

Internship Report On

“Impact of Training on LinkedIn Learning on the Employees: An Assessment on Square Pharmaceuticals limited.”

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

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Declaration

The following declaration is made:

- I/we have submitted an internship report while pursuing a degree at BRAC University, which is my/our unique work.
- Nothing is included in this report which contains any material submitted or accepted for a different degree or diploma at a university or any other institution.
- This report does not incorporate any formerly published or written content by a third party unless it is properly credited with complete and exact referencing.
- I/we have acknowledged all major derivations of assistance.

Student's Full Name & Signature:

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Supervisor's Full Name & Signature:

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Lecturer, BRAC Business School BRAC

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Letter of Transmittal

Mohammad Atiqul Basher
Lecturer
BRAC Business School BRAC
University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on “Impact of Training on LinkedIn Learning on the Employees: An Assessment on Square Pharmaceuticals limited.”

Dear Sir,

With due respect I am an undergraduate student of BRAC Business School, glad to submit this internship report, a part of my bachelor’s degree from BRAC University while working at Square Pharmaceuticals Ltd.

Through this internship program, I've had the chance to closely examine real-world work and see how it differs from theoretical research. Despite the fact that I am still discovering, this report and my internship have given me the opportunity to gain insight into the fundamentals of the employee training process on E-learning using the LinkedIn platform in particular. It might be difficult to continue an internship while producing a report, and this report was completed under time constraints. Therefore, I sincerely hope that you will take into consideration any discrepancies in this report.

Finally, I want to thank everyone for their encouragement, support, and guidance. This report wouldn't have been complete without any of their inspirations. For queries in the meantime, kindly get in reach with me.

Sincerely Yours

Mashiat Salsabil Nilormy
ID: 18104072
BRAC Business School
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Non-Disclosure Agreement

This agreement is made and entered into by and between Square Pharmaceuticals Ltd and the undersigned student at BRAC University named Mashiat Salsabil Nilormy for the responsibility to prevention of information disclosure of the firm's classified data.

Mashiat Salsabil Nilormy

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BRAC Business School

BRAC University

Acknowledgement

This report has been undertaken as a part of my recruitment for a bachelor's degree in BUS400 at BRAC University.

I would like to express my gratitude and give a vote of thanks to all people who have made this report successful. Firstly, I am thankful to my academic supervisor Mr. Mohammad Atiqul Basher Sir, for guiding me and keeping me on track during the entire process. He gave me clear instructions, and as a result, I was able to finish this entire paper without any complications.

The final acknowledgement is dedicated to Mr. Khalid Abdullah, my on-site supervisor and Mr. Mozammel Hoque, Senior Executive of Learning and Development department who assisted me in gathering information and provided guidance for the creation of my internship report. Furthermore, I am also thankful to Dr. Md. Mizanur Rahman Sir, Adjunct faculty of BRAC Business School who have provided me unwavering support throughout my endeavor.

Thank you.

Sincerely Yours

Mashiat Salsabil Nilormy

ID:18104072

Executive Summary

This internship report deliberates about the impact of e-learning in the LinkedIn platform and their training experiences which is segmented into three chapters.

The first chapter focuses mostly on the internship details, including my experience, results, challenges encountered during this time, and recommendations. The next chapter provides a thorough review of Square as a whole, considering its operations, financial practices, human resources policies, marketing strategies, and executions. Lastly, the third and most important part contains my research topic which is “Impact of Training on LinkedIn Learning on the Employees: An Assessment on Square Pharmaceuticals limited” It discusses about the impact of the employee’s training in online platform, basically on LinkedIn, employee’s change in behavior or performance and Moreover, if its beneficial to the organization itself and if Square Pharmaceuticals should continue their employee’s training in e-learning on LinkedIn platform as this is the first time they are using this platform for e-learning purpose. A required survey was done on 10 employees among the 30 employees on the first batch which will help us to understand the noticeable change in trainings in the new platform.

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Chapter 1: Overview of Internship

Student's information

Name: Mashiat Salsabil Nilormy

ID: 18104072

Focus (majors): Human Resource Management (HRM) & Marketing

From: BRAC Business School, BRAC University.

1.2) Internship Information

1.2.1) Internship site:

Period: 11/09/2022 to 11/12/2022.

Company Name: Square Pharmaceuticals Ltd.

Department/ Division: Human Resource Department.

Address: SQUARE Centre 48, Mohakhali C/A Dhaka 1212, Bangladesh

1.2.2) Internship Company Supervisor's details

Name: Khalid Abdullah

Position: Senior Executive.

I have been under the supervision of both i) Training and Development team and ii) Learning and Development team. In Training and Development team, my supervisor was Mr. Khalid Abdullah (Senior Executive) and in the Learning and Development team I was guided by Md. Mozammel Hoque (Senior Executive). In the training and development team, I have also assisted Mrs. Anjuman Ara and Mrs. Lora Saha, both of them are executives of MPO (Medical Promotion Officer) team. Mr. Khalid Abdullah and his team mainly trained the MPOs and with rigorous training and development, only the best ones are selected so that they can achieve the high target demanded by the market. Every year there are several batches going on whom this team has to observe and train in 4 phases including the grooming, product management, human body system and selling skill. In the team of Learning and Development, besides

Md. Mozammel Hoque, I worked with Mr. Abdur Rahman (Executive). They mainly focused on employee learning and development, e-learning, training facilitations, learning management systems and learning strategies. I get to work on the new project of E-learning on LinkedIn platform with them which made me had wonderful experiences on my 3 months' journey of internship.

1.2.3) Job Scope

Status: I was recruited as an Intern by the Square Pharmaceuticals Ltd for 3 months' period. I was mainly appointed in the Training and Development team of sales force and also get to be a part in the Learning and Development team under the Human Resource department.

Responsibilities: As an Intern of the Training and Development team, my main responsibility was to support the MPO program throughout their induction training journey from starting to the end point. Additionally, I had to provide them support on a daily basis. This has given me the opportunity to observe every step of the process and the how the management operates the whole training thoroughly. In the Training and Development team, I was mostly in charge of reviewing training and selection scripts, monitoring them throughout the training exams, updating results on the excel sheet, time to time checking the walk-in interviews and calling candidates to know about any updates in information. I also had a responsibility to organize each candidate's information in a correct format which included their subjective copy, objective copy, medical health report, personal data, cv, eligibility and record their database and regularly update it if there were any changes made.

My 1st task may include taking the attendances of the MPOs time to time. Then I was given scripts to verify the scripts that included two types of scripts. 1st was induction training scripts which included product management, human body system and so on. Secondly, I had to check the scripts of Walk-in interviews which included two parts which are IQ and subjective (English and Biology). As part of my regular work, I used to create, modify, double-check, and compile database (Excel Files)/documents as needed during recruiting and selection, before joining, or even in case of transfer.

In the Learning and Development team, they were observing how LinkedIn can be used as an e-learning platform and for this purpose, selected employees have been given opportunities to avail courses on LinkedIn. After 2 months of observation, they were surveyed for post training analysis. I was given the responsibility for analyzing all the data and sorting it as well as summaries the post training feedback from the collected database. I got to contribute in the post training evaluation and learned how to evaluate and come into the decision from analyzing data. I even got to learn how data analysis can give us interesting visuals when it's all summed up and how it produces a result on the overall view.

