



**“Study on Employee Satisfaction of Bank Asia
Ltd; CDA Avenue Branch, Chittagong”**



Internship Report On

**“Study on Employee Satisfaction of Bank Asia Ltd; CDA Avenue Branch,
Chittagong”**



Prepared For

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Date of Submission: 29th November, 2018

Letter of Transmittal

29th November, 2018

Md. Fazla Mohiuddin

Lecturer, BRAC Business School

BRAC University

Subject: Submission of Internship Report as a requirement for BUS400.

Dear Sir,

It was a pleasure to prepare my internship report on “**Study on Employee Satisfaction of Bank Asia Ltd; CDA Avenue Branch, Chittagong**” under your guidance and supervision for the completion of my Bachelors of Business Administration degree from BRAC University and also as a requirement for the completion of the course BUS400 (Internship).

In the report I have given a brief overview on Bank Asia Ltd, its activities, departments etc. and I have also explained my research on the employee satisfaction of the employees of the CDA Avenue branch of Chittagong.

While doing my internship I was able to gain enough knowledge on not solely the banking sector but also about some general aspects of reality of job life. Moreover, my opinion regarding the fact that only being good at studying is not enough to be successful in our job life has also changed.

However, I have tried my best to prepare a flawless report and hope you will be kind enough to consider the flaws, if any, and evaluate my performance accordingly.

Sincerely,

Afroza Sultana

ID: 14304010

BRAC Business School

BRAC University

Letter of Endorsements by the Supervisor Faculty

This is to authorize that, Afroza Sultana, ID 14304010, BBS; has prepared this report as a sine qua non for the completion of her BUS400 and BBA program. I accept her report titled “Study on Employee Satisfaction of Bank Asia Ltd; CDA Avenue Branch, Chittagong” as the final one.

Md. Fazla Mohiuddin

Lecturer, BRAC Business School

BRAC University

Acknowledgement

In the beginning, I want to express my indebtedness to Almighty Allah for giving me the capability and strength to write this report and my parents for all the support they have given me and for all the pain they have taken so I can study and work with ease and comfort.

Moreover, I am thankful to my faculty supervisor Mr.Md. Fazla Mohiuddin, Lecturer, BRAC Business School for supervising, guiding and helping throughout my internship period to write my report titled “Study on Employee Satisfaction of Bank Asia; CDA Avenue Branch, Chittagong” whenever I felt the need.

Then, I am grateful to Mr. Saiful Islam (FAVP & Manager Operations), Ms. Marjana Kamrun Chowdhury (Senior Officer) and Intiaj Uddin Chowdhury (Trainee Officer) for guiding and mentoring me while doing various works, and all the other personnel for helping and cooperating with me in various ways specially by participating in my survey during my internship period in Bank Asia Ltd.

Last but not the least I want to express my gratitude to all the faculty members of BRAC University of the courses that I have taken till my last semester for teaching me all the things necessary for entering the job market and practical life.

Executive Summary

Bank Asia Ltd. was established by a few entrepreneurs on November 27th, 1999 with a view to provide quality banking products and services. It made many remarkable achievements and some of them are that it acquired local operations of two foreign banks; Bank of Nova Scotia, Canada in 2001 and Muslim Commercial Bank of Pakistan in 2002 and won the Retail Banking Award 2018. The main products and services of Bank Asia Ltd. are Islamic Banking, Retail Banking, Agent Banking, Corporate Banking, Locker services, Debit Card, Credit Card, Remittance, Exchange House, Treasury Services and many more.

The employees are viewed as the main capital of the company so they are given the scope to continuously grow, learn and develop through various training and exams. Moreover, from the survey conducted on the CDA Avenue Branch, Chittagong it was found that the employees are quite satisfied with their job overall though they were little dissatisfied regarding a few factors. In the survey and report, the factors such as stress level, relation with coworkers and supervisors, remuneration, work life balance, tools and technologies, recognition etc. were considered. Along with that, some things were found through observation such as, not all the employees have very good and friendly relation with their supervisors and coworkers but most of them do, then environment of the branch also came into consideration through observation, the lack of employees creating extra pressure on a few employees. However, the branch is trying its best to serve the clients and keep their employees happy.

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1. Organizational Overview

Bank Asia started its journey with the aim to provide people modern and innovative banking facilities through their various products and services such as ATM, Tele-banking, SMS and Net banking at reasonable charges throughout the country.

The bank was launched by a few successful entrepreneurs and started its operation on November 27, 1999 with an authorized capital of Tk.800 million and paid up capital of Tk.218 million. The paid up capital of the bank stood at Tk. 6,305 million as on 31st December 2012.

Bank Asia Ltd. was the first bank in the country to acquire the local operations of two foreign banks; Bank of Nova Scotia, Canada in 2001 and Muslim Commercial Bank of Pakistan in 2002. Some more achievements of the bank that need mention are the 'Retail Banking Awards 2018' in the category of 'Financial Inclusion Initiative of the Year' by Asian Banking and Finance (ABF) and 2nd prize in the 11th ICAB National Awards for 'Best Published Accounts and Reports 2010' in the financial sector-banking.

The bank is also associated with various CSR activities; the three main CSR activities of Bank Asia Ltd. are- Higher study scholarship, ophthalmological operation and operating computer learning centers. Moreover, the bank contributes to the betterment of the environment through Green Banking. It has signed agreements regarding lending money in different environmental projects and conducts various activities such as, E-Statement, Online banking, Automated clearing house etc. it has a separate green banking unit with permanent employees and they have been circulated with green banking policies to be made aware of.

The head office of Bank Asia Ltd. is in Purana Paltan in Dhaka and it has a total of 127 branches all over the country and 52 ATMs.

Head Office:

Rangs Tower (Level 2 to Level 8)

68, Purana Paltan

Dhaka -1000.

