



INTERNSHIP REPORT

A Study on Training Need Assessment

Submitted To

Dr. Md. Mamun Habib
Associate Professor
BRAC Business School

Submitted By:

Yeaminar Rashid

ID: 16364008
Program: MBA

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Letter of Transmittal

18th December, 2018

To

Dr. Md. Mamun Habib

Associate Professor

BRAC Business School

Subject - Submission of Internship Report

Dear Sir,

It is a great honor to submit my internship report on “**A Study on Training Need Assessment**” to you. This is a final outcome of three month long internship program conducted in Renaissance Consultants Limited (RCL) which was a partial requirement for the fulfillment of my degree of Masters of Business Administration in BRAC University. This report will try to give a proper idea about training needs for the various types of professionals, some analysis and recommendations. It has been a great journey and experience to work with such a great and successful organization and prepare my final report.

I am thankful to you for your guidance, suggestions during the preparation of this report. I sincerely hope that this project will live up to your expectation.

Thanks,

Yeaminar Rashid

ID – 16364008

MBA

BRAC University

Letter of Endorsement

The internship report entitled “**A Study on Training Need Assessment**” has been submitted to BRAC Business School’s faculty Dr. Md. Mamun Habib. The submission partially fulfills the requirements for the degree of Master of Business Administration (MBA) of BRAC Business School, BRAC University.

The report is submitted on 18th December, 2018 by Yeaminar Rashid, ID# 16364008. The report has been carried out successfully under the supervision and guidance of Dr. Md. Mamun Habib.

(Any opinions, suggestions made in this report are entirely that of the auth of the report. The University does not condone nor reject any of these opinions or suggestions)

.....
Internship Supervisor

Dr.Md.Mamun Habib
Associate Professor
BRAC Business School
BRAC University

Acknowledgment

First of all, I would like to thank the renowned organization like Renaissance Consultants Limited (RCL) for the last three months and complete my report within the indicated time. I would also like to thank my internship supervisor Dr. Md. Mamun Habib, Associate Professor, BRAC University, Bangladesh whose support and cooperation was the greatest strength for me to complete my internship report successfully. In RCL, I was under the supervision of Parvin S Huda who is the CEO of RCL. So I would like to thank madam for giving me this opportunity. My study that conducted is –“A Study on Training Need Assessment”. The report is containing the proper idea about training need assessment. At the same I would like thank Riyashad Ahmed and Suman Paul Chowdhury for helping me to conduct the survey. The total internship program helped me a lot to enrich my knowledge in a practical working environment.

Executive Summary

Training Need Assessment is crucial factor for professionals. In our professional lives we need more knowledge and skills in addition to academic degrees. Academic qualification and backgrounds is not enough for today's fast changing business environment. Moreover continuous development in terms of training, exposure visits and experiential learning are needed for professionals to be successful today. If an organization attempts to design suitable training for the professional of today; they need to understand what type of training is required by the industries and sectors dominant in the economy. Therefore Training Needs Assessment is the first stage of any training design process. This study illustrates training need assessment based on the primary and secondary data.

Training can be described as “the acquisition of skills, concepts or attitudes that result in improved performance within the job environment”. Training needs analysis looks at each aspect of an operational domain so that the initial skills, concepts and attitudes of the human elements of a system can be effectively identified and appropriate training can be specified. Training helps to improve employee performance, consistency, employee satisfaction, increased productivity and adherence to quality standards, increased innovation for new strategies and products, enhances company reputation and personal profile. It helps to reduces gaps between professional skills and the skills required by the job and department. Therefore the purpose of this study to identify training programs which are most suitable for professionals' in advance academic courses like Masters, MBA, EMBA etc.

The data for this research work will be gathered from primary sources to elicit information from professional respondents. The primary data will be collected through a well structured questionnaire filled in by at least one hundred respondents. Secondary data will be composed from different research paper. This paper will focus on various aspects of Training Need Assessment like what type of professionals need training, in which sectors and functions professionals need more training, preferred duration, cost, time and location of professional training and also seek suggestions from them to better design training interventions for the

prospective trainees. From this primary survey we would explore a proper idea about training needs for the various types of professionals.

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1. Organizational Overview

Renaissance Consultants Limited (RCL) is a unique consultancy service that has provided strategic management guidance and consultation to both private businesses and development organizations since 2006. RCL supports organizations in becoming more effective through improving human resources management and development procedures, designing targeted organizational development interventions and analyzing supply chains for identifying improvement opportunities and increasing their value proposition.

With the core strength of HR, RCL has expertise in customized training, organizational restructuring, HR Policy development, compensation structure / restructuring through comparator analysis, improving Supply Chain effectiveness, outsourced recruitment assessment, performance management system implementation, and all other management and administrative support functions. They provide services to both entrepreneurial start ups and matured organizations that are going through restructuring. They are proud of diverse and international clientele and get most of our work through referrals via word-of-mouth marketing. RCL has extensive experience in working on inclusive business and markets for the pro poor programs through the Business Innovation Facility (BIF) and other projects of different donors. RCL provided support for sector specific co-operation by organizing conferences and workshops on issues such as improving the agricultural supply chain, cross sectoral partnership, inclusive business, DRR and CCA, private sector engagement etc.

Since July 2010, **RCL** has been serving as the Country Management Office of Business Innovation Facility (BIF). BIF is a UKAID initiative and is managed by PricewaterhouseCoopers (PWC) UK, and aims to support companies as they develop or scale up to accommodate inclusive business models. The Facility will be focusing on five countries (Nigeria, Zambia, Malawi, India and Bangladesh) during its three years of piloting. BIF works with Accenture

Development Partnerships, International Business Leaders Forum, and Challenges Worldwide as a part of their international management alliance.

Company Support Areas:

- HR policy development
- HR Audit
- Organizational Development
- Management and administrative support
- Training and Development
- Recruitment & Selection
- Salary structuring including survey
- Development of Performance Appraisal System
- Job Analysis
- Project Management

Renaissance Consultants Limited (RCL) is doing a survey under the Brac University EMA and MBA students about Training Need Assessment. **BRAC University (BRACU)** is a private University in Bangladesh. It was founded as a branch of the BRAC organization by Fazle Hasan Abed in 2001 under the Private University Act, 1991. BRACU hopes to instill in its students a commitment to working towards national development and progress. BRACU is accredited by the University Grants Commission (UGC) and approved by the Ministry of Education, Government of Bangladesh. The goal of the university is to provide an excellent broad-based education with a focus on professional development for students, in order to equip them with the knowledge and skills necessary for leading the country in its quest for development. Along with this, the university provides an environment for faculty development to ensure a dynamic teaching environment. Faculty will be provided with an environment in which they can further their teaching-learning skills and contribute to the creation of new knowledge by developing and using their research skills. BRACU has thirty two academic programs, among these sixteen are undergraduate and rests are postgraduate programs. So Renaissance Consultants Limited chooses this university for conducting the survey about Training Need Assessment. They want to identify various aspects of Training need analysis like how much professional need training, in which sector professional need more training, duration, cost, preferable time and location of

professional training. Therefore the purpose of this study to identify training programs which are most suitable for professionals' in advance academic courses like Masters, MBA, EMBA etc. An appropriate idea about training need assessment for professional will be get from this survey.

2. Introduction

2.1 Rationale

In every field of study, theoretical course work and the field experience play major role to shape the knowledge and skill of a student. In case of business studies the real life experience make the difference in a bigger aspect. To achieve excellence business studies always tries to reflect the real life scenario and the theoretical assumptions side by side. Due to the ever changing nature of business organizations today almost every business schools and institutes are arranging internship programs. In one side as a business student the course works build my basic and this very internship program gives me the real life exposure in one of the well-known consultancy service Renaissance Consultants Limited.

2.2 Statement of the Problems

No real evaluation has been done for the students of BRAC University to identify how many students want professional training to develop their skill and knowledge. This study investigates what type of professionals need training, in which sectors and functions professionals need more training, preferred duration, cost, time and location of professional training.

2.3 Scope of the Report

This report talks about the Training Need Assessment process. There is detail description of the Training Need Assessment and the questionnaire. Moreover in the project part I talked about the training where the Training Needs Assessment process is described and analyze the efficiency of outcome analysis. I collected information through a survey. The EMBA and MBA students of Brac University are participate in this survey. After completion of this survey I tried to work with the data as efficient as possible and tried to understand and learn from practical work experiences and make an attractive, well informed and an effective report.

2.4 Limitations of the Report

I have faced some problems and limitations in my study. Some of the constraints I had come up with while preparing this report are given below:

- For the confidentiality concern, access to some information was not available.
- I did not get enough time to study which is the base of preparing a report. To know about everything in Learning and Development division three months is quite little time to learn.
- To prepare this report I have faced problem to convince student to fill up the questionnaire.

2.5 Objective of the Report

Broad Objective

Gain a real life exposure with a business organization to relate with the theoretical practice.

Specific Objective

- To Learn and gain knowledge from practical experiences.
- To identify professional interest level about training.
- To identify what type of professionals need training
- To determine which sectors and functions professionals need more training.
- To identify preferred duration, cost, time and location of professional training.
- To make some recommendations and conclusion to better design training interventions for the prospective trainees.
- To explore a proper idea about training needs for the various types of professionals.