1.3) Internship Outcomes

1.3.1) Contribution to the company

I actively supported the MPO Development and Training team, and by doing so, I greatly reduced some of their workloads and sped up their work-in-progress. I primarily assisted them with file compilation, invigilation, result generating, script verification, and so forth. Apart from that, in Learning and Development team, compiling data and analyzing it from all the given data is quite time consuming. Because of my contribution, it was easier and faster for my fellow colleagues to perform on their daily duties as well as we were successful to show the result of the 1st batch on LinkedIn learning to the audit.

In the October I've evaluated 320 scripts of two sets and have updated their results and data during their walk in interview. There were scripts from Dhaka, Mymensingh, Rangpur, Chittagong, Rajshahi and Barisal. It was unquestionably a very time consuming duty and my effort reduced my fellow colleagues' workload. Additionally, calling the candidates and giving them updates has helped them to go to the following phases. I've also made updates to a database of 260 selected candidates which will lead them to the next phase.

I've invigilated, checked scripts, updated their day to day results as well as any new or changed information in the excel sheet. I've also contributed in three walk-in interviews and provided my assistance in the training assessments and the overall induction training. I've also participated in two promotional examinations and contributed efforts which required a great deal of strenuous effort, therefore this would greatly reduce the workload.

Lastly, I've summarized the whole data of batch 1 in the employee training new e-learning program in LinkedIn platform. I've sorted the raw data and analyzed it which helped in interpretations of the presentation of findings. I was given the surveys and from each answers I have to interpret the data and summarize the whole information of 24 participants of batch 1 in an organized way which helped my fellow teammates to save a great deal of time in their daily job. Apart from all these, I've also learned different evaluation techniques, how to analyze effectiveness from the given data and to apply it in the real life. I've also contributed in other teams in terms of communicating with certain candidates or participating in after job confirmation procedures as well as CV summarizing and updating data in excel sheets.

1.3.2) Benefits to the students

My first real life corporate experience and work culture learning was from here. It was a great opportunity to apply the academic knowledge into the real life work experience.

Square have this unique system only planned out for their interns where they were given a list of works assigned by different teams in the HR department which can only be learn from them. This has given me to collaborate with different HR personals and learn from different teams about various HR activities. Every intern has to meet them in person in order to know the overall procedures and functions that these teams has to offer. This has certainly broadened our knowledge in professional HR experience.

1.3.3 Problems/Difficulties during the internship period

These are the following difficulties I have faced throughout my internship.

1. It was at great distance from where I residence. The journey took a long time everyday apart from the actual work time. It made me almost restless during my internship period.
2. It would have been a lot easier if some works were done digitally rather than manually maintaining stuffs.
3. Working rigidly assigned hours all the time can occasionally be a source of stress.

1.3.4. Recommendation

1. Firstly, I've seen a significant problem here with paper waste that needs to be addressed. Additionally, workers should undergo training in this area. Data bases should be chosen over printing useless papers, in their opinion.
2. Moreover as much manual labor as possible should be automated, especially when it comes to filing or document systems. Additionally, rather than having interns' complete laborious manual chores that require a lot of time and energy, they may educate them how to use software.
3. The opportunity for interns to work directly with HR-related software like HRIS, SAP, etc. should be provided.
4. Last but not least, the organization's schedule should be adaptable; 8 hours are preferred.

Chapter 2: Organization Part

2.1 Introduction:

2.1.1 About Square:

Square Pharmaceuticals Ltd. is one of the leading multinational pharmaceutical company of Bangladesh. It was founded by Samson H. Chowdhury along with three of his friends in 1958. Since its founding in 1958, Square Pharmaceuticals Ltd., a noteworthy member of the Square Group, has proven its value and established itself as a market leader. Along with our country, it has made a name for itself as a major player in the world, and it has kept the top rank continuously since 1985. They are in charge of Square Pharmaceuticals' three main divisions: human medicine, Agrovet, and crop care.

In 1991, it went public and listed on the stock market, and as of the 2018–2019 annual report, it had a 16.95% market share with a 10.85% growth rate. Square Pharmaceuticals Ltd. has already established sales in 43 nations and will soon start doing business in Kenya.

2.1.2 Mission

Square Pharmaceuticals mission states that they want “To produce and provide quality and innovative healthcare relief for people, maintaining stringently ethical standards in business operation also ensuring benefit to the shareholders, stakeholders and the society at large.”

2.1.3 Vision

In Square Pharmaceutical's vision it is stated that “They view business as a mean to the material and social wellbeing of the investors, employees and the society at large, leading to accretion of wealth through financial and moral gains as a part of the process of the human civilization.”

2.1.4 Objective

Their objectives are “To conduct transparent business operation based on market mechanism within the legal and social framework with aims to attain the mission reflected by their vision.”

2.1.5 Corporate Focus:

According to the company's website, Square Pharmaceutical's core focus is –

- Employee, diversity and equal opportunity.
- Customer and respect for people.
- Compliance and quality by design.
- Truth, morality, transparency and ethics.
- Zero tolerance to corruption

2.1.6 Business Slogan:

The slogan of Square brand is “At SQUARE we share, we care and we go beyond together.”

2.2 Company Overview:

2.2.1 Business Development and History:

In 1958, Samson H. Chowdhury established this pharmaceutical company as a private organization with the help of three of his friends: PK Saha, Kazi Harunur Roshid, and Radhabinod Rai. In 1987, SPL started distributing medicines all over the world. In 1991, SPL became public and was listed on the Chittagong Stock Exchange and the Dhaka Stock Exchange. Winner of the Export Award who thereafter worked as a global supplier for UNICEF (2002). After the passing of Samson H. Chowdhury, his children regained responsibility of one of the nation's oldest institutions.

The company's current CEO is Tapan Chowdhury, and 28000 people work on the 859 products mentioned around the nation (Panthu, 2021). With a combined investment of Tk 160 crore, the Chowdhury family is guiding the institution toward becoming a multinational organization, starting with the SQUARE Pharmaceuticals factory in Kenya. Additionally, the directors are preparing to expand their business into the USA soon.

The pharmaceutical industry is recognized for its independence and has historically contributed significantly to the economy of our country. One of Bangladesh's most modern industries is the pharmaceutical one. Companies manufacture hormones, insulin, and cancer treatments. Almost all of the medical demands of the local market are met by this industry. The pharmaceutical business also exports its products to other continents, notably Europe.

Although only 213 of the 284 officially registered and operating pharmaceutical firms are now in use. Over 70% of the entire market share is held by the top ten local companies (Bangladesh association of pharmaceutical industries, 2021). Since 1985, Square Pharmaceutical Limited has held the #1 spot. Square Pharmaceutical Limited would possess influence over 17% of the global market by 2021, according to business predictions. (The Financial Express, 2021)

SPL is currently exporting its healthcare products to 44 countries after satisfying domestic demand, including the UK, Malaysia, Hong Kong, and Singapore (SPL Annual report, 2021-2022). The first pharmaceutical company in Bangladesh to operate their manufacture globally is Square Pharmaceuticals Kenya EPZ Ltd., a Kenyan company that is SPL's first manufacturing unit outside of the country. They

also have a significant labor requirement due to the massive scope of their productions. This number includes both executive and non-executive employees (SPL Annual report, 2022). According to the company's founder's dictum, "A happy employee is a good employee," the management team at SPL continually respects the company's ideals.

