

# Internship Report

A survey on-

## Parents Satisfaction with the Services Quality of Bangladesh International School & College (BISC)

Submitted to:

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Approved.  
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03/09/2018

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Program: MBA

BRAC UNIVERSITY



Inspiring Excellence

Date of Submission: 3<sup>rd</sup> September, 2018

## Letter of Transmittal

September 3, 2018

Professor Iftekhar Ghani Chowdhury, PhD

Dean,

BRAC Business School

BRAC University

66, Mohakhali

Dhaka-1212

Subject: Letter of Transmittal

Dear Sir,

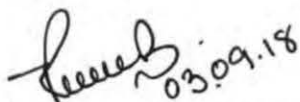
Assamualaikum.

With due respect I would like to submit the report of my internship on- "A survey on- Parents Satisfaction with the Services Quality of Bangladesh International School & College" for the requirement of the MBA program. This report gave me an opportunity to increase my knowledge and potential. I tired utmost to include all the relevant information and analysis to make the report a workable one and meet your expectations.

For the report, I worked in Bangladesh International School & College (BISC) which is a non-profit educational organization. I am working as a Junior Teacher in this organization for almost 3 and a half year. I tried to find out all the relevant information from the organization which were needed to conduct the report. I hope you would enjoy reviewing the report.

Thank you for your kind cooperation.

Yours faithful,



Rumnaz Asfin Ali Soneya

14 164 071

Major in Marketing

MBA Program

## Acknowledgement

At the beginning, I would like to thank my supervisor Mr. Riyashad Ahmed, Assistant Professor of Finance & Coordinator, Executive MBA Program BBS, BRAC University. His support, guidance and valuable suggestions helped me to carry out the report.

Also I would like to thank Colonel Md Anisur Rahman Chowdhury, psc (Retd), Principal, BISC. His support has helped me to closely know about the organization and conduct the survey.

I would also like to thank Ms. Minufar Farzana, Vice Principal, BISC and Ms. Raihana Akter Co-Coordinator, Junior Section, BISC. Their support and friendly discussion have helped me to collect information about the organization. Also I would like to thank Ms. Faria Haque, Head of Admission, BISC for helping me in all manner to prepare the report for my research purpose.

Finally, I would like to thank my family, friends, colleagues and the well-wishers for their inspirations and witty chats which helped me to carry out the research work.

Rumnaz Asfin Ali Soneya

## Executive Summary

Customer satisfaction deals with the services provided by an organization whether it is a service or manufacturing. In service organizations, managers has scopes for planning and designing of the process, service blueprint designing, allocating resources, location planning, capacity planning, maintaining the service, improving the service quality and process etc.

In a non-profit education organization like school, marketing managers has lots of scopes to work on to ensure service excellence.

With the aim of finding the level of Parents satisfaction with their children's school and school experiences of Bangladesh International School & College (BISC), a survey was conducted with the parents. In sum 40 parents responded to the Survey, which was administrated school-wide to parents of randomly selected students from across both curriculum of Junior Section.

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## Chapter 1

### Profile of the Organization



## 1.1 Organization Overview:

Bangladesh International School and College (BISC) is a private school located in New DOHS, Mohakhali, managed by Bangladesh Army Headquarters, Dhaka Cantonment. They started their journey on March 14, 1995 with only five classes from playgroup to std I. When they started they had only 27 students. At that time it was known as Bangladesh International School (BIS). The founding team also had a vision and proposed that it would be developed to have classes leading up to the 'A' level standard eventually. 'A' level and Higher Secondary Certificate Examination (HSC) have been started from the calendar year 2010 and 2011. Then the school renamed to BISC. It is now following both National and International curriculum under London University and accordingly preparing the students for Secondary School Certificate (SSC), Higher Secondary Certificate (HSC), 'O' and 'A' level examination. Now it has around 2900 students studying in this institution from nursery to HSC & 'A' level. Initially it was planned to establish a standard primary school but subsequently original plan was changed and English medium school, BIS was established with a prime objective to serve the Bangladeshi and foreign communities living in cantonment area and its periphery.

This institution was initially managed by Cantonment Board, Dhaka Cantonment and subsequently by Station Headquarters, Dhaka Cantonment. Army Headquarters has been managing this institution since October 2005. The school is under the authority of the 'governing body', headed by the station commander. The Body is composed of prominent local citizens, guardian representatives, and the Principal. The body is established by the Army Headquarters. From the very beginning, this institution is absolutely a non-profitable organization. The school was established to provide affordable and quality educational services in English along with truth, benevolence, humanity, loyalty, justice and love for the country and other virtues with their sacred motto "*RABBEE ZIDNI ILMA*".

## 1.2 Vision:

BISC imparts the best possible education to the students to prepare them to face the challenges of the world squarely. It respects the individuality of each and provides a stimulating and nurturing environment while aiming at the highest educational standards.

## 1.3 Objectives:

Main objectives of BISC are to provide quality education of an international standard. It aims for excellence through quality management, training and teaching, bringing benefit to every student.

More specifically-

- i. To impart quality education and enable the students to pursue excellence in the field of their own choice
- ii. To ensure the proper physical, mental and moral growth of the students and to create in them a zest for learning in tune with modern scientific needs

- iii. To expose all students to the world of technology
- iv. To maintain a safe, kind and positive learning community that continually fosters the core values of respect and responsibility for students
- v. To develop a leadership qualities amongst its every students
- vi. To make its all students an all-rounder matching needs of modern world

## Chapter 2

### Generalities of the Report:

## 2.1 Introduction of the Report

Former president of South Africa, Nelson Mandela said, "Education is the most powerful weapon which you can use to change the world".

Education is one of the basic need of human. Without education a nation is nothing. From the beginning of the history of mankind, education has been the greatest need and weapon for any civilization. Even in this 21<sup>st</sup> century, education is as much needed as it was needed back in time.

With the aim of providing proper education to the students all the educational institutions work. Educational institutions are basically "Not for Profit Services Organization".

Every organization works on some pre-determined processes. A manager helps the organization to carry out their processes based on the organization's mission, vision and objectives. But actually the manager is involved in all activities from the planning to execution. Any manager has to maintain five basic functions of management- planning, organizing, staffing, controlling, motivating. Marketing manager does the same.

Founding Father of the US, Benjamin Franklin said, "An investment in knowledge pays the best interest".

This is where the concept of services excellence comes. Is the customers or parents are satisfied with the services an institution provides? Are the students getting the value they pay for? This report will focus on the possible contribution of a marketing manager in an educational institution in delivering excellent service for the customers' satisfaction, more specifically on a school, as a not-for-profit organization.

The main objective of this report is to understand if the parents are satisfied with the services provided by the School and finding the area of improvement where the competitive advances can be achieved.

## 2.2 Background:

Researching customers' behavior, the person is used as a factor for making marketing strategies and adopt the marketing mix to their needs. This is the only way for a high- grade satisfaction of the customers need.

Consumers are the subjects that purchase goods and services to satisfy their needs. The consumer behavior derives from the decision whether, what when, where and how to purchase goods and services. Therefore, marketing is primarily interested in the behavior of the subject as a consumer.



Understanding customer satisfaction is a central objective of organizations. Besides, satisfaction is an indicator of how customers perceive the quality of an offered product or service. Relating to the literature, the customer satisfaction has been increasingly important for educational institutions in recent years due to globalization and the development and distribution of the internet.

### 2.3 Objective of the Report:

The objectives of this report are:

- i. To know about the quality of services carried in a school administrative.
- ii. To identify where and how an marketing manager can contribute to improve the service.
- iii. To find out the scopes for a marketing manager to improve existing system.

### 2.4 Theoretical Aspect of Why Parents Satisfaction is important in School:

Evidence from One Texas District Many schools have attempted to measure parental satisfaction in order to gauge the quality of the education provided to children and to discover ways of improving the schools (Brown, Cheng, Yau, & Ziegler 1992; Hecht, O'Connell, Michael, Klass, & Dwyer, 1992; Henderson, 1993; Pederson & Wilk, 1993). Increasing parents' satisfaction is considered one way of improving the quality of the schools (Salisbury, Branson, Altreche, Funk, & Broetzmann, 1997). This notion is consistent with the basic tenets of the Quality Movement, a systemic approach to improving goods and services based on satisfying the consumer (American Association of School Administrators, 1992; Deming, 1982; Dobyns & Crawford-Mason, 1991). Parents' satisfaction is similar to consumer satisfaction in that it affects the parents' loyalty and commitment to the schools their children attend (Bhote, 1996; Salisbury et al, 1997; Scheuing, 1995). Dissatisfied parents can move to other school districts or send their children to private schools. Although parents are not the sole consumers of the education their children receive, satisfying parents is thought to be key in promoting community support for schools (Salisbury et al, 1997). This article reports the results of a survey of parents' satisfaction with public school quality in Austin, Texas. The goal of this survey was to provide parents with an opportunity to evaluate their children's schools so that the district could identify areas of strength and weakness in the quality of the education the children received. The survey was a joint project of the Austin Chamber of Commerce and the University of Texas at Austin. When the survey was conducted, the Austin district enrolled almost 78 thousand students, with roughly half of the students classified as economically disadvantaged. Parent Satisfaction 1/30/03 4 Hispanic students comprised about 44% of the student body, Whites, about 36%, African Americans, 17%, and 3% were

categorized as other. The literature regarding parent satisfaction suggests that this satisfaction is based on a variety of experiences that the parents have with the school. Meeting the expectations of parents is thought to be essential for creating satisfaction (Olson, 1999). In this regard, the background of the parents, notably their cultural background, has been found to be related to their expectations (Carnevale & Desrochers, 1999). Furthermore, we expected parents who participate in more school activities to be more satisfied. We also expected that parents of successful students to be more satisfied than parents of less successful students (Himmelstein, Graham, & Weiner, 1991). In addition, previous researchers have found that parents' overall satisfaction is based on their satisfaction with specific aspects of the child's schooling, such as teachers, transportation services, and cafeteria food (Salisbury et al, 1997). Satisfied parents should also be those who feel informed about their children's school experiences, think that the school values their involvement, and who believe their children to be safe in school (Salisbury et al, 1997). The Quality approach often advises businesses (or government agencies) to take actions that make customers feel that the company (or agency) cares about them (Scheuing & Christopher, 1993). Translated to education, this approach argues that parent satisfaction should be related to parents believing that school personnel truly care about their children.

## 2.5 Methodology:

In order to examine parents' satisfaction with the quality of their children's schools, a structured interview method was adopted on a stratified random sample of parents. The results indicated that the mean of the parents' satisfaction scores was similar to the national mean for customer satisfaction.

## 2.6 Limitation of the Study:

- i. Limitation of time
- ii. Respondents less cooperation
- iii. Less availability of information on related topics in internet
- iv. Mind set up of the people on the school administration

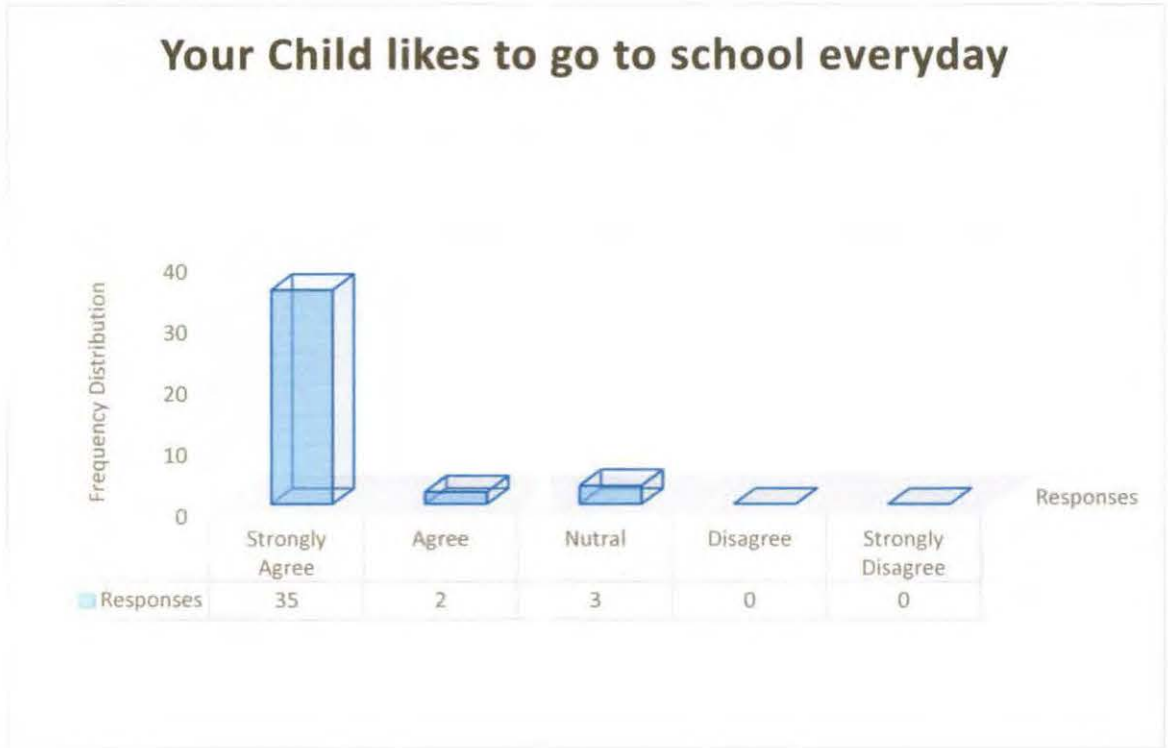


Analysis of Data:

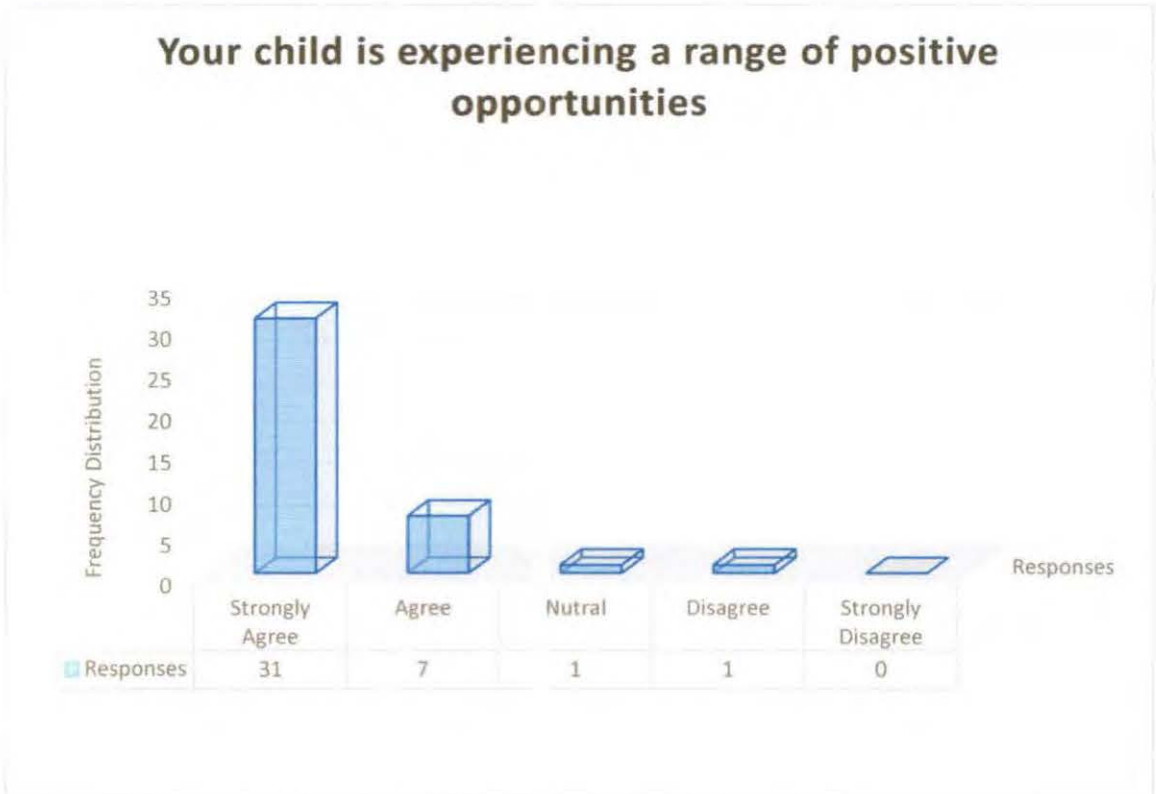
Chapter-3

### 3.1 Your Child:

a) Likes to go to school everyday



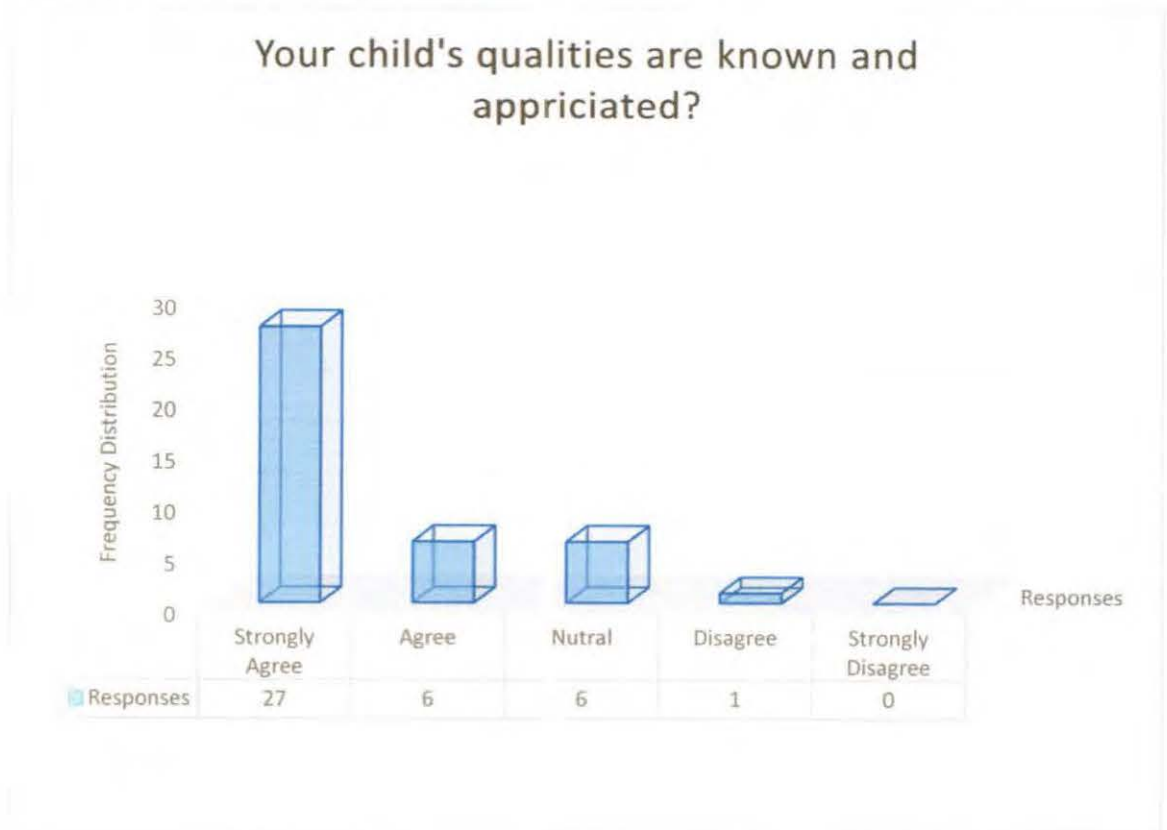
b) Is experiencing a range of positive opportunities