Tel: +88-02- 47110062, 47110247, 47113867, 47110278, 47110173, 47115813

Fax: +88-02-7175524

Web: www.bankasia-bd.com, <https://mybank.bankasia-bd.com>

Contact Center (24/7): 16205, +88 096170 16205 (from overseas)

E-mail: contact.center@bankasia-bd.com

1.1. Mission and Vision of Bank Asia Ltd.

Mission:

- To assist in bringing high quality service to our customers and to participate in the growth and expansion of our national economy
- To set high standards of integrity and bring total satisfaction to our clients, shareholders and employees
- To become the most sought after bank in the country, rendering technology driven innovative services by our dedicated team of professionals.

Vision:

Bank Asia's vision is to have a poverty free Bangladesh in course of a generation in the new millennium, reflecting the national dream. Our vision is to build a society where human dignity and human rights receive the highest consideration along with reduction of poverty.

Core Values:

- Place customer interest and satisfaction as first priority and provide customized banking products and services
- Value addition to the stakeholders through attaining excellence in banking operations
- Maintain high ethical standard and transparency in dealings
- Be a compliant institution through adhering to all regulatory requirements
- Contribute significantly for the betterment of the society
- Ensure higher degree of motivation and dignified working environment for our human capital and respect optimal work-life balance
- Committed to protect the environment and go green.

1.2. Organogram of Bank Asia Ltd.

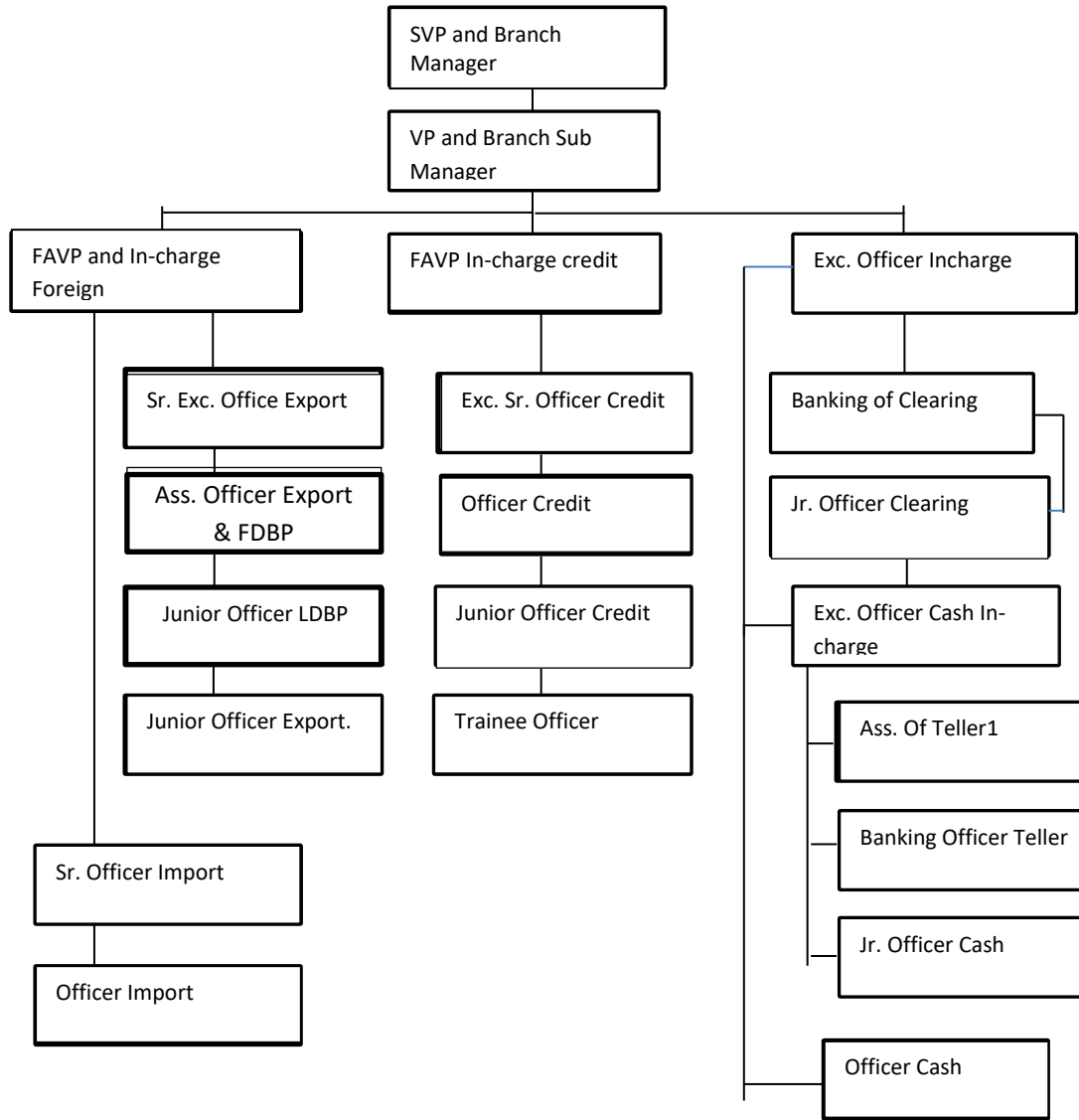


Figure 1 : Organogram of Bank Asia Ltd.

1.3. Services and Products of Bank Asia Ltd.

1. Retail Banking:

Deposit Accounts - It offers accounts such as, savings, current, short term, fixed deposit, shanchay plus, DPS+, monthly benefit plus, double benefit plus, triple benefit plus and shanchay e koti poti.

Consumer Finance- Auto loan, house finance, personal loan etc. are available.

Credit Cards- They offer many varieties of card for different types of clients and a few of them are, SME card, shadhin card, hajj card, VISA butterfly card, virtual card, etc.