Additionally, they were granted authorization for the Dhaka unit by the UK's MHRA in 2007 and Australia's approval for the therapeutic items in the Dhaka unit in 2012, in addition to receiving the USFDA Award in 2012. They also got the Banker's Forum Award for ethical company in 2006. (2015). Between 2016 and 2019, they also started winning numerous accolades every year, such as the National Export Trophy, the ICMAB Best Corporate Award, and the HSBC Export Excellent Award. Not to mention, they were recognized as a successful company in the large-scale industrial sector and awarded the President's Award for Industrial Development in 2019.

According to their annual report for 2020–2021, they had sales of 58.35 billion and a net profit of 14.74 billion, of which BDT 1.5 billion came from export sales.

2.2.2 Square Sister Concerns:



2.2.3 Departments:

1. Technical Service Department (TSD)
2. International Marketing Department (IMD)

3. General Service Department (GSD)
4. Medical Service Department (MSD)
5. Product Management Department (PMD)
6. Information Technology (IT) Department
7. Human Resources Department
8. Production Department
9. Distribution Department
10. Accounts and Finance Department
11. Quality Control Department
12. Quality Assurance Department
13. Engineering Department
14. Sales Department
15. Project Management Department
16. Quality Management & Audit Export Markets and Products
17. Material Management and Inventory Control
18. Supply Chain Management
19. Product Development and Validation
20. Production Planning
21. Internal Audit
22. Share and Corporate Affairs
23. Market Research and Planning Cell

2.2.4 Market & Products for Export:

637 out of the 859 commodities listed by Square Pharmaceutical Ltd. (Panthy, 2021) are pharmaceutical products, which is a considerable number. Agroveter also covers 134, 36, 30, 14, and 8 other goods, as well as insecticides, herbal products, pellets, and basic chemicals.

They currently export to 43 nations throughout the world, including those in Asia, Africa, Oceania, Central and South America, Europe, and North America. The United States, the United Kingdom, Afghanistan, Hong Kong, Malaysia, the Philippines, Singapore, Kenya, Uganda, Nigeria, and many other nations are among those that export the most to them.

2.2.5 Training in SPL:

SPL stands for dependence at the moment. This reputation is the result of inventive work, cutting-edge technology, and most importantly, dedication. The story's success was a result of dedication to both the program and to humanity. With its genuine dedication to enhancing community health, SPL takes the lead. LPL is dedicated to producing a wider range of goods with a higher caliber. Additionally, until production-related staff is properly trained, enhanced quality cannot be ensured.

To guarantee that its members receive regular training, opportunity for personal development, and welfare, SQUARE's HRD works nonstop. Employee training is a continual process that is carried out by both internal and external organizations. Employee demands are analyzed and evaluated once each quarter for yearly monitoring and progress using a highly scientific participative Performance Management System (PMS). In addition to traditional HR development activities, SQUARE has a number of employee relations initiatives (ERP)

Effective training lessens annoyance and boredom for both the manager and the employee. It helps to strengthen interpersonal connections and lift spirits. The improvement in skills increases output while

decreasing turnover. Through training, organizations foster employee loyalty to the company. So, unless the product or service is exceptional in its field, we are looking for a competitive edge over the primary competitors. And training is one of the best ways to establish a specialization.

2.2.6 Types of Training Programs of SPL:

There are three types of training programs in Square Pharmaceuticals Ltd. These are Executive and Managerial Training, Non-Executive Trainings, Field Forces Trainings.

There are different categories of trainings in the section of Field Forces Trainings. These are briefly described down below:

- Induction training (MPO, SPO, SDO)
- Foundation training for first line supervisors
- Leadership development training for first- and second-line supervisors
- Refresher course

Induction Training: All entry-level field personnel, such as MPOs (Medical Promotion Officers), SPOs (Sales Promotion Officers), and SDOs, must have it (Sales Development Officer). It serves as a form of employee orientation. It is the responsibility of the Human Resources Department to plan and coordinate this training (HRD). The primary objective of the training is to give the new employee a general understanding of how the factory operates, what different departments do, how they interact with one another, and the fundamental rules and conventions that are observed at the manufacturing facility.

Refresher Course: This training is specifically designed to refresh their knowledge of the products and pertinent studies so they may remain cognizant of their place in the market. All MPOs are required to attend this course each month. There are two sections to this course: a pretest and a final exam. These tests assist the leaders in appropriately evaluating them.

Foundation Training: The TM (Territory Manager) needs foundation training because they must get ready to supervise and direct some groups of employees. In essence, some MPOs may be elevated to TM status after meeting the necessary requirements.

Leadership Training: For RSM, leadership development is designed (Regional Sales Manager). An employee must now possess the necessary leadership abilities to take charge of the entire region on his own. Each region has five to six sectors, and each sector has one TM and several MPOs. Therefore, it is essential that they use this training to hone their leadership abilities.

2.2.7 Purpose of Training:

In the current market, everyone wants to perform better and be more efficient because those things increase their part of the revenue. But doing this is getting more and more difficult for practically everyone. Maybe there are more rivals in general. Maybe rising pricing pressure is having an impact on what consumers choose to buy. The market or the technology can be out-of-date. Therefore, unless the product or service is exceptional in its field, we are looking for a competitive edge and an edge over the primary rivals. The best way to build a specialization is through training.

The purchasing decisions of people may be impacted by increased pricing pressure. It's conceivable that the technology or the market are outdated. So, unless the product or service is the only one of its kind, we are looking for a competitive edge and an advantage over the primary rivals. A specialization can

also be developed through training, which is one of the greatest ways to do so. Training also paves the way for ambitious professionals to advance in their respective fields. On the other side, better products lead to greater customer satisfaction, repeat business, and sizeable sales. When we develop the potential of our staff, these two factors go hand in hand. Training is a leadership practice that prepares individuals for future opportunities.

Finally, training is crucial for members of the field force. It assists them in grooming themselves and educating themselves on the goods they will market to the public and doctors. Through this training, people improve their presentation abilities, organizational culture, and ideals as well as their personal and professional behavioral patterns.

For the proper and effective training of its employees, Square Pharmaceuticals Ltd. maintains a separate division inside the Human Resources Department that is directed by a manager. This wing is known as the Human Resources Development and Training Wing. SPL's top priority in terms of training and development is its workforce. This wing is in charge of planning all additional training, including as internal, external, and international trainings. It also controls some training that is conducted directly (such the training of the field units of SPLs).

2.2.8 The Training Cycle in SPL:

An effective T&D program must be developed over a long period of time using a thorough, logical approach. Any company that wishes to be known as a reputable provider of T&D must conduct training initiatives utilizing a defined procedure. SQUARE Pharmaceuticals Ltd., the parent company of the SQUARE conglomerate, is not an exception.

