, Students and anyone who likes to be a good negotiator to reach a Win-Win agreement and to win friends and influence people. Executives of all departments especially who are expected to deal with suppliers, principals, customers, workers, lenders i.e. all internal and external stakeholders.

Brief of the Workshops

1. Effective Office Management & Filing System; 03-04 January 2020

Contents: Contents: Introduction, Office management: Functions of Office, Types of Office, Organization of Office What is office management, Roles and Responsibilities of Office manager, Office layout and ergonomics, Information System and office technology, Conflict management at Workplace, Employee Motivation at Workplace, Coaching and Supervising staff. Administrative skills: Roles and responsibilities of Office administrative personnel and secretary. Professional/Technical skills development, Interpersonal Skills, Self-Management Skills, Meeting Organizing Skills, Telephonic Skills, Letter writing, email writing & presentation skills, Record management and filing systems: How to set up an effective filing system? Basic Filing Procedure & Various methods of filling system. & Test of Learning.

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

2. Digital Marketing in the Age of Modern Business; 10-11 January 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; Sales Persons, New Entrants in Business and any other interested persons.

3. How to Become a Dynamic Leader; 17-18 January 2020

Contents: Concepts of Leadership, Leadership styles; Role of a Leader: Differences between a leader and a manager; Brainstorming session on Leadership: Understanding valuable insights within each individual. Significance of emotional intelligence in successful leadership role, Time management, Think Out of the Box for greater level of leadership, Transformational Leadership; Understanding Stimulus & Response for greater success in Leadership, Understanding Circle of concerns & Circle of influence, Importance of priority setting in leadership (WIGs: Widely Important goals, PIGs: Poorly Important Goals), Inter dependency & Synergy, Active listening & compassion; Change Management: Definition of Change Management, Managing Change, Best Practice in Leading Change; Conflict Management, Level of Conflicts, Style of Conflict Management.

Who Can Attend: Entrepreneurs, Potential entrepreneurs, Office administrators, Supervisor of administrative staff, Executive secretaries, Personal Assistants (PA) and other persons having special interest in office management, specially to develop interpersonal and professional skills for having a better job/office environment.

4. Power Excel 2016: Beginners to Advance; 24-25 January 2020

Contents: Handling Text with Formulas and Built in Tools: Drag the Fill Handler, Joining Text, Breaking Apart Text; Sorting & Filtering: Data Preparation, Sorting, Filtering; Formulas Begins: AutoSum Tricks, Relative Versus Absolute Formulas, Defining Names, Tables and Table Formulas, Goal Seek; Advance Formulas: IF Formulas, Sumifs, VLOOKUP, Date and Time; Charting and SmartArt: Creating and Formatting a Chart, Adding or Removing Chart Data, Pie Chart Tricks, Sparkline; Visual Impact: Color Scales, Icon Sets, Data Bars, Paired Bar Charts with Negative Data Bars, Other Conditional Formatting Options; Pivot Tables: Creating a Pivot Table, Updating a Pivot Table, Pivot Table Formatting, Pivot Calculations, Filtering Row Fields, Top 10 Report, Filtering a Pivot Table with Slicers, Pivot Chart, Slicers on Multiple Pivot Tables, Building a Dashboards; Tips n Tricks: Hyper Link, Removing Duplicates, Shrink Text, Transposing Tricks, Data Validation, Switch Column Trick, Insert Blank Rows, Fit to One Page Trick, Speak Cells; Business Intelligence Intro: Introduction to Power Pivot, Introduction to Power Query, Introduction to Power BI; Learning checks.

Who Can Attend: This course is very useful for anyone who works in Excel. The target audiences are the Managers, Executives, Teachers, Developers, Students, and Researchers.

5. Emotional Intelligence for Greater Effectiveness in Business; 31 January - 01 February 2020

Contents: Understanding emotion & emotional intelligence, components of emotional intelligence, application & management of emotional intelligence, the relevance of mindfulness to emotional intelligence, why we react the way we do? How to improve self-awareness, self-regulations, self-motivations, empathy, social skills, etc.? Sign of people with high and low levels of emotional intelligence, illustrate how to increase personal resilience, understanding the circle of concerns and circle of influences, how right appraisal of different situations matters; Test of learning through group presentation.

Who Can Attend: Entrepreneurs, Would-be Entrepreneurs, New Entrants in Business, Importers/Suppliers, Senior and Mid-Level Executives of business organizations, Managers, Leaders, NGOs and any other person interested in developing leadership and influence.

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 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.



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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