

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

Sl.	Title of Training Courses	Fees	Duration
1	Marketing and Sales Secret for Business Growth	5,500/-	13-14 March (Friday & Saturday)
2	How to Establish a New Business	5,500/-	13-14 March (Friday & Saturday)
3	Understanding L/C Procedures for Export & Import Operation	5,500/-	20-21 March (Friday & Saturday)
4	Fire and Marine Insurance: Policy and Practice	5,500/-	27-28 March (Friday & Saturday)
Sl.	Title of Workshops	Fees	Duration
1	Effective Warehousing and Distribution Management	5,500/-	13-14 March (Friday & Saturday)
2	Management Skills for HR & Administrative Professionals	5,500/-	20-21 March (Friday & Saturday)
3	Effective Communication and Presentation Skills	5,500/-	20-21 March (Friday & Saturday)
4	Professional Behavior and Etiquettes	5,500/-	27-28 March (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. Marketing and Sales Secret for Business Growth; 13-14 March 2020

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. How to Establish a New Business; 13-14 March 2020

Contents: Identification of strengths and weakness of entrepreneur and business; Forms of business organizations; Appropriate size, Location and legal Aspects of business; Business planning and control; **Making a Strategic Plan:** SWOT (Strengths, Weakness, Opportunities, Threats) Analysis; **Writing a business plan:** considerations in business plan writing, steps in business plan writing; Executive summary of a business plan, Concluding remarks, action planning; Implementation: purchase (Material) budget, Overhead budget, Commercial/ marketing expenses budget; Analyzing market and customer behaviour; Reaching the customers; Managing financial requirements; Recording transactions, Cash book, Sales book, Purchase book, Debter ledger, Creditor Ledger; Preparation of financial statement, Profit & loss account, Balance sheet; Financial projections for a small plant (case study); Test of learning through group presentation.

Who Can Attend: Would be entrepreneurs, Owners of Enterprises, Business Managers, Financial Executives/ Accountants, Officials Engaged in Providing Counseling / Consultancy Services and Potential New Entrants in the Field of Industry/Business.

3. Understanding L/C Procedures for Export & Import Operation; 20-21 March 2020

Contents: Letter of Credit Operation & Settlement Mechanism; Different types of L/Cs and Obligations of Different parties involved in L/C; Advising & Confirming Export L/Cs, Back to Back L/C & Exercise on Back-to Back L/C; Transport documentation; Bill of Exchange, UCPDC-600; Invoice & Other Documents; International Trade Policy and Procedures, Inco-terms; Scrutiny Lodgment, Retirement of Import Bills; Pre-shipment & Post-shipment Export Financing under L/C; Negotiation of Export documents; Test of learning through group presentation

Who Can Attend: Exporters/Importers/Indenters/Suppliers/Manufacturers and Bank officers, preferably having one year's experience in International Trade/ Foreign Exchange Division of Commercial Banks and others interested.

4. Fire and Marine Insurance: Policy and Practice; 27-28 March 2020

Contents: Basic Concepts of Fire & Marine Insurance: Evolution and need for Marine Insurance, Nature of Marine Insurance, Types of Marine Insurance, Marine Insurance Act, Marine Insurance Policy, Premium, P&I Club, IG & Non-IG P&I Insurers, Arrest and P&I Letter of Guarantee; Fundamental Principles of Marine Insurance; Cargo Insurance; Hull & Machinery Insurance; Marine Claims; Reinsurance; Protection & Indemnity; Loss Prevention; Maritime Fraud; Admiralty Cases & Marine Insurance Issues in Bangladesh, Test of learning through group presentation

Who Can Attend: Would be entrepreneurs, Owners of Enterprises, Business Managers, NAVY, Coast Guard, Officials of Insurance Development Regulatory Authority, Officials Engaged in Providing Consultancy Services and Potential New Entrants in the Field of Industry/Business.