3. Literature Review

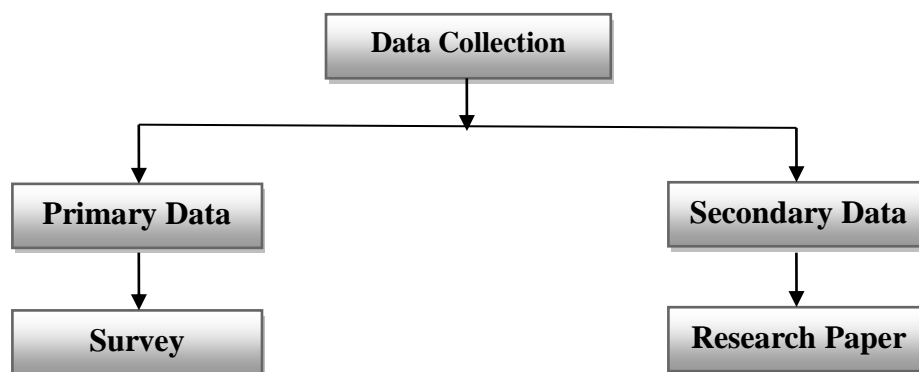
According to the Edwin B Flippo, “Training is the act of increasing knowledge and skills of an employee for doing a particular job.” (Personnel Management, McGraw Hill; 6th Edition, 1984)

The term ‘training’ indicates the process involved in improving the aptitudes, skills and abilities of the employees to perform specific jobs. Training helps in updating old talents and developing new ones. ‘Successful candidates placed on the jobs need training to perform their duties effectively’. (Aswathappa, K. Human resource and Personnel Management, New Delhi: Tata Mcgraw-Hill Publishing Company Limited, 2000, p.189)

According to the Michel Armstrong, “Training is systematic development of the knowledge, skills and attitudes required by an individual to perform adequately a given task or job”. (A Handbook of Human Resource Management Practice, Kogan Page, 8th Ed., 2001).

4. Methodology

Both primary and secondary sources are used to collect data for this report. With the view to have individual feedback on the training needs assessment was carried out for which a well structured questionnaire was developed, tested and used to collect data. The primary data has been collected through a well structured questionnaire from the students of EMBA and MBA of BRAC University. Secondary data was composed from different research paper.



4.1. Primary Sources of Data

To collect data from the primary sources, we used questionnaire survey method; because this research work is exclusively carry out for Training Need Assessment. In this study mostly primary data will be used to draw a recommendation. We confirmed our respondents that all the data collected from them will be kept confidential and exclusively used for academic purposes and their individual identity would be kept undisclosed.

4.2. Secondary Sources of Data

Secondary data was collected from different Newspaper, Internet, Different Books, Articles, and research paper and Journal etc.

4.3. Study population

This study is conducted with help of EMBA and MBA students of BRAC University. The students of the University were the sample size.

4.4. Study of Report

For this study, descriptive research method is utilized. In this method, it is made possible that the study be cheap and quick. The study particularly targets at the students of the BRAC University. Collecting data through questionnaire for this survey can be done with relatively low cost and I can obtain accurate information for my research work.

4.5. Sampling

The data used in this research consists of questionnaire responses from participants of the BRAC University. The students of EMBA and MBA of BRAC University are the population. The Research was conducted by more than hundred individuals, each taking five to ten minutes to be filled out questionnaire. So, samples will be taken only from these students of BRAC University.

Type of investigation	Co relational Study
Instrument	Structured Questionnaire
Population	EMBA and MBA students
Location	BRAC University
Sample size	More than 100

4.6. Qualitative Research

This report based on Qualitative Research rather than Quantitative Research. This is descriptive type of research utilizes observations in the study, this research method of inquiry employed in many different academic disciplines such as Training Needs Assessment questionnaires which is open ended questions

5. Training Need Assessment

An assessment process that serves as a diagnostic tool for determining what training needs to take place. This survey gathers data to determine what training needs to be developed to help individuals and the organization accomplish their goals and objectives. It reduces gaps between employee skills and the skills required by the job and department. Once the training needs are identified, then you need to determine/develop objectives to be accomplished by the training. The world of work is fast changing and to keep up with the changing advancement in all sectors and fields; professionals need to continuously develop their skill with training. That's why training is more important for professionals.

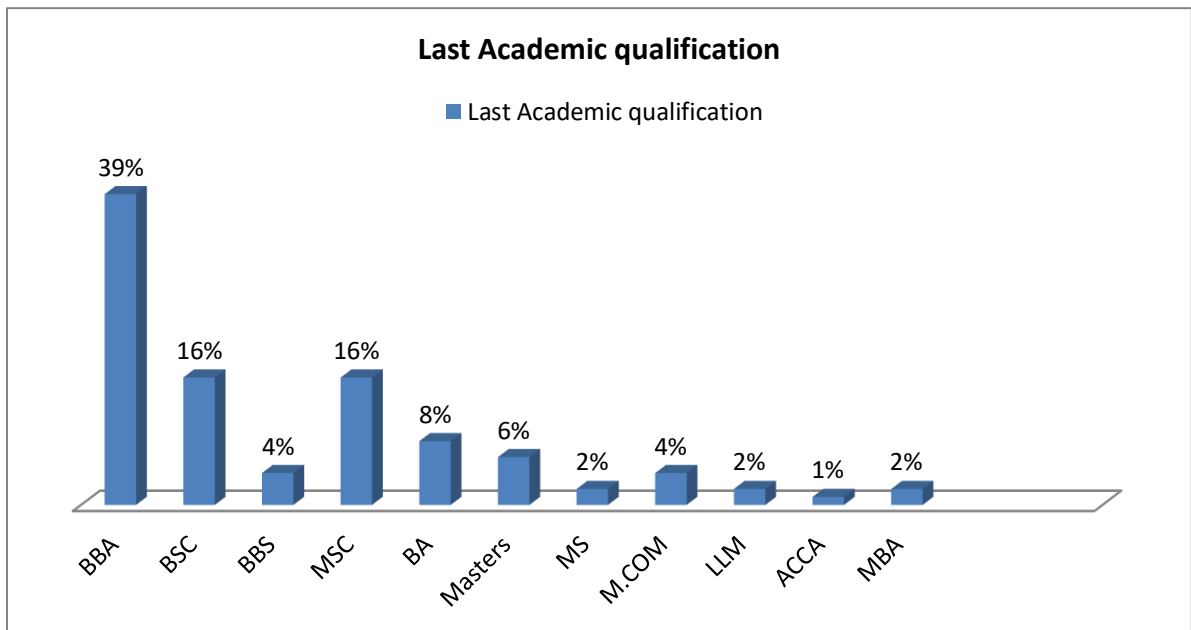
On the other hand new workplace demands and requirements are causing major changes in formal education as well as in professional training. Some factors seem to introduce a new scenario for organizations: the rapid pace of technological change in the information society, the increasing content knowledge required for production, the reduction in the product life cycle, and rapidly changing production processes. The need for workers' continuous learning is one of the various effects of these pressures. In this context, Training Needs Assessment (TNA) processes have a strategic role because they provide clear guidelines as to which professional skill deficiencies must be remedied and what the profile of future trainees should be. The final product of a training needs analysis is an accurate description of exactly what type of training is required, which is adapted to the real situation of the professionals in and of the environment in which they operate.

6. Analysis and Interpretation of the Data

In the questionnaire there are 17 questions. During the one-week period, 23 surveys were completed. Within 2 to 3 week more than hundred surveys were completed. After collecting all of the survey results, then we analyzed the data and data presented as findings, conclusions and recommendations. All the data of each questions are describe below:

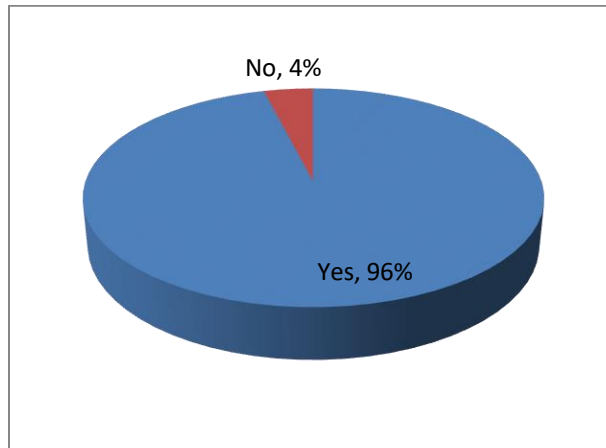
1. What is your last academic qualification?

The bar chart below shows the percentage of students participate in last academic qualification. Out of the 100 studies the largest proportion (39%) of assessments are BBA, second largest (16%) are BSC and MSC, others academic degrees like BBS, BA, Masters, M.COM, LLM, ACCA, MBA etc are in the range of 1 to 8%.