Initiatives for training and development frequently comply to both the HR policies and guidelines as well as the organization's business strategy and plan. After creating a training plan, requirements analysis, program design (if carried out by the company), program delivery, monitoring, and evaluation at various levels and under different conditions follow.

One widely used strategy for effective training and development is the ADDIE (analysis, design, development, implementation, and evaluation) system. It consists of seven steps and is based on the principles of instructional system design (ISD).

The seven main steps of the system are as follows:

1. Developing and determining training needs analyses
2. Creating a learning environment that supports the training objectives
3. Ensuring that learners are motivated for the training
4. Ensuring transfer of training
5. Formulating an evaluation plan to gauge the efficiency and effectiveness of training
6. Selecting and executing the type of training
7. Monitoring and improvement initiatives

Training Needs Assessment / Analysis:

Square Pharmaceuticals Ltd. employs special TNA techniques. As a preliminary step, SPL determines its training needs. Given that training is seen as a significant investment that has an impact on organizational growth, the human resource department must determine who needs what training on both

an individual and a group level. Sending employees to meaningless external trainings or holding pointless internal trainings wastes resources in addition to costing money and time for work operations. This leads to unhappy employees and a decrease in the working environment.

The second stage of the TNA is identifying the precise skills and knowledge required for particular roles and responsibilities. In this case, the job description forms might be helpful. The training setting (on/off the job, indoors/outdoors, etc.) and potential mistakes that can deviate from the program's intended aims are also stressed at this point. To make sure that the nature of the position and the program are compatible, this is done at SPL by both the T&D executives and the recruitment personnel.

Finally, TNA forms that describe learners' existing skill sets, areas that need improvement, and how much improvement is required identify learners who need the training. The final decision is made regarding who will take part in which training. Additionally, as the essential finances and trainings must be planned and decided upon (internally or externally) for the entire year, this frequently occurs in the first quarter of the year.

2.3 Management Procedures: All the management related aspects are discussed below-

2.3.1 Leadership Procedure:

Square Pharmaceuticals uses a decision-making process based on group discussions to decide on its leadership style. All members take part in a meeting that is run by the board to make decisions. The highest level of power also oversees assessing operations, providing input, and running the corporation's affairs in addition to having considerable delegation and responsibility within the hierarchy. It will surely help the department as a whole to be aware of every decision made and will also direct everyone in the same direction. In this way, this leadership strategy actually helps everyone work toward the same objective without getting confused or sidetracked.

2.3.2 Human Resource Procedure:

For any of organization, HR department is essential for success and development. It manages the entire organization which includes both employees and employers, staffs and their day to day activities. Some of the duties includes - recruiting, training and development, compensation, performance management, insurance, leave, firing, analyzing and preserving employee data, reiterating company's values etc.

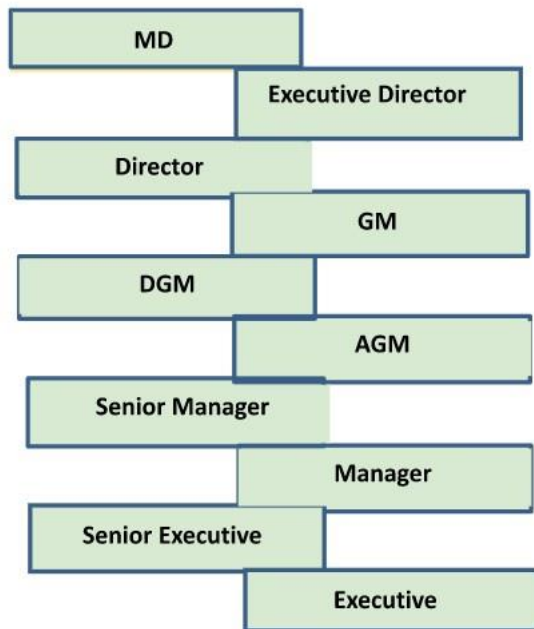
In order to maintain them, Square Pharmaceuticals Limited has allocated dedicated teams for each of them, which includes -

- Field Force Management,
- Learning and Development,
- Training and Development,
- Recruiting and Selection Team,
- Reward Management,
- Public Relation,
- HRIS Team,
- HR Operation and Administration

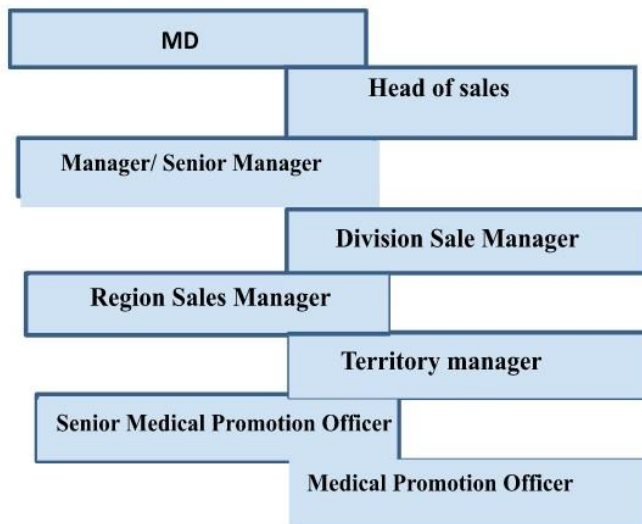
The organizational culture is effectively reinforced, shaped, and contributed to by each of these teams, supporting the entire organization.

2.3.3 Organogram of Square Pharmaceuticals

Hierarchy of Management Employee



Hierarchy of Field-Force (Non-Management) Employee



2.3.4 Training and Development

Every company needed training and development to fill skill gaps and boost output. In order to achieve defined performance goals, improve teamwork, leadership behavior, and communication, boost efficiency, and adapt to the changing market, Square also offers opportunities for training and

development. They must adhere to specific protocols in this circumstance, including TNA, surveys, formal and informal interviews for creating training plans, and providing training circulars on the activity. As a result, training and development are frequently included in both on-the-job and off-the-job training. For on-the-job training, they frequently use work rotation and job enrichment measures to reduce the risk of dependence on a small number of people. Additionally, this element is essential for educating current employees given the advancements in technology. While field force training, Management development training, Overseas training, Territory manager training, Distribution, and Overseas training will all be included in off-the-job training. After receiving requests for training from various departments, HR was in charge of coordinating all procedures, including foreign training, and keeping track of all employer personal information.

2.3.5 Reward Management:

Square Pharmaceuticals Ltd. has created a fair, competitive, and progressive compensation and benefits plan. Additionally, to guarantee that employees receive the appropriate compensation and don't feel underpaid, the salary and benefit package has been meticulously and precisely established with all labor law issues in mind. This includes rewards including as bonuses, provident funds, discounts on goods and services, life insurance, free transportation and meals, and so on. While increasing wages to account for inflation, they also take the economic component into consideration.

