

Report On
The Advantages of Managing HR Functions through Customized Software

By
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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School
BRAC University
[April] [2020]

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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:

Rafiul Islam Rakin

Student ID: 16104056

Supervisor's Full Name & Signature:

Fahim Farouque

Managing Director

Far East IT solutions Limited

Letter of Transmittal

Suman Paul Chowdhury, PHD

Assistant professor,

Accounting

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

This is my pleasure to display my Internship report named “The advantages of managing HR functions through customized software”, which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Rafiul Islam Rakin

16104056

BRAC Business School

BRAC University

Date: April 21, 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between Far East IT Solutions Limited and the undersigned student at BRAC University

Acknowledgement

I would like to express my special thanks of gratitude to my University supervisor for the internship, “Suman Paul Chowdhury, PhD” sir for providing me all types of support and instruction that was required. With his enormous support and guidance the completion of the report was successfully possible in this crisis time of ongoing pandemic. Moreover, I would also like to extend my gratitude towards my organization supervisor, “Fahim Farouque” who has been a great support for me.

Next, thanks to my parent, my sister and my classmates for giving encouragement, enthusiasm and invaluable assistance to me.

Executive Summary

The report discusses about the invaluable advantages of running Human Resource function of an organization with the help of customized software. The idea of this discussion came from my experience of doing an internship at FEITS where they make and sell customized HR software to make life easy for different national and international companies. In this report, in-depth research is done to get the overview of different types of business organizations of different sectors on this issue to come to a definite conclusion. However, the analysis and findings of the research is shown after discussing a little about the company that inspired me to work on this project and also sharing my experience of working with them for three months. Finally, the report is concluded with recommendation based on the findings of the analysis.

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List of Acronyms

FEITS- Far East IT Solutions Limited

MIS- Management of information system

HR- Human Resource

HRM- Human Resource Management

HRMS- Human Resource Management System

DSE- Dhaka Stock Exchange

IT- Information Technology

Tech- Technology

Glossary

Human Resource Management

The management of people within an entity in a systematic way. (Juneja)

Management of Information system

Information system used for decision-making, and for the coordination, control, analysis, and visualization of information in an organization.

Chapter 1

Overview of Internship

1.1 Student Information

Name: Rafiul Islam Rakin

ID: 16104056

Program: BBA

Major: Finance

1.2 Internship Information

1.2.1 Company Information

The company is an IT solutions company named Far East IT Solutions Limited.

Department

I worked in the finance department under the direct supervision of company's managing director.

Address

Haq's Plaza (7th Floor), 26 Kemal Ataturk Avenue , Banani, Dhaka-1213

1.2.2 Supervisor's Information

Fahim Farouque, Managing Director.

1.2.3 Job description

- Work under the supervision of the business services division management
- Support work assignment in the preparation of monthly or weekly financial reports
- Develop and utilize spreadsheets, databases and other computer applications
- Manage specialized information, reports, forms dealing with fees, billing, tracking of projects etc
- Enter information into the financial accounting system of the company

1.3 Internship Outcome

1.3.1 Student's contribution to the company

As an intern my contribution to the company was basically to make life easier for other employees working on my department and at the same time learning everything about how the finance department of a technological company works. Moreover, I was also actively dealing with a lot of customer related issues for a week during my internship in absence of another intern which let me contribute in other dimensions too.

1.3.2 Benefits to the student

I was hugely benefitted by this experience of working as an intern at FEITS. I learned everything about how an office works. I also learnt that in an organization there are different types of departments who need to function properly at the same time in more of a synchronized manner to achieve goals. Besides, I learned office culture, the importance of being punctual, and discipline.

1.3.3 Problems faced during the internship period

I faced problems at the very beginning working in a tech company being a business graduate. In my office I only had two other employees among 30 people who come from my background. Besides, due to global pandemic covid-19 and its emergence period it was tough to go to the office and carry on with other day to day activities among the fear of getting affected.