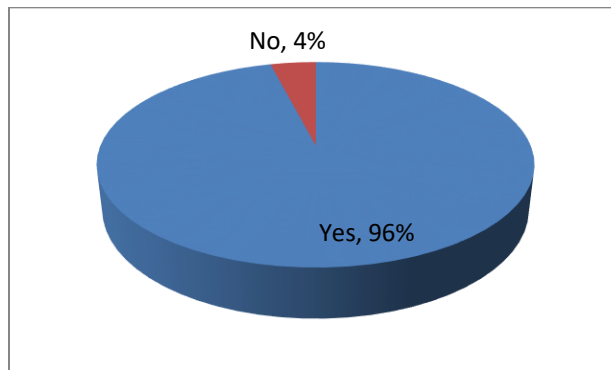
2. Are you participating in advance academic courses now?

The pie chart below shows the percentage of students participate in advance academic courses. The largest percentage (96%) students participate in advance course and only 4% students are not participating in advance course.



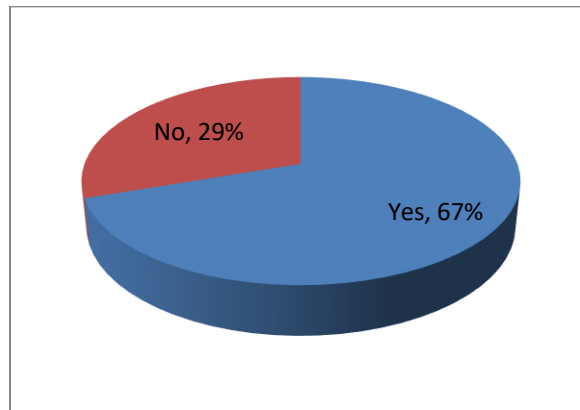
3. Are you interested in participating in professional training?

The pie chart below shows the percentage of students participates in professional training. The largest percentage (96%) students are interested in participating in professional training and only 4% are not interested.

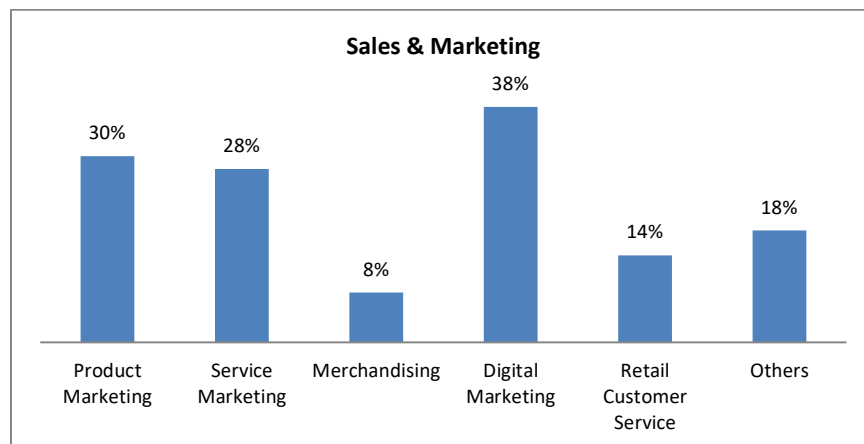


4. **Are you interested in participating in professional training related to Sales & Marketing?**

The pie chart below shows the percentage of students interest in participating in professional training related to Sales & Marketing. Here 67% students are interested and 29% are not interested to participating in sales & marketing related training.



The bar chart below shows the Percentage of their preferable area related to Sales & marketing. Here 38% prefer digital marketing, 30% prefer product marketing, 28% prefer service marketing, 14% prefer retail customer service and 8% prefer Merchandising.

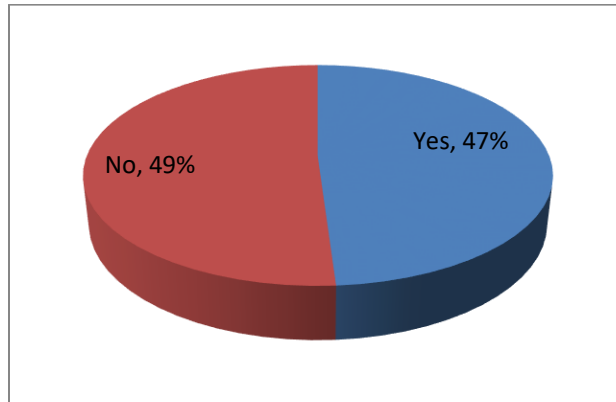


18% respondent specifies other training topic which is given below:

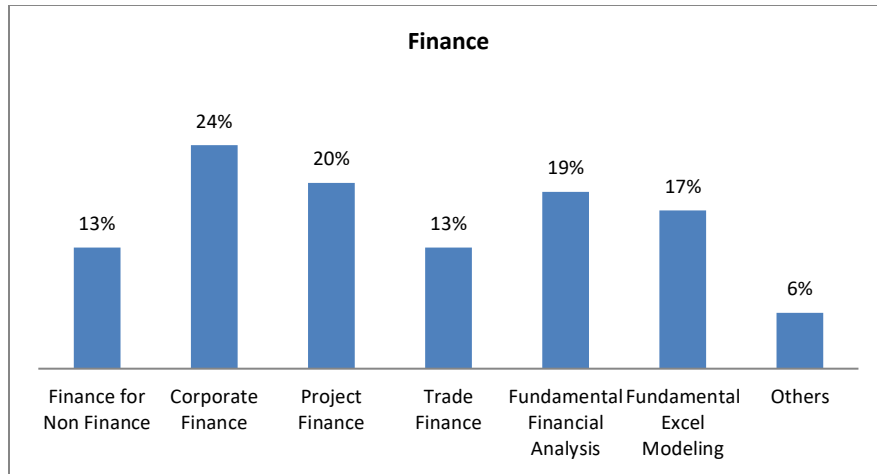
• Customer Relationship	• Brand Management
• Corporate Marketing	• Brand Audit
• Branding	• Market Survey
• Brand Budgeting	• Product Management
• Retail Sales Dimension Planning	

5. Are you interested in participating in professional training related to Finance?

The pie chart below shows the percentage of students' interest in participating in professional training related to Finance. Here 47% students are interested and 49% are not interested to participating in Finance related training.



The bar chart below shows the Percentage of their preferable area related to Finance. Here 13% prefer Finance for Non Finance, 24% prefer Corporate Finance, 20% prefer Project Finance, 13% prefer Trade Finance and 19% prefer Fundamental Financial Analysis and 17% prefer Fundamental Excel Modeling.

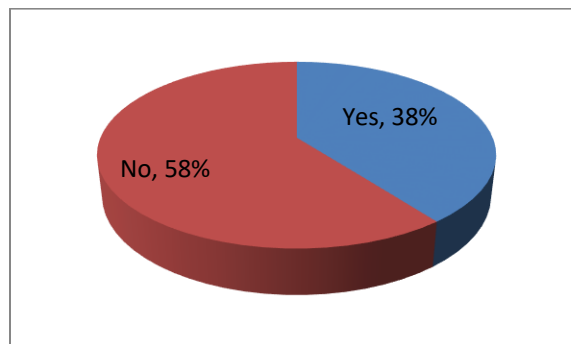


6% respondent specifies other training topic which is given below:

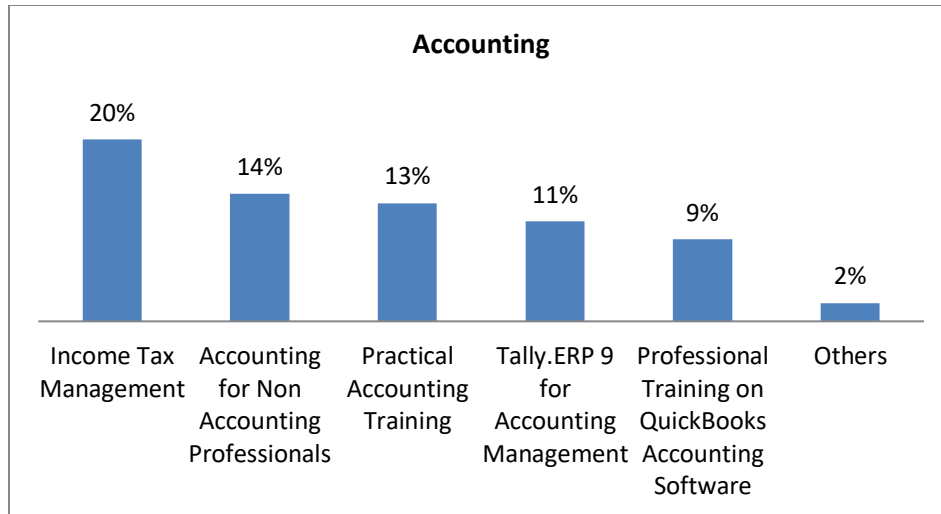
<ul style="list-style-type: none"> • Project Finance 	<ul style="list-style-type: none"> • Trade Finance & Excel Modeling
<ul style="list-style-type: none"> • Finance for Executive 	<ul style="list-style-type: none"> • Finance Business Strategy

6. Are you interested in participating in professional training related to Accounting?

The pie chart below shows the percentage of students' interest in participating in professional training related to Accounting. Here 38% students are interested and 49% are not interested to participating in Accounting related training.