2.3.6 Performance Appraisal

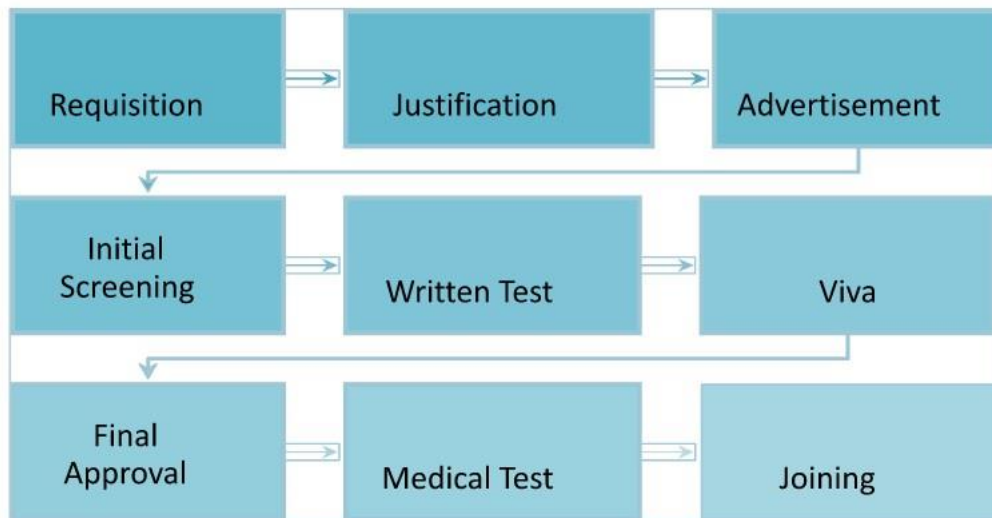
Square Pharmaceuticals Ltd. evaluates each employee's potential using three different techniques in order to determine the top 10 talent-filled employees. In essence, they evaluate talent through input from peers, managers, and customers, enabling them to evaluate an employee's performance from all perspectives. Peer Feedback uses two criteria to judge one another. The supervisor comes next, and feedback is the supervisor's direct assessment of a particular employee. Customer Feedback refers to internal departments that rate one another based on the services they have provided and the degree of customer satisfaction.

2.3.7 Recruitment and Selection:

Recruiting and selection takes up the majority of the Human Resource Department's work at Square as it is the most crucial aspect of any organization. Medical promotion officers (MPOs) fall under sales force (field) employee recruitment and selection, whereas executives are classified as management (regular workers). Recruitment and selection are largely divided into two categories: management (regular employees) and sales force (field employees). As a result, there are two distinct methods of hiring and selecting employees, which are as follows:

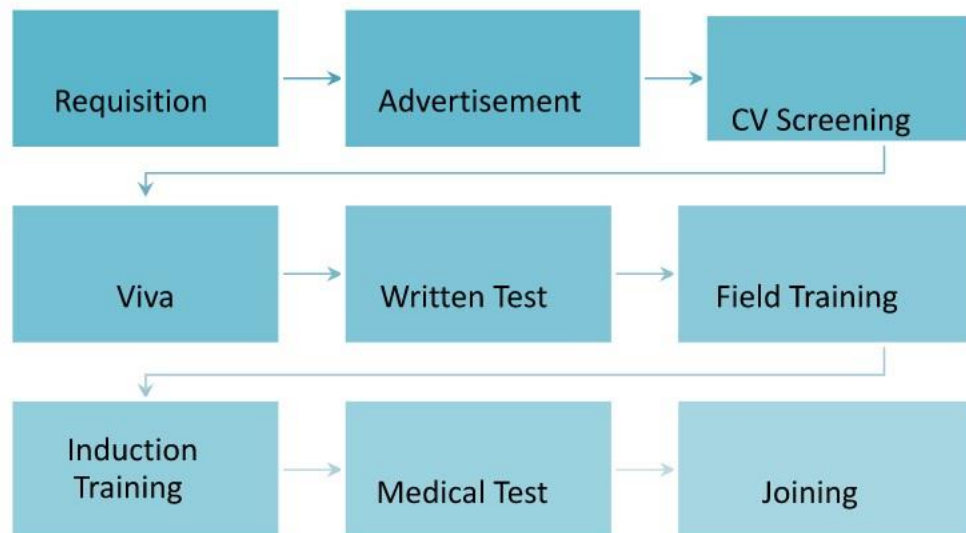
For Management Staffs (Regular):

After considering their needs and the circumstance, various departments submit requests for new hires to the HR department. By providing information on the designated post, the role's title, and the salary for that opportunity, they must justify and explain the demand. When the formalities are finished, they must start the actual recruitment and selection process, and the work must be finished within 60 days. They must use that to support the request. Following that, HRD begins advertising job openings for external hiring on Bd. Jobs and LinkedIn. In order to select the final applicants, they first check CVs against the relevant criteria before moving on to the preliminary interview, written test, final interview, and physical examination.



Employees in the Sales Force (Field):

Medical Promotion Officers (MPO) are onboarded the majority of the time, and the process is a little different from typical recruiting and selection. First off, only walk-in interviews are used to choose candidates for this post. Following the publication of a job posting, candidates are selected right away after a CV screening. Candidates are first chosen from a variety of units, including as Dhaka, Chittagong, Mymensingh, Rajshahi, Barisal, Rangpur, etc. by conducting interviews with candidates, who are then assessed on a range of criteria before taking the test, such as their educational background, communication skills, sales prowess, and physical condition (IQ and written). The candidate must also earn a mark of 50% in order to be selected. Finally, before participating in induction training, field training is crucial to get a general understanding of the field jobs. After successfully completing training and the necessary medical test, they can eventually obtain a joining letter with the posting and become qualified for the job.



2.4 Information System and Operations Management Techniques:

This project's analysis of Square Pharmaceuticals' supply chain is one of its key goals. A company's supply chain is a network of processes and operations that makes it easier to buy raw materials and transform them into intermediate and finished goods. Since 1985, Square Pharmaceuticals Ltd., the company's flagship, has dominated Bangladesh's pharmaceutical market. SPL used a growth rate of almost 16 percent to reach a sales turnover of more than taka 5,000. At their company, supply chain management shortens the time needed to produce and ship the goods. We can state with confidence that South Asia has the best pharmaceutical supply chain management in the world. Organizations may decrease work duplication, improve process control, and make quicker, more informed decisions with the help of procurement management. Production management is the most efficient method for tracking raw materials. The raw materials warehouse's business operations and its relationship to the production division are managed via the raw material inventory system. The packing material inventory system is used to handle both the business operations of the warehouse and its functional connections to the production division. The operational processes of the warehouse are functionally automated in various ways by the finished goods inventory system (FGIS).

Management and protection: It takes into account all of the information from the service's modules, limits all authentication and approval, and determines the service's operational window.

Quality Control: Sampling, testing for quality, releasing batches, making comments on received goods, and the compilation of numerous reports are all included here.

Accounting system: Accounts token serves as the data source. As a result, once the voucher has been entered into a computer system, the organization will receive all necessary information at the proper time.

2.5 Accounting Performance:

SQUARE Pharmaceuticals Ltd. prepares its yearly financial statements on an accrual basis in accordance with the going-concern concept and the historical cost standard.