1.3.4 Recommendations on future internships

For future internship program at FEITS I would suggest the following things:

- Give the intern a definite desk and chair rather than making him/her always moving from one place to other
- The interns may be sent to other branches or to the clients firm so that they get ideas about how clients are dealt.
- The intern's salary might be increased by little.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1 Overview of the Company

Far East IT Solutions Limited known as FEITS was established in 2017 by some young talented entrepreneurs of our country. They mostly come from computer science and engineering background and they were a group of friends who had this ambition of taking themselves forward. Basically FEITS was established at a time when there was already a huge competition that existed within the software industry because so many software businesses were formed and the market was saturated. With a vision of standing out from the crowd and achieving client satisfaction through making a loyal customer base, FEITS very easily grew themselves up to a strong tech giant in a very short time. Furthermore, they right now have more than 50 clients regularly whom they serve by selling their readymade and also custom made software products. Among all of their clients, some of the mentionable are Active energy, Khan Motors, Canadian International School, Shilighor and many more. Lastly they continue growing everyday with the mission of offering the most user-friendly software services and web solutions at a revolutionary price, while leading the way for socially conscious business.

2.2 Management Practice

FEITS has a centralized decision making system where all the power is held by the top management. The board of directors is the top policy and decision maker of FEITS. Currently the board consists of a chairman, Vice chairman, a managing director and a CEO.

The managing director conducts all the activities under the decision of the board. The officer and the other staff personnel are appointed by the human resource team. Moreover, FEITS have 2 branches and the branch managers lead them. Every employee report to their reporting boss on a daily basis and it continues to the respective department head for further process. Being a very small and new organization they still do not have many more management issues to deal with which according their assumption will start arising as they grow bigger every year.

2.3 Marketing Practice

Being a tech company FEITS prefer to use digital marketing tools to let customers know about themselves. They also believe in creating an impact in their customer's mind which will automatically bring more customers. Therefore they always maintain a loyal customer base and they make them bigger every day. As a result, they save a lot of money which would have otherwise spent on advertisement. Being a company full of technologically erudite, FEITS use the best of their potential of social media and internet marketing.

2.4 Financial Overview

FEITS being a very new organization have not published an annual report yet. Neither they are not registered to DSE nor do they have the tension of reporting to any outside investors or any committee. Therefore, they have decided to not spend any of their valuable time thinking about how they grew financially in the first 5 years. However, they have a finance department and the head of that department keeps count of the inflows and outflows of cash combined with their accountant.

In the first 2 years of business FEITS never saw any face of loss. They were established by the investment of their board members and by hard work and dedication, one day they will grow as one of the biggest tech giants in this world.

2.5 Operations Management & Information System Practice

For a few indoor and outdoor logistics support FEITS depends on third party organization. Apart from these, for their internal operation, in every branch, there is a Branch operation manager who is responsible for checking out daily operation, account opening forms, client request, client appointment and other documents they check in a daily basis and deliver products to their clients.

Besides, FEITS sells products that are related to MIS itself.

2.6 Industry & Competitive Analysis

For showing the position FEITS against other competitors I had to do a weighted average competitive analysis as they did not disclose any of their financial reports till now. The method puts weight on various criteria based on their importance and then mark an individual company based on that criteria. Now weight multiplied by obtained mark is the point achieved in those criteria for a company. Total points determine their competitive position.

criterion (A)	weight (W)	<u>Magnito Digital</u>		<u>FEITS</u>		<u>Dream71 Bangladeh</u>	
		Mark(M)	points (W*M)	Mark(M)	points (W*M)	Mark(M)	points (W*M)
product quality	0.3	7	2.1	7	2.1	9	2.7
customer reputaion	0.2	8	1.6	7	1.4	9	1.8
financial strength	0.2	8	1.6	7	1.4	9	1.8
product versatility	0.1	7	0.7	6	0.6	10	1
market demand	0.1	8	0.8	5	0.5	8	0.8
consistency	0.1	7	0.7	6	0.6	8	0.8
Total Points			7.5		6.6		8.9

FIGURE: Weighted Average Competitive Analysis

The above analysis to determine the competitive position of FEITS was done against other two top level software companies of Bangladesh named Magnito Digital and Dream71 BD. The analysis shows that being a newcomer in the completion; FEITS yet have a lot more to achieve and a long way to go as they are below their competitors in almost every category.

