

Circular No. DBI-11/2019/96

Dated: 14-10-2019

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

Dear Sir/Madam,

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

Sl.	Title of Training Courses	Fees	Duration
1	Effective and Professional Marketing Management	5,500/-	01-02 November (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Guide to Export, Import & Indenting Business	5,500/-	15-16 November (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Procurement Management	5,500/-	22-23 November (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Front Desk Behaviour and Receptionist Skills	5,500/-	29-30 November (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
Sl.	Title of Workshops	Fees	Duration
1	Income Tax Planning to Minimize Tax Burden Legally	5,500/-	01-02 November (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Material and Inventory Management	5,500/-	15-16 November (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Effective Business Negotiation	5,500/-	22-23 November (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Shipping Procedures for Export, Import & Customs Formalities	5,500/-	29-30 November (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 executive. 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. Effective and Professional Marketing Management; 01-02 November 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.

2. Guide to Export, Import & Indenting Business; 15-16 November 2019

Contents: General Steps for Import & Export Procedures; Import Procedures; Types of Importers; Different types of L/Cs and Obligations of Different Parties involved in L/C; Customs & Customs Clearance; Export Diversification and Quality Improvement; Export Procedures & Registration, Checking and Advising of Export L/C; EPC, ERF & Preparation of Export Documents and Negotiation of Export Documents, Export Incentives, Disputes and Settlement of Export Claims; Functions of C & F Agents; Negotiations for Commission and Realization thereof; Duties and Taxes for Importable Products in the Light of Latest Changes in National Budget; Indenting Business in Bangladesh; 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. Procurement Management; 22-23 November 2019

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.

4. Front Desk Behaviour and Receptionist Skills; 29-30 November 2019

Contents: How to welcome clients in the right way, Making the first impression by presenting the right image, Right level of politeness to the visitor, Being a

guide to the visitor, Beware of language and body language, Dealing with difficult people; Developing listening skills; Useful languages for the conversations at the front-desk; Basic rules for telephone conversation: making and receiving calls; Tips to make telephone conversations effective; Use of particular phrases considering the situation; Learning to read speaker's Body language, Feelings, Unspoken words; How to handle queries in telephone conversations that you are not prepared for; Dealing with problems: learn useful phrases to describe problems, warning and apologizing; **Test of learning through group presentation.**

Who Can Attend: Front-desk Executives, Receptionists and new entrants in such job, other persons having special interest in etiquettes and useful telephone conversation could participate in the training program.

Brief of the Workshops

1. Income Tax Planning to Minimize Tax Burden Legally, 01-02 November 2019

Contents: An Overview of Income Tax; Different Heads of Income and Methods of Calculation of Taxes; Planning of tax for legal exemption, Filing of Return; Hearing & Assessment; Appeal & References; Deduction at Source & Advance Payment of Tax; Fiscal Incentives and Use of them for Business; Double Taxation and How to Avoid it; Avoidance of Tax Penalties & Prosecution; Real World Case Study on Individual Tax Assessment and Open Floor Discussion, **Test of Learning through Group Presentation.**

Who Can Attend: Accounts & Finance Managers, Tax Managers, HR Managers, Tax Consultants, Entrepreneurs, would-be entrepreneurs and other persons who want to fill up their Income tax return by themselves.

2. Material and Inventory Management; 15-16 November 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, Inventory and Supply Chain Strategy, Inventory Planning, Inventory Control & Inventory Operations; 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.

3. Effective Business Negotiation; 22-23 November 2019

Contents: Introduction to Negotiation-Why Negotiate, Style and Outcome; The Negotiation Model: Phases of Negotiation-Detailed Investigation, Non-verbal communication; Creative Presentation, Effective Bargaining; Win-Win Agreement; Making of a Motivated Negotiator: Test to Determine the Motivation; The Areas of Negotiation & Cultural Negotiations; The Technique and Principles of Negotiation; Application and Relevance in Bangladesh; **Test of learning through group presentation.**

Who Can Attend: Entrepreneurs, Business leaders, Managers /Sales Professionals, Teachers, Trainers, Consultants, Students and anyone who likes to be a good negotiator to reach an Win-Win agreement and to win friends and influence people.

4. Shipping Procedures for Export, Import & Customs Formalities; 29-30 November 2019

Content: How to become an Exporter and Importer; Import & Export Policy; Export Procedures, Shipping Procedures for Import & Export (Containerized, Break & Bulk); Banking Procedures for Import & Export. Export Cost calculation; International Trade & Inco-Terms, Export Formalities & Shipping Documentation. The Bills of Lading Act 1855. Import Procedures; Banking Procedures for Import; Custom Procedures for Import & Export, Air Freight Procedures for Import & Export, Sea Freight Procedures for Import & Export, Land Freight Procedures for Import & Export; Air Freight Unit, Bill of Entry, Valuation and Assessment, Calculation of Duties and Taxes and Pre-shipment Inspection (PSI). Landed Cost calculation, Manage Customs Authority, A to Z customs formalities and clearing consignment in the case of import; **Test of Learning through Group Presentation.**

Who Can Attend: Entrepreneurs, Chief Executive Officers (CEOs) related to International Trade, Exporters / Importers, Executives/ Managers of Import / Export/ Shipping Firms, New Entrants in such Business, job seekers and other persons interested in import and export business.

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.



For Details & 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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