c) Is nurtured and challenged to take next step

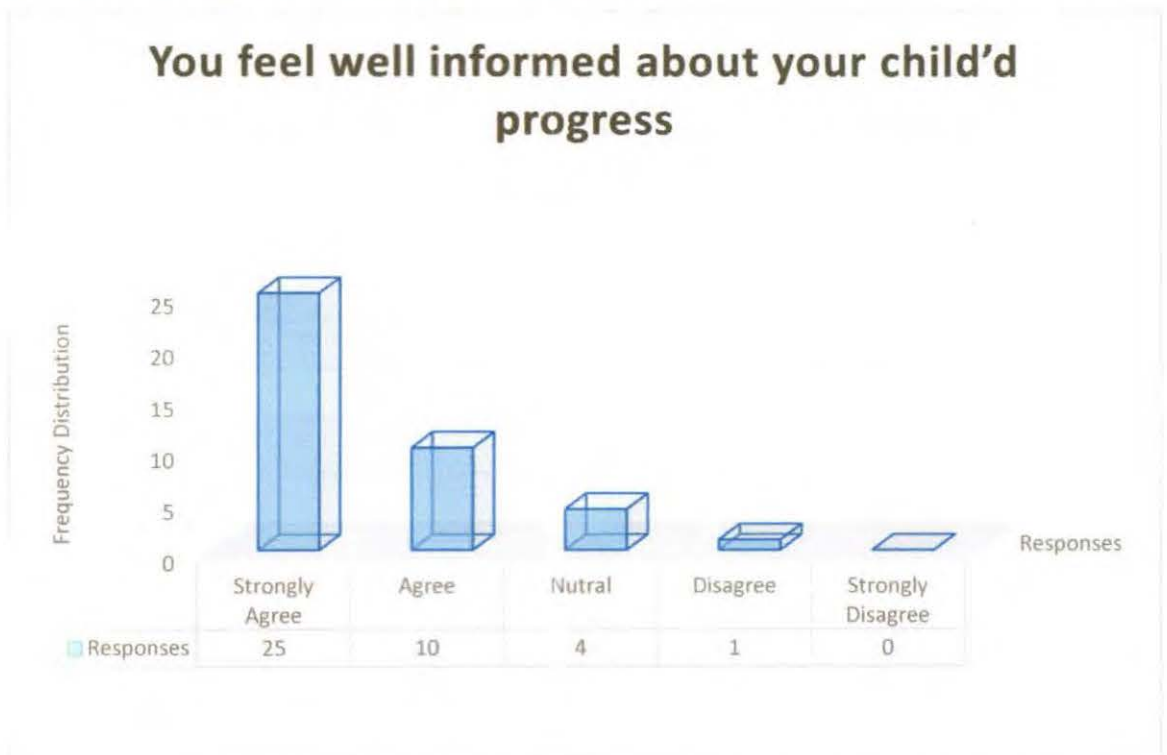


d) Qualities are known and appreciated

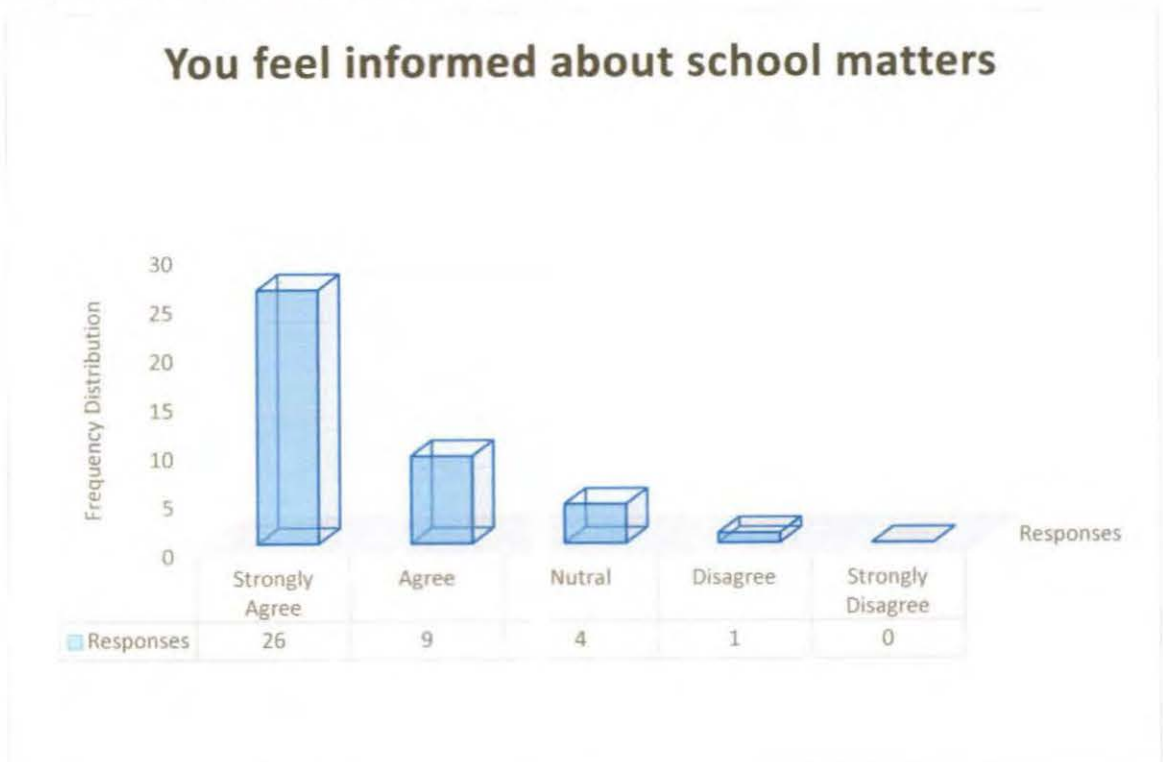


3.2 Parents:

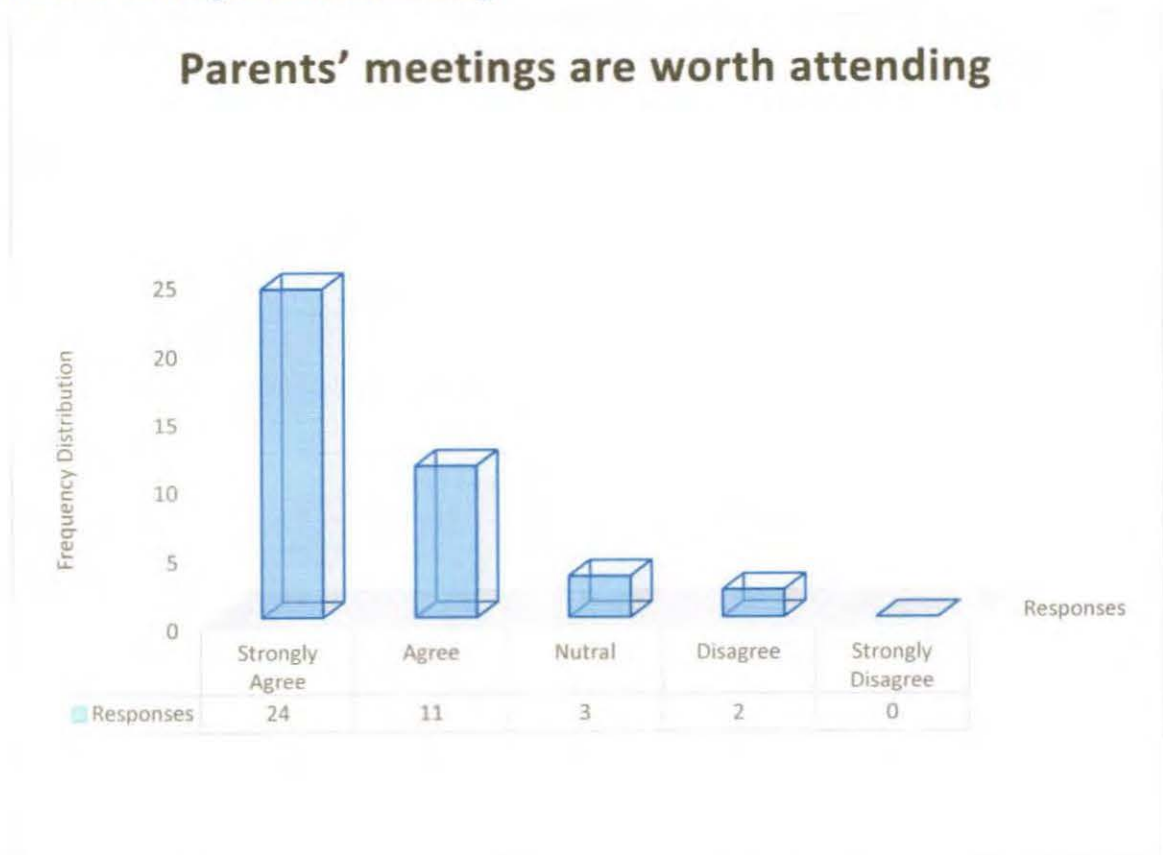
a) You feel well informed about your child'd progress



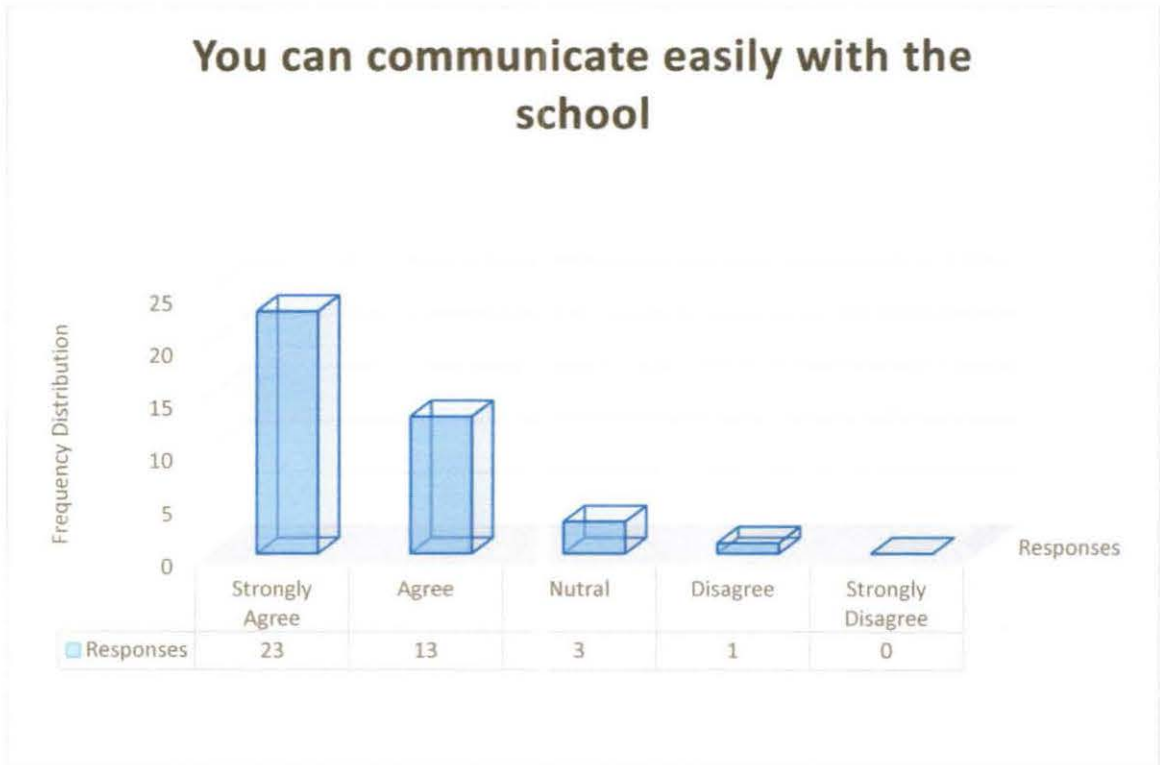
b) You feel informed about school matters



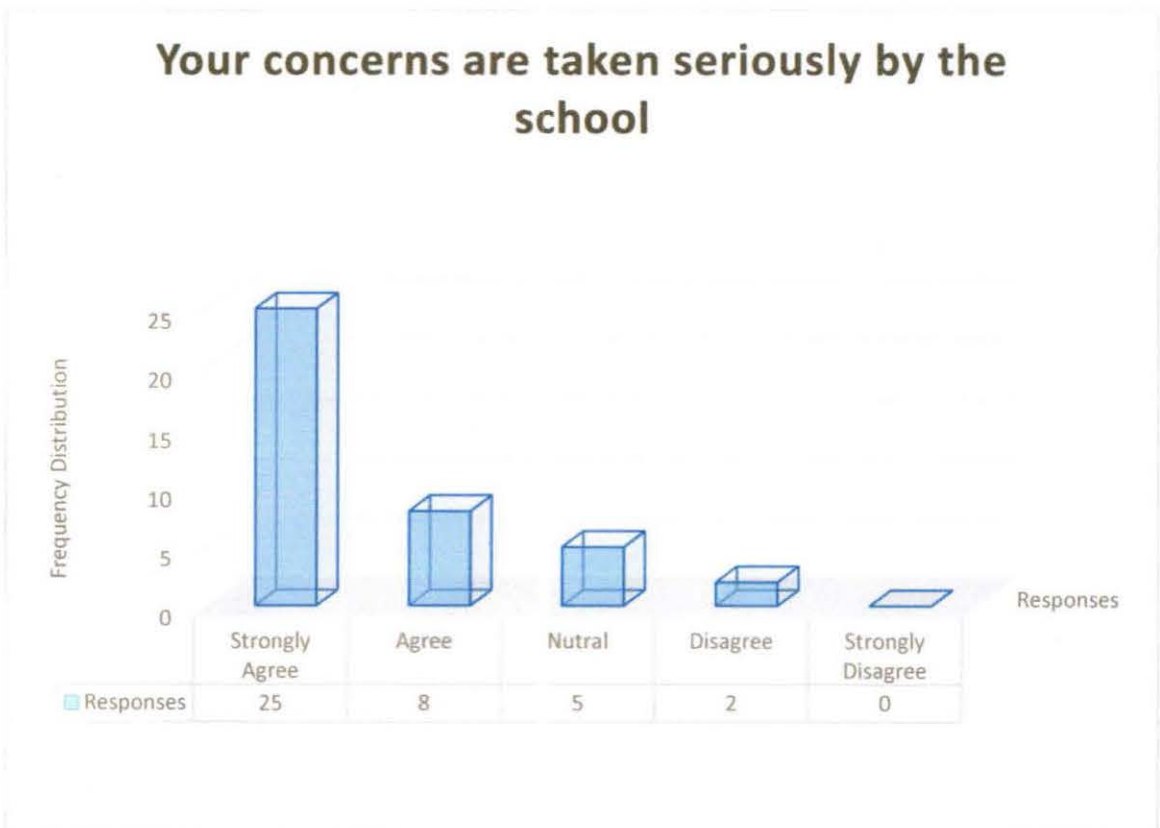
c) Parents' meetings are worth attending