SWOT Analysis

Strength:

- Capable Management
- Adequate capitalization
- Fast Growth
- Keep records in suitable techniques
- Well performed representatives
- Employees are happy with their activity

- Well- decorated work station

Weakness:

- Lack of experienced employees
- Insufficient workforce and collaboration
- Centralized power
- Lack of promotion framework

Opportunity:

- Private sector orientation
- Opportunity to contribute in national growth rate
- Scope to decrease non-worked rate
- Opening branches in remote area
- Well serve in the general public
- Take the chance to gain a huge amount of money

Threats:

- High competition
- Government interferes

2.7 Summary & Conclusion

Far East IT Solutions Limited is a fast growing company in the software industries of Bangladesh. The company after being established in 2017 has grasped the market very quickly with their dedication and commitment to serve a loyal customer base whose demands are mostly of having custom made software that runs organizations smoother.

The company still has a long way to go in terms of achieving higher profits financially and competing against the market leaders in the industry. However, with the resources and leadership skills they have, FEITS has got the potential to achieve greater success in future as they plan to get better and bigger every day.

Chapter 3

Project Part: The Advantages of Managing HR Functions through Customized Software

3.1 Introduction

Human resource is a very important function of an organization that deals with everything about an employee, how they were hired, trained, paid and evaluated. The history of human resource traces back to 1500 B.C. when Chinese had screening techniques for hiring employees for their king's army and business purpose (Tubey, Rotich, & Alice, 2015). The process of managing employees has changed a lot over the last few decades. Mostly, after the introduction and advancement of use of internet the global market for business and its perspective changes and as a result everything and every theories regarding business started to change gradually. In the process, everything started to become modernized and technologically supported. In the same manner, the touch of technology also came in the world of human resource at some point of time. According to (Bhuiyan, Chowdhury, & Ferdous, 2014) as the world started to change post World War II, it was then human resource management got more technologically enhanced. Also after computers became popular and widely used, the human resource management system was introduced in the late 90's. Lastly, in the early 2010's the usage of HRMS became more sophisticated as employee performance evaluation became as easy as using an android app. Though the practice is not renowned wide open to everyone till today but it has got the potential to change how we see things right now in future. As an intern at FEITS, I was lucky enough to get to know the process of managing HR functions through software called "ONE HR" which is the flagship product of the company that I worked under. Though I was in finance department working under a couple of finance people, I saw everyday how companies and new start-up businesses are actually going for this software to make their HR functions more efficient. Besides, the success of FEITS was very highly caused by the popularity of their HRMS software which was bought by many organizations belonged to RMG sector. As a very new company FEITS grew very fast, thanks to their dedication for making sophisticated software for their clients. Taking all these matter to consideration, I decided to further research on this topic to find out the real scenario of how actually people are taking HRMS and effect of technology in HRM. Therefore, the purpose of this research essay is to find out the pros of managing Human resource

functions through use of HRMS software to understand how effective and efficient they make the whole human resource management process by saving time and money.

3.2 Methodology

The initial aim for doing the research thoroughly was to go from corporate office to offices and visit garments factories to survey on the performance of HRM software by me. But the sudden arise of ongoing COVID-19 pandemic did not allow me to move much. Therefore I had to come with an alternate plan for doing the research as meticulously as possible. As a plan B, I did primary and secondary research both.

Firstly, I prepared a questionnaire to analyze the perception of people from different organization regarding HRM software and conducted an online survey to get information from the respondents as it is flexible, quick and efficient. In order to run the survey, the target people were mostly HR graduates, HR employees and entrepreneurs. I also surveyed some of the non HR background people to also get to know how far renowned this system of managing employee is right now. I took 34 respondents as a sample for this report as it was not possible to move a lot in this crisis time and many almost all the offices are closed ordered by the government. Moreover, there were 16 questions for the survey including questions of almost all types. Secondly, I took a telephone interview of Mr. Akhtaruzzaman who is the “Regional HR Director” of ZTE Corporation Bangladesh Limited, also a tech giant in the global market of technology industries.

Lastly, I also did some secondary researches for getting opinion of other researchers on the efficiency of having HRM software to manage employees effectively. As a result, the tools of my analysis became more versatile and my findings were more appropriate.