Agricultural/Rural financing- There are loans for the people doing agriculture.

E-Banking- Debit card, ATM, express cash, internet banking etc. services are available as part of E-banking.

2. Islamic Banking

The Islamic banking of Bank Asia is known as Salamah and it offers various services and products such as loans, deposits, investment products etc. in accordance with Islamic Shariah.

3. SME Banking

There are products and services like shondhi, sheba, shubidha, uthshob, shuborno, astha etc. in the SME banking.

4. Agent Banking

5. Other Services

Locker services, exchanges houses, foreign remittance department, PAYZA, treasury services, foreign currency accounts etc.

The above mentioned are just some of the many products and services provided by Bank Asia Ltd.

2. My Roles and Tasks during Internship

During my internship period in Bank Asia Ltd. the tasks that I performed are-

- Providing information to customers or clients on different issues such as, opening account, cheque collection etc.
- Assisting customers to fill up forms, deposit slips, cheques, pay orders etc.
- Filling up account opening forms and IMP forms.
- Sorting and making entries for cheque books, debit cards and pin in the particular register.
- Providing the various application forms the clients need for different reasons.
- Calling clients to remind them of their dormant accounts.

3. Introduction to the Study

3.1. Rationale of the Study

The main reason behind this study is to gain knowledge on how satisfied the employees are overall with the organization and probable ways to make the employees feel better in the organization and their particular jobs. Moreover, the topic of the study interests me because I am an HR student and want to know about the various reasons behind employee satisfaction and about the employee satisfaction of different organizations. It will be possible to understand how happy the employees are and whether it is effecting their performance.

3.2. Limitations of the Study

A few limitations of the study that can be mentioned are that interns are considered as external and temporary employees so they are not allowed access to many major areas that will be helpful to prepare the report and also to learn. Further, there was time constraint as I joined a little late and above that I was doing my internship out of Dhaka far from University which made it more difficult for me to communicate with my supervisor effectively so that I could write the report properly. Another limitation of the study was that preparing the report after returning from office after working for 7-8 hours was very difficult.

3.3. Objectives of the Report

Broad objectives:

- To fulfill the requirement of completing BUS400 and BBA program.
- To identify the factors of employee satisfaction of banking sector.

Specific Objectives:

- To assess and calculate the employee satisfaction of the specific branch.
- To identify ways to improve the satisfaction level of the employees.

4. Literature Review

According to Hassard, Teoh and Cox (2018), job satisfaction and dissatisfaction are two disparate concepts with Motivator factors and Hygiene factors that contribute to whether an employee will be satisfied or dissatisfied. Morgan (2014) mentioned few important factors related to the satisfaction or dissatisfaction of an employee, such as, relationship with colleagues and supervisors, recognition for work etc. Employee satisfaction depends on two types of variables .i.e. Organizational variables and Personal variables, where the organizational variables include Compensation and Benefits, Career Development (Use of skills, training, promotion etc.), Recognition, Level of difficulty of work, Leaves, Work Environment (ventilated space, lighted and clean space, tools and equipment, relation with supervisor and coworkers etc. and personal variables include gender differences, age, personality etc. Sagar, Rafat, Agarwal (2012). When employees feel that their skills are being used appropriately by an organization because of employers engaging in activities that help to make good working relations, the employees feel satisfied and eventually there is employee retention Mayhew (n.d.).

5. Methodology

For the research, I used both primary and secondary source for data collection, but the main data came from the primary source. I used a questionnaire of 15 questions which were related to different aspects of employee satisfaction and the questionnaire was developed based on the literature review. Along with that, I considered a sample of 15 which is actually the whole population of the branch. These 15 people were also the respondents for my survey and the employees of Bank Asia Ltd. Then to do analysis and make interpretations, I also determined percentages and prepared graphs.

6. Analysis and Interpretation

The analysis and interpretation of the survey questions are given below-

1. Gender-

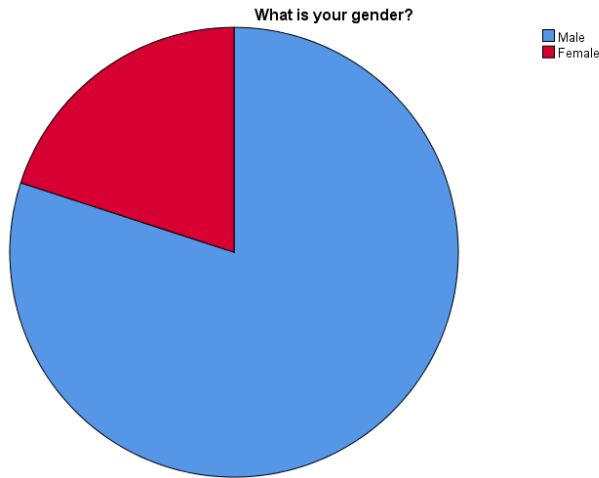


Chart 1: Gender of the employees

This is a demographic question that was included in my questionnaire and it has an indirect relation with the satisfaction of employees. In my survey, the female respondents were 20 % and males were 80%.