d) You can communicate easily with the school

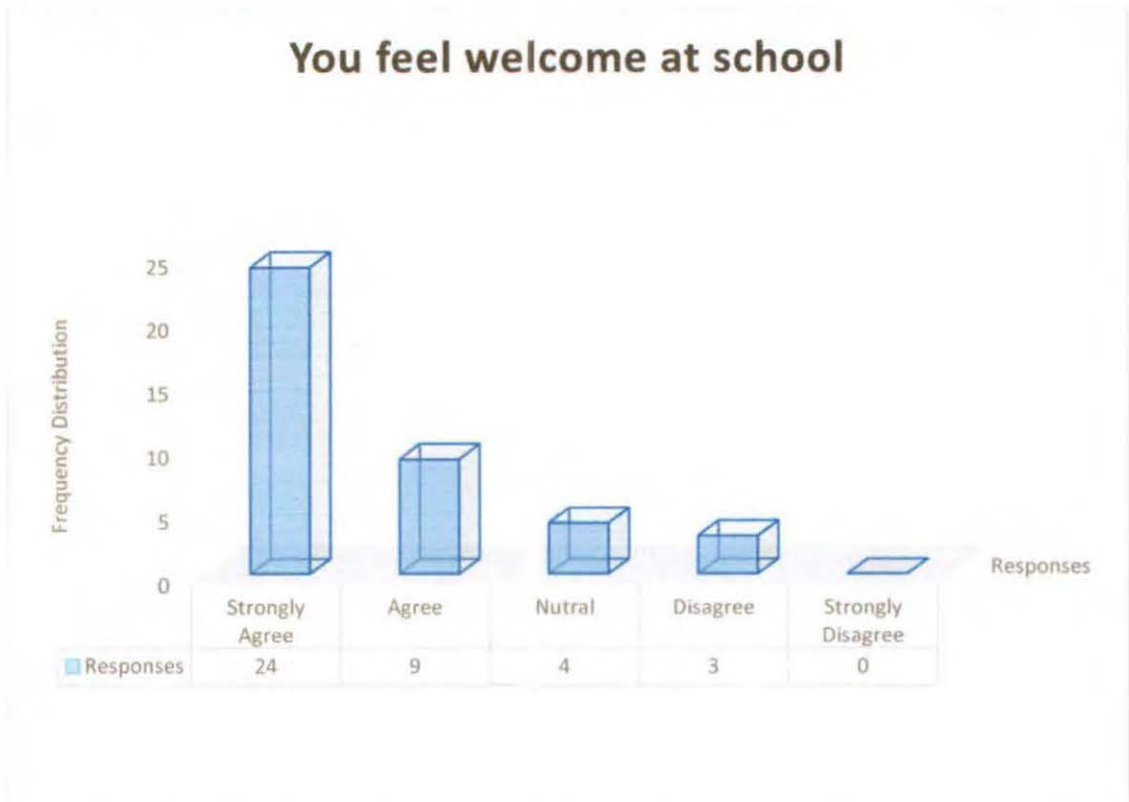


e) Your concerns are taken seriously by the school

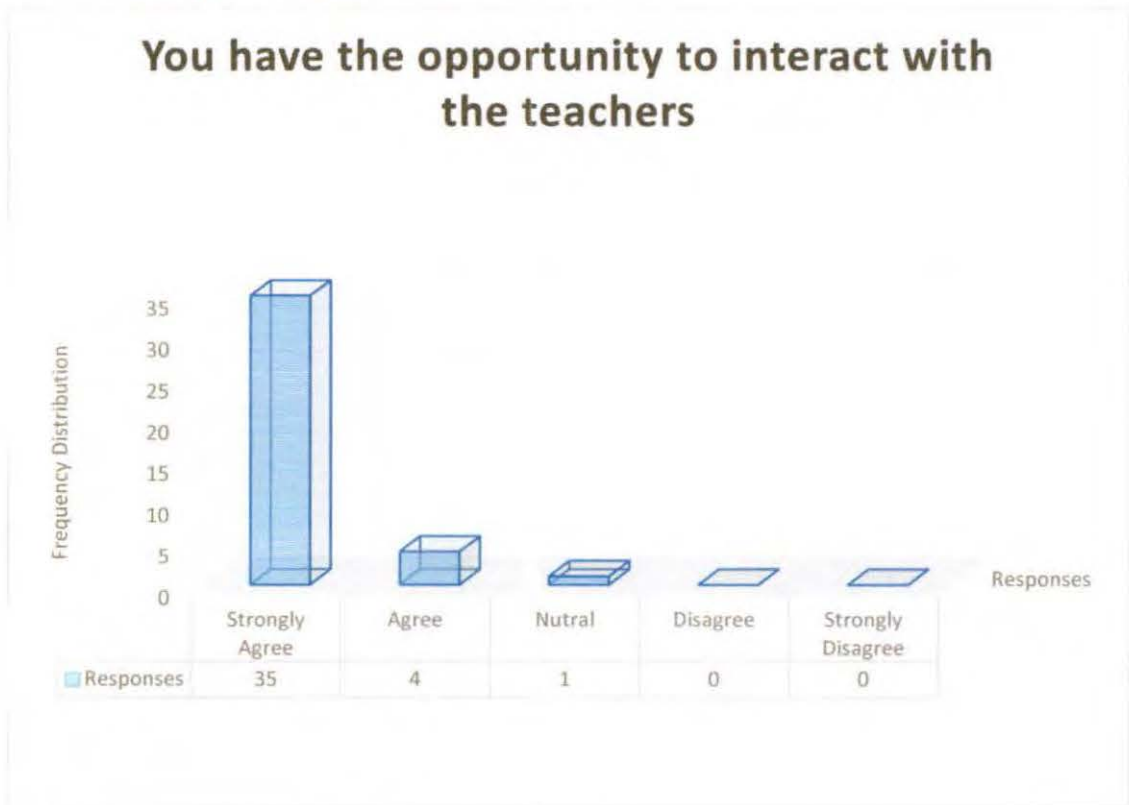




f) You feel welcome at school

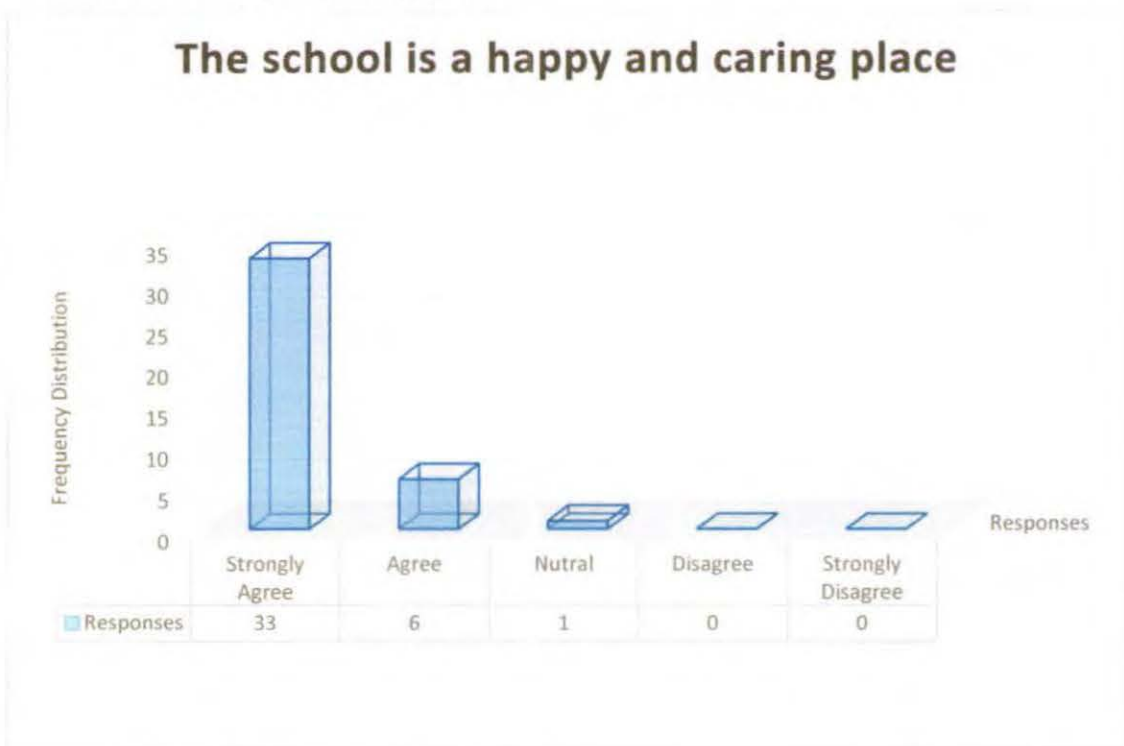


g) You have the opportunity to interact with the teachers

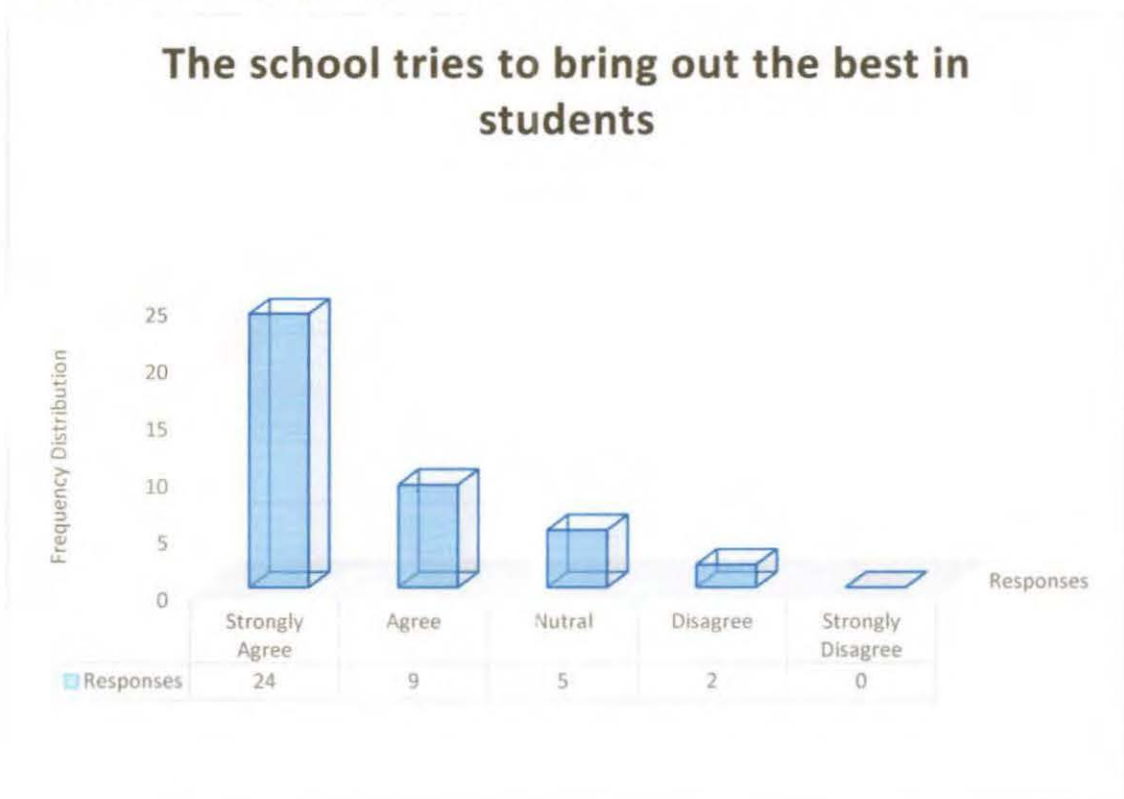


### 3.3 Environment:

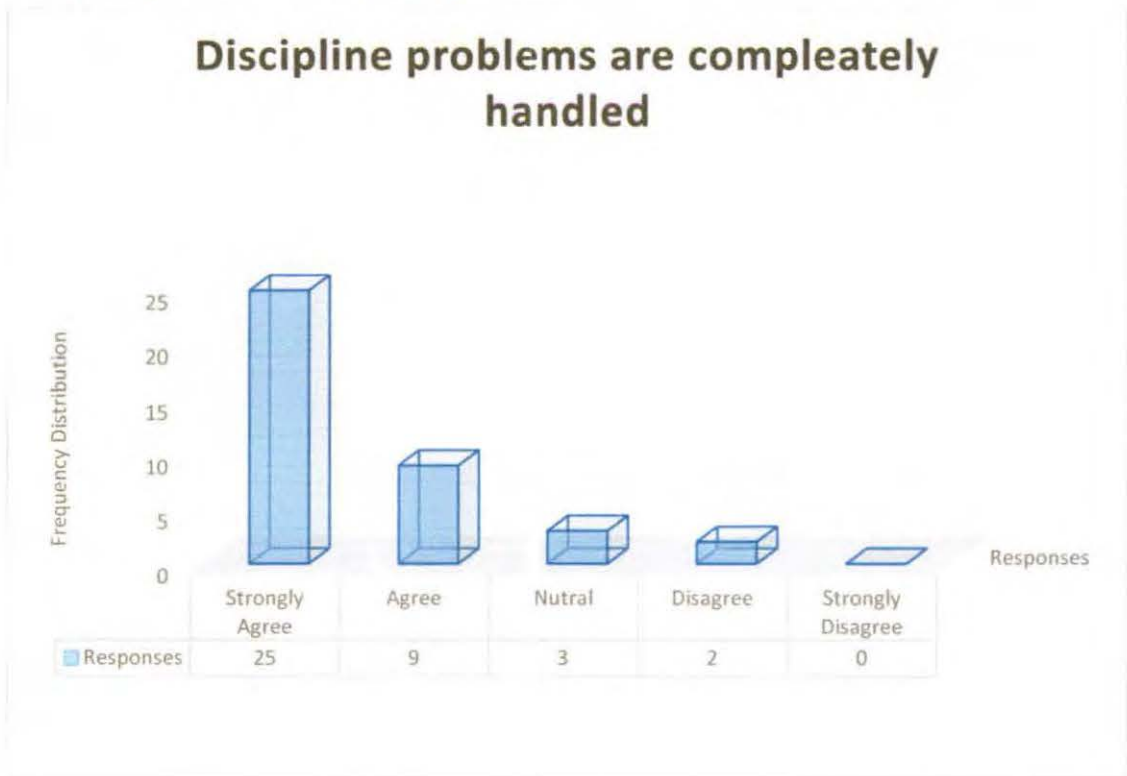
a) The school is a happy and caring place



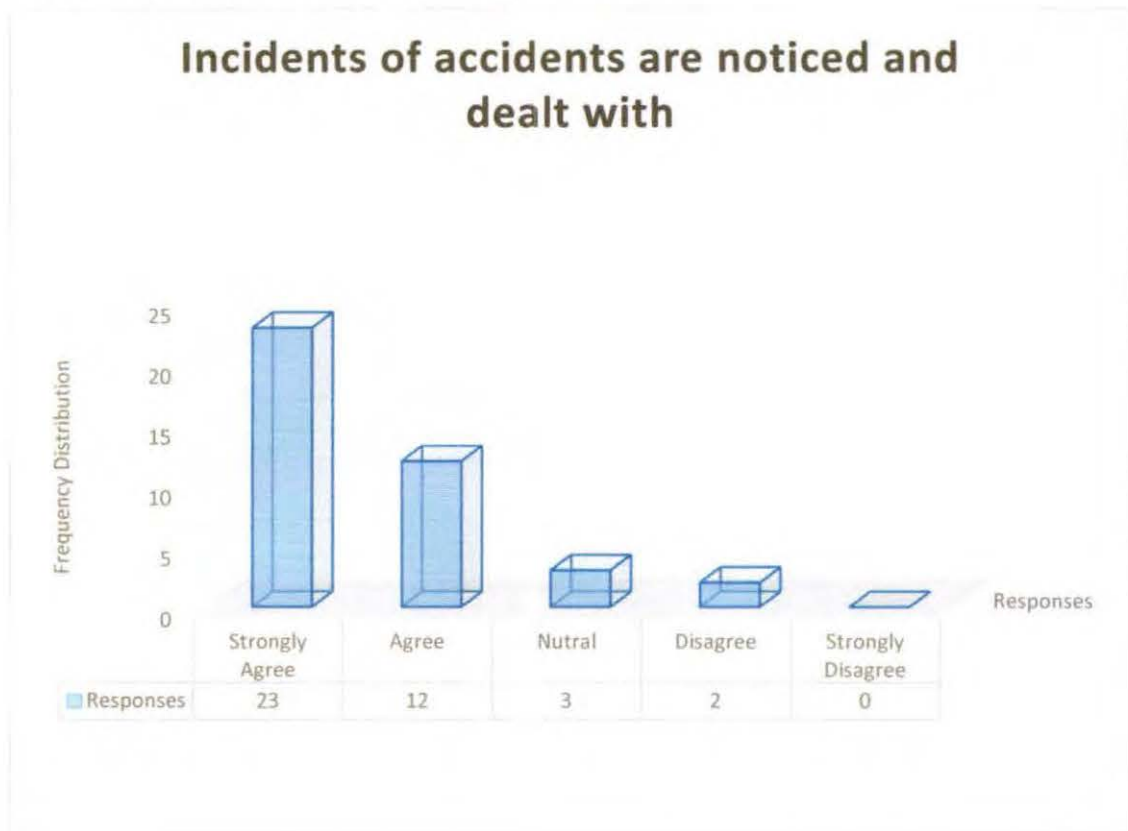
b) The school tries to bring out the best in students



