Report On

Human Resource IT System in ADN Telecom Ltd.

Submitted By

MD Hamja Islam

ID 16304129

An internship report submitted to the BBS department in partial fulfillment of the requirement for the degree of BBA

BBS Department

BRAC University

November 2020

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

_____

MD Hamja Islam

ID 16304129

Supervisor's Full Name & Signature:

_____

Mr. Mahmudul Haq

Associate Professor

Letter of Transmittal

Mr. Mahmudul Haq

Associate Professor

BBS Department

BRAC University

66 Mohakhali, Dhaka – 1212

Subject: Submission of internship paper on Human Resource IT system in ADN Telecom Ltd.

Dear Sir,

With reference to the above mentioned subject I would like to inform you that, I have been doing internship at ADN Telecom Ltd. on Human Resource Department.

I have been assigned to prepare an analytical report on "**Human Resource IT System in ADN Telecom Ltd.**" I have completed this job with due sincerity and hard labor.

Here, I would like to submit the report as a part of our internship course program. I appreciate you for asking me to conduct this report. If you need any additional information please contact me.

Sincerely Yours,

_____

MD Hamja Islam

ID 16304129

BRAC Business School

BRAC University

Date: 10 November, 2020

Acknowledge

I would like to start by thanking my teachers who always give support to me and wanted to give thanks to my teacher Mr. Mahmudul Haq. For all the help and considerate with my submission. Learning in Human Resources was an amazing journey that helped me to complete this report and also provide analysis of my report.

From ADN Telecom Limited, I would like to thank my supervisor Miss Sayma Delower for her guidance, support. And also for trusting me in order to contribute in my project. Miss Delower, who was my supervisor, showing me the every steps and helping me to learn the activities regarding my project. I feel very mych fortunate to have a HR team in ADN Telecom Limited where as my supervisor is very much supportive and kind to me. In my every steps their constructive feedback help me to keep on track and also work on my skills but also, made my work experience very pleasant. I have also had the chance to work with Mr. Mustafa Kamal, Senior Manager of HR and Mr. Rashadul Wadud Senior Officer of HR.

Executive Summary

Information Technology related business in Bangladesh is now in a booming stage. Gradually the time is passing and the country is getting digitally more advanced. As a result the usage of quality IT related service as like high speed internet service, server and IP services demand is being increasing day by day. Though we are passing through a great pandemic the entire traditional working system and process has been changed and most of the organization decided to work from home basis. This situation increased the internet usage rate more. The organizations are trying to bring their working process on IT based online platform and done their work smoothly. However, this report aims to present the new strategy taken by the service based organization and their HR working process through the online platform. The report shows not only represents the conditions of Bangladesh during the pandemic but also highlights its impact on a global scale.

Table of Content

1. **Chapter 1: Internship Overview**

    1.1 Student Information:

    I am MD Hamja Islam, I'd 16304129 student of BRAC University from BBS department. I have completed my first major on Human Resource Management and done my second major on Finance and Banking.

    1.2 Internship Information:

    I have joined at ADN Telecom Ltd. a sister concern of ADN Group on 20th September 2020 at the Human Resource Management Department. The duration of the internship program of the company was 3 month long. It is been located at Red Crescent Concord Tower 17 Bir Uttam AK Khandakar Road, 19th Floor, and Dhaka 1212.

    1.2.1   Internship Supervisor Information:

    During the internship period I was supervised by the Deputy Manager of ADN Telecom Ltd., Miss Sayma Delower from Human Resource Management department. Having amazing interpersonal skills and quality Miss Delower guide me the entire period and introducing me with the HRIT system of the company. As this e-platform is quiet new and in the HR field she has been showed the entire process having clear concept and in a good manner.

    1.2.2   Job Scope:

    I worked at the Human Resource Department of the ADN Telecom Ltd. as an intern. As we are going through a pandemic situation, this affect the organizations workload. I have to use MS Excel and critical thinking ability in order to solve various technical problems. During the internship period, for the first few days my supervisor showed me the how to keep on track and give me the guidelines

to complete the day to day task properly. Then I have been introduced with the HRIT System where the organization have been representing their HR related works in an online based platform or the e-platform where the day to day tasks can be done easily and in a faster manner. This is a very time efficient practice and activities including attendance management, leave management, cv bank and joining report etc. data can be done quickly. The recent pandemic shows the importance of IT field and e-platforms because during the lock-down situation people are more tend to work from home. And organizations started to use these online platform to do the day to day tasks.

1.3 Internship Outcomes:

When the theoretical knowledge and practical knowledge has been merged, learning takes the main outcome. I feel proud to contribute to the wellbeing of the organization however, little it may be and blessed to work under an amazing HR team. Firstly, my supervisor asked me just to maintain employee files and maintain daily office attendance via MS Excel sheet. Gradually I have learned about the hospitalization scheme, how to conduct interview, recruitment process and most importantly the Human Resource IT system of the organization. This report covers the overview of the company, gives brief history about ADN Telecom, its mission, vision, organization structure, product and services. This report also focus on the strength, weakness, opportunity and threats of this company. The employees of ADN Telecom as a whole the organization will get a broader picture about opportunities and challenges of Human Resource Information Technology (HRIT).