The bar chart below shows the Percentage of their preferable area related to Accounting. Here 20% prefer Income Tax Management, 14% prefer Accounting for Non Accounting Professionals, 13% prefer Practical Accounting Training, 11% prefer Tally.ERP 9 for Accounting Management and 9% prefer Professional Training on QuickBooks.

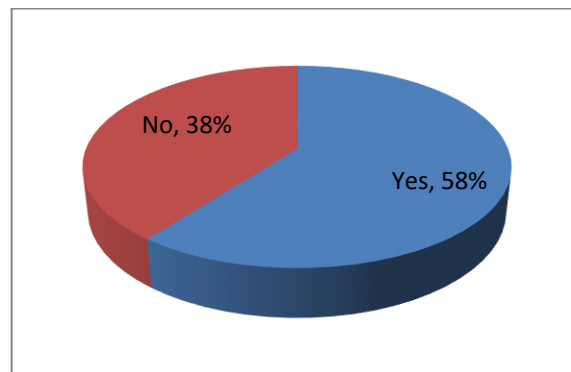


2% respondent specifies other training topic which is given below:

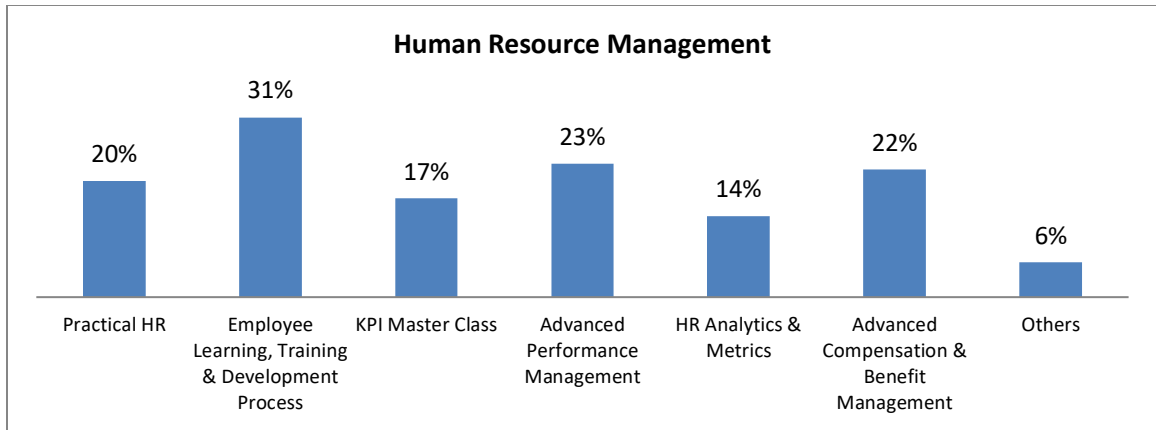
- | | |
|----------------------|----------------|
| • Account management | • SAP Software |
|----------------------|----------------|

7. Are you interested in participating in professional training related to Human Resource Management?

The pie chart below shows the percentage of students' interest in participating in professional training related to Human Resource Management. Here 58% students are interested and 38% are not interested to participating in Human Resource Management related training.



The bar chart below shows the Percentage of their preferable area related to Human Resource Management. Here 20% prefer Practical HR, 31% prefer Employee Learning, Training & Development, 17% prefer KPI Master Class, 23% prefer Advanced Performance Management, 14% prefer HR Analytics & Metrics and 22% prefer Advanced Compensation & Benefit.

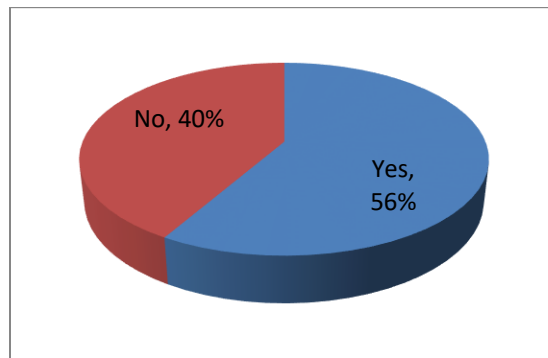


6% respondent specifies other training topic which is given below:

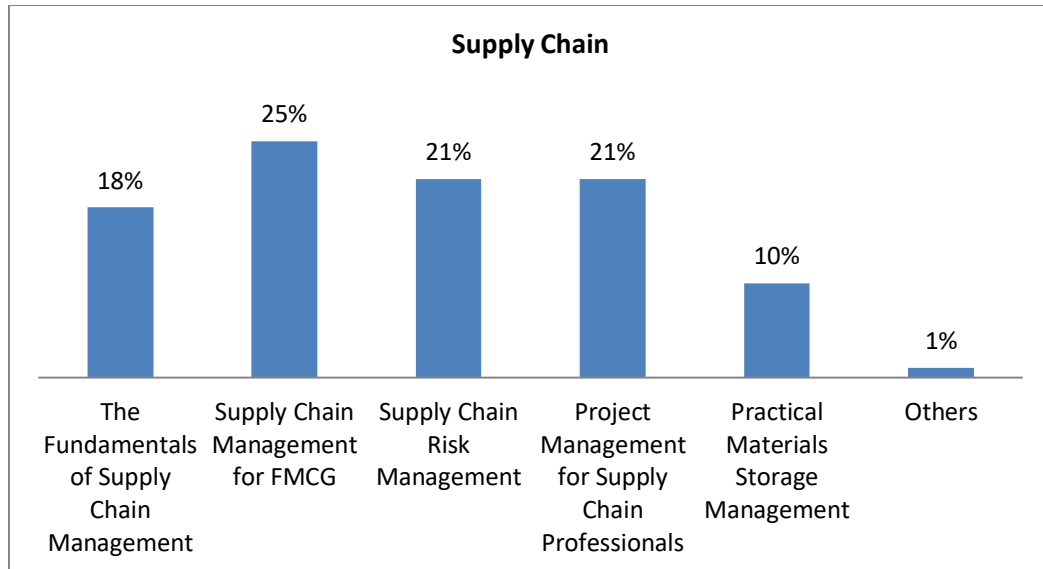
• Diploma in HR	• HRMC
• HRIS	• HR Accounting
• Administration	• Competence Based interview

8. Are you interested in participating in professional training related to Supply Chain?

The pie chart below shows the percentage of students interest in participating in professional training related to Supply Chain. Here 56% students are interested and 40% are not interested to participating in Supply Chain related training.



The bar chart below shows the Percentage of their preferable area related to Supply Chain. Here 18% prefer The Fundamentals of Supply Chain, 25% prefer Supply Chain Management for FMCG, 21% prefer Supply Chain Risk Management, 21% prefer Project Management for Supply Chain and 10% prefer Practical Materials Storage Management.

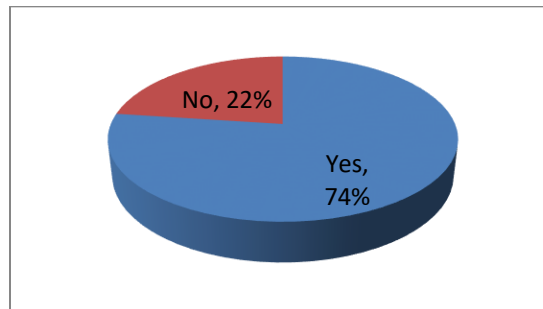


6% respondent specifies other training topic which is given below:

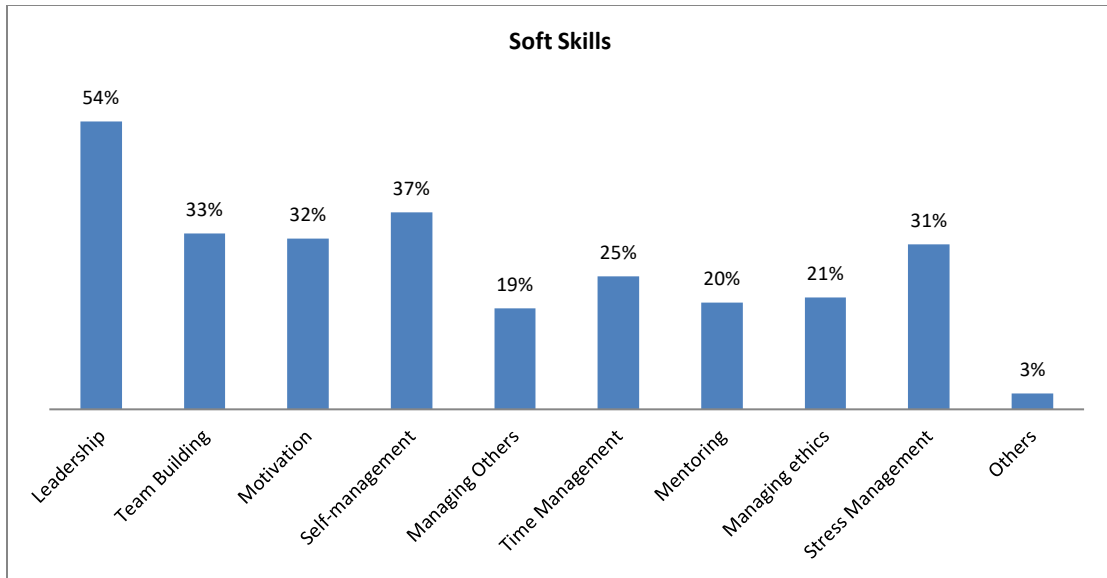
- Forecasting

9. Are you interested in participating in professional training related to Soft Skills?

The pie chart below shows the percentage of students interest in participating in professional training related to Soft Skills. Here 74% students are interested and 22% are not interested to participating in Soft Skills related training.