2. Age group-

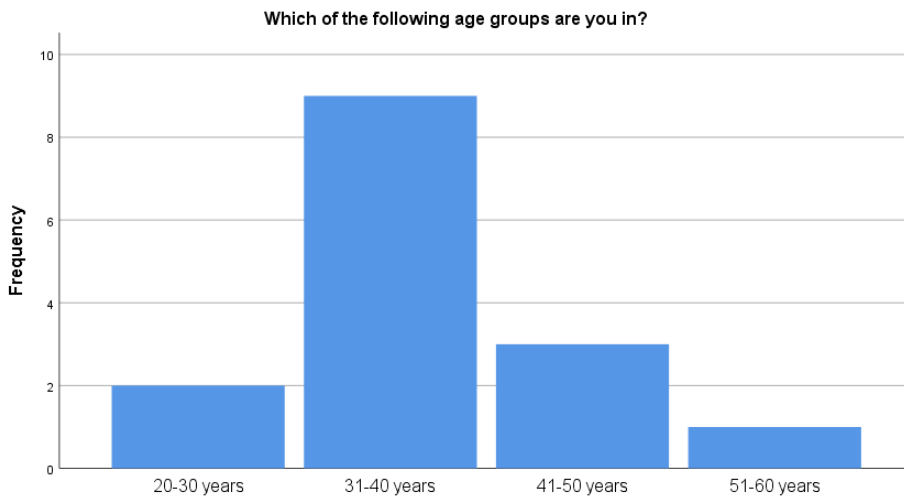


Chart 2: Age group of the employees

This question is also a demographic question that also has an indirect relation with the satisfaction level of the employees. In the branch, 60 % of the employees and the respondents are from the age group of 31-40 years, 20% from the age group of 41-50 years. Usually, the satisfaction level of older employees is higher.

3. Number of years in Bank Asia Ltd.-

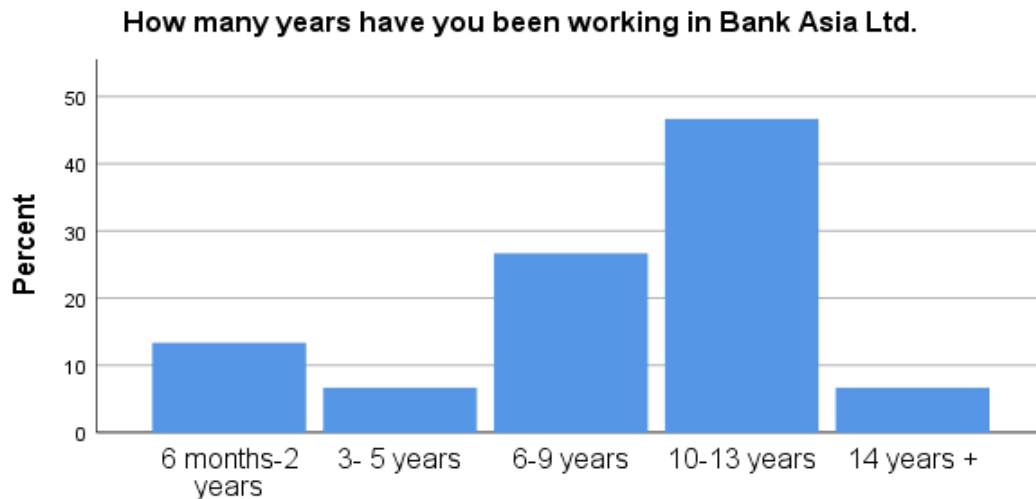


Chart 3: Years in Bank Asia Ltd.

The graph clearly shows that most of the employees of the branch have been working in Bank Asia Ltd. for 10 or more years, the percentage of these employees in the survey are 46.7% and the second biggest group according to percentage is the 6-9 years which is 26.7%. Which shows that the employee retention is high, which usually is the outcome of the employees being satisfied. Because when employees are satisfied with an organization; they wish to stay there for a longer period.

4. Relationship with coworkers-

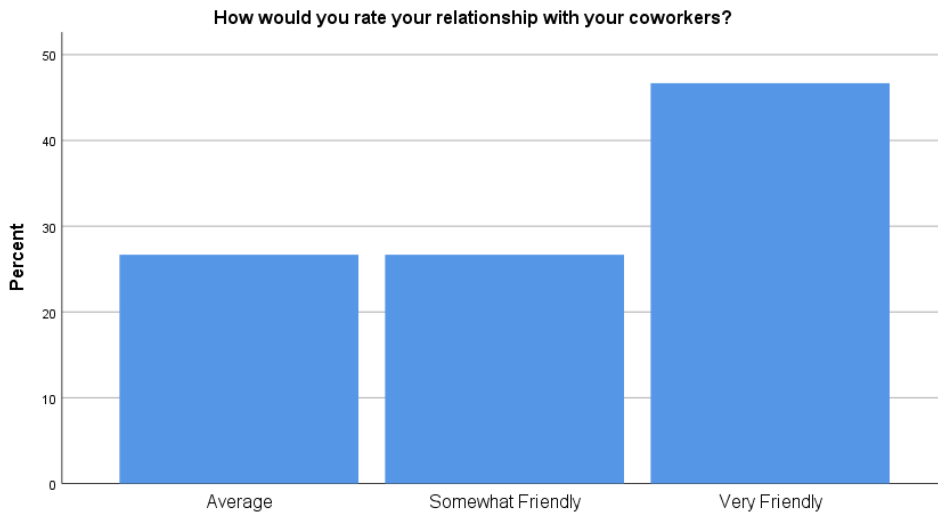


Chart 4: Relation with coworkers

Relationship with coworkers is an important factor of employee satisfaction because when the relations are good the employees stay in better mental state and are happier and more productive. From the survey, it was found that most of the employees rated their relationship with coworkers as very friendly. The percentage of employees that said their relations are 'very friendly' is 46.7% and the others rated as 'average' and 'somewhat friendly' which are both 26.7 % of the sample. From the percentages it is understood that the relations between the coworkers is not bad and most of them are happy with their coworkers.