1.3.1 Problems and limitations faced during the internship period:

The company working environment was amazing and the seniors of me in the organization is very helpful and cooperative. They provided whatever information I needed during the intern period of three months. To my content I never faced any trouble during my internship period. However, limitations of the inevitable in the case of any

research. Two of the most common limitations for any research are time and resource constraints. The researcher must be anticipate the limitations before starting on the research and find out the ways in the limitations can be overcome. The limitations that were encountered at the time of carrying out this study have been mention below:

a) Time frame for the research was limited.
b) Information in confidential and not available in the market.
c) Detailed research was not possible due to constrains and restriction posed by the organization.
d) It was difficult to get in touch with the clients.
e) It wasn't possible to gain access to some of the studies that were conducted in the past related to the topic.

2. Chapter 2: About ADN Group

In Bangladesh, ADN Group is one of the prominent ICT service providing group consisting of six sister concern company. As like,
a) ADN Telecom Ltd.
b) Tech Valley Networks Ltd.
c) ADN Technologies Ltd.
d) InGen Technology Ltd.
e) ADN EduServices Ltd.
f) ADN Digital Ltd.

On 2003 ADN Group started as a technology based group of companies as "Advanced Data Networks System Limited" as a private limited company under the company act 1994. Sectors including service and solution provider in telecommunications, financial assistance, broadcasting facility, green and renewable energy or software education the collective strength and expertise of the group make it a preferred business partner for many corporations nationally and internationally.

Global brands including Orange S.A., formerly France Télécom S.A., Tata Communications, Singapore Telecommunications Limited, BT Group, Sri Lanka Telecom PLC, Airtel Bangladesh, which is currently an independent product brand of Robi Axiata, since Robi Axiata Limited is the Licensee of 'Airtel' Brand in Bangladesh. CISCO, Hitachi, Dell and Avaya are some of the successful affiliates and partners of this Group. ADN Group has a breadth of expertise across the industry and can leverage them to provide better value to clients.

By implementing next generation technologies, modern innovation and using advanced network ADN Telecom strives to provide technical solution.

	Sri Lanka's national telecommunication solution provider in the country. For over 162 years this organization act as a national ICT solution provider and leading broadband and infrastructure services provider in Sri Lanka. [3]
	Leading communication group in Asia. Services including fixed, mobile, data, internet, TV, infocomms technology (ICT) and digital solutions. Singtel is the largest listed Singapore companies on the Singapore Exchange by market capitalization. [4]
	This company is one of the Digital Ecosystem Enabler that optimize today's fast growing economy. This company is a part of the rich heritage of the internet of India. [5]

British Telecom (BT) was first formulated since 1980. In 1982 company became privatized and ensure three-pillar strategy including Purpose, 2030 Ambition and Value. [6]
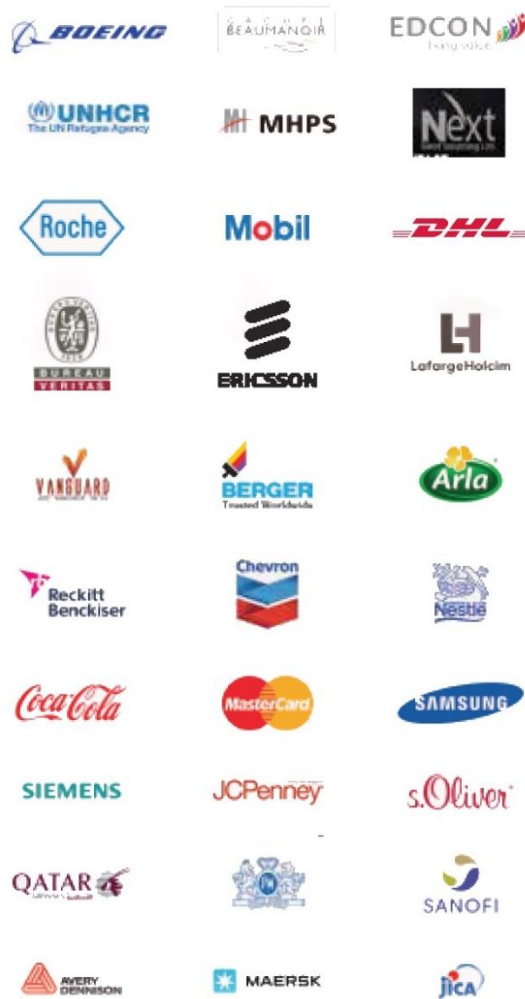
Figure 1: Affiliation & Partnerships

Figure 2: Affiliation & Partnerships

2.1 Objective of this report:

This report is prepared to fulfill the partial requirement of obtaining four years BBA graduation degree under BRAC University. The paper will be constructed with an objective to illustrate the opportunities and challenges of HRIT system of a company; a study on ADN Telecom. However the prominent objectives are:

a) To get an overview of Human Resource Information Technology system in the upcoming stage of a company;

b) To know the systems of HRIT and its functions;

c) To identify the major opportunities and strength of HRIT system;

d) To know the challenges of HRIT system;

e) To provide some suggestion for improving HRIT system and its related functions.