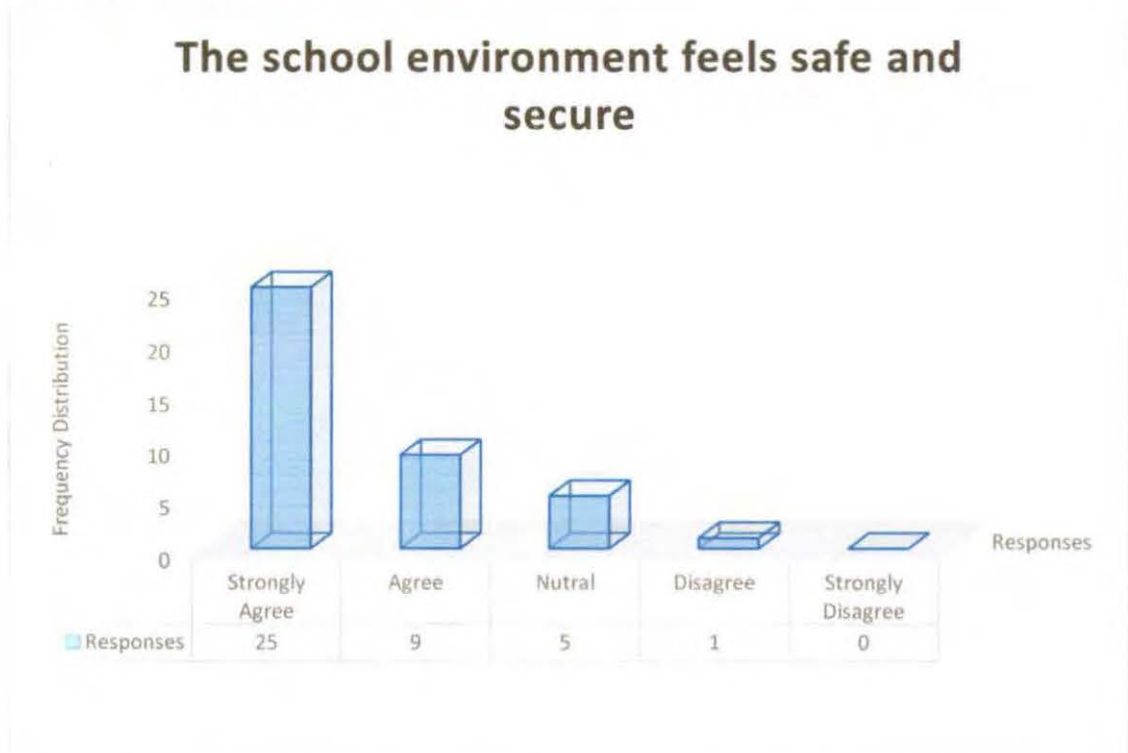
c) Discipline problems are completely handled



d) Incidents of accidents are noticed and dealt with

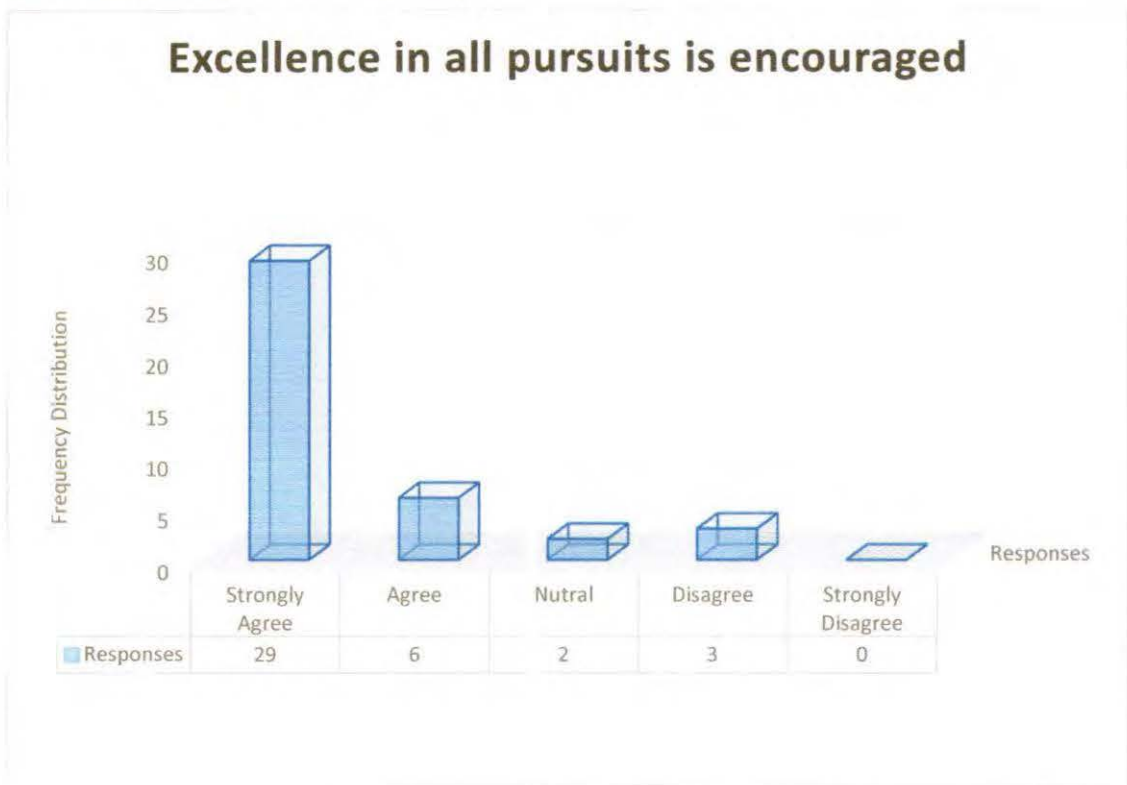


e) The school environment feels safe and secure



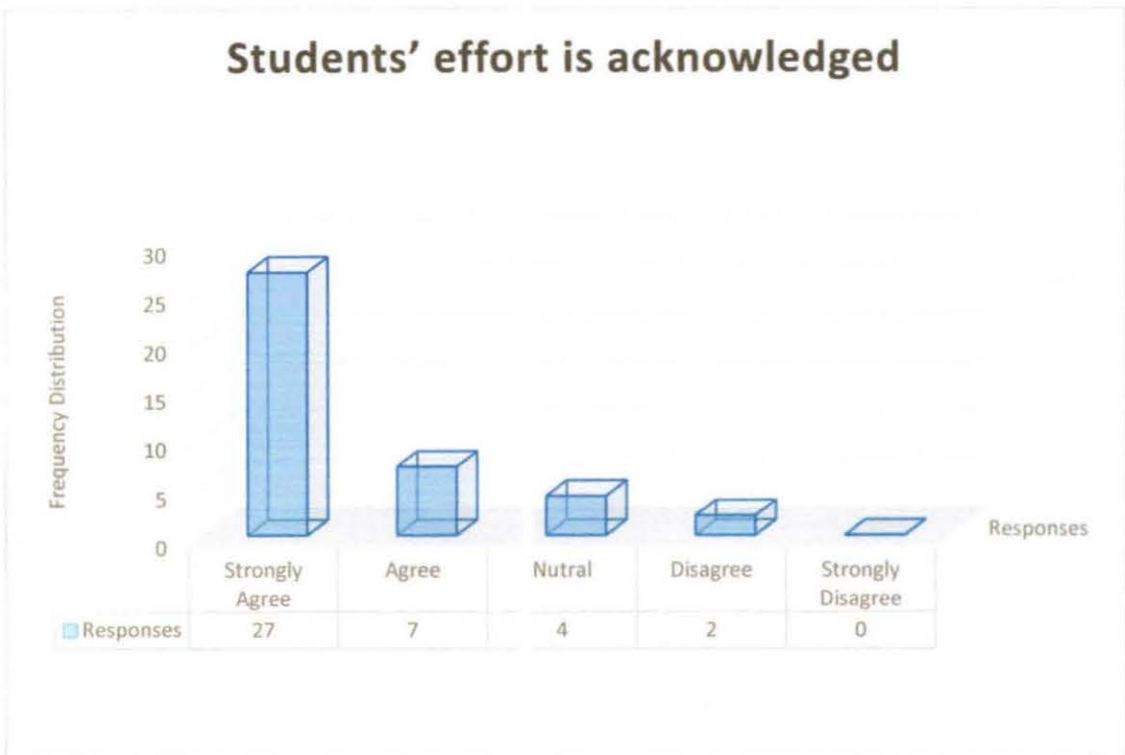
### 3.4 Values:

a) Excellence in all pursuits is encouraged

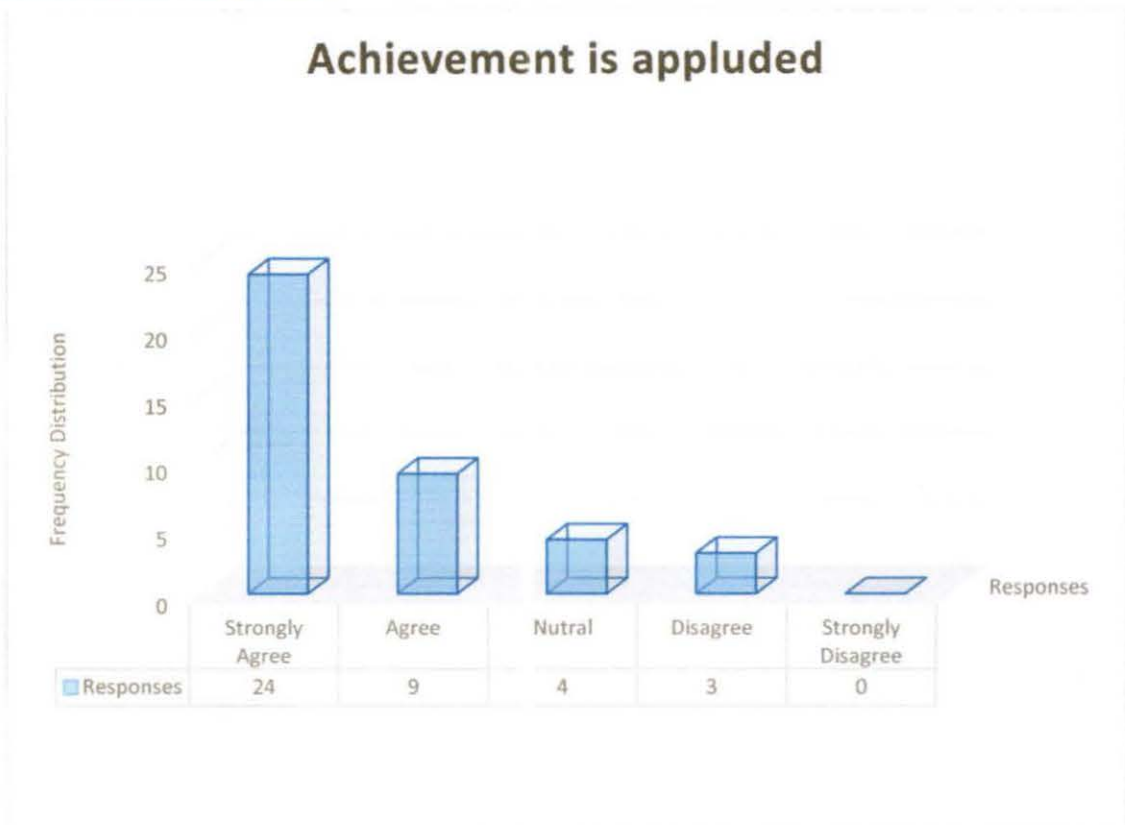




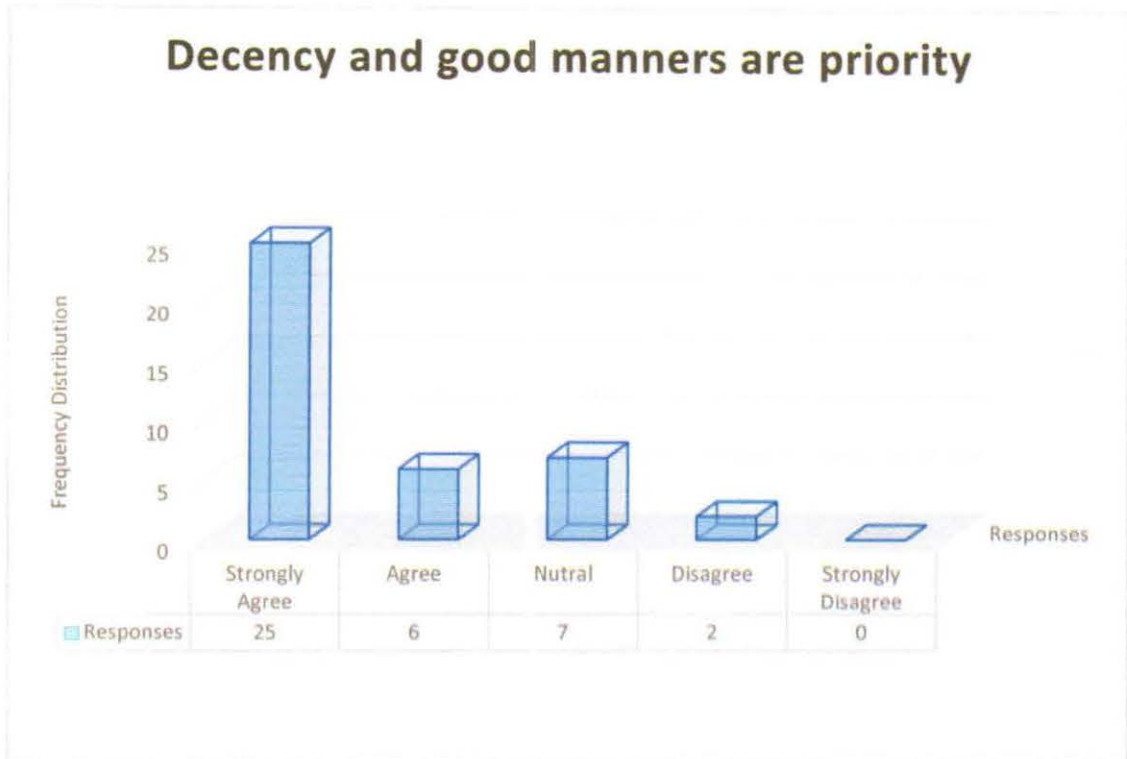
b) Students' effort is acknowledged



c) Achievement is applauded

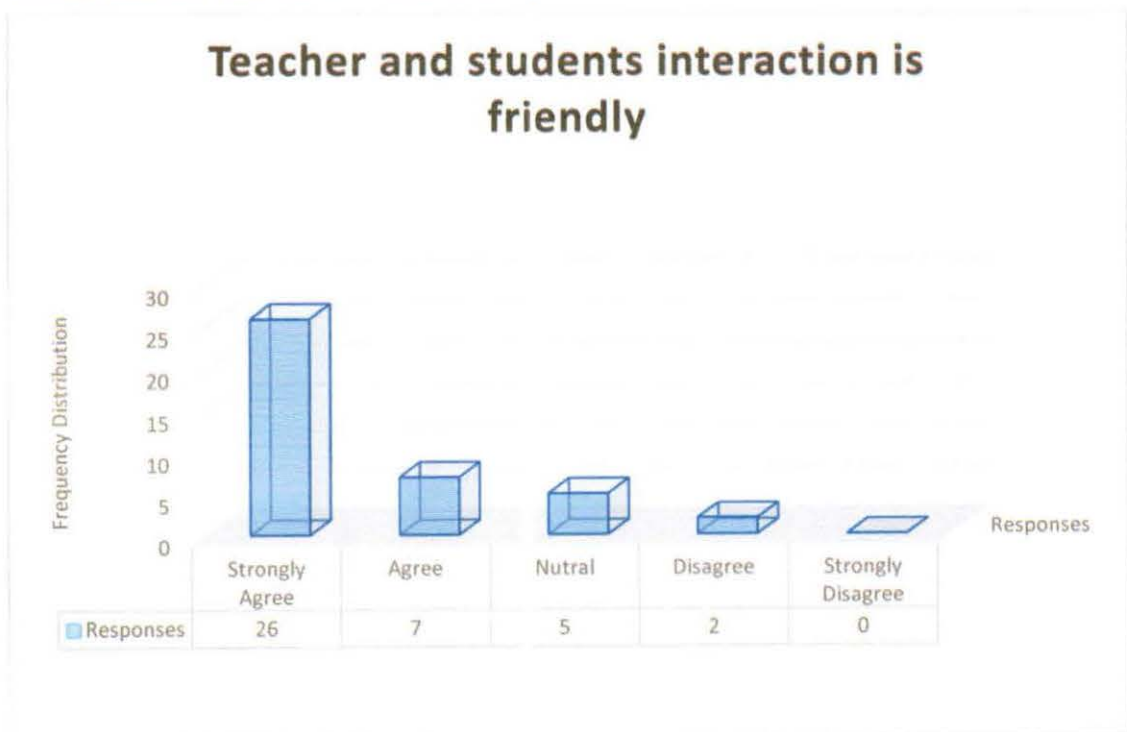


d) Decency and good manners are priority

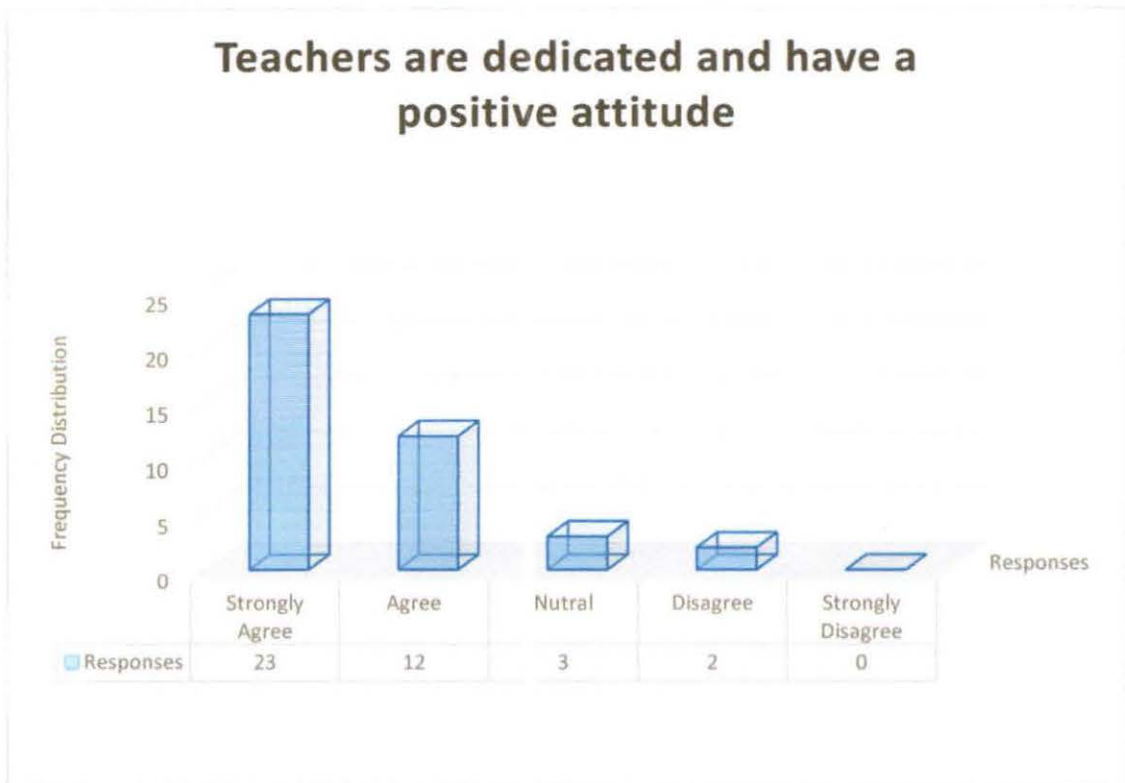


3.5 Staff:

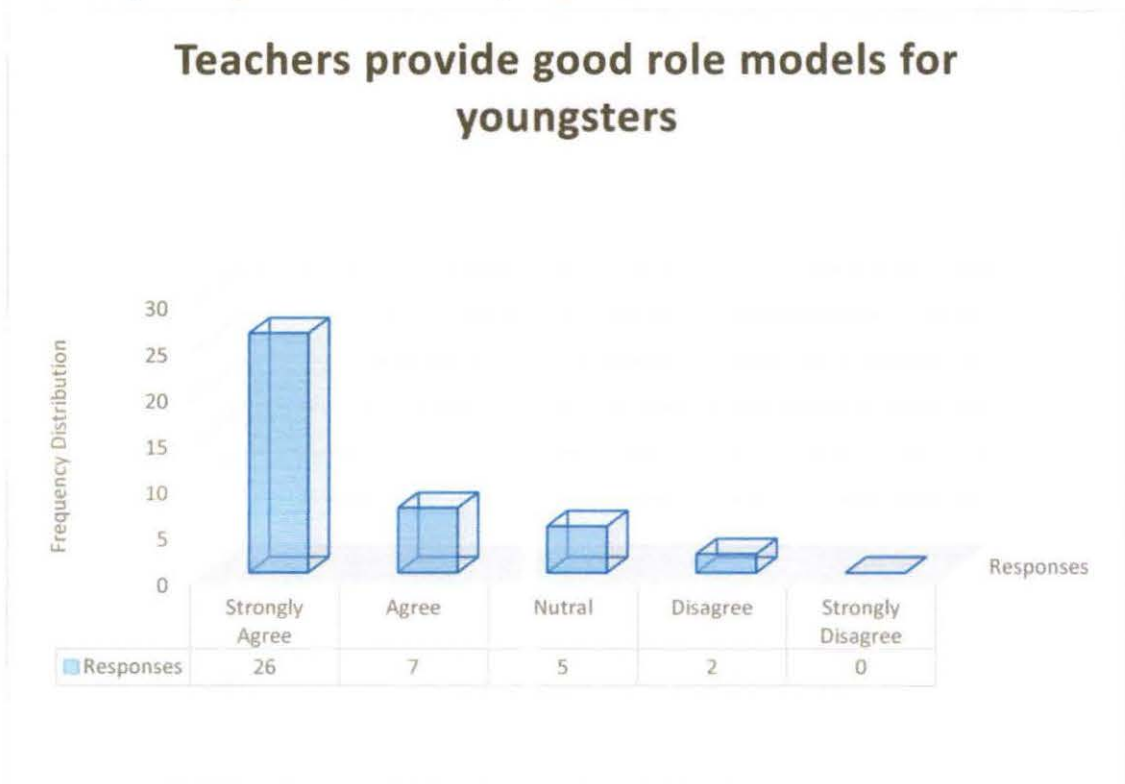
a) Teacher and students interaction is friendly



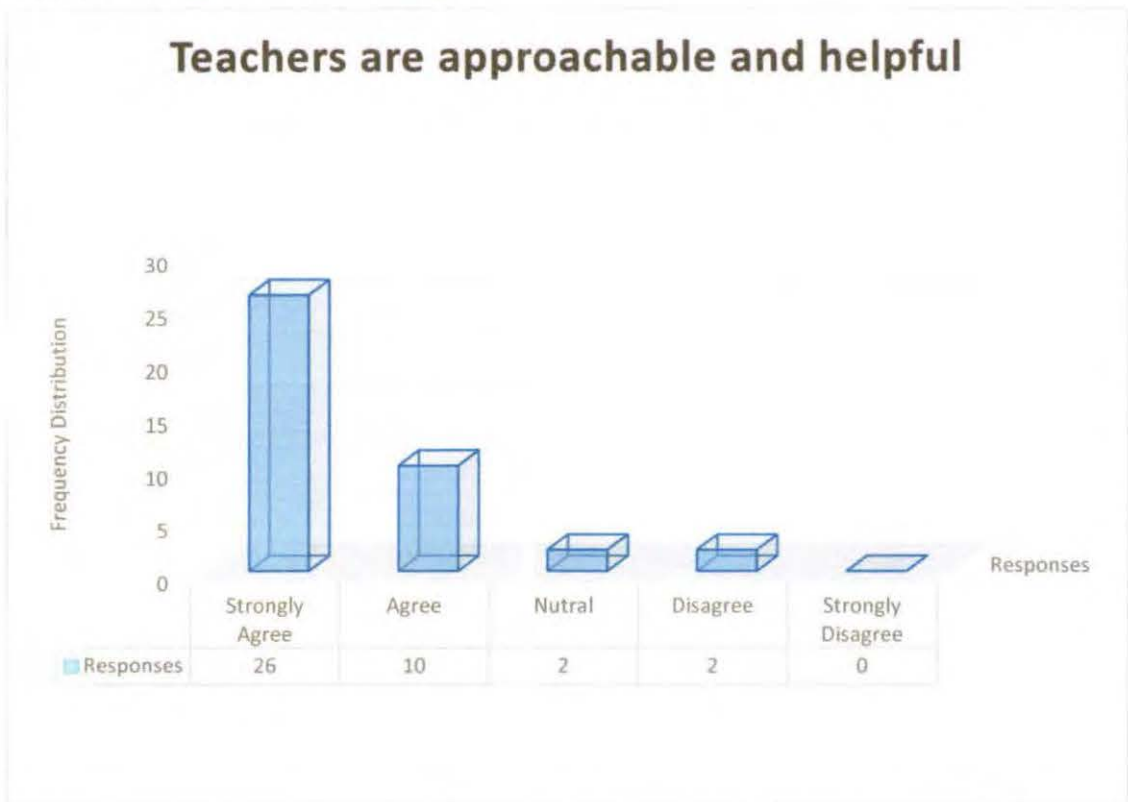
b) Teachers are dedicated and have a positive attitude



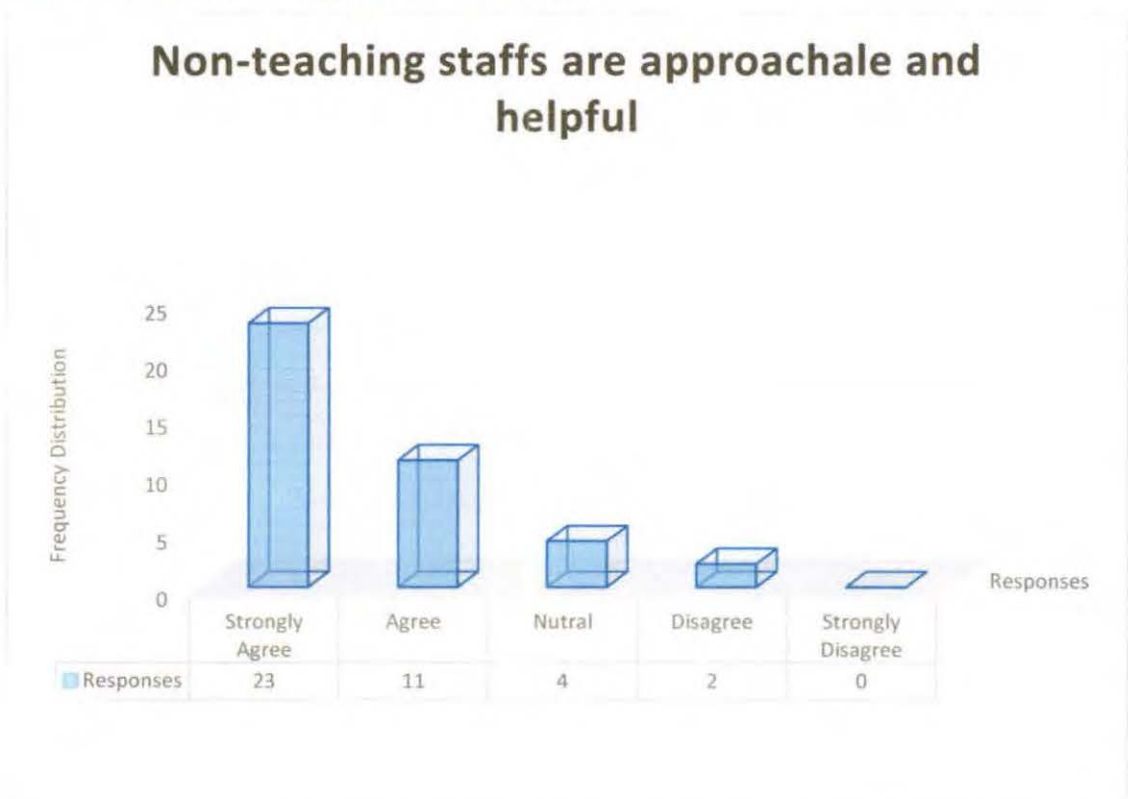
c) Teachers provide good role models for youngsters



d) Teachers are approachable and helpful

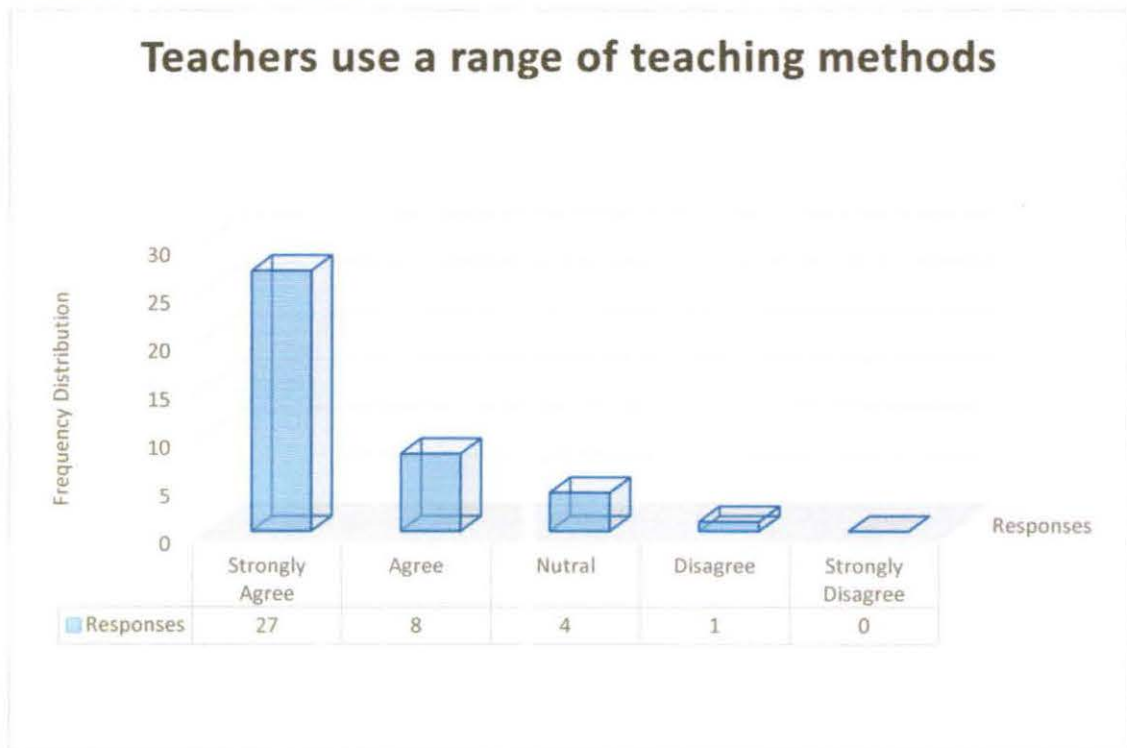


e) Non-teaching staffs are approachable and helpful

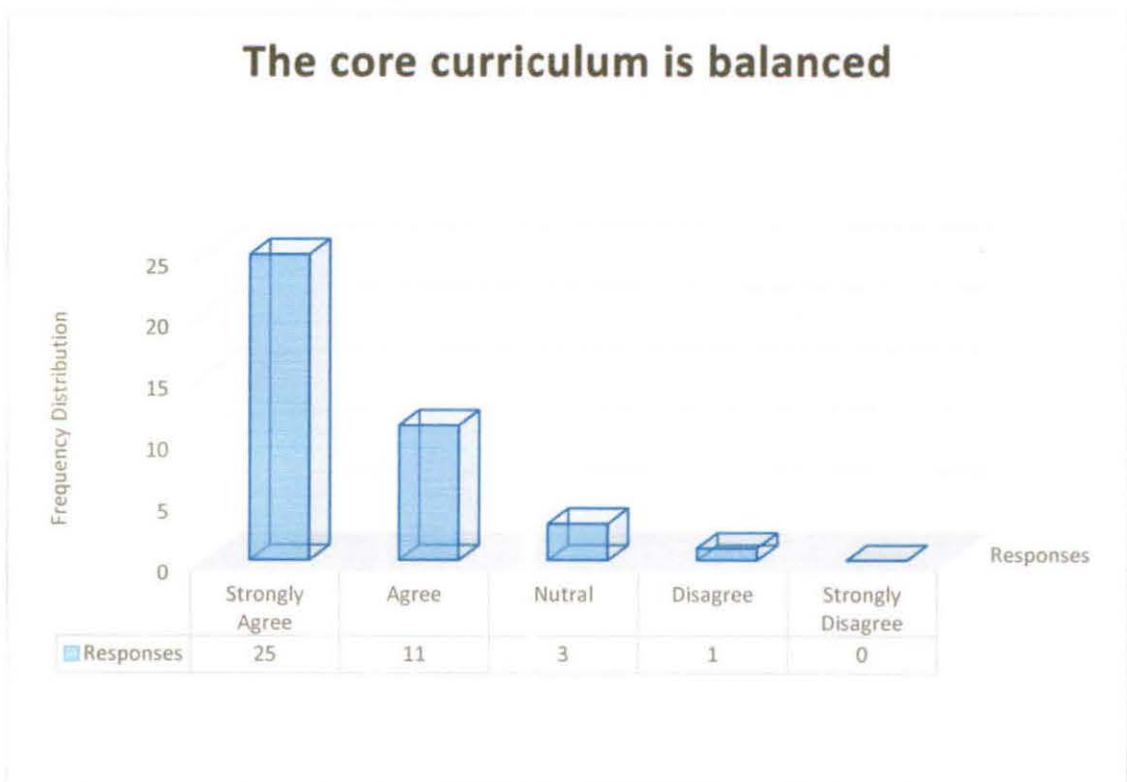


### 3.6 Teaching strategies:

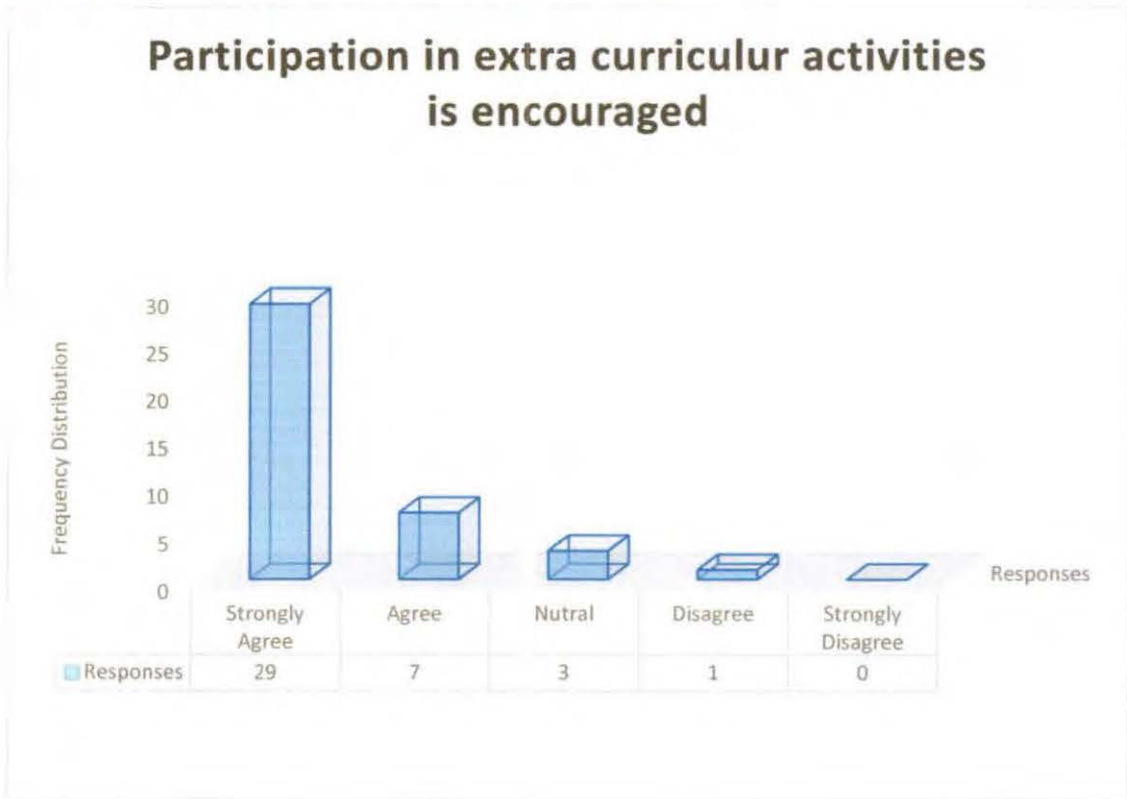
a) Teachers use a range of teaching methods