5. Responsibilities defined-

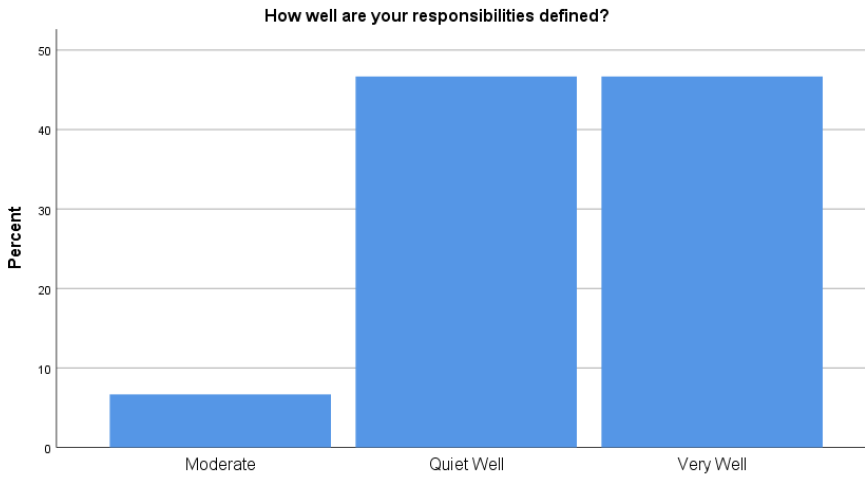


Chart 5: Responsibilities Defined

Another important factor for employee satisfaction is that their duties and responsibilities being properly defined and communicated. The respondents and employees of the CDA Avenue, Ctg. Branch mostly answered with 'Quiet Well' and 'Very Well' and their percentages are both 47 % .i.e. almost half of the number of employees is satisfied regarding their responsibilities being defined.

6. Skills and Experience Utilized-



Chart 6: Skills and Experience utilized

When employees are not able to utilize their skills and experience appropriately in their job it leads to lack of confidence and eventually makes them dissatisfied. 66.7% of the employees of the CDA Avenue branch answered this question with ‘Fully Satisfied’ which is high, then the rest answered with ‘Somewhat Utilized’ (26.7%) and ‘Moderate’ (6.7%). So, the employees are more than just satisfied in this region.

7. Stress Level-

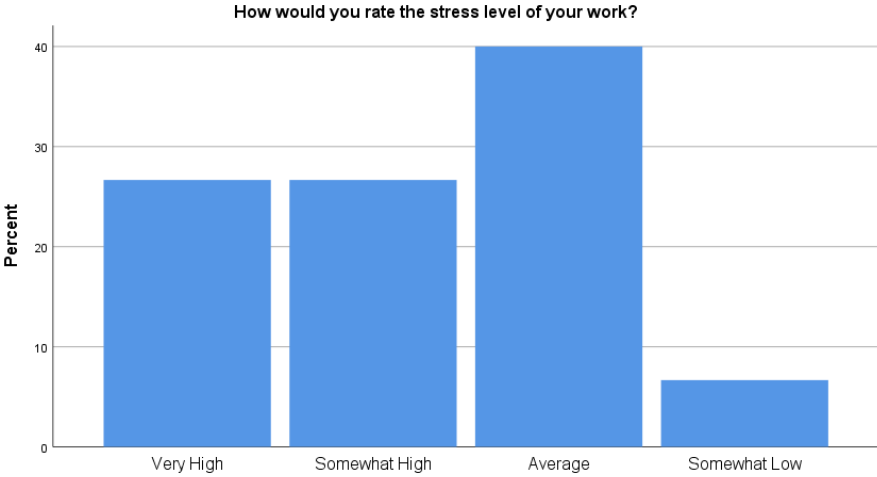


Chart 7: Stress Level of Work

The stress level of the employees of any organization is another very important part and factor of employee satisfaction as when employees work pressure and stress levels are high it contributes to deteriorating their mental health and leading to dissatisfaction. The graph shows the result of the survey that none of the employees stress level is very low, though a small percentage says ‘Somewhat Low’ (6.7) but most of them say the stress level is ‘Average’ (40%) and the others say it is ‘Very High’ (26.7%) and ‘Somewhat High’ (26.7%). That means the employees stay quiet stressed regarding their work.

8. Tools and Technologies-

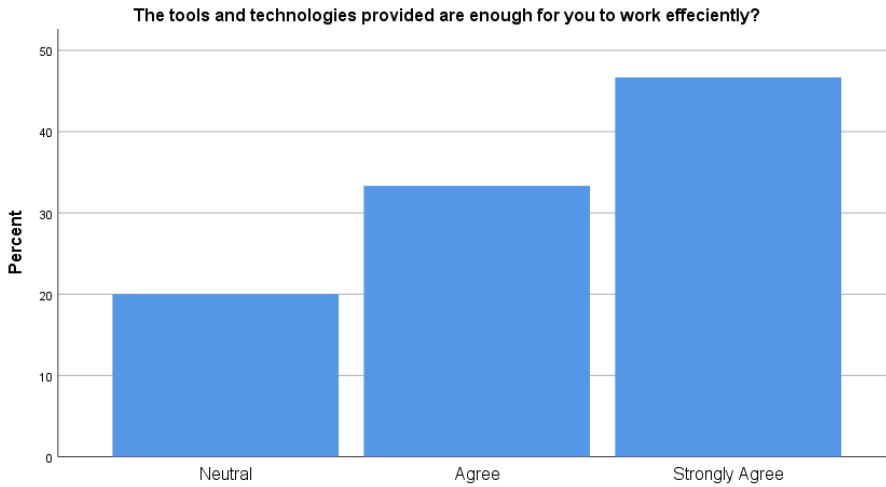


Chart 8: Tools and Technologies

Tools and technologies are part of the organizational variables that contribute to the satisfaction or dissatisfaction of an employee. Here, the employees mostly agreed to the statement strongly; ‘Strongly Agree’(46.7%) then some said only ‘Agree’(33.3%) and the others were ‘Neutral’ (20%). The survey and graph shows, that none of the employees are dissatisfied with the tools and technologies they are provided.

9. Work-life balance-



Chart 9: Work Life Balance

Having a good work life balance helps employees to be productive by giving them space and time for their personal lives which is also very important for an employee to be satisfied. 40% of the employees

'Strongly Agree' to the statement, 26.7% 'Agree' and the 33.3% say they are 'Neutral'. Since most of the employees Strongly Agree and Agree and as none of them disagree to the statement it shows that they all have a good work-life balance.