2.2 Methodology

2.2.1 Research Design

The research descriptive in nature. For the purpose of the study both primary and secondary data have been used. By the help of descriptive research, the researcher tries to describe the opportunities and challenges HRIS system in Bangladeshi culture. Descriptive research minimization of bias and maximization of reliability of evidence collected. This study makes specific predictions and provides valuable facts.

2.2.2 Data sources:

Data collection sources are divided under two segments. Such as

1. Primary Data
2. Secondary Data

2.2.3 Secondary Data:

Data which have been already collected by someone and data which have been already passed through the process of statistical phase. The secondary sources of data are like:

- ✓ Regular meeting with the supervisor
- ✓ Official website of ADN Telecom
- ✓ Official website of ADN Group
- ✓ Annual report of ADN Telecom (2019-2020)
- ✓ Different text book
- ✓ Relevant journals and articles available in the internet website
- ✓ Office report

2.2.4 Primary Data:

Primary data are those that are collected for the first time and thus happen to be original in character. The primary sources of data are like:

- ✓ Survey
- ✓ Face to face interaction or interview
- ✓ Informational conversation with several employees in between the organization
- ✓ Personal conversation etc.

2.2.5 Questionnaire Design:

The research have been conducted based on structural questionnaire where have multiple choice of question answer for the judgment.

2.2.6 Sampling Technique: Under sampling technique there are 3 terms. These are given below:

1. **Non-probability sampling:** In this research the researcher uses non-probability sampling technique. Due to the time and workforce considerations. The researcher uses online Google sheet for conducting survey.
2. **Total Population:** The population of this survey is who use online platform such as search engines, websites, social media, and Email.
3. **Sample size:** For this research project the researcher has selected a sample size of 30 from the population. As it was an anonymous online survey, the sample

was randomly selected. The survey was anonymous because most of the people using online are very cautious about their privacy for which they do not want to disclose information to other people especially while in a survey. In this research the sample is all the people who are the active user of social media with diversified profession as student, job-holder, entrepreneurs etc.

2.3 ADN Telecom:

ADN Telecom was first incorporated since 2003 introducing as a data and internet connectivity company offering high speed internet services and corporate and private network service to local and international clients, data center service, and IP telephony service using fiber, satellite and wireless solutions. Now a days ADN Telecom is a renowned and leading IT and telecommunication service provider in Bangladesh. The company has been offering wide range of data services, voice service and faster internet connectivity to the local and international clients.

As a well-known IT service company, ADN Telecom have the most advanced IT based technologies and diverse access network including of wireless connectivity, optical fiber connection, satellite transmission and infrastructures. This allows the entire company to run the systems having backups as one infrastructure face any technical issues or difficulties. The main strength of the company lies in the ability to congregate technologies with human excellence to ensure connectivity.

World leading international telecommunication brands such as SingTel, TATA Communications and Orange Business Service are ADN Telecom's strategic partners. Strategic support and alliances with Bharti Airtel and Sri Lanka Telecom all enable the company to provide end to end solution, both domestically and internationally. ADN Telecom is poised to serve enterprises seeking to use cloud, Data Center and IoT platforms for their business initiatives. Currently ADN Telecom Limited has been enlisted both in the (DSE) Dhaka Stock Exchange and (CSE) Chittagong Stock Exchange, upholding as a public limited company.

2.4 Company Mission and Vision:

Mission:

Delight customers through consistent delivery of high quality services. Provide technical innovations by implementing next generation technologies and network advancement in services and operations for the benefit of customers. Delivering innovation and delightful customer experience through passion, commitment and technology for a brighter tomorrow. [1]

Vision:

Delivering innovation and delightful customer experience through passion, commitment and technology for a brighter tomorrow. [2]