b) The core curriculum is balanced



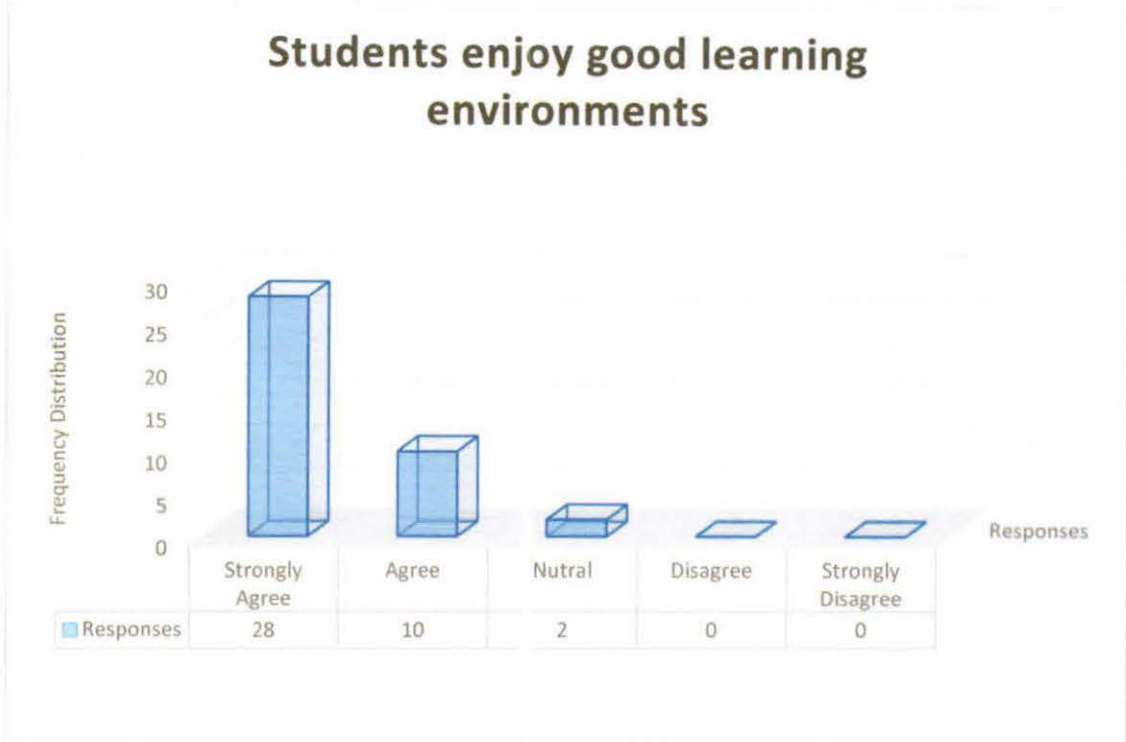
c) Participation in extra curricular activities is encouraged



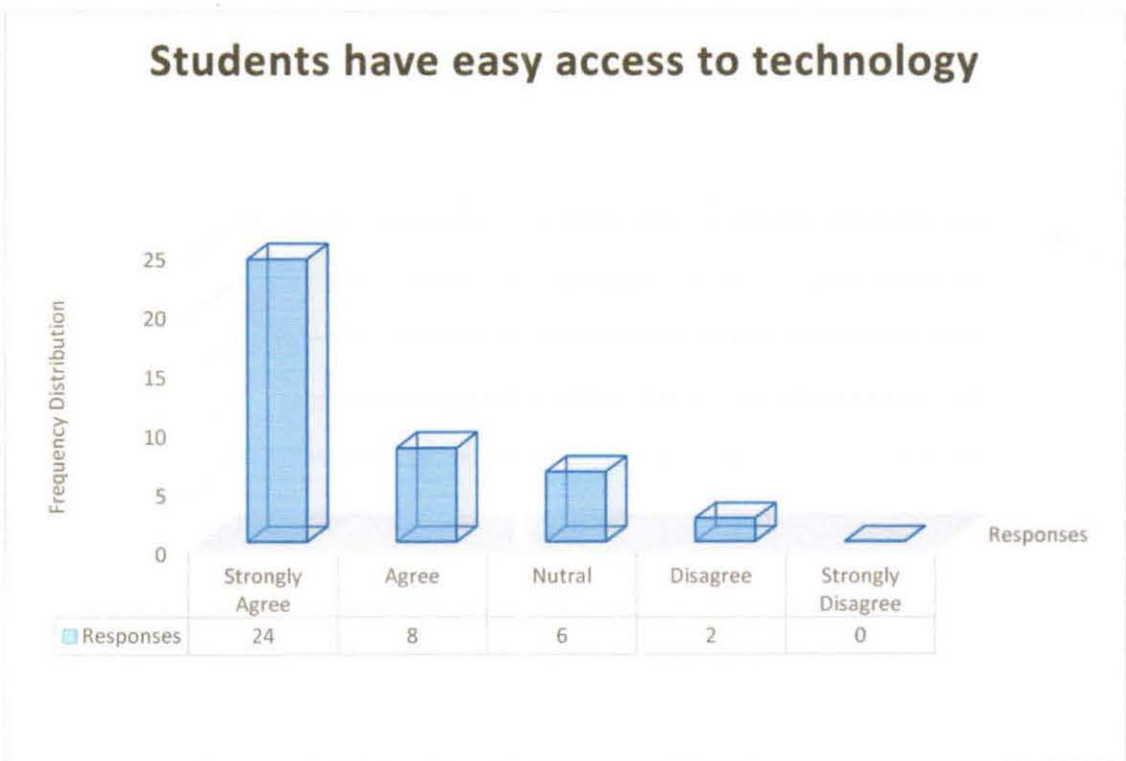


### 3.7 Facilities:

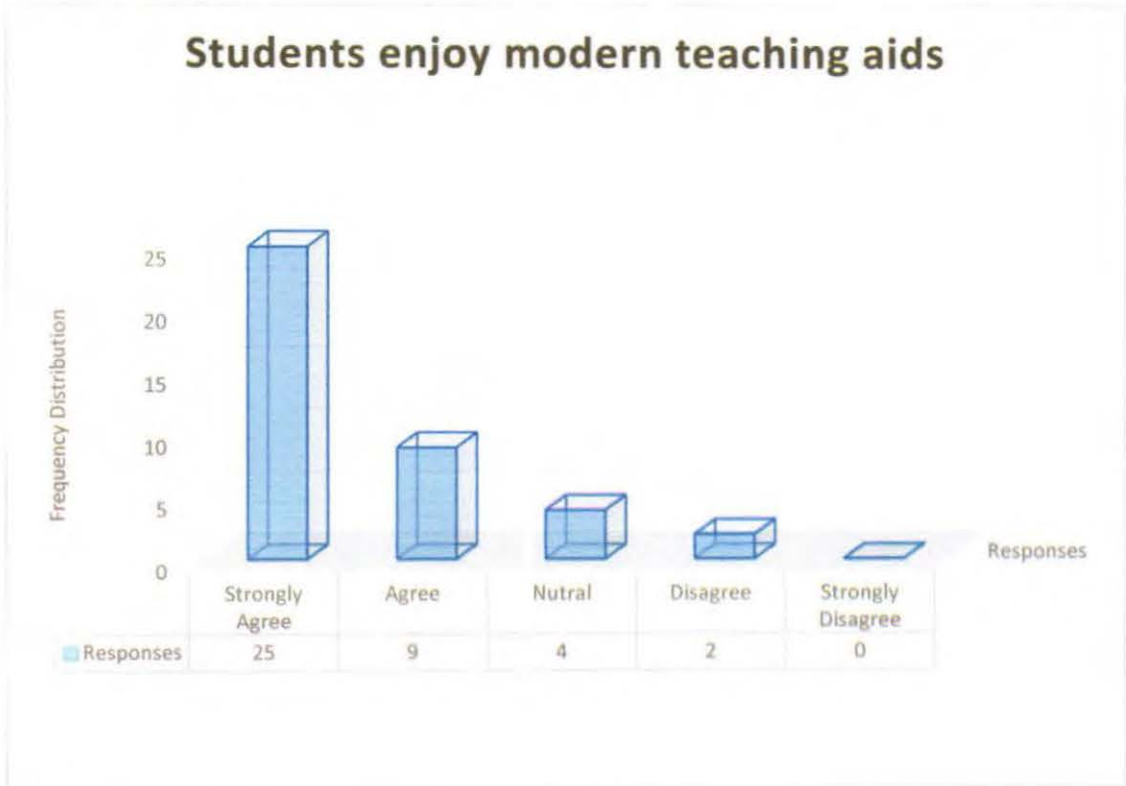
#### a) Students enjoy good learning environments



#### b) Students have easy access to technology

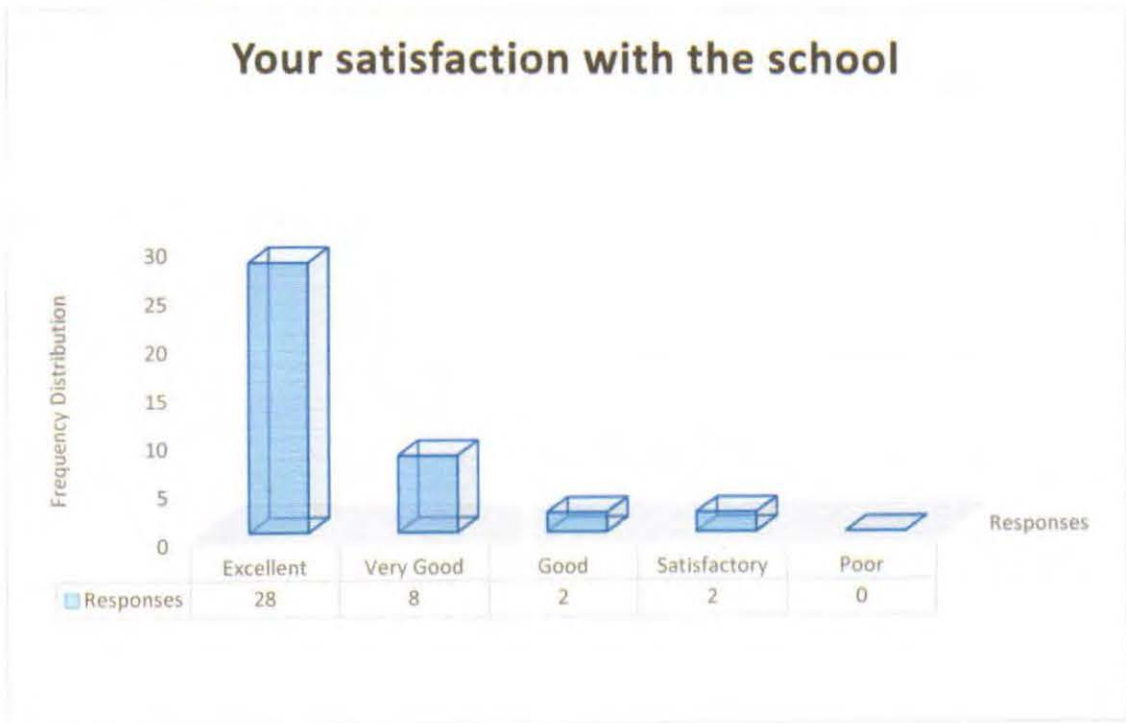


c) Students enjoy modern teaching aids

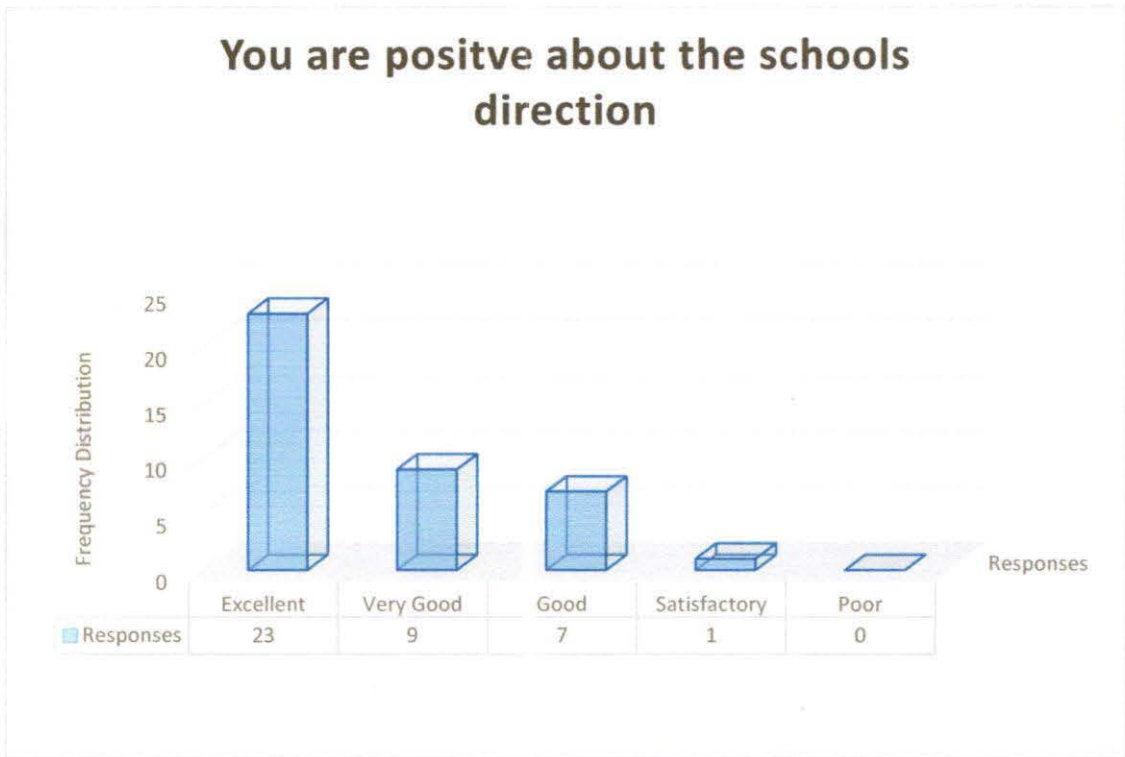


### 3.8 Overall Satisfaction:

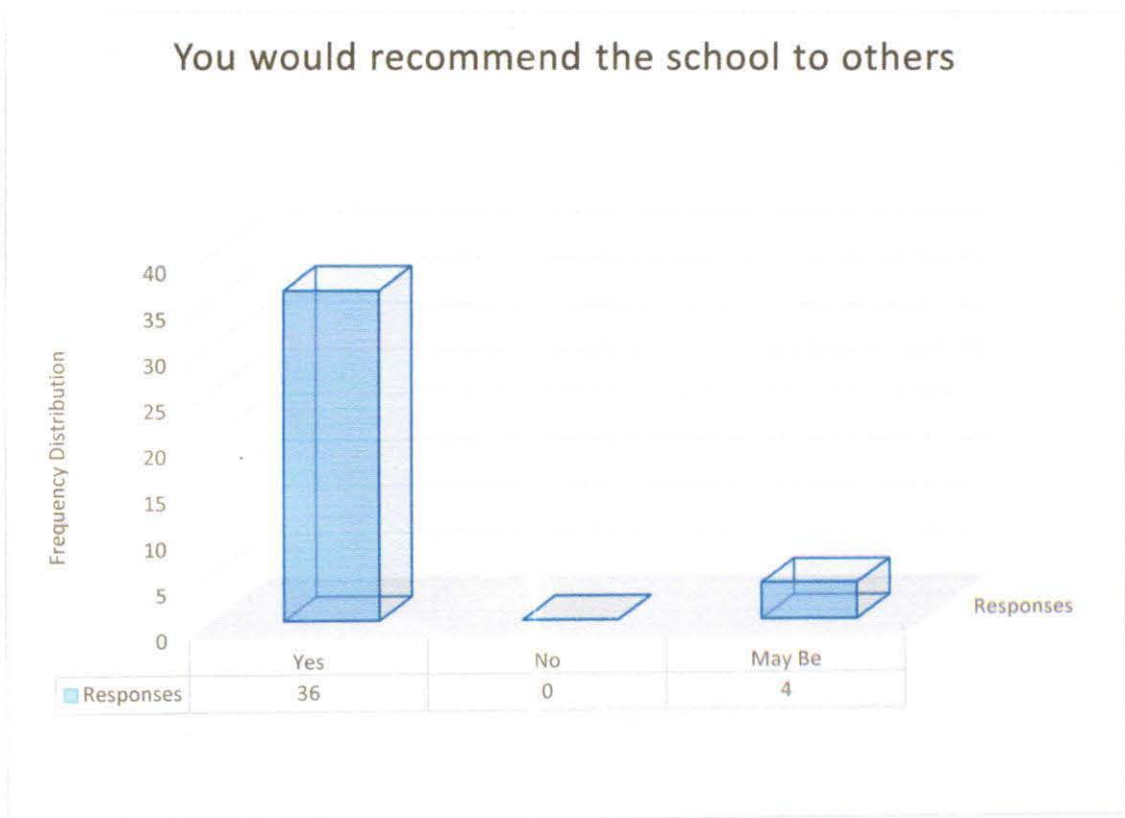
#### a) Your satisfaction with the school