10. Relation with Supervisors-

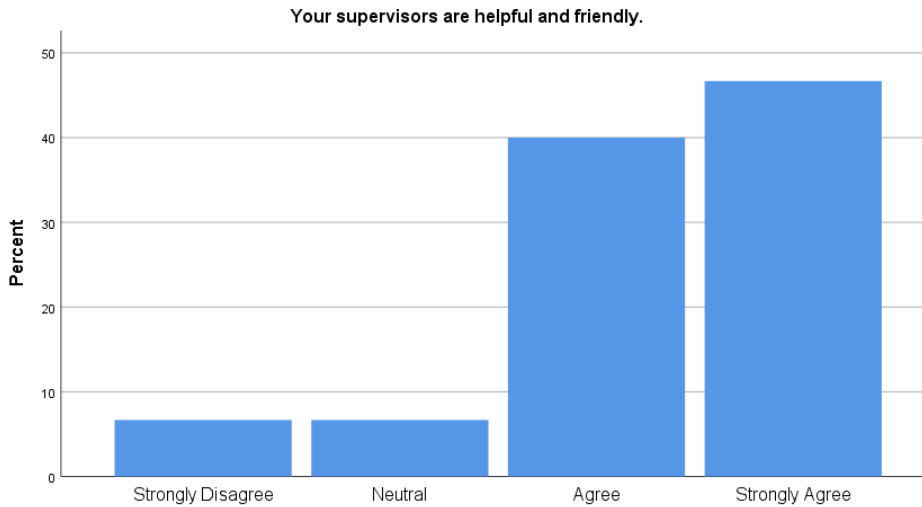


Chart 10: Relation with Supervisors

Having a good relationship with one's supervisor boosts the confidence of the employees and makes them feel less stressed about being rebuked for simple matters. Moreover, the employees are able to learn and grow better when they have good relation with their supervisors. However, 47% of the employees have 'Strongly Agreed' that their supervisors are helpful and friendly, 40% 'Agreed', 6.7% were 'Neutral' and 6.7% 'Disagreed. That shows that most of the employees are satisfied with their relation with their supervisor.

11. Remuneration-

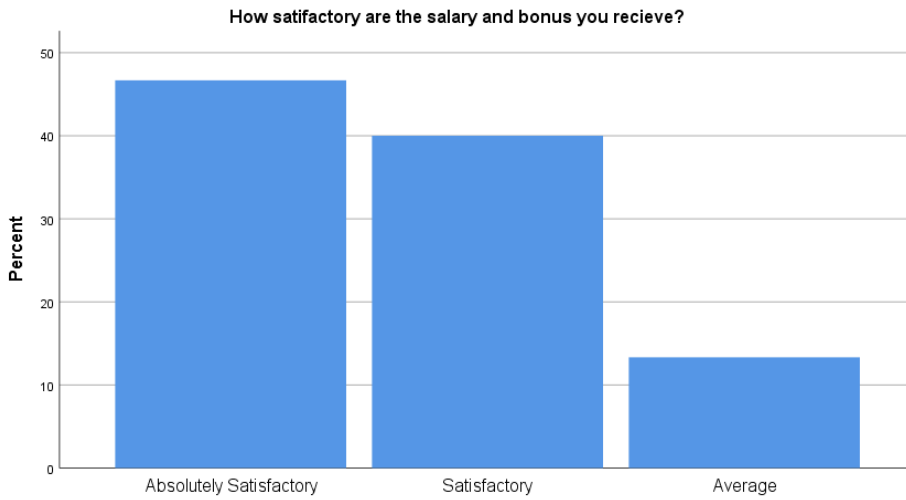


Chart 11: Remuneration

Salary and bonus is one of the main factors that contribute to employee satisfaction. 47% of the employees said their remuneration is 'Absolutely Satisfactory', 40% said it is 'Satisfactory' and 13.3% said it is 'Average'. From the result it is understood that most of the employees are very satisfied with their salary, bonus etc.

12. Ease of Taking Leave-

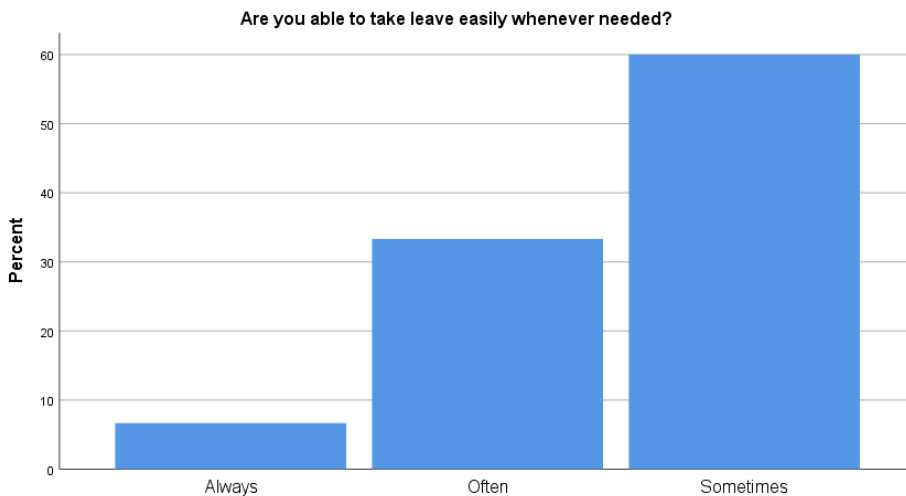


Chart 12: Ease of taking leave

Being able to take leave when needed and being allowed to do so also contribute to employee satisfaction. 60% of the employees of CDA Avenue Branch, Bank Asia Ltd. said they can ‘Sometimes’ take leave easily, 33.3% said they can ‘Often’ take leave easily and 6.7% said they can ‘Always’ take leave easily. The result of this question shows the employees are not that much satisfied regarding taking leaves.