2.5 Management Committee:

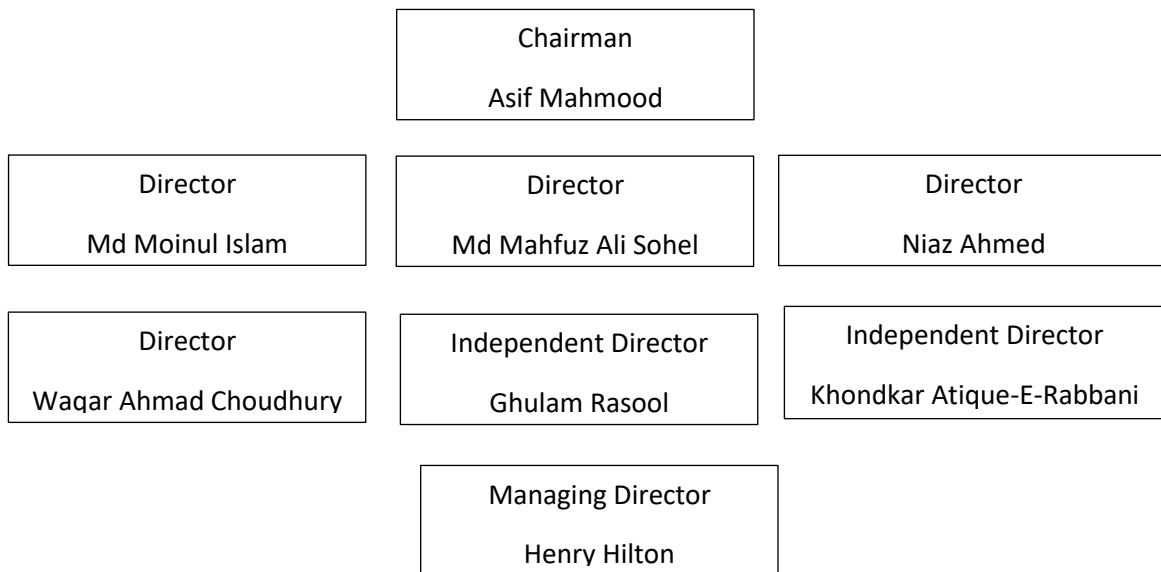The management committee or the board of director of ADN Telecom Limited

| Chairman |
| Asif Mahmood |

| Director | Director | Director |
| Md Moinul Islam | Md Mahfuz Ali Sohel | Niaz Ahmed |

| Director | Independent Director | Independent Director |
| Waqar Ahmad Choudhury | Ghulam Rasool | Khondkar Atique-E-Rabbani |

| Managing Director |
| Henry Hilton |

Figure 3: Board of Directors

Human Resource Management Team:

Head of Group HR

Mamun Mahmud

Senior Manager

Mustafa Kamal

Deputy Manager	Manager	Senior Officer
Sayma Delower	Fahema Parveen	Rashadul Wadud

Senior Executive

Nadia Nuwsin

Figure 4: HR Team

2.6 Financial Performance:

In 2020 the revenue of the organization is around 1129.62 million taka. In 2019 the annual revenue was around 1016.30 million taka. The yearly revenue have been increased [(1129.62-1016.30)/1016.30] by 11.15%. Since 2003 the annual revenue growth performance is impressive. In 2020, the gross profit of the organization is 416.16 million taka.

Particulars	Year 2020	Year 2019	Year 2018	Year 2017	Year 2016
Net Revenue (BDT in Million)	1,129.62	1,016.30	920.42	829.45	757.32
Gross Profit (BDT in Million)	416.61	410.49	405.28	347.57	297.32
Net Profit Before Tax (BDT in Million)	156.62	161.01	182.31	152.17	125.05
Net Profit After Tax (BDT in Million)	161.47	127.11	119.63	105.93	87.76
Total Current Assets (BDT in Million)	1,090.59	573.68	570.94	496.30	365.61
Total Assets (BDT in Million)	2,233.63	1,516.59	1,428.59	1,240.73	1,068.8
Total Equity (BDT in Million)	1,633.53	943.45	843.43	723.80	594.61
Total Current Liabilities (BDT in Million)	416.64	383.81	362.47	291.22	233.32
Net Operating Cash Flow (BDT in Million)	180.52	191.23	152.58	155.83	204.29
Net Asset Value (NAV) per share (BDT)	25.27	14.59	18.80	16.13	14.20
EPS (BDT)	2.86	2.25	2.67	2.52	2.10
NOCFPS (BDT)	2.79	2.96	3.40	3.71	4.88

Figure 5: Financial Performance of ADN Telecom

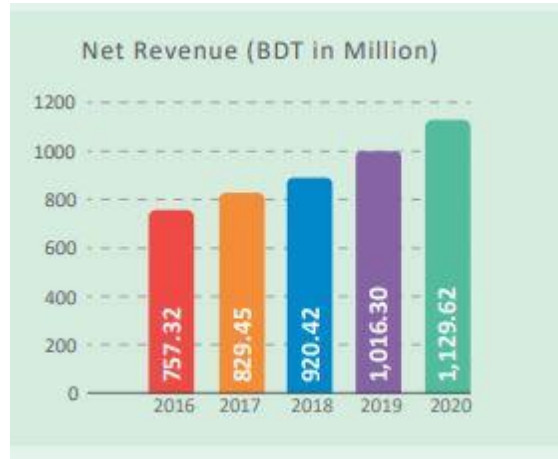**Net Revenue in Graph format:**

Figure 6: Net Revenue

Gross Profit in Graph format:

Figure 7: Gross Profit
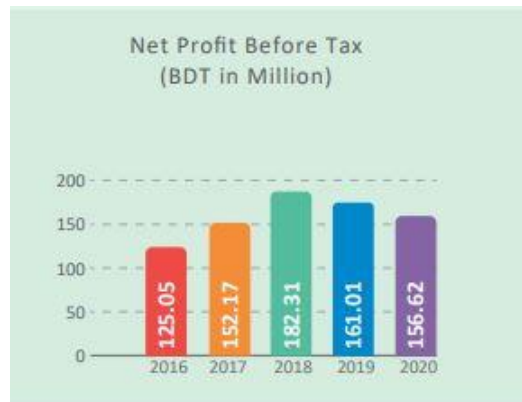
Net Profit Before Tax in Graph format:

Figure 8: Net Profit Before Tax

Total Current Asset in Graph format:
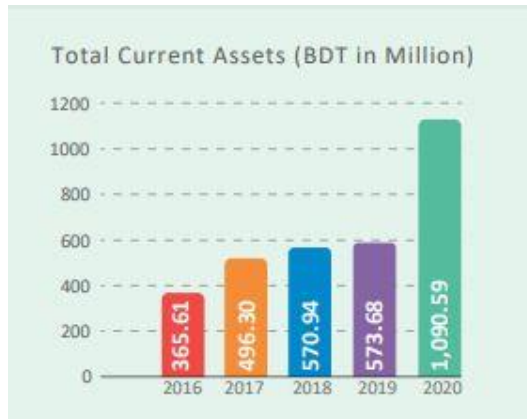

Figure 9: Total Current Asset

Total Current Liabilities in Graph format:

Figure 10: Total Current Asset

2.7 SWOT Analysis:

SWAT analysis is a technique to analysis the strength, weakness, opportunities and threat of any business. This is a very popular tool to measure these four important aspects of an organization. SWOT analysis of ADN Telecom has been stated below:

a) **Strength:**

- Strong Management with excellent track record.
- First ISP in Bangladesh to have a diverse access network of fiber, wireless and satellite.
- Reliable and responsive network and service delivery
- Largest provider of international MPLS and IPLC service.
- Strong relationship with NTTN's, IIGs, ICXs and IGWs
- Strategic investment in ITC & IIG.
- Strategic alliance with SingTel, Orange Business Services and TATA Communications.
- Nationwide coverage, including remote areas without fiber based infrastructure. [3]

b) **Weakness:**

- Lack of experience people to serve big project.
- In order to maintain high quality the product and pricing line is high.
- Software maintenance cost is high.

c) **Opportunity:**

- We are well-positioned to exploit the launching of Bangabandhu 1 satellite.
- Huge activities for digital Bangladesh creating new business arena.
- Opportunity to up sell and cross sell different digital products to large and existing client base.
- Due to availability of SEA-ME-WE-5, the lower price of bandwidth will help to increase the market growth.
- Market is growing high rate

- Use of new technology concepts like IoT, Cloud Services and Data Centers allow the creation and growth of new services and products. [4]

d) Threat:

- Competitors as like Link3, Aamra Wifi, BRAC NET etc. takes new strategy in terms of IT sector investment.
- Bangladesh GDP is low as a result investing in IT sector in huge amount is bit risky.
- Still now a good proportion of company are focused on tradition HR focus in terms of using software based HR system.

Chapter 3: Project Part

3.1 ADN Telecom & HRIS System:

ADN Telecom Limited also known as Advanced Data Network was first incorporated since 2003. This is an ISO 9001:2015 certified company provides strong networking facility including broadband services and strong internet connectivity to various segments of customers. British American Tobacco, UNILEVER Bangladesh, BRAC Bank, QATAR Airways, GSK Bangladesh etc. are some of its valued clients. Since 2003, ADN Telecom has been providing service in the market with a very high success rate. Authorized by the BTRC (Bangladesh Telecommunication Regulatory Commission), ADN Telecom has been performing the prime task of providing internet connectivity and networking service not only the national sector but also in the international sectors.

Human Resource Information System (HRIS) also known as Human Resource Management System is an online based platform through which organization can

streamline and automate their organizations HR practices easily. This is a software based operation by which organization can perform HR activities through electronic way. HRIS allows a company to plan its HR cost more effectively and also manage theme and control them without having too many resources in a short amount of time.

In most case HRIS will lead to increase efficiency when it comes to makes crucial decision in HR. The decision made through the HRIS platform maintain quality this results the productivity and working efficiency of the organization. The employees and the managers have a clear vision of their day to day task and goal. In an organization HR department is the one which always have to take the crucial decision for the organization. Decision including, salary appraisals, promotion, investment approval, training approval, even fire an employee HR need enough information to perform these tasks successfully. HRIS serves as a supportive background for the organization including data bank as like all sort of CV information, salary information, blood group information, employee id and their bank account number etc. In order to function optimally, the human resource department must have the right tool and enough information and HRIS is the perfect solution to do that in a shortest amount of time.

3.2 Operations of HRIT & HRIS:

In our modern world information technology have been use in every aspects of work and practicing human resource activities also fall under that. To do that HRIS has been introduced which is a combination of information technology (IT) and human resource management (HRM). HRIS software built to the purpose of increasing the effectiveness and efficiency of an organization. Such positions like administrative management, HRIS managed to become a strategic partner of the organization because of its use of information technology.