International Financial Reporting Standards, or IFRS, are used to structure their financial reporting. The International Accounting Standards, the Companies Act of 1994, the Bangladesh Securities and Exchange Commission Rules 2000, and other laws all apply to this IFRS.

Additionally, all financial reports are displayed in Bangladeshi currency (BDT). In its financial statements, SPL may include information about its financial status, profit or loss, other major revenues, equity changes, cash flows, and an explanation of the company's notable accounting practices.

2.6 Marketing Procedures:

Promotion, value proposition, price, brand positioning, and other factors are all included in the scope of marketing practice and are defined in the following manner.

2.6.1 Marketing Strategy:

The tremendous Square Pharmaceuticals Ltd. provides a vast range of products. As open promotion for pharmaceutical items is restricted, their marketing practices are very comprehensive and feature a differentiated approach. Since sales of the pharmaceuticals significantly contributed to the profit, advertising or promotional activities certainly play a major role in this context. They adhere to the principles of mass marketing in how they advertise and portray their products as a whole, addressing every patient and every category of doctors. They seem to be employing the 4P strategy, which includes product price promotion, 4C customer, cost, and convenience, and 4D choosing, designing, and delivery, based on their marketing (Panthu, 2021).

2.6.2 Marketing Channels:

Medical Promotion Officers (MPOs), who promote their products to doctors, hospitals, and pharmacists, are principally in charge of marketing and promotional efforts in this nation. Additionally, they advertise their items online, in journals, and on billboards.

2.6.3 Targeting and Positioning:

Since they currently dominate 43 countries, they are practically following the Geographic target market. Furthermore, according to (Amin et al., 2015), Square divides its market according on the indication, patient profile, kind of doctor, and dosages applied in actual circumstances. In addition, they provide a variety of high-quality pharmaceuticals and lay a strong emphasis on customer satisfaction and value proposition for brand positioning.

2.6.4 Branding Initiatives:

Gift items include things like food, stationery, and home goods like a coffee maker, glassware, and dinnerware as well as electrical equipment like a clock, light, or lamp (Muntaha, 2017). Additionally, they sell printed marketing materials like notepads, show cards, newsletters, lift-lets, posters, and brochures.

2.7 Financial Procedures:

In addition to their managerial and market performances, it is critical to estimate the financial prognosis and its viability. In order to evaluate financial performance, ratio analysis is necessary to examine several criteria, including profitability, market value, efficiency, liquidity, and solvency. Additionally, it enables the evaluation of trends and the comparison of financial results, both of which may help investors make more informed investment decisions. The financial results of Square Pharmaceuticals Ltd., which were taken directly from their annual report, are quickly examined here.

Earnings per share:

This leading indicator is used to evaluate the revenue generated by each share and is calculated by dividing earnings by the number of outstanding shares. This metric aids in assessing the worth and profitability of the EPS for both investors and the company itself. The following example illustrates how a company with the highest EPS is in a stronger position consistently.

Element & Year	2021-2022	2020-2021	2019-2020
EPS	20.51	17.99	15.06

The table shows that it has been increasing over time, despite the Covid19 pandemic having minimal impact on it.

Profitability Ratio:

This statistic shows how profitable a company is, and one of them that shows how profit is made from net income is the net profit margin. It used to be computed by subtracting net profit from sales and displaying the result as a percentage.

Element & Year	2021-2022	2020-2021	2019-2020
NPM	28.50%	27.33%	25.23%

The NPM Ratio of Square medications is also shown in this table and has been rising over time. This shows that the company is profitable, allowing investors to invest and the business to base further projections and decisions on it.

Return on Investment:

In general, it is calculated by dividing the net profit of an investment by the cost of such investment. When examining the relationship between net income and costs, ROI must be calculated to gauge the company's benefit in comparison to its cost.

Element & Year	2021-2022	2020-2021	2019-2020
ROI	17.83%	16.71%	16.32%

Additionally, this table showed how its ROI has grown over the past three years. Following Covid19, the company has at last begun to see a return on their investment.

2.8 Industry and Competitive Analysis:

2.8.1 SWAT Analysis:



The SWOT (Strengths, Weaknesses, Opportunities, and Threats) study examines and assesses the benefits and drawbacks of an organization. For instance, the SWOT analysis of SPL pinpoints the company's advantages, potential growth areas, and areas for improvement. It moreover shows how to protect shareholder or corporate money.

Strength:

One of the main benefits of Square Pharmaceuticals Ltd. is the range of products and dosage formats. In addition to liquids like syrup, suspension, and solution, SPL also produces semisolids including cream, ointment, solid tablets, and capsules. It is the first company in Bangladesh to produce and market nasal sprays, inhalation aerosols, and suppositories. The name of its injectable component is Colicon. Ceftriaxone, the medication's main ingredient, is one of the most important antibiotics in medical history. Colicon is presently anticipated to be one of the corporation's most profitable brands. The business sells a large selection of unique products made by manufacturers including Ofkof, Tusca, Neotec, Seclo, and others. The following is a list of its benefits.

- Square is the organization with the longest duration in that position, having topped the pharmaceutical industry for the past 29 years.
- Its enormous and dominant market position, market share, growth, and sizable customer base and product line are the key factors that best illustrate its power.
- SPL is able to operate Current Good Manufacturing Practices, compliance facilities, high-quality documentation, and process expertise at cheap cost thanks to the company's qualified scientists, technicians, and management staff as well as their low cost.
- Prospering domestically (56.84 billion) and worldwide export industries with a 17.21% market share (1.51 billion).
- Large (43) export markets, including those in the US and the UK.
- Square has been at the top for so long that the doctors and patients already have excellent opinions of our products and give them a favorable rating.
- Square is able to state with confidence that their organization's sales force, capabilities, training, and selling skills are superior to those of every other company in the industry.

Weakness:

The major concern with SPL is that it investigates a lot of companies and industries that don't actually important or really require improvement. Assets, human capital, and other items that the business has direct control over are examples of internal components. The SPL has many flaws, including risky business practices, antiquated medical technology, low employee morale, or scale-related inefficiencies. Here are some further examples of inadequacy:

- Square lacks automated work when it comes to do administrative work which causes lots of time and energy.
- Despite of having massive net profit, Square has limited profitability and revenue growth.
- Due to Square's tardy entry onto the market for omeprazole injection, Incepta got invent omeprazole 1st and made is accessible.
- Even though Square is sizeable corporation, it's still unable to compete with international firms for global drug discovery and research.
- SPL's lack of investment in nation R&D is still a significant problem.
- It's increasingly harder and harder to find and retain highly skilled employees like as scientists, regulatory compliance officers, pharmaceutical attorneys, and overseas business development specialists.

Opportunity:

- They will undoubtedly have fresh opportunities as they enter a new market like Kenya.

- Additionally, they are investing heavily in R&D and innovation these days, which will increase their chances.
- Thinking about marketing alliances with international businesses will widen their domestic and international market windows.
- We believe there is a good chance that their omeprazole injection will be successful because the market is expanding.