13. Recognition-

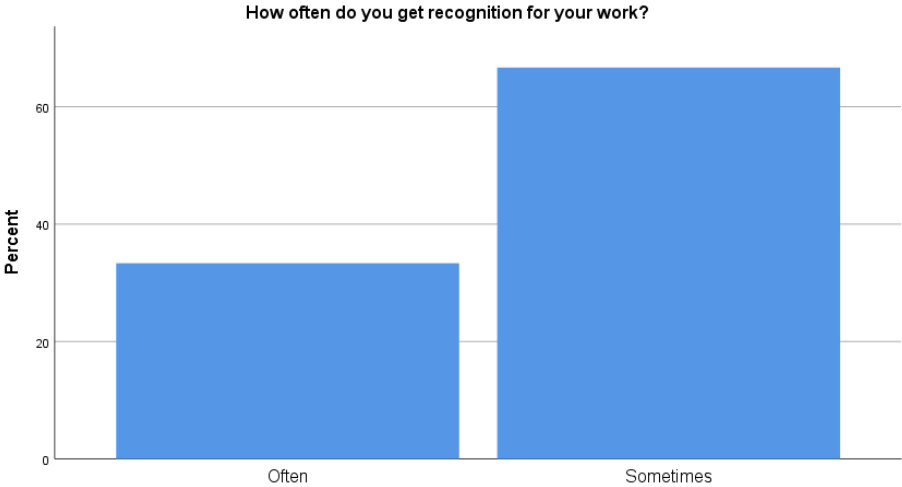


Chart 13: Recognition for work

The employees of the CDA Avenue branch of Bank Asia Ltd. mostly responded ‘Sometimes’ (66.7%) and others responded ‘Often’ (33.3%), which shows that the employees are somewhat satisfied with the recognition that they get for their work. However, recognition plays an important role in the satisfaction of employees because when employees get any kind of recognition for their achievements or works they automatically feel motivated and ultimately satisfied.

14. Satisfaction regarding overall job-

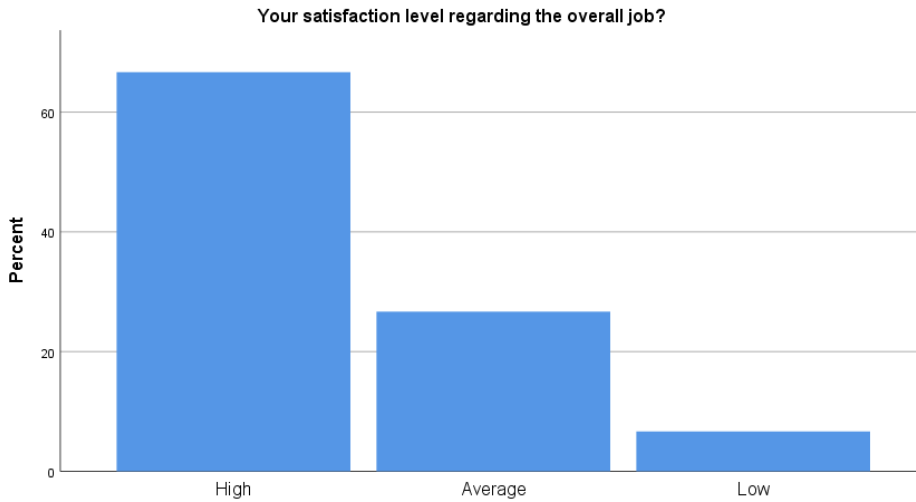


Chart 14: Overall satisfaction

The overall satisfaction of the employees of CDA Avenue Branch is quiet high because 67% of them rated their satisfaction 'High', 27% of them rated 'Average' and the rest 6 % rated 'Low', which is a good percentage for any organization.