Brief of the Workshops

1. Effective Warehousing and Distribution Management; 13-14 March 2020

Contents: Why we have Warehouse; The objectives of warehouse management. Warehouse cost minimization. Warehouse design, layout, acquisition. Physical control & safety, Inventory records. Inventory categorization technique; Inventory management policy: Traceability & variety reduction; 07

steps of measuring inventory & performance; Setting priorities & plan. Operational & strategic planning for storage management. Measuring inventory movements. Inventory replenishment technique; EOQ, Safety stock measurement. **Concept of distribution**, Myths of distribution; Channels of distribution, Nature of distribution Channels; Channel functions; Distribution strategies design and management; Physical distribution and logistics management; Total cost of distribution; **Developing distribution network**: Team management, Team work and combined report; Preparation of agreement; Monitoring development and building relationship; Planning, management, launching and monitoring a distribution system; The Case of successful distribution companies, Test of learning through group presentation

Who Can Attend: Entrepreneurs, Supply Management and Distribution Management Directors/Managers; Supply Chain, Procurement, Warehousing & Distribution Executives; Head of Procurement and Operations; Logistics & Inventory Control Managers; Material & Production Managers, Professionals and job seekers in related departments.

2. Management Skills for HR & Administrative Professionals; 20-21 March 2020

Contents: Management Skills for Administrative Professionals: What to manage, Job Description (JD) of Admin, Transport/Vehicle Management, Cleanliness/Courier Service, Maintain dispatch/Inward Register, Maintain Movement Register, Dress Code, Electrical/Sanitary; Safety & Security: Health & Hygiene, Handling Peon & Driver, Logistics & Purchase & Procurement, Over Time (OT), Labor Laws; Payment of Bills: Newspaper/Magazine bill, Telephone /Mobile Bill Payment, Fuel & Bill, Tour bill/Local Conveyance bill; Entertainment/Arrangement of Meeting: Receive the Local guest/Foreign guest/Ticketing & Visa, Letter to the Embassy for Visa, Passport Renewal/Protocol; Secretarial Job: Medical Facilities (Accident/Hospital), Insurance Life/General, Trade License/Company Registration; Front Desk: Trade Union, Motivation & Order, Behavior & Attitude, Threat & Good Behavior, HR behavior & Admin Behavior, Appreciation & Rewards, Development /Training; Time Management: Communication skill in the workplace, Discipline, Seven Habits of Highly Effective peoples, Skills for administration staff, Qualities of a True Admin Professional, Management skills list; How to reach your maximum potentials: 4 R's; **Management Skills for HR Professionals:** 1. Introduction: a) The strategic role of Human Resource Management; 2. Recruitment & Placement: a) Job analysis, b) HR Planning and Recruiting, c) Employee Testing & Selection, d) Interviewing candidates; 3. Training & Development: a) Training and Developing employees, b) Performance Management & Appraisal, c) Managing Careers; 4. Compensation: a) Pay Scale, b) Pay for performance and financial Incentives, c) Benefits & services; 5. Employment Relations: a) Ethics, justice and Fair treatment in HR Management; b) Labor relations and collective bargaining; c) Employee safety and health; 6. Three Most important attributes of Hiring, Employee Separation; 7. Employee Engagement, Organogram, Reference Check.

Who Can Attend: Company Secretary, 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 Administrative activities.

3. Effective Communication and Presentation Skills; 20-21 March 2020

Contents: Communication in International Business and its Types – Written and Oral Communication; making more effective communication, E-mail and written communication, their importance in business; Introduction & learning objectives of presentation, 5 W's and H of Technical Presentation, General Principles for the Technical Presentation, Planning and Design considerations of Technical Presentation, Preparing Technical Presentation, Organizing Presentation Materials, Composing Presentation, Working with Audio-Visual aids, Delivering and Presenting, Dealing with questions, Tips on Power-Point Presentation and common Mistakes of Technical Presentation; Test of learning through group presentation.

Who Can Attend: IT Professionals, Engineers, Executives, Managers, Sales People, and Trainers who want to learn how to present complex technical subjects and build their confidence for public speaking.

4. Professional Behavior and Etiquettes; 27-28 March 2020

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.

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 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.
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)
DCCI Gulshan Centre, Taj Casilina, Flat # 3C, Plot # SW (I)4, 25 Gulshan Avenue, Gulshan-1, Dhaka-1212, Phone: 9852245-6