- Square Pharmaceuticals' advantages in having a substantial financing reserve and no bank loans will provide up opportunities for partnerships or investments. (Faizul,2019)
- Additionally, providing brand-new, efficient, and high-quality products would undoubtedly seize prospects for them and aid in taking market share away from their competitors.
- At the SPL Pabna unit, clinical trials and research are being developed.
- Controlling the system for delivery systems. This is already automated by SPL and available online, which is excellent for the company.
- New license alternatives for SPL are now offered by MNCs to NCEs and NDDS (New Drug Delivery Systems).
- Another developing possibility is marketing alliances for MNC products in home and foreign markets.

Threats:

- Square's competitors (Incepta, Beximco, and Renata) and their technological advancements pose the greatest challenge.
- Covid-19 has already had an impact on the share price of Bangladeshi Pharmaceuticals Company and has also damaged the export market, despite the company having made enormous profits in the market. Therefore, the greatest risk in this market is economic decline.
- The ability to import raw materials or other individuals will surely be impacted by Bangladesh's recent hike in material taxes.
- In contrast, Bangladesh's lesser tariff protection has increased domestic market competition, which has reduced profitability.
- Soon, it's likely that more merchants will begin selling omeprazole injection.
- The lack of supporting regulatory restrictions hinders the R&D efforts of Bangladeshi pharmaceutical companies.

2.8.2 Porter's Five Forces:

In comparing Square's competitive advantage and decision-making to those of other companies, this section will surely be helpful.

Competitive Rivalry:

Since the top 10 to 20 companies are battling ferociously for market dominance, there is a high level of excise aggressive competition in this sector. Due to the fact that the same medication is sold under various brands, if one manufacturer lags behind, another will grasp the opportunity to gain market position.

Threat of New Entrance:

Since it is very challenging to gain regulatory authorization, drug authority, distribution, and supply chain approvals—all of which add to the market's complexity—new entrant risk is quite low in this industry. A significant financial reserve is additionally necessary.

Buyer's power:

The consumer's purchasing power is relatively low as a result of low switching costs and the inelastic nature of the items. Because people only acquire pharmaceuticals on the recommendation of their doctors and because they are not even a product that can be bartered, consumers have very few options. Furthermore, pricing is strictly monitored and chosen by each firm. The jurisdiction of the purchasers is so limited.

Supplier's power:

Due to the fact that nearly all raw materials (99.5%) are often imported from Chania and India and are unrolled there, the supplier has tremendous bargaining power and pressure (Panthu, 2021). The API park in Munshi Ganj will soon cause switching costs to decline, which would provide suppliers more negotiating power. This was also mentioned in the report.

Threat of substitute:

Some patients may prefer homeopathy and other herbal-focused treatments to allopathic ones because they will be offered as options. However, these options are not an option in the event of an emergency or serious disease. As a result, there isn't much of a need for replacement drugs in this situation.

2.9 Conclusion and Summary:

Square Pharmaceuticals Ltd. is unquestionably the most profitable organization in our country which dominates the top ranking and contributes for a sizable portion of the market. Furthermore, their key financial report metrics support why they are the number-one firm, as everything from net profit to market share is rising daily.

Additionally, the HR division is succeeding admirably in bringing in a large number of fresh applicants quickly. Overall, their ability to retain synergy at their workplace has been made possible by a united approach. Along with that, it is continuing to perform at the same level on both the local and international markets while also progressively advancing. With Square's entry into the Kenyan market, the number of export markets has increased from 42 to 43, adding a new dimension in terms of ability, revenue, and income.

In addition to their sales and profits, this one company significantly boosts our GDP and improves their economic situation every day.

2.10 Recommendation and Implication:

- They must implement an automated method or establish their own web site for the recruitment and selection process in order to examine candidates for both executives and the MPO without having to do it by person.
- Square Pharmaceuticals Ltd. needs to modernize its hiring process and module and depart from the conventional approach by incorporating dimensional questions, online aptitude tests, personality tests, creative tests, etc. to evaluate characteristics as they matter and have an impact on an employee's performance at work.
- Additionally, they should have a less bureaucratic decision-making procedure because obtaining approval takes a long time and slows down workflow.

Chapter 3: Project Part

3.1 Introduction:

Square Pharmaceuticals Ltd. has been in charge of the pharmaceutical industry in Bangladesh since 1985. Since its establishment in 1958, SPL has made a significant effort to satisfy higher quality standards. Once more, the current trend of globalization opened up a new market outside of the country, requiring greater efficiency and higher standards for goods.

The foundation of every management activity is planning. It should act as the cornerstone upon which the other three parts are constructed. Planning must take into account both the current and desired future situations of the company's human resources. The next step is to develop and put into action a plan that will help the business achieve its targets.

For increasing the betterment of the employees and to retain qualified employees, SPL have been providing training to their stuffs. After the pandemic they started to proceed with the e-learning platform of their training for the management people. Thus they initiated the training in LinkedIn platform. This paper was written in order to determine whether there are any beneficial impacts between training on LinkedIn learning platform and personals of the Square Pharmaceutical Ltd and if they have any favorable relationships in order to further continue with this e-learning training on LinkedIn platform.

3.1.1 Literature Review:

In a study “Validating E-Learning factors affecting training effectiveness” (2007), Hyochang Lim, Sang-Gun Lee, Kichan Nam has described that e-learning provides the trainees learning opportunities in diverse ways. They have explained that The expansion of online training as a significant educational modality has been facilitated by the development of information technologies. E-learning offers students a variety of educational alternatives. As a result, a variety of cutting-edge services have emerged in the

e-business sector that provide comprehensive educational solutions. Trainees can participate in individualized instruction at any time and location thanks to the online learning environment. Additionally, information technology enables the decoupling of the trainers and trainees in terms of time, location, and geography. The two goals of this study are as follows: (1) To identify the factors that make online training effective; and (2) To show how those factors affect learning and transfer performance, two crucial components of training efficacy in the workplace.

According to a paper named “Online education and its effective practice: A research review” (2016), A. Sun and Xiufang Chen made the following claims that effective online training is depended upon - 1) Well-designed course content, motivated student-instructor interaction, well-prepared and fully supported instructors; 2) Development of an online learning community; and 3) Rapid technological advancement.

Another writeup “LinkedIn as a learning tool in business education” (2014), B.Cooper and Mary Kate Naatus described that using LinkedIn classroom might help students remember fundamental ideas like branding and relationship-building.