The bar chart below shows the Percentage of their preferable area related to Soft Skills. Here 54% prefer Leadership, 33% prefer Team Building, 32% prefer Motivation, 37% prefer Self-management, 19% prefer Managing Others, 25% prefer Time Management, 20% prefer Mentoring, 21% prefer Managing ethics and 31% prefer Stress Management.

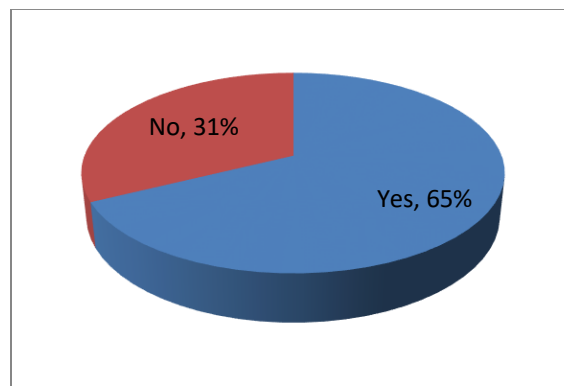


3% respondent specifies other training topic which is given below:

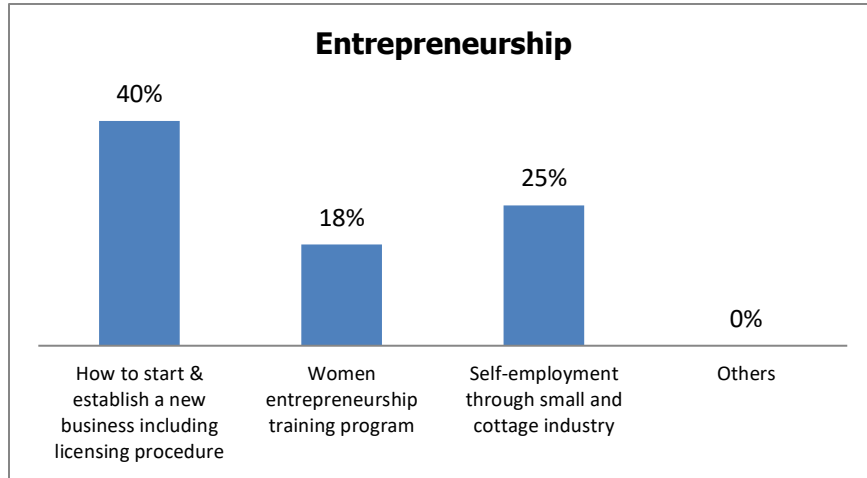
• Office Management	• Collaboration
• Negotiation	• Empathy
• NLP	• Office Application

10. Are you interested in participating in professional training related to Entrepreneurship?

The pie chart below shows the percentage of students interest in participating in professional training related to Entrepreneurship. Here 65% students are interested and 31% are not interested to participating in Entrepreneurship related training.

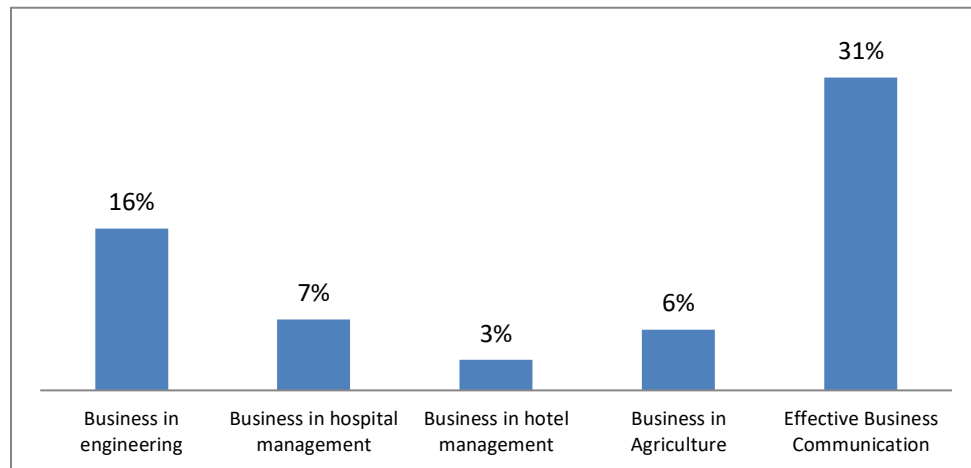


The bar chart below shows the Percentage of their preferable area related to Entrepreneurship. Here 40% prefer How to start & establish a new business, 18% prefer Women entrepreneurship training program and 25% prefer Self-employment through small and cottage.



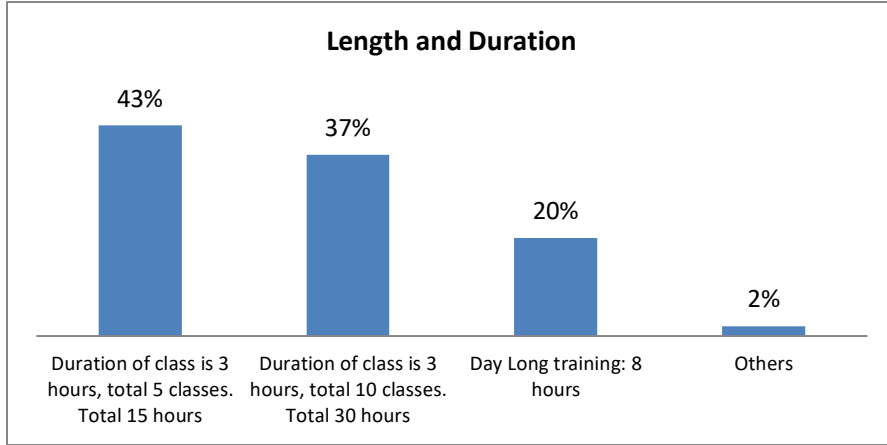
11. Are you interested in participating in other training program like

The bar chart below shows the Percentage of other training program. Here 16% prefer Business in engineering, 7% prefer Business in hospital management, 3% prefer Business in hotel management, 6% prefer Business in Agriculture and 31% prefer Effective Business Communication.



12. What should be the average length or duration of training you prefer?

The bar chart below shows the Percentage of the average length or duration of training. Here 43% prefer Duration of class is 3 hours, total 5 classes, 37% prefer Duration of class is 3 hours, total 10 classes, 20% prefer Day Long training 8 hours.

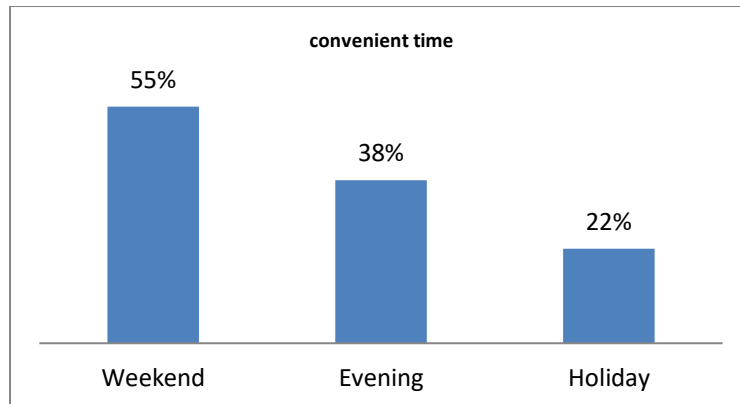


2% respondent specifies other option which is given below:

- | | |
|---|--|
| <ul style="list-style-type: none">• Weekly 1.5 hours in Weekend | <ul style="list-style-type: none">• 3 hours in Evening |
|---|--|

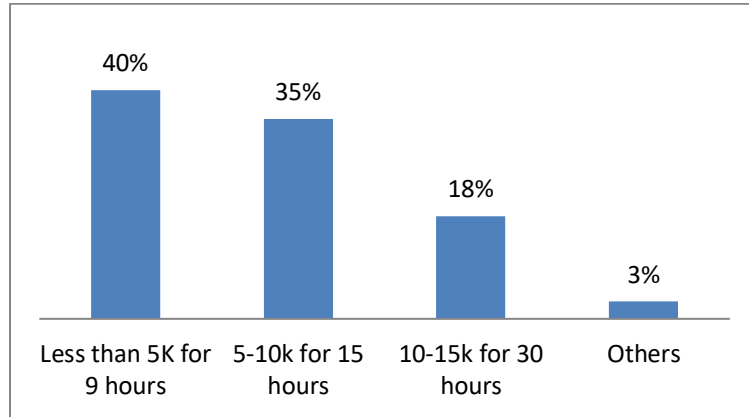
13. Please select the most convenient time for you to attend training programs

The bar chart below shows the Percentage of convenient time. Here 55% prefer weekend, 38% prefer evening and 22% prefer holiday as convenient time.