3.3 Findings and Analysis

3.3.1 Analysis

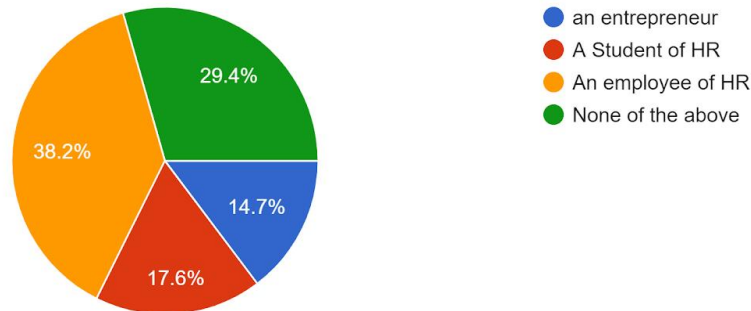
My findings consist of both primary and secondary researches. Primary research consists of a online survey and a telephone interview of an expert. And for secondary research the articles were collected from an authentic source from the internet. They are shown below respectively:

Primary Research

- **Online survey**

- 1. The identity of the respondent**

i am -
34 responses



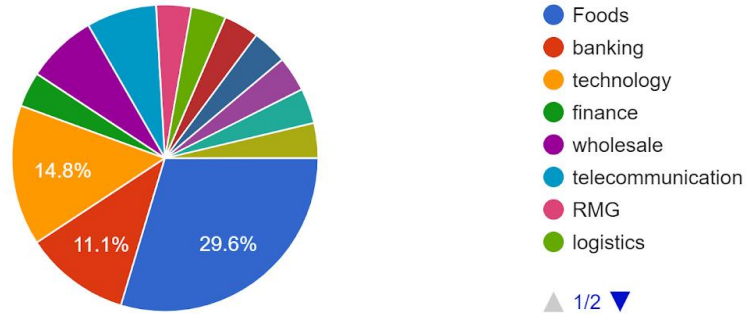
In this question the respondent were asked about their identity related to the human resource subject. And it was found that more than half were either an employee or a student of HR and almost 1/3rd of them were entrepreneurs. Also a few percentages were having no relations with HR related studies or any businesses.

- 2. What is the name of your business organization?**

The question was asked to know the entity of the organization they own, work under or are from. Some of the notable organizations related to the respondents were BRAC Bank, Madchef and Cheese, Grameenphone Limited, Nestle, UBER Eats, BD Foods, Robi etc.

3. Which Industry does your organization belong to?

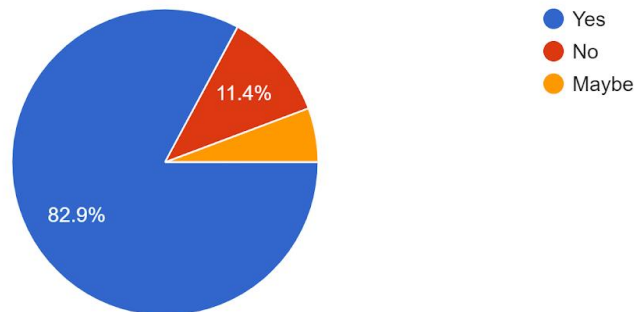
which industry does your organization belong to?
27 responses



Research suggests that more than half of the respondents are from Foods, technology or RMG industries. Also there were other notable industries that the respondents belong to like baking, logistics, telecommunication, wholesale etc which proves the versatility of the target group of the research.

4. Have you heard about Human Resource Management Software?

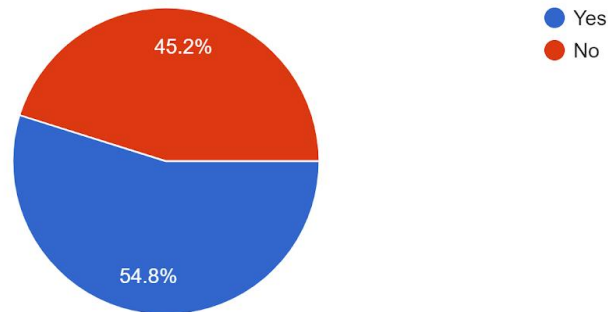
Have you heard about Human Resource Management Software?
35 responses



Except a couple of respondents among 35, everyone has heard about the HRM software.