Day by day information technologies are getting upgraded and these up-gradation will affect the HRIS activities. Software wise data base management system will work. DBMS or data base management system is a crucial part of HRIT system. In an organization various data's need to proceed every day and the main challenge is how fast and accurately the organization can do that. Here, the HRIS software can run very smoothly and can maintain daily task schedule. As information system plays a major role in HR it will transform the entire human resources process radically in terms of how an organization collect data, store, retrieve and disseminate information.

The quality of human resource management is a main factor for an organization. In an organizations human resources professionals should diagnose and consider the various social aspects, political environment, legal and technological environment in order to collect and maintain the accurate information. To being active against these challenges, human resources management has been adopt new logics and HR managers must bring change to their day to day behavioral action and they also need to change the way of thinking and acting outdated.

Human resources information system should be maintain in such a manner so that data which have been stored in it can be used in future for multiple use. Variable output should be maintain. However, the use of multiple use or output of data there will be a complete need of a system of gathering, processing and flowing of data.
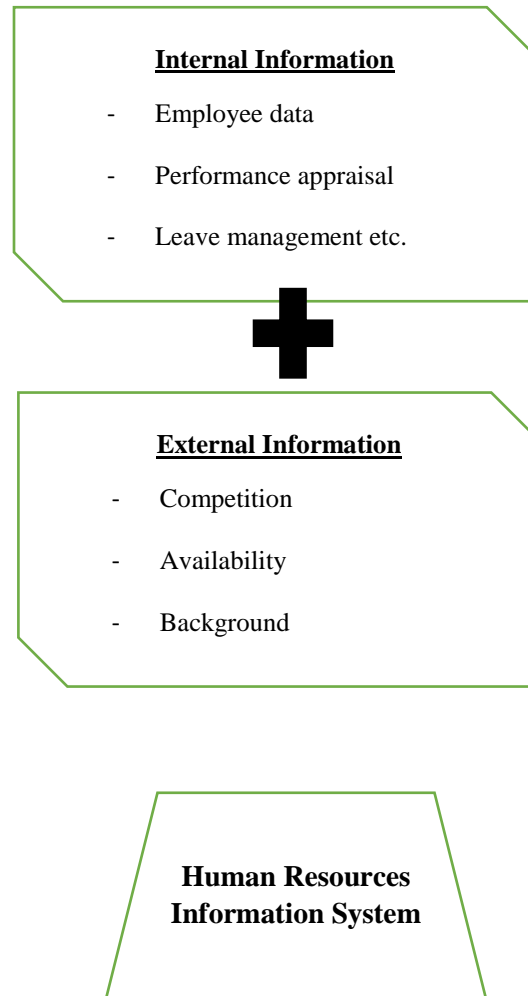
Internal Information

- Employee data

- Performance appraisal

- Leave management etc.

External Information

- Competition

- Availability

- Background

**Human Resources
Information System**

Figure 11: Human Resources Information System

3.3 ERP System:

Enterprise resources planning or ERP is an integral part of human resources information system of HRIS. This is used to maintain the organizations important tasks properly. It is the ability to provide a functional term of business applications. ERP tools ensure a common access of data model, full filling the large and deep operational end-to-end processes as like distribution management,