14. Please select the most desirable cost for you to attend training programs

The bar chart below shows the Percentage of desirable cost. Here 40% prefer 5K for 9 days, 35% prefer 5-10K for 15 hours and 18% prefer 10-15k for 30 hours.

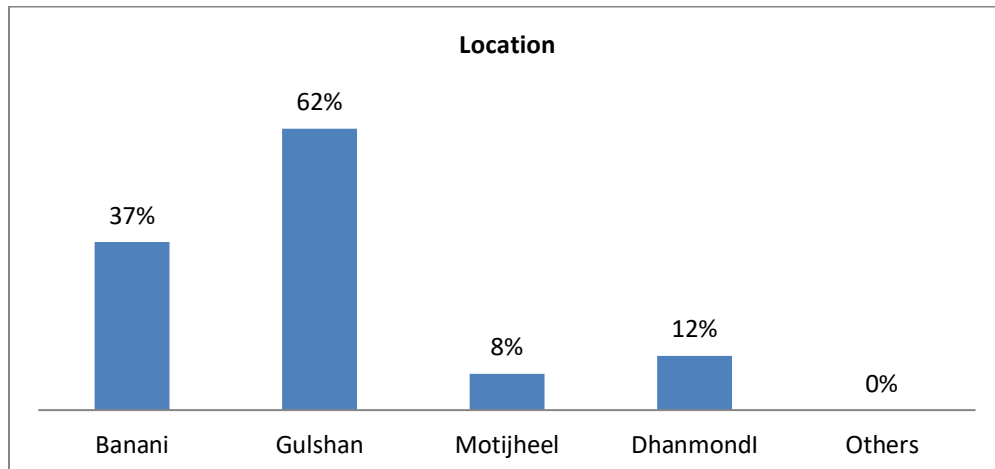


3% respondent specifies other option which is given below:

<ul style="list-style-type: none"> • Free 	<ul style="list-style-type: none"> • Less than 5K for 15 Hours
<ul style="list-style-type: none"> • 1.5-2k for a Day Long Training 	

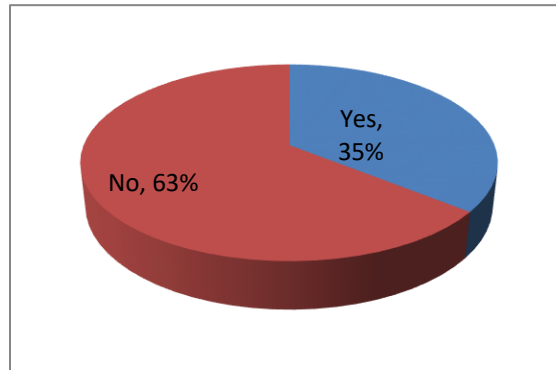
15. Please select the most desirable Location for you to attend training programs

The bar chart below shows the Percentage of desirable Location. Here 37% prefer Banani, 62% prefer Gulshan, 8% prefer Motijheel and 12% prefer Dhanmondi.



16. Have you done any certification courses?

The pie chart below shows the percentage of students have done certification courses. Here 63% students are not participate any certification courses and 35% students done certification courses.



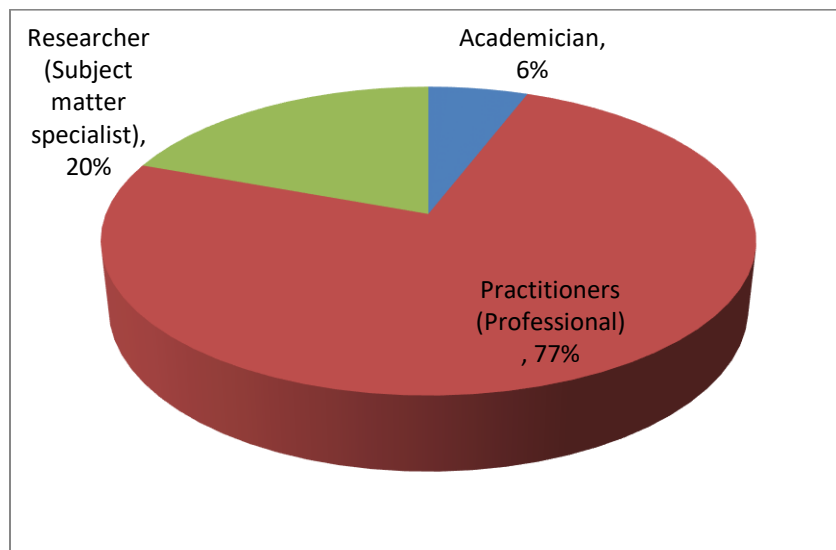
Those certification courses have done by students are given below:

<p>Safety and security management:</p> <p>Personal Safety and Social Responsibilities Medical First-aid Personal Survival Techniques Advance Fire fighting AES</p>	<p>Finance and account & Banking:</p> <p>Financial modeling Income tax management Vat training Tally-erp-9 FDI Core banking International Trade Finance Cash Transaction Reporting E-banking and E-commerce</p>
<p>IT:</p> <p>CCNA RHCSA RHCVA Computer operating Advance analysis in Excel MIS</p>	<p>Statistical:</p> <p>Research methodology</p>
<p>Soft skills & language</p> <p>Interview skill Workplace skill development Communication effectively</p>	<p>Soft skills & language</p> <p>PSDP Front desk & Secretarial IELTS</p>

Problem solving Team building	Leadership Business communication EES
HR HRMC PGDHRM	Supply Chain Supply Chain management
Marketing & sales Digital marketing Marketing for beginners Sales engineering	

17. Your preferable Trainer

The pie chart below shows the percentage of preferable Trainer. Here 77% students prefer Practitioners, 20% students prefer Researcher and 6% prefer Academician.

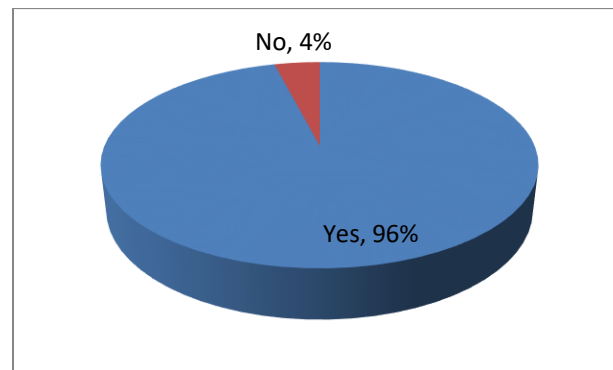


7. Findings of Study

After analysis all the data of this survey we get idea about training need for professionals. More than hundred are participating in the survey and they gave different thought about training. So in our analysis part we put all data. Then we found different comparison about different function. I preset all these comparison in different bar chart, pie chart and tables. In findings part I specify the specific significant findings of the study after the analysis and interpretation of the Data. The significant findings are described below:

1. How many professionals interested in training?

We found that most of the professional interested in training program. From the survey we saw that largest portion (96%) want training. Only 4% does not want any professional training. Thus training is more important for professional to develop their knowledge and skill that's why most of them are interested to participate in training program.

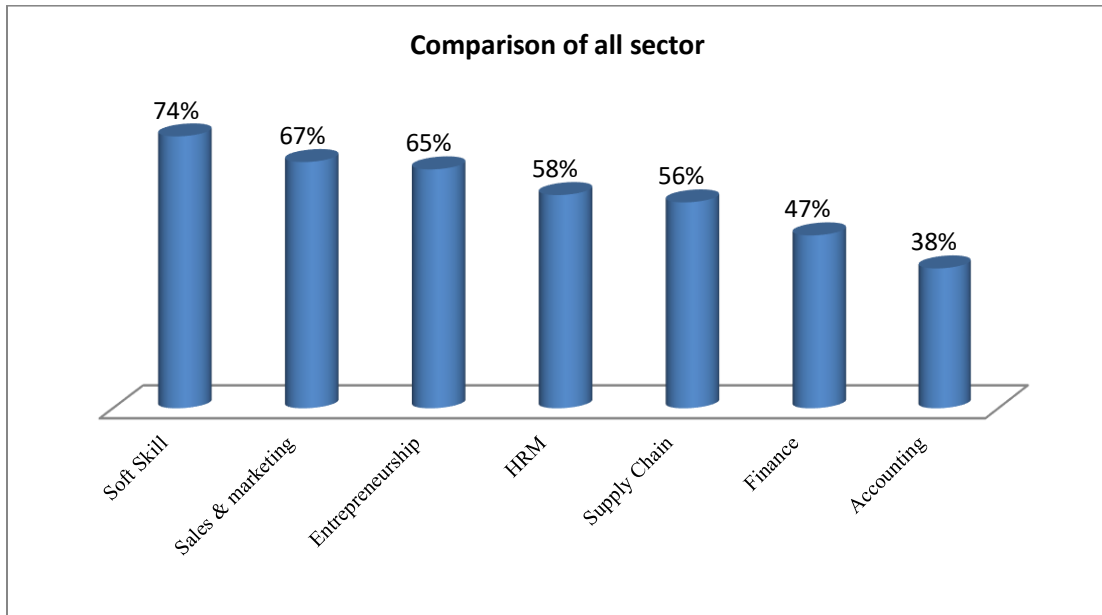


2. Which sectors professionals need more training?

In the questionnaire some sector are included like Sales and Marketing, Finance, Accounting, Human Resource Management, Supply Chain, Soft skill and Entrepreneurship. The percentages of selected sector are presented in a bar chart.