5. Have you ever used HRM software?

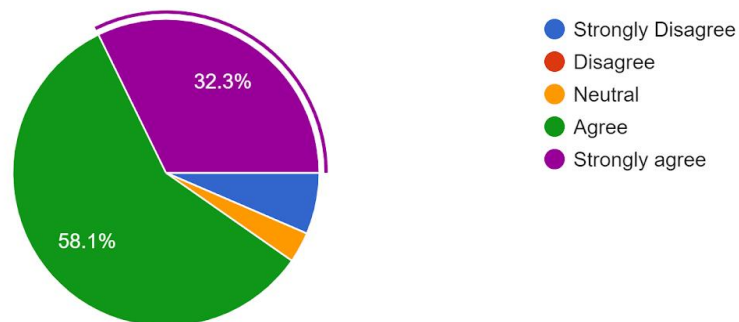
Have you ever used HRM software?
31 responses



54.8% of the respondents have used HRM software before. This divides the respondents experience regarding the software in almost two equal halves.

6. Human Resource Management software will bring efficiency in workforce

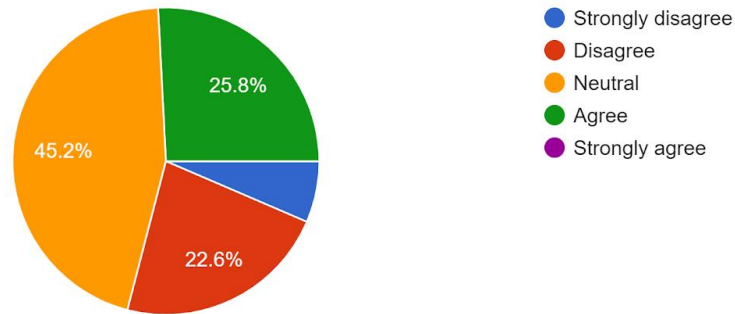
Human Resource Management software will bring efficiency in workforce
31 responses



Among 31 respondents of this question, 32.3% strongly agrees that HRM software brings efficiency in workforce. Likewise, 58% agrees that too. A very small portion of the respondents were either neutral about this statement or strongly disagreed.

7. HRM software will not be able to match the skills of an HR employee

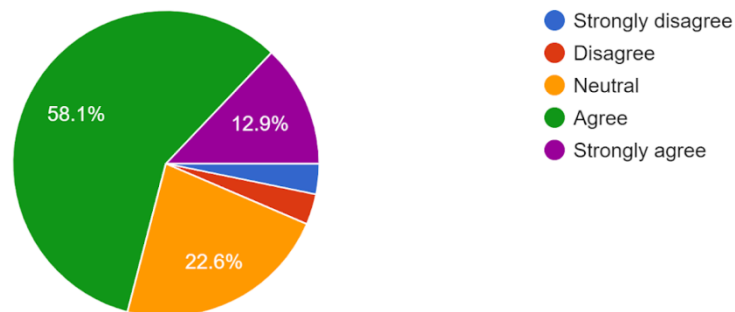
HRM software will not be able to match the skills of an HR employee
31 responses



45% of the respondents were neutral about giving their opinion on whether HRM software will match the skills of a HR employee or not. However, more percentage of people has got negative opinion about the statement than being positive about it

8. An employee's full potential can be unleashed by systematically maintaining his profile through Human Resource Management Software

An employees full potential can be unleashed by systematically maintaining his profile through Human Resource Management Software
31 responses

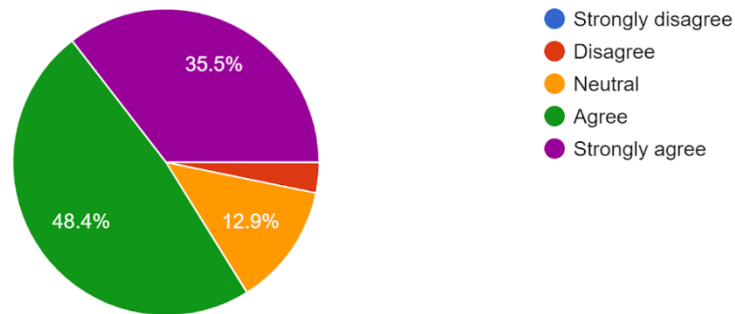


Among 31 respondents for this question, 58.1% agrees and almost 13% strongly agrees that HRM software can unleash an employee's full potential. However, 22.6% were neutral about this statement and only a few percentage respondents felt otherwise.