HR practices, Supply chain management, financial analysis and decision making etc. Such modules as like product like cycles of ADN Telecom Limited, product purchase, manage and distribution etc. supply chain activities, online sales and decision making process are used in ERP tools.
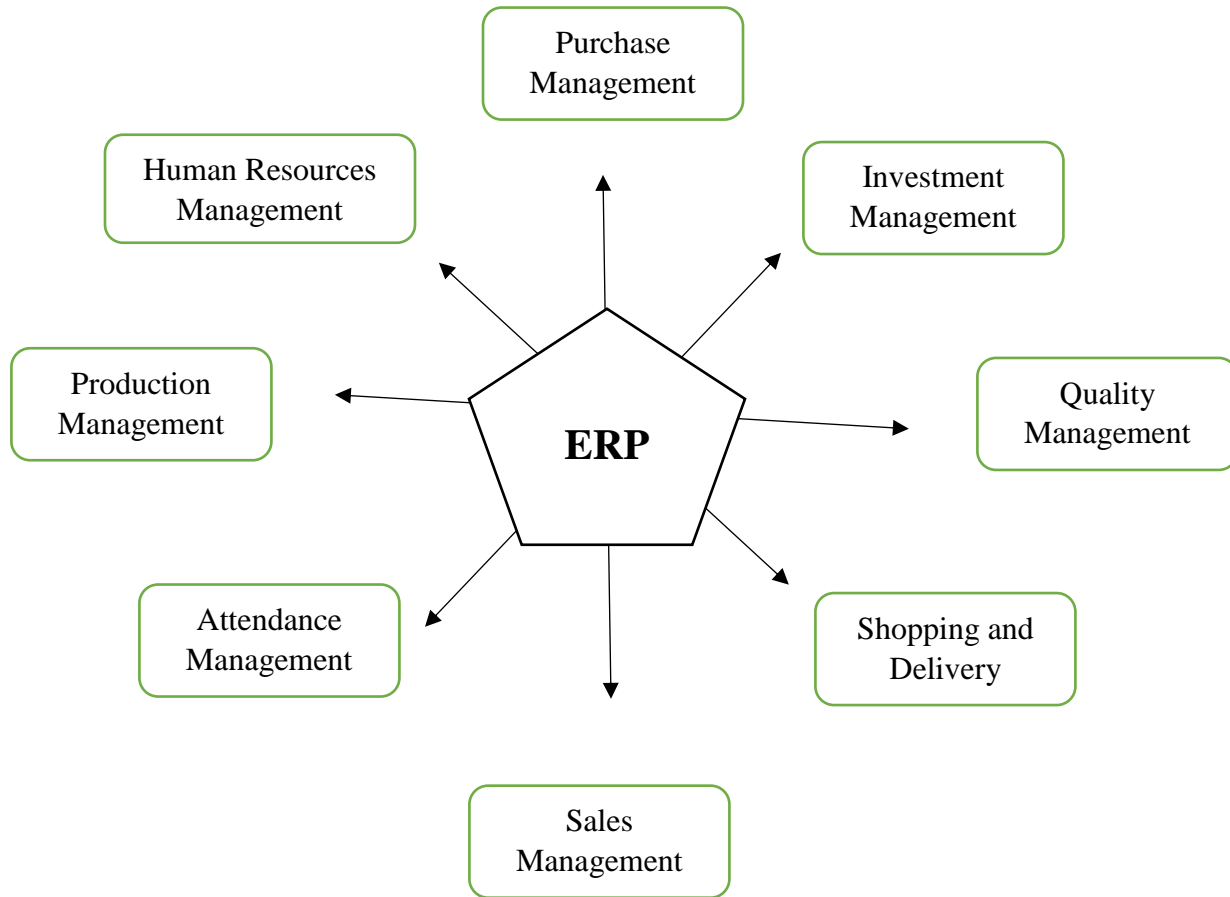

Figure 12: Enterprise Resource Planning (ERP)

3.4 Survey Questionnaire Analysis:

A survey is a process of collecting data, analyze and interpret the perspective of people from a target group of population. In order to conduct research survey is one of the popular and the most common method of collecting data because of accuracy, time consumption and easiness. For this paper I have collect the

response of 28 people who are acknowledge of HRIS system. The survey research topic here is the "Effectiveness of Human Resource Research Survey".

- **Demographic Analysis:**

Gender

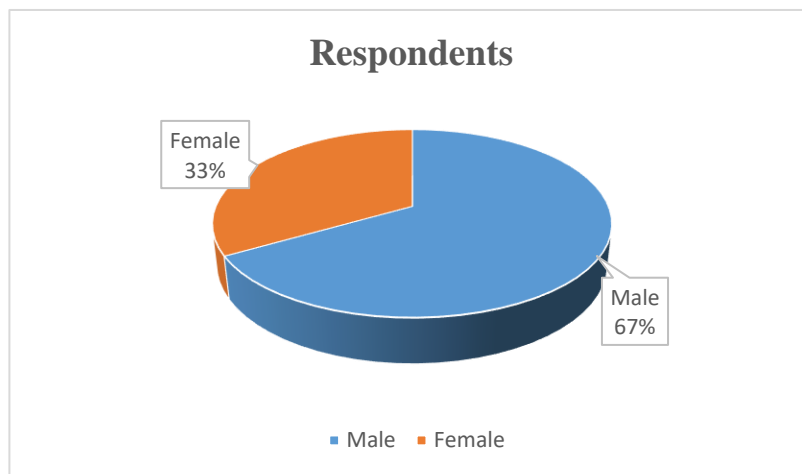| Gender	Male	Female
Respondents in %	66.7%	33.3%
Number of Respondents	19	9

Figure 13: Representation of respondents gender

- **Analytical Ability Analysis:**

Current HRIS system should have a mobile app version to run the entire system more effectively or it will raise the cost?

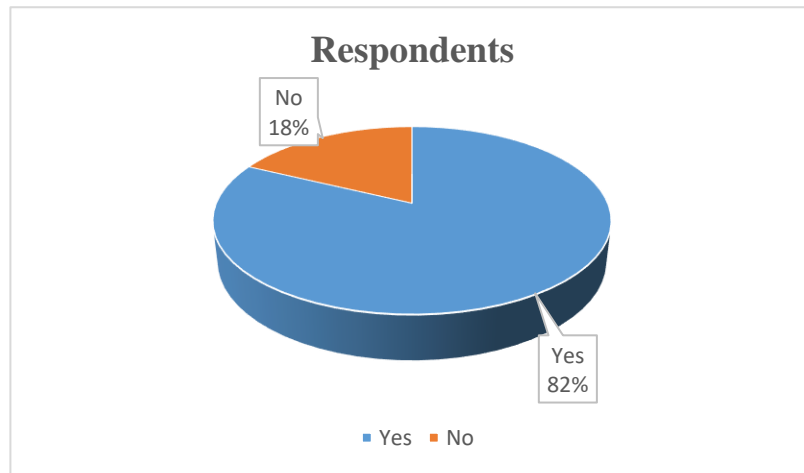| Respondents in %	82.14%	17.86%
Number of Respondents	23	5

Figure 15: Respondents agreed to have an app version of HRIS that will make the work more efficient

Is the HRIS system allows the employees to edit, update or add their information?