The bar chart below shows the Percentage of elected sector. Here largest portion (74%) prefer soft skill related training, Second largest (67%) prefer Sales and Marketing, 65%

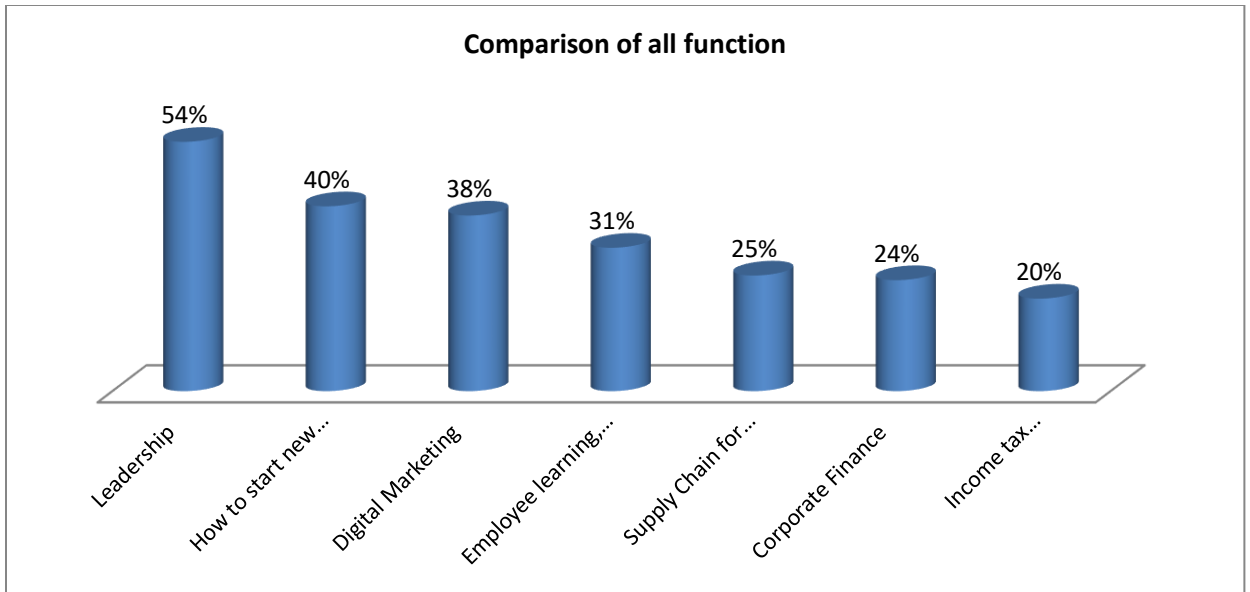
prefer Entrepreneurship, 58% prefer Human Resource Management, 56% prefer Supply Chain, 47% prefer Finance and 38% prefer Accounting.



3. What type of training need professional?

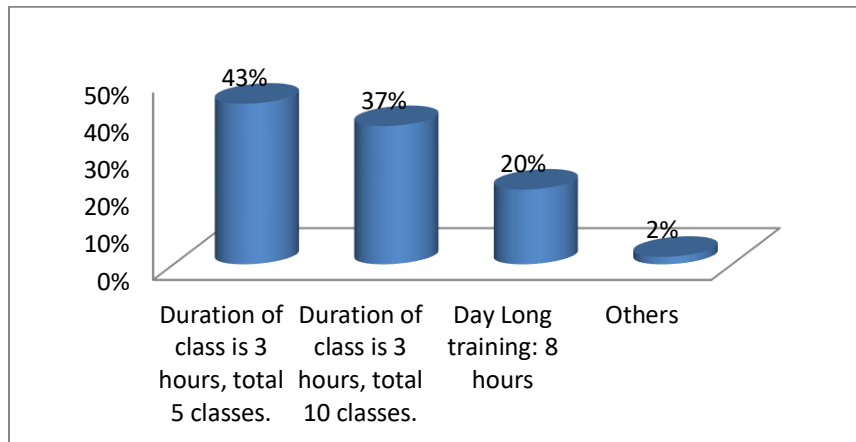
After considering all function of sectors we found what type training professional prefer. Here most desirable function like leadership, digital marketing, corporate finance etc is compared.

The bar chart below shows the Percentage of desirable function. Here Most of the professional need Leadership training and the percentage is 54%. Then 38% need Digital Marketing, 24% need Corporate Finance, 20% need Income tax Management, 31% need Employee learning, training and development process, 25% percent need Supply Chain for FMCG management and 40% need How to start new business related training. So Leadership training, Digital Marketing and How to start new business are most important training for professionals.



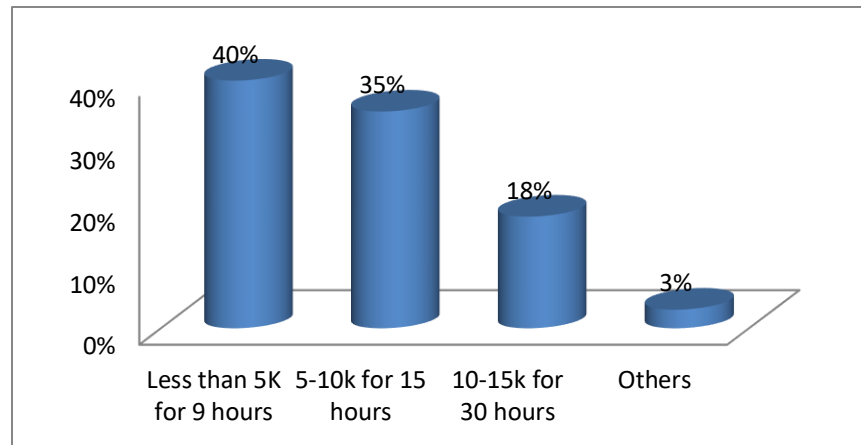
4. Duration

From our analysis we observed that most of the professional like 3 hours class, total 5 classes. So this duration or length is more desirable of the professional. On the other hand, few professional suggest that they want 3.5 and 3 hours classes. The Bar chart below shows the percentage of length or duration.



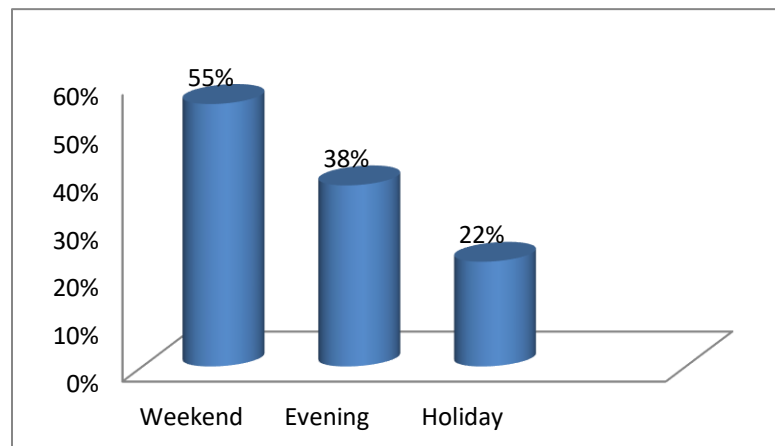
5. Convenient cost

From the analysis another observation is the preferable cost is less than 5k for 9 hours. 40% professional choose it and 35 % choose 5-10k for 15 hours. The bar chart below shows it:



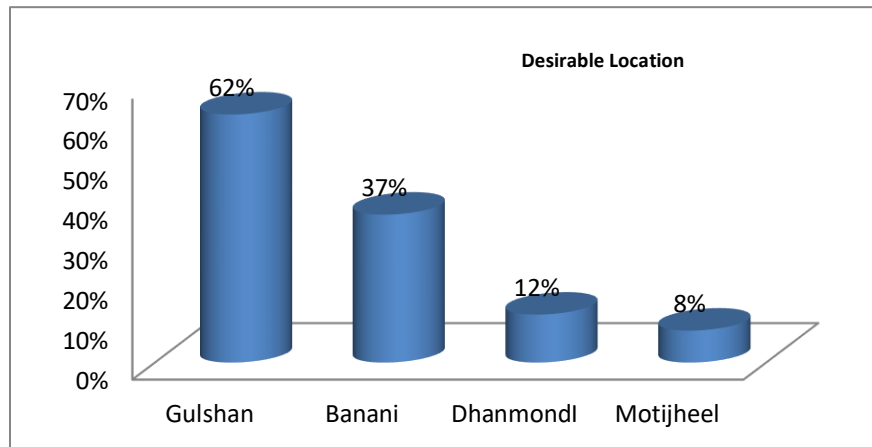
6. Convenient time

Another observation is most convenient time which is weekend. More than 50% professional choose weekend as a convenient time. Here 38% professional choose evening and 22% choose holiday. The bar chart below shows it:



7. Desirable Location

In our survey we add a question about preferable location. Since all our respondents are from BRAC University so most preferably that is why they prefer Gulshan. Then Bonani is their second choice and few numbers of professional select Dhanmondi and Motijheel as desirable location. The Bar chart below shows the percentage of Desirable location.