9. The automated generated graph from the HRM software based on employee performances will help and ease the employee evaluation process

The automated generated graph from the HRM software based on employee performances will help and ease the employee evaluation process

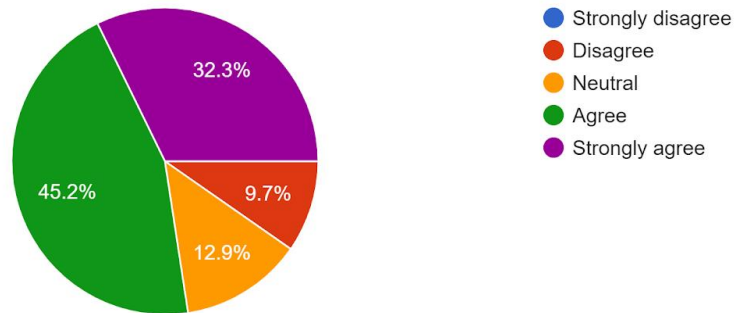
31 responses



More than 80% of the respondents believe that HRM software will ease employee evaluation process. Furthermore, 13% were neutral about this statement and very small portion disagreed.

10. If the software can be accessed from anywhere then HR functions will run smoother

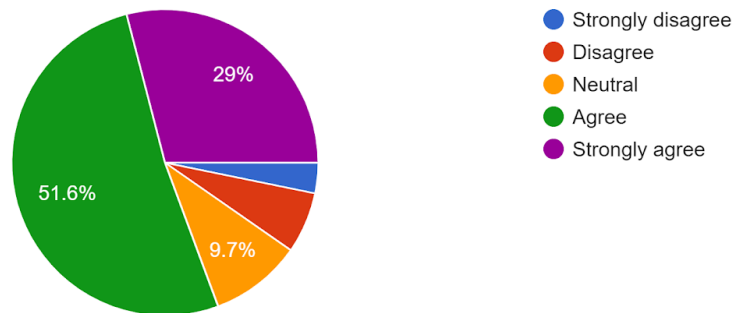
If the software can be accessed from anywhere then HR functions will run smoother
31 responses



Again almost 80% either agrees or strongly agrees that accessing HRM software through an app from anywhere would make things easier for functioning HR activities. Only 9.7% disagreed to this statement.

11. HRM software will give me liberty to invest time and money in other important sectors of the organization more

HRM software will give me liberty to invest time and money in other important sectors of the organization more
31 responses

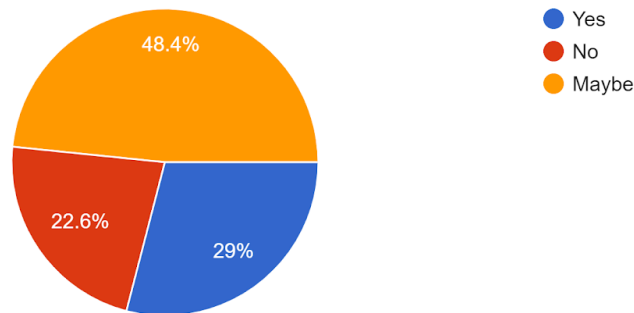


80% of the respondents among 31 people believe that HRM software will give liberty to spend in other places for companies. Here, 9.7% were neutral and others were disagreeing.

12. Do you think the cost of buying HRM software will reduce regular cost of paying an HR employee?

Do you think the cost of buying a HRM software will reduce regular cost of paying an HR employee?