15. Things that need improvement-

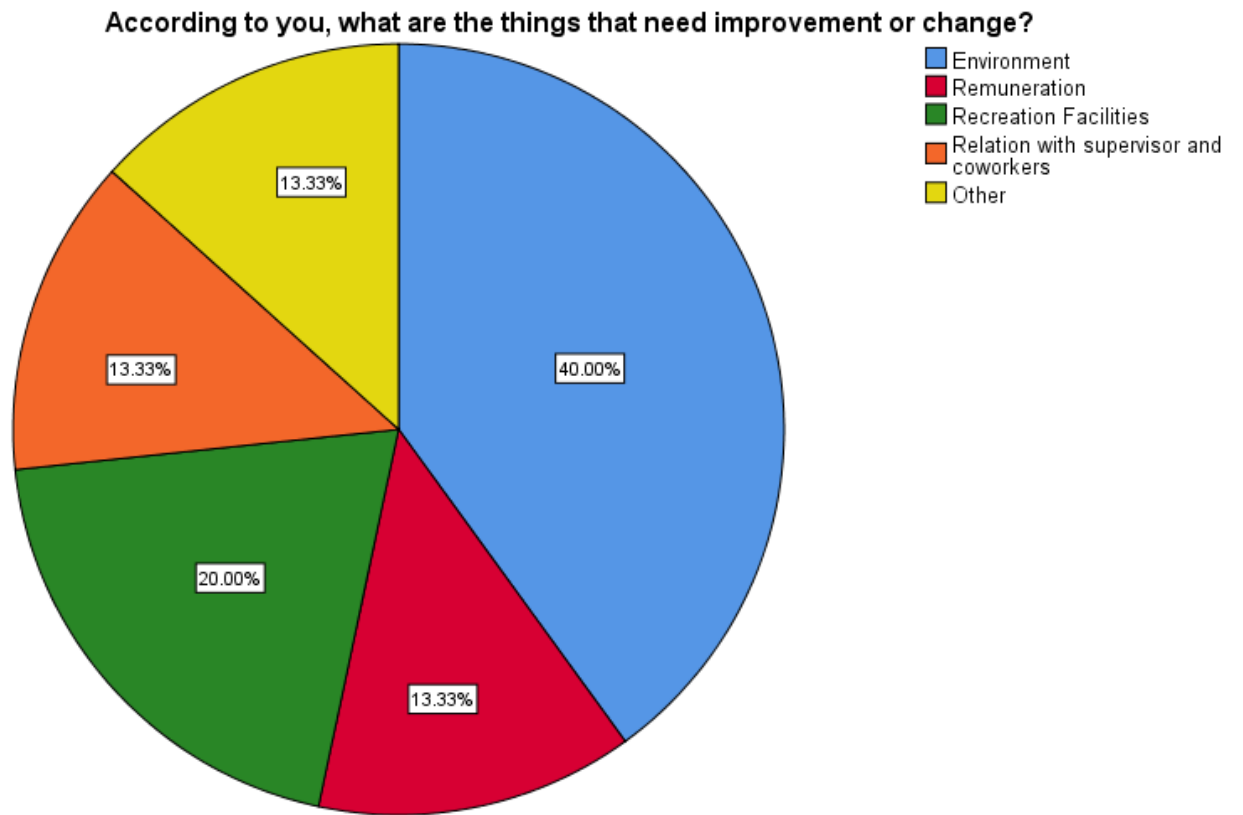


Chart 15: Things that need improvement

In this question, as per the percentages in the pie chart, most of the employees marked 'Environment' that needs improvement and then they marked 'Recreation' and others marked the other factors at equal percentages. While I worked there I also felt that the branch needs to improve the environment.

7. Findings of Study

Some of my observations and findings while working as an intern in Bank Asia Ltd. are given below-

- Most of the supervisors are very friendly and helpful to their subordinates except a few of them.
- The relation between coworkers is very good and they would often arrange lunch or supper for all their colleagues and staff.
- The environment of the organization is not up to the mark and need improvement. It is quiet unorganized and less spacious which contributes to the dissatisfaction of employees. There are no plants and open spaces or any room or cabin from where the employees can take a break from their work and look at the outer world.
- Because of the lack of employees and staff the amount of pressure and stress on some employees is high.
- There is no extra prayer room for the females and they need to pray in the locker room which is very small, congested and not clean enough. According to me, this may make an employee feel dissatisfied because it made me feel so while I was there.

8. Recommendations

A few recommendations that I can provide for the betterment of the employees and overall organization are-

- The number of employees could be increased so that it helps to reduce the work pressure and stress on a few employees and also make it a better experience for the clients by getting quality service.
- The branch can be made more spacious, organized and such that it helps the employees to be in better mental state and perform better.
- A separate small, less congested but clean prayer room can be made for the females.
- The employees can be encouraged to spend more informal time with coworkers; especially supervisors, to reduce the gap between them.
- More frequent outings can be arranged with all the employees and staff of the branch.

9. Conclusion

Bank Asia has made many achievements and is working towards achieving more and to be able to provide the best products and services to its clients. And they consider their employees as their biggest capital and take good care about the development and growth of its employees through providing various training and giving them the opportunity to appear in exams. From the survey research and observation, it can be easily understood that the employees are satisfied enough with most of the factors of employee satisfaction of Bank Asia Ltd though there are a few gaps that need to be fulfilled.

10. References

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11. Appendix

Survey Questionnaire for Employee Satisfaction

Bank Asia, CDA Avenue, Chittagong

Privacy Statement

- Please do not mention any identities as the participants are meant to be anonymous; confidentiality will be assured.
- This survey will be used for academic purpose only.

Please put a tick mark:-

1. What is your gender?

- Male Female

2. Which of the following age groups are you in?

- 20-30 years 31-40 years 41-50 years 51-60 years 60 years+

3. For how many years have you been working in Bank Asia Ltd.?

- 6 months- 2 years 3- 5 years 6 -9 years 10-13 years 14 years+

4. How would you rate your relationship with your coworkers?

1 ○ ————— 2 ○ ————— 3 ○ ————— 4 ○ ————— 5 ○

Very Formal

Very Friendly

5. How well are your responsibilities defined?

1 ○ ————— 2 ○ ————— 3 ○ ————— 4 ○ ————— 5 ○

Very Poorly

Very Well

6. How well are your skills and experience utilized?

1 ○ ————— 2 ○ ————— 3 ○ ————— 4 ○ ————— 5 ○

Fully Unutilized

Fully Utilized

7. How would you rate the stress level of your work?

1 ○ ————— 2 ○ ————— 3 ○ ————— 4 ○ ————— 5 ○

Very High

Very Low

Please Turn Over

8. The tools and technologies provided are enough for you to work efficiently.

1 2 3 4 5

Strongly Disagree

Strongly Agree

9. You have a good Work-Life balance.

1 2 3 4 5

Strongly Disagree

Strongly Agree

10. Your supervisors are helpful and friendly.

1 2 3 4 5

Strongly Disagree

Strongly Agree

11. How satisfactory are the salary and bonus you receive?

- Absolutely Satisfactory Satisfactory Average Unsatisfactory Absolutely Unsatisfactory

12. Are you able to take leave easily whenever needed?

- Always Often Sometimes Seldom Never

13. How often do you get recognition for your work?

- Always Often Sometimes Seldom Never

14. Your satisfaction level regarding the overall job?

- Very High High Average Low Very Low

15. According to you, what are the things that need improvement or change?

Mark all that are applicable –

- Environment Remuneration Recreation Facilities Relation with supervisor and coworkers
 Incident Reporting Process Other

Thank you for your time and cooperation!! 😊