8. Recommendations

RCL has a great command in the training need process and the HR team works with full of dedication. Therefore study of data and analyzing the recommendations for me were bit difficult, since I spent a short time there. Yet after working for 3 months I have managed to find out the recommendations from which it can be better and healthier. The following recommendations are described below:

- Training Need Assessment is important for any professional. Most of the professionals want to do training for developing their carrier. They thought this kind of training will facilitate them. So RCL must have to organize training program for professional as early as possible.
- From the survey we realize a lot of professional prefer training on soft skill, entrepreneur, digital marketing etc. If RCL can organize this type of training then they will get lot of trainer.
- Another recommendation is if RCL can provide short term training like 15 hours or 30 hours or day long program then it will be more supportive for the professional.
- In our country most of the organizations are closed on Friday and Saturday. So training program must be organized on weekend or holiday.
- Cost is important issue for trainee. So RCL should try to organize training with very low cost.
- When they design any training program on that time they have to more concern about location. Location is very important for any training program and tries to select a preferable location.
- In the questionnaire respondent write some certificate courses name which already they done. So RCL can get idea from those courses to offer any training program.

9. Conclusion

This is an age of stiff and cut-throat competition. It is all about “Survival of the fittest” in the employment market as there is more supply of human resources than is needed. In today’s job market, people are expected to upgrade themselves on a regular basis or become obsolete. The world of work is fast changing and to keep up with the changing advancement in all sectors and fields; professionals need to continuously develop their skill with training. People simply cannot afford to be stagnant in one place, because others will overtake them. So they need continuous development of their knowledge. That’s why we did a survey for identifying different aspect of training. An assessment process that serves as a diagnostic tool for determining what training needs to take place. This survey gathers data to determine what training needs to be developed to help individuals and the organization accomplish their goals and objectives. This is an assessment which helps to develop employee and organizational knowledge, skills, and abilities, to identify any gaps or areas of need. Once the training needs are identified, then it is necessary to determine/develop objectives to be accomplished by the training. So from this we get a proper idea about training needs for the various types of professionals.

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Annex: Questionnaire

Training Need Assessment

Dear Sir/Madam

We are students of BRAC University. We are conducting a Training Need Assessment for professional capacity building. As you all know in our professional life we need more knowledge and skills in addition to academic degrees. Training helps to improve employee performance, consistency, employee satisfaction, increased productivity, innovation for new strategies and enhances company reputation and personal profile. Hence, training services which are most suitable for professional in advance courses like Masters, MBA, EMBA etc. We are conducting the survey and your input will help us to guide the design of executive training.

We appreciate you spending about 15 minutes of your valuable time to fill up this questionnaire which is given below.

Name(optional):		
Organization*:	Department*:	
Designation*:	Cell No:	
Email Address:		
1. What is your last academic qualification?		
2. Are you participating in advance academic courses now? (If yes please mention below)		
3. Are you interested in participating in professional training? *		
<input type="checkbox"/> YES	<input type="checkbox"/> NO	
4. Are you interested in participating in professional training related to Sales & Marketing?		
<input type="checkbox"/> YES	<input type="checkbox"/> NO	
If yes then which area you prefer		
<input type="checkbox"/> Product Marketing	<input type="checkbox"/> Service Marketing	<input type="checkbox"/> Merchandising
<input type="checkbox"/> Digital Marketing	<input type="checkbox"/> Retail Customer Service	
Please specify any other training topic you want to participate bellow:		
5. Are you interested in participating in professional training related to Finance?		
<input type="checkbox"/> YES	<input type="checkbox"/> NO	
If yes then which area you prefer		
<input type="checkbox"/> Finance for Non Finance	<input type="checkbox"/> Corporate Finance	<input type="checkbox"/> Project Finance

<input type="checkbox"/> Trade Finance	<input type="checkbox"/> Fundamental Financial Analysis	<input type="checkbox"/> Fundamental Excel Modeling
Please specify any other training topic you want to participate below:		
6. Are you interested in participating in professional training related to Accounting?		
<input type="checkbox"/> YES		<input type="checkbox"/> NO
If yes then which area you prefer		
<input type="checkbox"/> Income Tax Management	<input type="checkbox"/> Accounting for Non Accounting Professionals	<input type="checkbox"/> Practical Accounting Training
<input type="checkbox"/> Tally.ERP 9 for Accounting Management	<input type="checkbox"/> Professional Training on QuickBooks Accounting Software	
Please specify any other training topic you want to participate below:		
7. Are you interested in participating in professional training related to Human Resource Management?		
<input type="checkbox"/> YES		<input type="checkbox"/> NO
If yes then which area you prefer		
<input type="checkbox"/> Practical HR	<input type="checkbox"/> Employee Learning, Training & Development Process	<input type="checkbox"/> KPI Master Class
<input type="checkbox"/> Advanced Performance Management	<input type="checkbox"/> HR Analytics & Metrics	<input type="checkbox"/> Advanced Compensation & Benefit Management
Please specify any other training topic you want to participate below:		
8. Are you interested in participating in professional training related to Supply Chain?		
<input type="checkbox"/> YES		<input type="checkbox"/> NO
If yes then which area you prefer		
<input type="checkbox"/> The Fundamentals of Supply Chain Management	<input type="checkbox"/> Supply Chain Management for FMCG	<input type="checkbox"/> Supply Chain Risk Management
<input type="checkbox"/> Project Management for Supply Chain Professionals	<input type="checkbox"/> Practical Materials Storage Management	
Please specify any other training topic you want to participate below:		
9. Are you interested in participating in professional training related to Soft Skills?		
<input type="checkbox"/> YES		<input type="checkbox"/> NO
If yes then which area you prefer		
<input type="checkbox"/> Leadership	<input type="checkbox"/> Team Building	<input type="checkbox"/> Motivation
		<input type="checkbox"/> Self-management

<input type="checkbox"/> Managing Others	<input type="checkbox"/> Time Management	<input type="checkbox"/> Mentoring	<input type="checkbox"/> Managing ethics	<input type="checkbox"/> Stress Management
Please specify any other training topic you want to participate bellow:				
10. Are you interested in participating in professional training related to Entrepreneurship?				
<input type="checkbox"/> YES		<input type="checkbox"/> NO		
<input type="checkbox"/> How to start & establish a new business including licensing procedure	<input type="checkbox"/> Women entrepreneurship training program	<input type="checkbox"/> Self-employment through small and cottage industry		
Please specify any other option bellow:				
11. Are you interested in participating in other training program like				
<input type="checkbox"/> Business in engineering	<input type="checkbox"/> Business in hospital management	<input type="checkbox"/> Business in hotel management		
<input type="checkbox"/> Business in Agriculture	<input type="checkbox"/> Certificate Course on Effective Business Communication			
12. What should be the average length or duration of training you prefer?				
<input type="checkbox"/> Duration of class is 3 hours, total 5 classes. Total 15 hours	<input type="checkbox"/> Duration of class is 3 hours, total 10 classes. Total 30 hours	<input type="checkbox"/> Day Long training: 8 hours		
Please specify any other option bellow:				
13. Please select the most convenient time for you to attend training programs				
<input type="checkbox"/> Weekend	<input type="checkbox"/> Evening	<input type="checkbox"/> Holiday		
14. Please select the most desirable cost for you to attend training programs				
<input type="checkbox"/> Less than 5K for 9 hours	<input type="checkbox"/> 5-10k for 15 hours	<input type="checkbox"/> 10-15k for 30 hours		
Please specify any other option regarding this bellow:				
15. Please select the most desirable Location for you to attend training programs:				
<input type="checkbox"/> Banani	<input type="checkbox"/> Gulshan	<input type="checkbox"/> Motijheel	<input type="checkbox"/> Dhanmondi	
Please specify any other option regarding this bellow:				
16. Have you done any certification courses?				
<input type="checkbox"/> YES		<input type="checkbox"/> NO		
If yes then write down the best 5 course name				

I.	II.	
III.	IV.	
V.		
17. Your preferable Trainer		
<input type="checkbox"/> Academician	<input type="checkbox"/> Practitioners (Professional)	<input type="checkbox"/> Researcher (Subject matter specialist)
18. If you have any other suggestions, please specify below:		
Thank you for your valuable responses. <input type="text"/>		

Note: Star marks are mandatory field