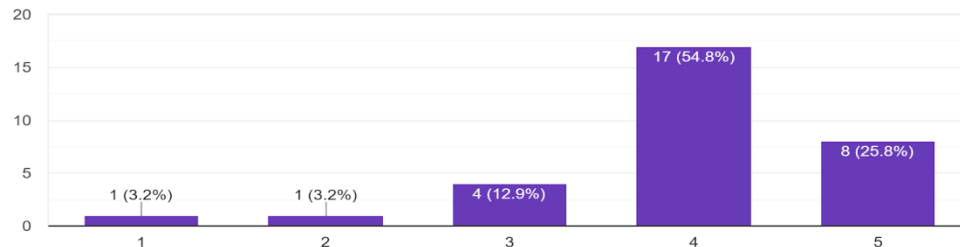
31 responses



Almost half the respondents were not sure whether the fixed cost of buying a HRM software will reduce regular cost of paying HR employee or not. Although 29% said yes, 22.6 % were negative in this matter.

13. On a scale of 1 to 5 where 5 being the highest, how likely HRM software is going to save time?

On a scale of 1 to 5 where 5 being the highest, how likely a HRM software is going to save time ?
31 responses

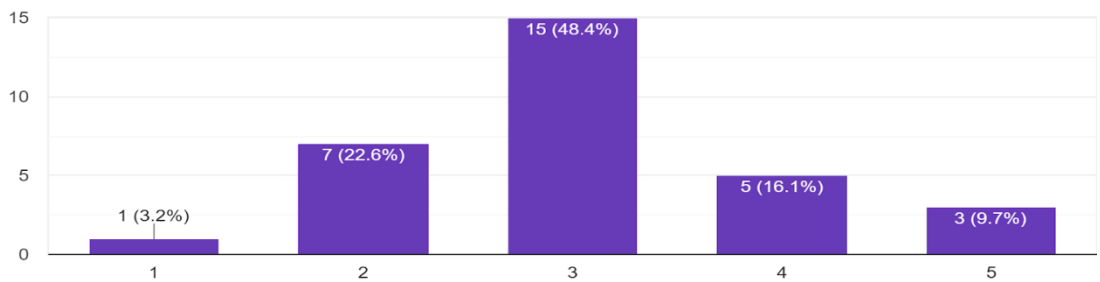


80% of the respondents think that HRM software will save time and only about 6% of them think otherwise. Also 13% were not confident to choose a side in this issue.

14. On a scale of 1 to 5 where 5 being the highest, how tough is it to learn the use of a Human Resource Management software?

On a scale of 1 to 5 where 5 being the highest, how tough is it to learn the use of a Human Resource Management software?

31 responses

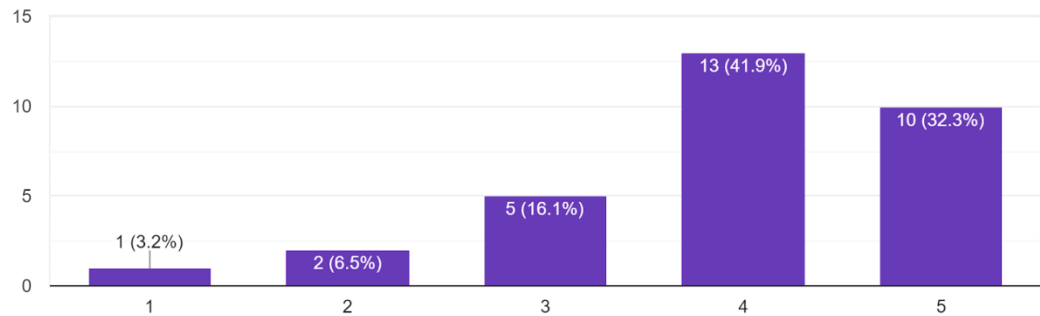


Almost 50% of the respondents think learning to use HRM software is neither difficult nor easy. However, 25% thinks it's tough and the rest of the 25% believes it to be easy.

15. On a scale of 1 to 5 where 5 being the highest, how likely will you recommend an organization to try out Human Resource Management software for their improvement?

On a scale of 1 to 5 where 5 being the highest, how likely will you recommend an organization to try out Human Resource Management software for their improvement?