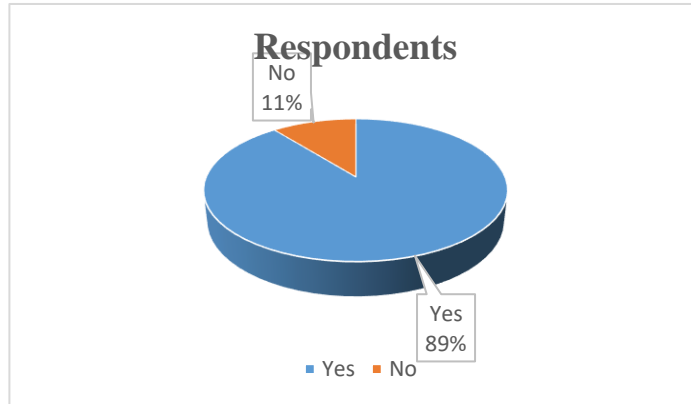| Respondents in %	89.28%	10.72%
Number of Respondents	25	3

Figure 16: Target audiences responses in terms of data edit, update and retrieve situation

Should HRIS includes the messaging system to collaborate among the employees?

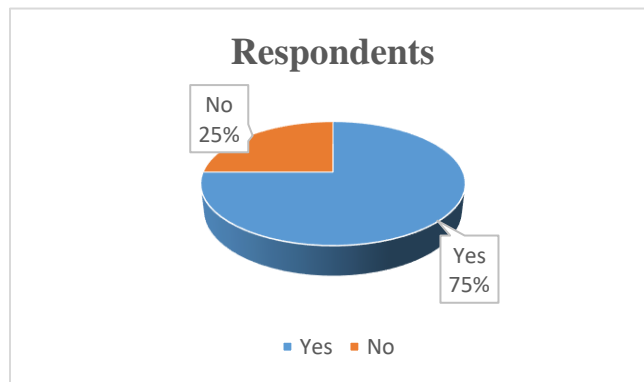| Respondents in %	75%	25%
Number of Respondents	21	7

Figure 17: Number of respondents agrees to have a messaging option in HRIS in order to ensure effective communication

Is the HRIS provides artificial intelligence based insights for the HR team of the organization?

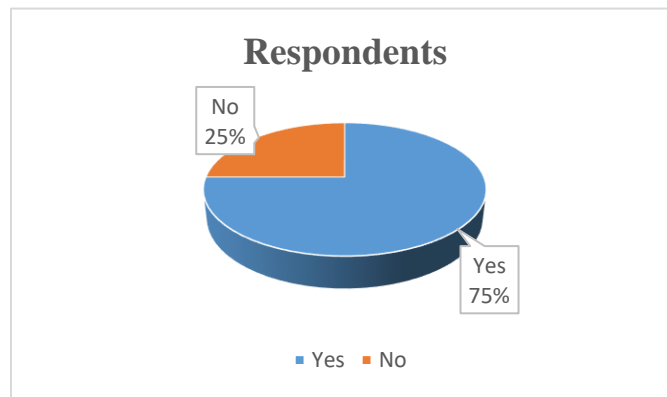| Respondents in %	35.71%	64.29%
Number of Respondents	10	18

Figure 18: AI insights in HRIS platform responses

Conclusion & Recommendation:

Human Resources Information Technology is becoming a new concept in Bangladesh. Many organization use this online based platform in order to process their day to day HR activities. As HRIT use the organizations lot of data including confidential data's as like salary information, bank account information so cyber surety for this platform is very important. Missing of one information of a digit can cause a serious hamper to the organization. As per investigation, HRIS in Bangladesh is in becoming very popular among the organizations and the recent pandemic situation make this platform more popular due to the work from home concept. Be that as it may ADN Telecom HRIS constrained is enhancing step by step, they are adding more HR features in the HRIS platform such as, different types of appraisals, training brochures, AI based auto generated JD etc. Notwithstanding, ADN Telecom has given me the place to complete my temporary position with the realistic complicity in various sectors.

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[5] *Tata Communications - Tata Communications is a digital ecosystem enabler that powers today's fast-growing digital economy, Retrieved from TATA Communications Website: https://www.tatacommunications.com/about/*

[6] *British Telecom – About BT, Retrieved from British Telecom Website: https://www.bt.com/about*