b) You are positive about the schools direction



c) You would recommend the school to others

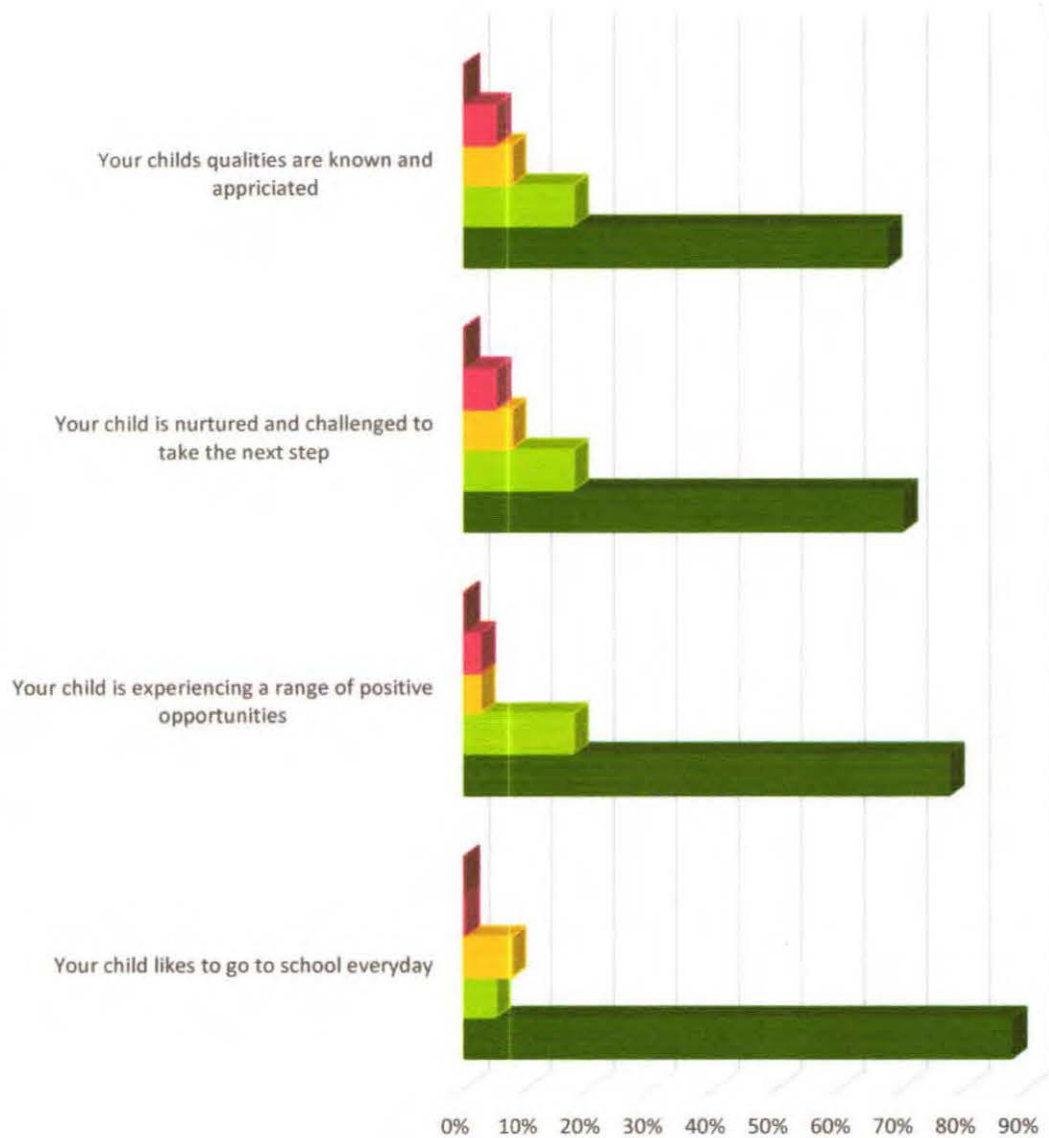


Final Findings:

Chapter- 4

a) About Child:

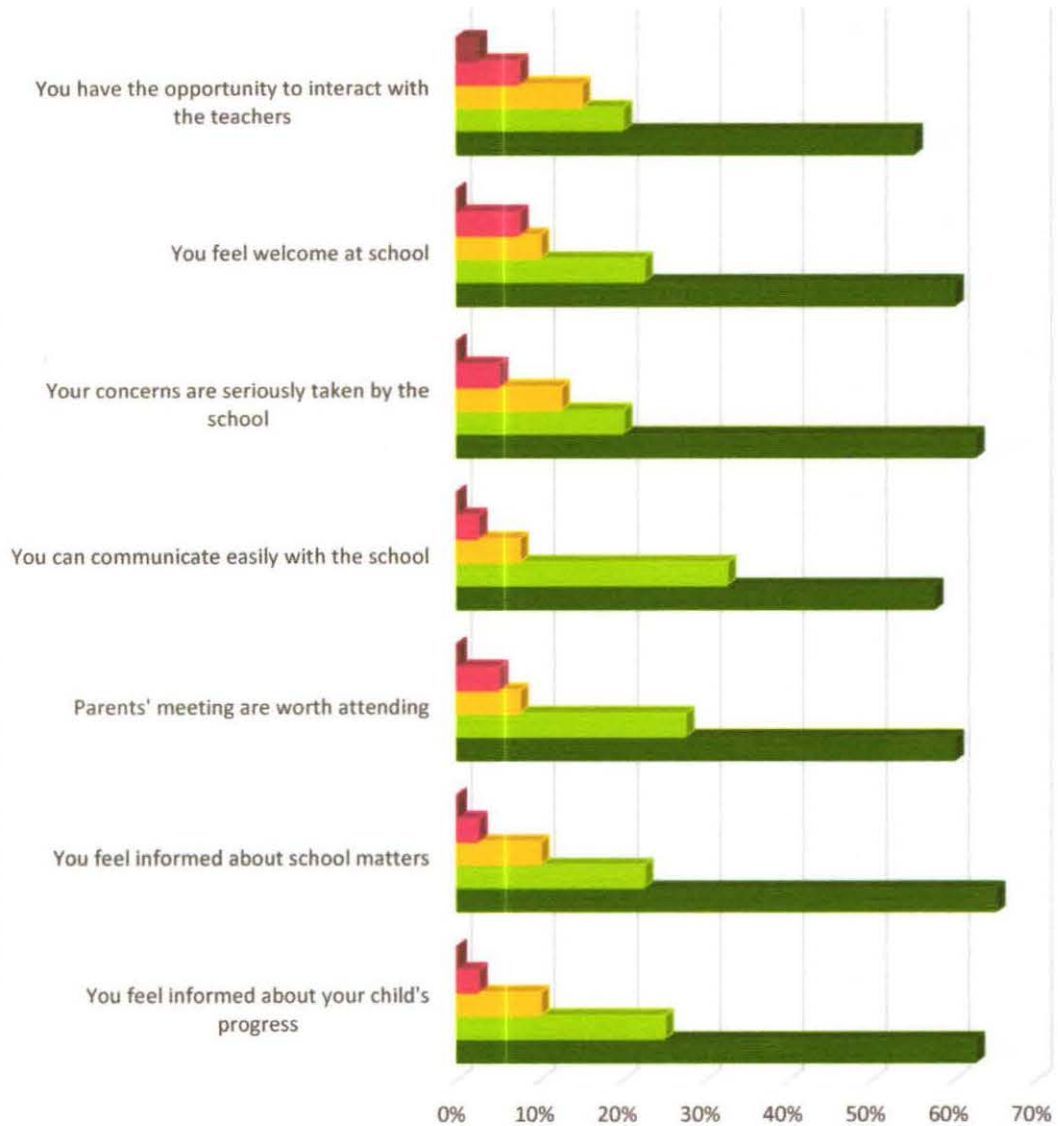
Intpretation of Data



	Your child likes to go to school everyday	Your child is experiencing a range of positive opportunities	Your child is nurtured and challenged to take the next step	Your childs qualities are known and appreciated
Strongly Disagree	0%	0%	0%	0%
Disagree	0%	3%	5%	5%
Nurtal	8%	3%	8%	8%
Agree	5%	18%	18%	18%
Srtongly Agree	88%	78%	70%	68%

b) About Parents:

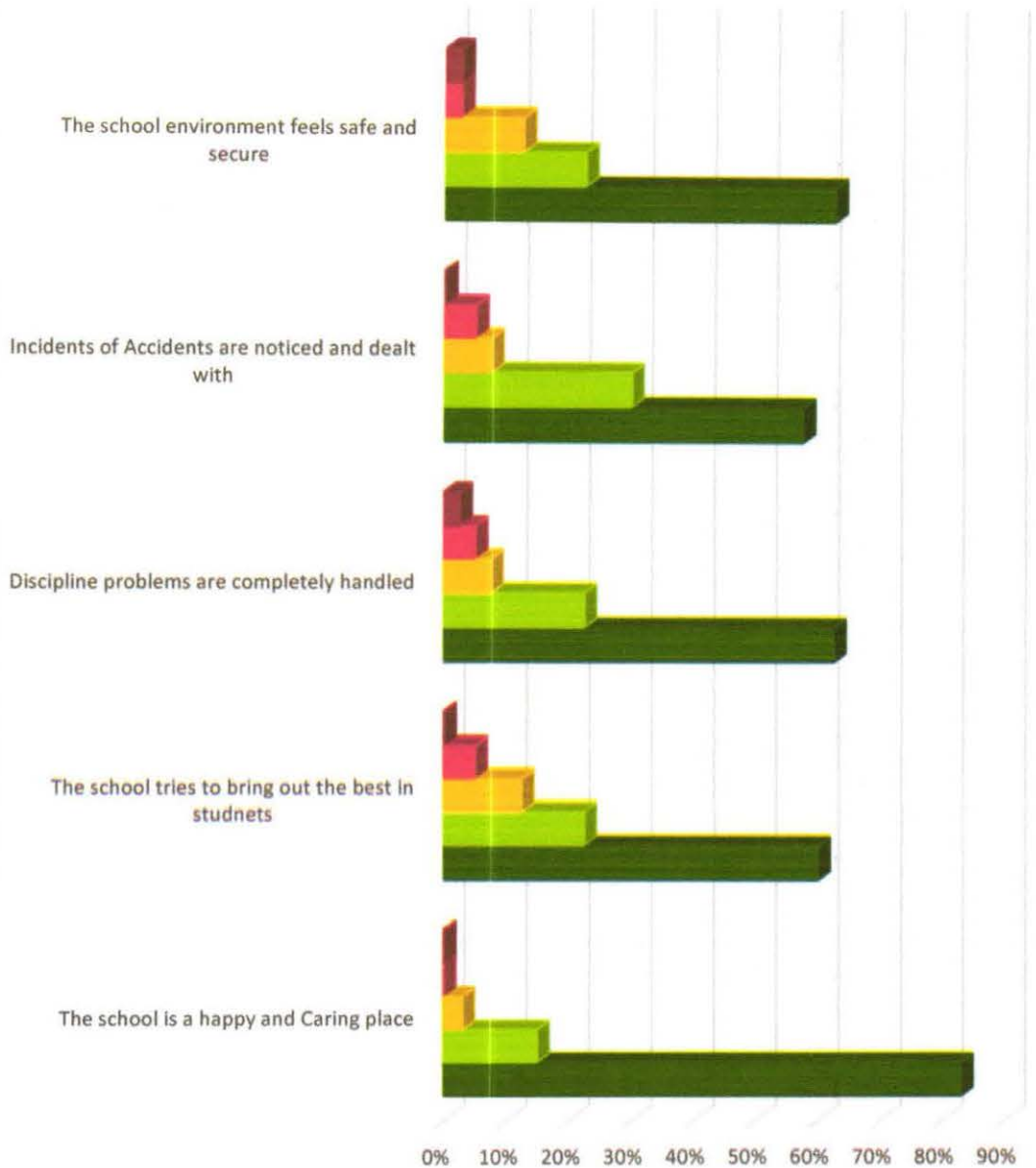
### Intpretation of Data



	You feel informed about your child's progress	You feel informed about school matters	Parents' meeting are worth attending	You can communicate easily with the school	Your concerns are seriously taken by the school	You feel welcome at school	You have the opportunity to interact with the teachers
Strongly Disagree	0%	0%	0%	0%	0%	0%	3%
Disagree	3%	3%	5%	3%	5%	8%	8%
Nurtal	10%	10%	8%	8%	13%	10%	15%
Agree	25%	23%	28%	33%	20%	23%	20%
Strongly Agree	63%	65%	60%	58%	63%	60%	55%

c) About Environment:

### Intpretation of Data

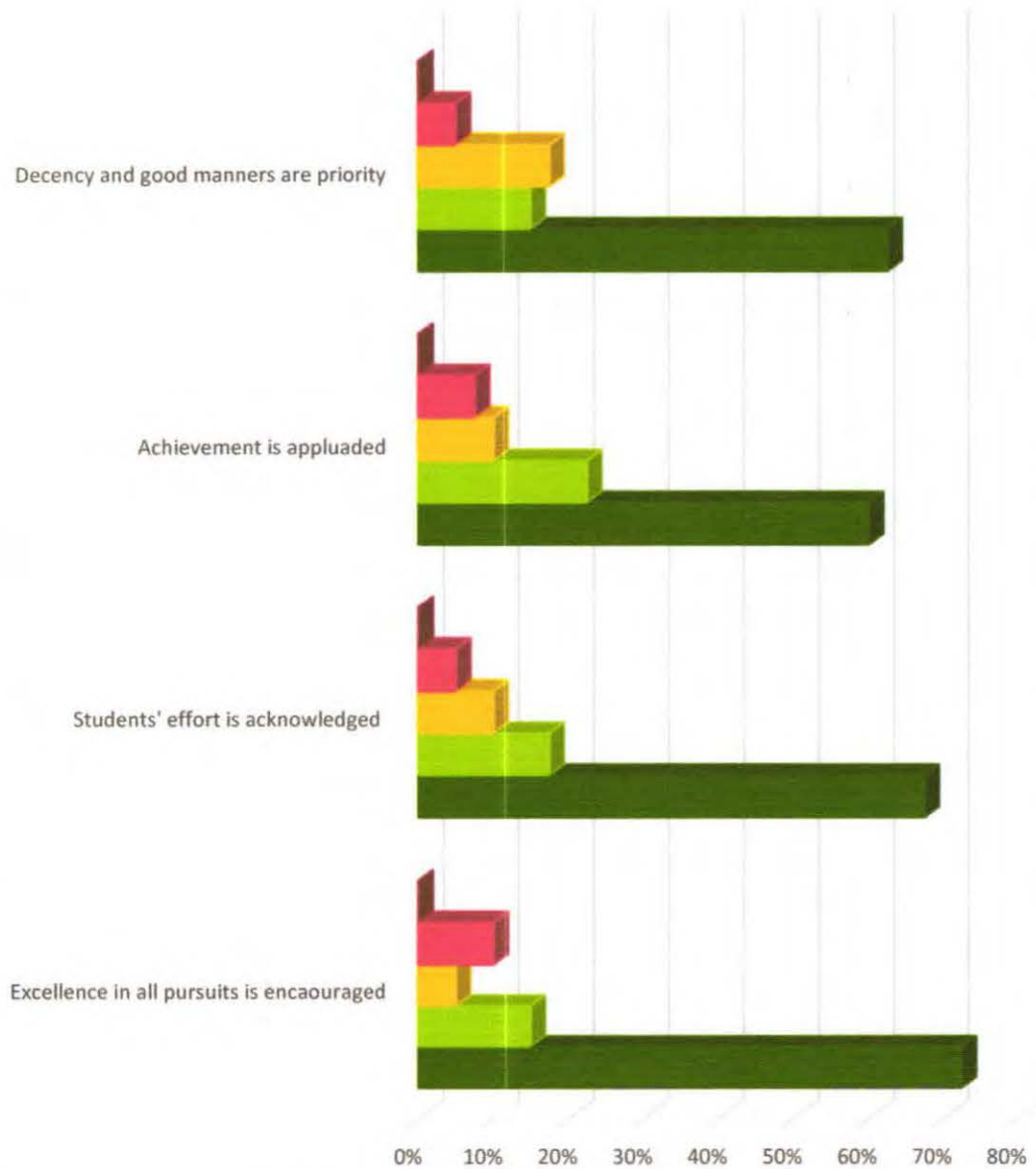


	The school is a happy and Caring place	The school tries to bring out the best in studnets	Discipline problems are completely handled	Incidents of Accidents are noticed and dealt with	The school environment feels safe and secure
Strongly Disagree	0%	0%	3%	0%	3%
Disagree	0%	5%	5%	5%	3%
Nutral	3%	13%	8%	8%	13%
Agree	15%	23%	23%	30%	23%
Strongly Agree	83%	60%	63%	58%	63%



d) About Values:

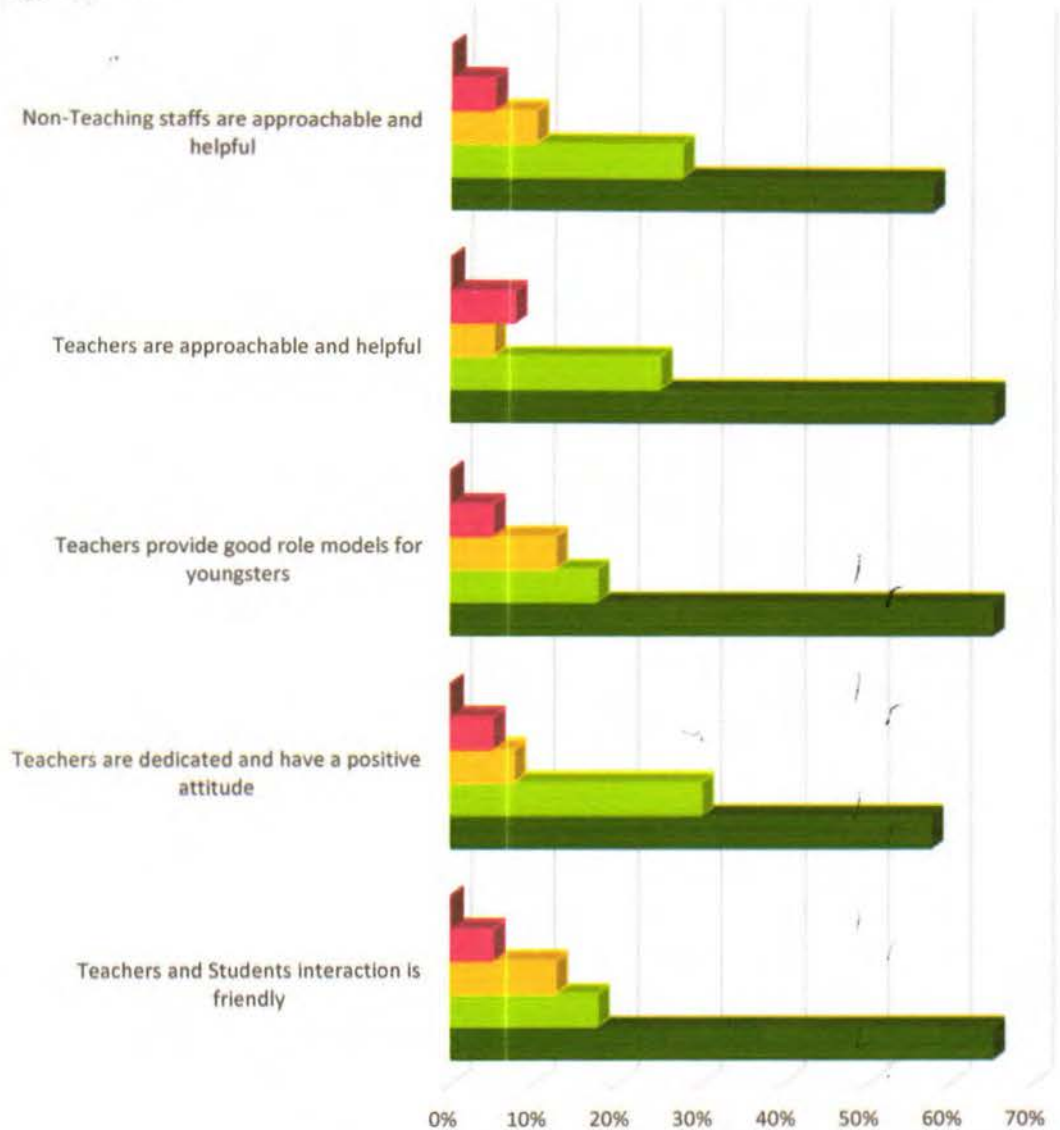
### Intpretation of Data



	Excellence in all pursuits is encaouraged	Students' effort is acknowledged	Achievement is appluaded	Decency and good manners are priority
Strongly Disagree	0%	0%	0%	0%
Disagree	10%	5%	8%	5%
Nurtal	5%	10%	10%	18%
Agree	15%	18%	23%	15%
Strongly Agree	73%	68%	60%	63%

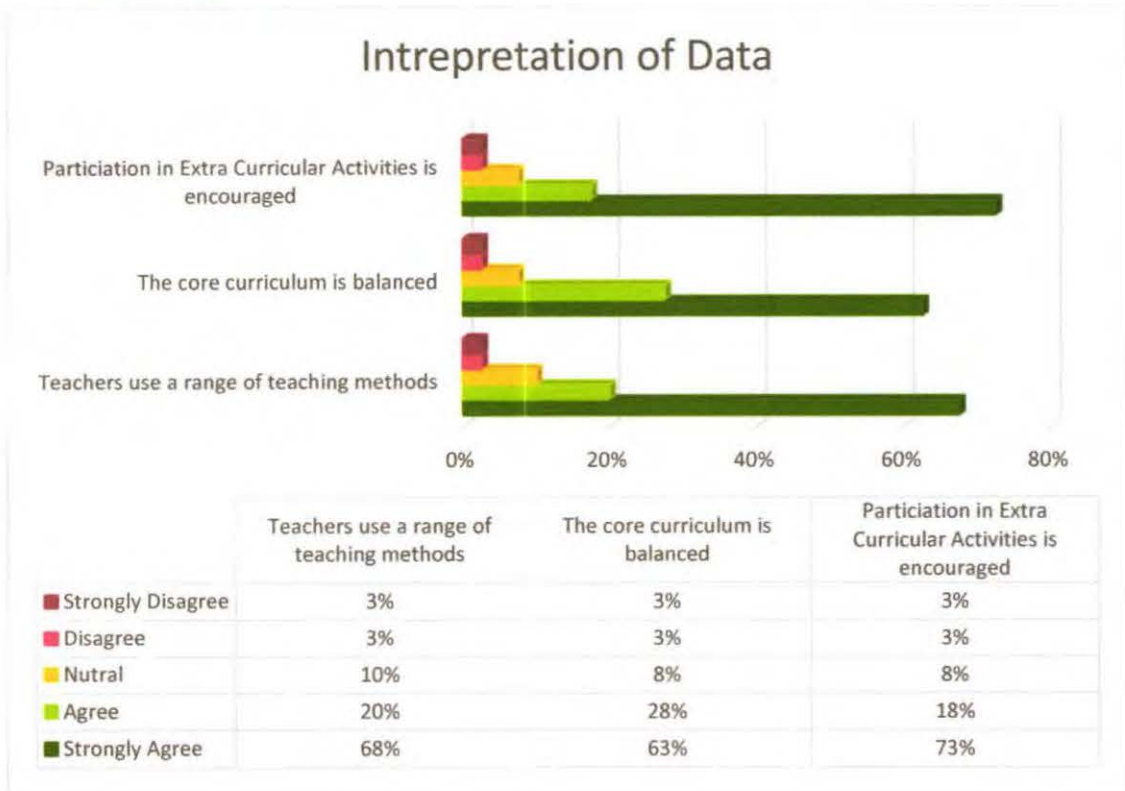
e) About Staff:

### Intrepretation of Data

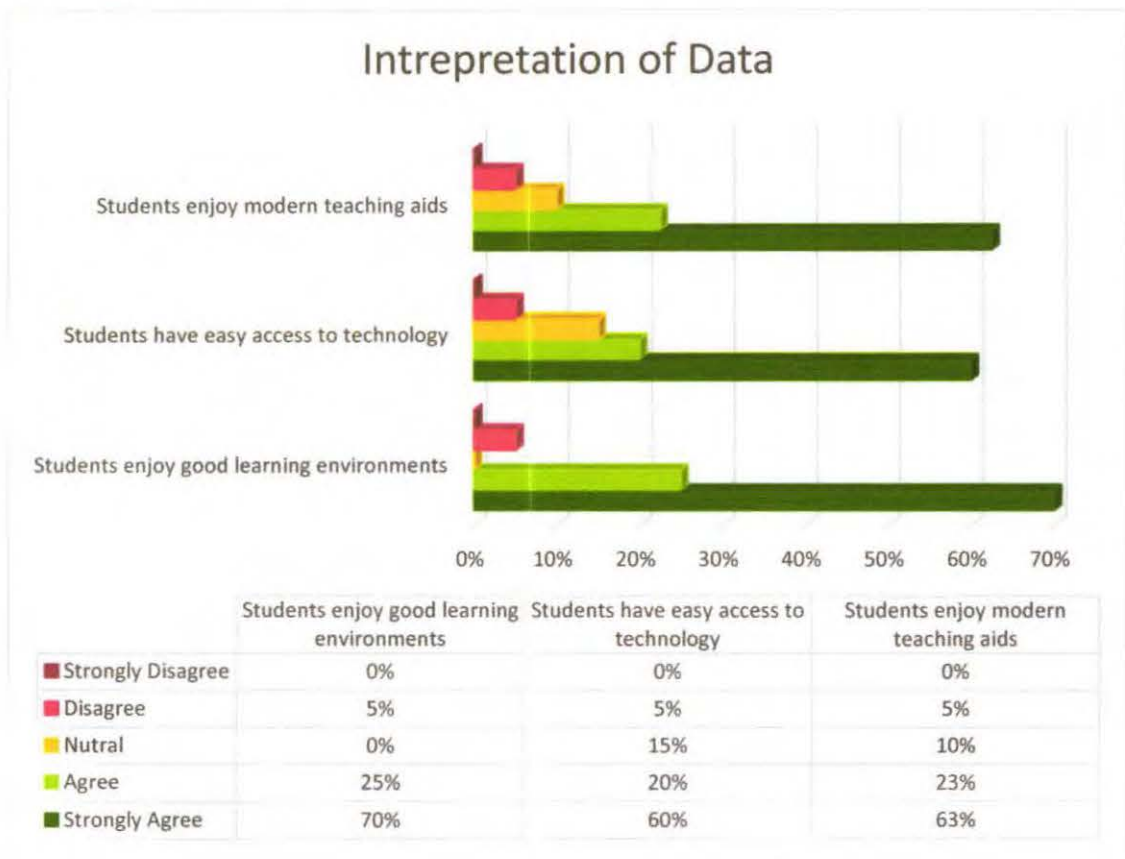


	Teachers and Students interaction is friendly	Teachers are dedicated and have a positive attitude	Teachers provide good role models for youngsters	Teachers are approachable and helpful	Non-Teaching staffs are approachable and helpful
Strongly Disagree	0%	0%	0%	0%	0%
Disagree	5%	5%	5%	8%	5%
Nutral	13%	8%	13%	5%	10%
Agree	18%	30%	18%	25%	28%
Strongly Agree	65%	58%	65%	65%	58%

f) Teaching Strategies:



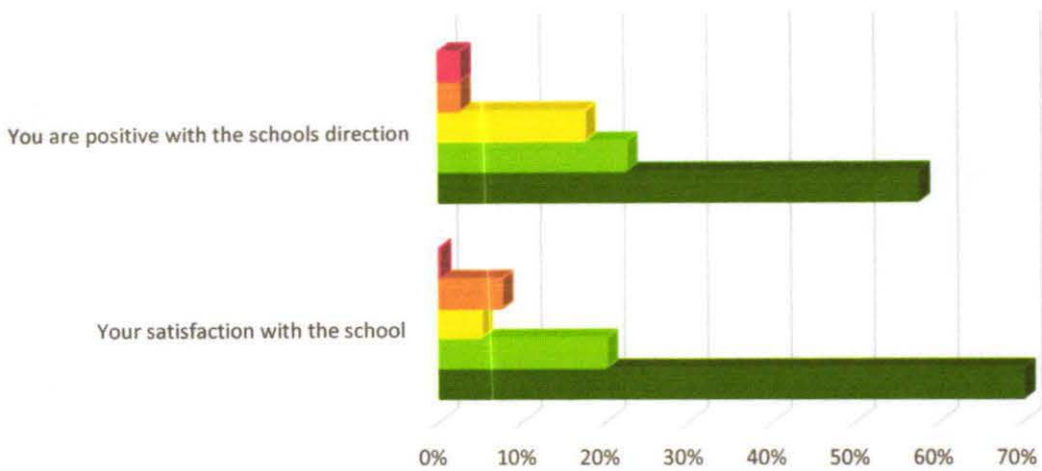
g) About Facilities:



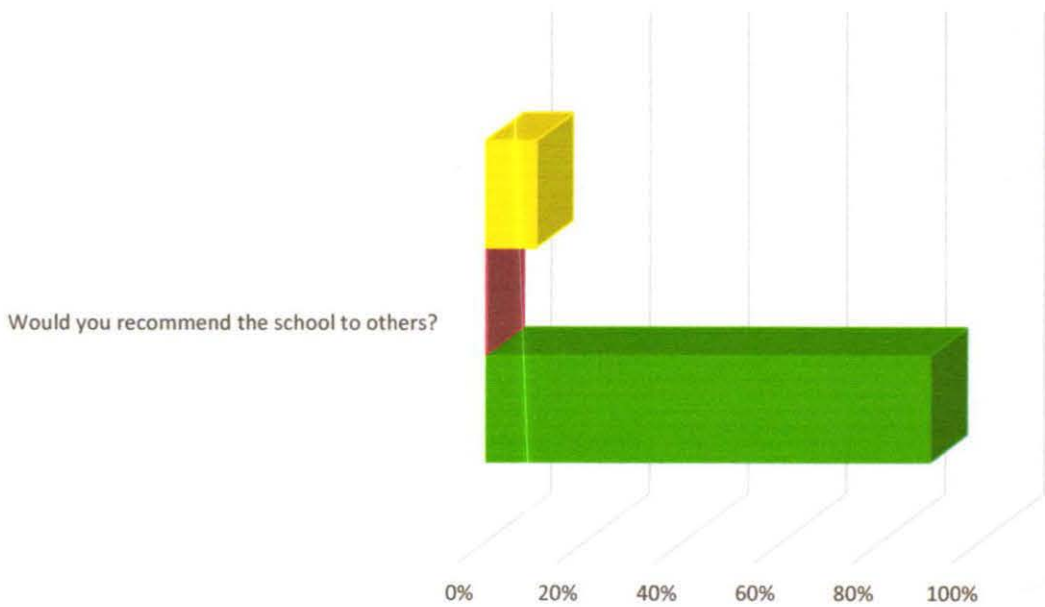


h) Overall Satisfaction:

### Intrepretation of Data



	Your satisfaction with the school	You are positive with the schools direction
■ Poor	0%	3%
■ Satisfactory	8%	3%
■ Good	5%	18%
■ Very Good	20%	23%
■ Excellent	70%	58%



Would you recommend the school to others?	
■ May Be	10%
■ No	0%
■ Yes	90%

## Chapter- 5

Summary, Conclusion & Recommendations:



## 5.1 Summary of Findings

This research shows the following findings-

- Improvement is needed for the school authority to perform their activities efficiently
- Strategies those are followed by the schools should be developed considering different facts
- Strategies should include suggestions from the customers-parents and students and all employees-teachers, administrative, accounts and other staff members also to improve all sectors
- Instructions across the school should be standardized and the targets and goals should be clearly defined for all employees

## 5.2 Conclusion

Understanding customer satisfaction is a central objective of organizations.

Besides, satisfaction is an indicator of how parents perceive the quality of offered service of Bangladesh International School & College (BISC). Relating to the literature, the parents satisfaction of students has become increasingly important for educational institutions in recent years due to globalization and the development and distribution of the internet.

Educational institutions must recognize the importance of satisfied parents and understand how satisfaction arises. Thus, this survey seeks to explore the needs of parents and knowledge about the indicators that are used to judge the service quality of educational units.

A mixed-method approach was used to obtain primary data from parents at Bangladesh International School & College. A pre-quantitative self-completion questionnaire was distributed in order to obtain a sample for the qualitative interview. Qualitative interviews were conducted to explore how the satisfaction of parents arises.

Parents of the students based their expectations on personal recommendations, the schools marketing communication and image, and previous experiences.

In order to judge the service quality of the educational unit, indicators related to the composition of the class, the teaching style and content are explored. Dissatisfied parents cope with their dissatisfaction by integrating factors such as the environment, culture, and lifestyle to remain satisfied overall.

This study contributes by investigating the perception of service quality related to the level of Teaching Style and by exploring the indicators used by parents to judge educational service quality. The findings are of value to managers of Bangladesh International School & College as well as academic literature, by examining the literature gap of how satisfaction arises in educational institutions.

### 5.3 Recommendations

Based on the literature and the actual practice that have been found by research, discussions can be ended with the following recommendations-

- Strategies should be carefully decided.
- Standard working procedure should be developed for the employees in different departments.
- Make the service more effective by considering the suggestions from parents and customer.
- Marketing manager should be involved in the schools.

### 5.4 References:

<http://www.temjournal.com/documents/vol2no4/Customer%20Satisfaction%20Index%20%E2%80%93%20as%20a%20Base%20for%20Strategic%20Marketing%20Management.pdf>