31 responses

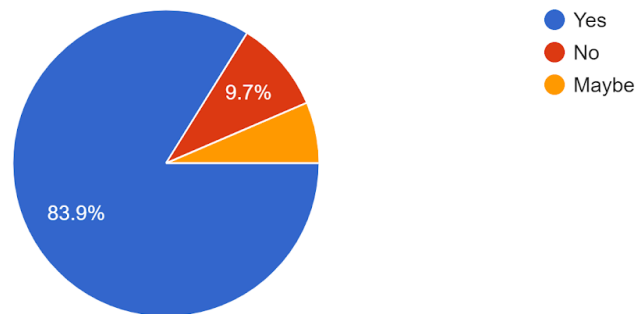


More than 80% of the respondents were likely to recommend using HRM software to other organizations for their improvement.

16. Do you think the introduction of use of technology in managing Human Resources will change the perspective of people's view on HR?

Do you think the introduction of use of technology in managing Human Resources will change the perspective of people's view on HR?

31 responses



83.9% of the respondents believe that introduction of use of technology in managing HR will change perspective of how HR is viewed forever. However 9.7% said no and the rest were unsure about choosing a side in this question.

- **Telephone Interview**

I took a telephone interview of Mr. Akhtaruzzaman who is the “Regional HR Director” of ZTE Corporation Bangladesh Limited, also a tech giant in the global market of technology industries. Mr. Akhtaruzzaman has been working in the HR sector of different big corporate giants since 2007 and he knows in and out of running HR functions smoothly. Therefore his insight on the whole thing was a big part of the findings that I have accumulated regarding this topic for my research. According to Mr. Akhtaruzzaman-

- The use of customized HR software is not a very new thing as it has been there for a quite some time now
- The use of such software reasons for saving huge amount of time and money
- It’s the reason for the whole HR function being more efficient
- When automation is done, it’s better to go for full automation rather than targeting a small portion.
- In this age of technology the best use of this software is recommended for any company in pursuit of success.

Secondary Research

Sabrina Jahan in her research article named “Human Resources Information System (HRIS): A Theoretical Perspective” published in 2014 stated that the use of HRIS ensures effective people management and gets a competitive edge in the corporate world. Moreover she also added that the buying customized HR software should be considered as an investment rather than cost. Finally she concluded saying that it makes the communication between manager and employee faster and ensures efficient and effective HR functions. **(Jahan, 2014)**

3.3.2 Findings

The overall findings is done here based on both primary and secondary research analysis and they are summed up altogether to come to a conclusion bellow:

- The respondents of the primary research mostly consists of either HR student or HR employees. Also there are some entrepreneurs and some other background people which confirms the target group was versatile and many dimensional. Also people from many big corporations participated in the research like BRAC Bank, Madchef and Cheese, Grameenphone Limited, Nestle, UBER Eats, BD Foods, Robi etc. Therefore, the research was done on the correct target group. Moreover, the interview taken was of a very highly ranked and experience HR person. That proves the information found for analysis are sufficient enough to come to a conclusion.
- From the analysis we can find that HRM software is heard by most people around the business world and it is already there for quite some time now.
- More than 4/5th of the respondents along with the expert and the author for our secondary research thinks and believes that HR software increases efficiency of the whole HR function as well as in the workforce undoubtedly.
- From the analysis it is also sure that an employee's full potential can be unleashed by systematically maintaining his profile through Human Resource Management Software. The statement is also backed by the expert interview that I have taken.
- Our study confirms that the employee evaluation process actually becomes easier by the use of customized HR software.
- Undoubtedly from all the findings it is sure that HRM software saves time and money for the organization using the best of it.

3.4 Summary and Conclusion

The purpose of this research was to find out the pros of managing Human resource functions through use of HRMS software to understand how effective and efficient they make the whole human resource management process by saving time and money.

From the above analysis and findings we can surely conclude that-

- HRM software saves time and money
- HRM software has more pros than a small number of cons
- HRM software makes the HR function more effective
- It makes employee evaluation process and communicating with employees easier.

3.5 Recommendations

- The HRM software can be made more user friendly than it is right now
- The HR employees must train to use the HRM software better
- The small organizations that do not use HRM software can be shown presentations by HRM software making companies to persuade them its use.
- The companies also need to practice manually checking and addressing employees even after going fully automation process once a month or quarter.

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