

Circular No. DBI-12/2018/50

Dated: 12-11-2018

Subject: Short Training Courses & Workshops Scheduled to be organized by DBI in December 2018

Dear Sir/Madam,

The following short training courses & workshops are scheduled to be organized by DCCI Business Institute (DBI) in December 2018:

Sl.	Training Courses	Fees	Duration
1	Managing Accounts-Best Practices	5,500/-	07-08 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Professional Selling Skills & Secret of Success	5,500/-	14-15 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	Development of Managerial Leadership Skills	5,500/-	21-22 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Organizational Behaviour and Corporate Etiquette	5,500/-	28-29 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
Sl.	Workshops	Fees	Duration
1	Customer Behaviour and Excellent Customer Services	5,500/-	07-08 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
2	Branding and Brand Management for Business Success	5,500/-	14-15 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
3	VAT & Customs Procedures for Import & Export	5,500/-	21-22 December (Friday & Saturday) 10:00 a.m.- 05:30 p.m.
4	Material and Inventory Management	5,500/-	28-29 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; 07-08 December, 2018

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; 14-15 December, 2018

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; 21-22 December, 2018

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. Organizational Behaviour and Corporate Etiquette; 28-29 December, 2018

Contents: What is organizational behavior and why is it important? Why do we need to study organizational behavior? Conceptions of corporate etiquette, Importance of personal grooming for promotions, The golden and platinum rules of etiquette, Corporate behaviors, manners and techniques of dealing with

different types of colleagues, supervisors; Corporate Diplomacy, Customer service etiquette, Dress etiquette, Business meeting etiquette, Corporate social events etiquette, Telephone etiquette, E-mail etiquette, Business meals and table etiquette, Rest room etiquette; **Test of learning through group presentation.**

Who Can Attend: Senior Executives, Executives, Asst. Managers, Supervisors, Officers/ Managers who lead the organization, any employee specially of HR & Admin dept.; any person who wants to gather knowledge on Corporate Etiquette.

Brief of the Workshops

1. Customer Behaviour and Excellent Customer Services; 07-08 December, 2018

Contents: What is Customer Service & why need it? Who are the customers & their needs & expectations? Identifying & dealing with different types of customers: how to deal with challenging customers, managing your stress in tense situation, why do customers leave, the art of customer service. The power of effective customer communication: define effective communication, different communication styles, conflict management styles, listening. Effective use of customer service communication tools: customer service protocol; email, voice mail, fax, non verbal communication, know your audience, identifying personality styles; **Test of learning through group presentation.**

Who Can Attend: Potential entrepreneurs, Office administrators, Supervisors of administrative staff, Executive secretaries, Personal assistants and other persons having special interest in office management, specially those who are interested to develop interpersonal and professional skills to satisfy customers for enhancing profit.

2. Branding and Brand Management for Business Success; 14-15 December, 2018

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. VAT & Customs Procedures for Import & Export; 21-22 December, 2018

Contents: Introduction to the Value Added Tax (VAT) systems in Bangladesh, Registration and Record Keeping Procedures of VAT, Electronic Cash Register, Calculation of VAT (Valuation), Credit Mechanism of VAT System, Return Submission; Trade VAT, Duties and Taxes for Importable Products in the light of latest changes in the National Budget; Customs Procedures; General Steps for Import & Export Procedures; Export Procedures & Registration, Checking and Advising of Export L/C; AIT, Documents and Negotiation of Export Documents; Export Incentives; Disputes and Settlement of Export Claims; **Test of learning through group presentation.**

Who Can Attend: Entrepreneurs, Importers, Suppliers, Manufacturers, Exporters, Senior/Mid Level Commercial and VAT Executives of Import, Export and Industrial firms, VAT payers and other interested persons.

4. Material and Inventory Management; 28-29 December, 2018

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, 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/ Officers, Planning Managers and Production/Operations Managers employed in Business Organizations and concerned Govt., Semi Govt. and Non Govt. Organizations.

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. 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 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 & post graduation); (iv) Three (3) or more participants from one organization for same course; (v) 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.