Furthermore in chapter called “Self-Determination Theory” under the book named “Management and Organisation Theory” (2012) by Jeffrey A. Miles, it is described that According to the self-determination hypothesis, for people to perform at their best and continue to experience continuing personal development and well-being throughout their lives, they must continuously meet three fundamental psychological needs: autonomy, competence, and relatedness (Deci & Ryan, 2000a; Ryan & Deci, 2000a; Ryan & Frederick, 1997). People's need to feel in control of their own actions, including starting, controlling, and maintaining their own behavior, is referred to as the need for autonomy. When this need is satisfied, people feel a sense of liberation on a personal level. People who wish to complete demanding tasks in order to get desired results are said to have a need for competence. When this need is satisfied, people feel a sense of mastery, success, and control. People's need to build connections and respect with others is referred to as the need for relatedness. When this need is satisfied, people feel a sense of social support from others. The ideal situation for a person is to have all three of these requirements satisfied throughout their lifespan (Ryan & Deci, 2002). The theory's more recent ideas include vitality and mindfulness (Deci & Ryan, 2008). When someone is mindful, they are paying close attention to what is going on both inside of them and around them (Brown & Ryan, 2003). The practice of mindfulness entails introspection, self-reflection on need satisfaction, and a deliberate shift from a regulated to a more autonomous perspective. Meeting one's basic requirements is the source of one's vitality. People who are experiencing vitality feel energized, invigorated, and empowered to act independently and to exert themselves in meaningful ways. The degree to which a person's behavior is self-motivated or self-determined is examined under the self-determination theory. People tend to perform better, stay healthier, and feel better when their basic needs for autonomy, relatedness, and competence are met. The opposite occurs when these needs aren't met.

Furthermore a study named “Powering E-Learning In the New Millennium: An Overview of E-Learning and Enabling Technology” (2003), Dongsong Zhang and Jay F. Nunamaker has described the one of way to measurement the effectiveness of the online training is that e-learning provides learners a more flexible and personalized way to learn.

3.1.2 Research Objective:

Predominately, there are two objectives of this study which includes - analyzing the impact on employees from the e-learning training on LinkedIn platform and if there is any positive effect on the employees of Square Pharmaceutical Ltd.

The findings will accommodate Square Pharmaceuticals in future if they should proceed with the LinkedIn learning platform and figure out the problem (if there is any) along with helping them to specify where to focus as per result.

3.1.3 Significance:

This study will add value by sharing the result of the impact of LinkedIn learning on employees, whether they were motivated throughout the training and help the company to recognize the future scope of LinkedIn learning platform. As to recognize and understand any training's impact - it takes a long time to actually analyze the fruitfulness of the training. As a short timeline, this study will help to realize if the employees were motivated throughout this new training program and whether Square should carry out this.

Finally, the organization will understand the challenges it has to gone through and if they can modify and imply better option as needed.

3.2 Methodology:

Here qualitative research method was conducted. I had both primary and secondary data. For primary data I have done telephone interview with 10 of the trainees among 24 participants. It was almost a closed-ended questions session. I have also tried to cover an online survey to gather some specifics on the findings.

Here my population is the employees who have already done the e-learning training over LinkedIn platform.

Moreover, there were secondary data that includes SPL's evaluation forms, articles, websites, some non-confidential reports and yearly reports.

3.3.1 Finding and Analysis:

I used the method of telephone interview which is a method for gathering data where the interviewer conducts telephone conversations with the respondents.

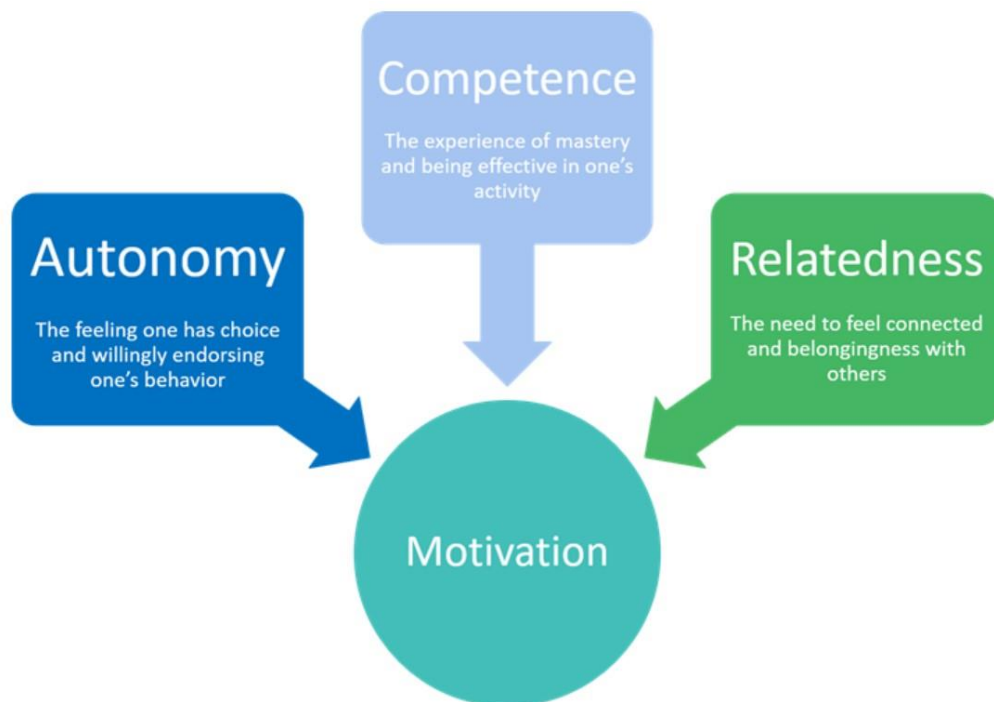
For understanding the situation better, I had to talk with the Manager of Learning and Development division of HR Department, Mr. Shahidul. He described that training is necessary for everyone and

Square has nearly 16000 employees. When in terms of offline trainings, they had to arrange classrooms, trainer, food facilities etc. Offline trainings majority of the time takes 1-2 days' time period. For a training of Communication, Square had to pay 2 lacs 10 thousand BDT where only 30 participants could learn and average investment per learner was 7000 BDT for 2 days only. In the other hand, when it comes to LinkedIn learning, it was more like a subscription based for a whole year. Here in the 1st batch, Square invested around 31,000 BDT for 24 participants which determined the average investment per learner around 1100 BDT only which is way more cost effective than the traditional offline trainings.

One of the Senior Executive of Learning and Development team, Mr. Mozammal described that for any basic courses like on leadership training or communication skills - has a lot of demand. All the offline trainings can accommodate at most 30 people at a time. If the demand were for 300 people, there has to be arrange for 10 times to cover that much learners. Which is also at the same time costly and tiresome to arrange.

With LinkedIn learning, employees can be subscribed to almost 8000+ courses which is not only cost effective but also time efficient. Over LinkedIn, there were absolute flexibility from the learner's perspective. One of the participant, Mr. Haque has described that he can avail the courses even when he's on the journey and that was really great for him.

On the self-determination theory, employees when they continually satisfy their three basic needs for autonomy, competence and relatedness - they tend to reach optimal functioning levels and to experience personal growth as they feel highly motivated. It also talked about mindfulness and vitality where the employees are well aware of what's happening within and around them and also they have inner reflections and self-examination of need fulfilment.



Here the employees felt they had choice over courses and according to their needs they can avail the courses on their preferred time and places. Also the competence is also met as the employees can be master and effective in their job related topics by repetitive trainings. Finally, they can feel that their training on specific contents and their implications is internally rewarding and these specific trainings contribute to meet the vision, mission, strategies and goals of the organizations. By feeling internally motivated and rewarding for the long run, employees will be encouraged to go through the trainings for the betterment in the future.

I have selected few factors from the previous researches on the effectiveness of e-learning. These are:

- Flexible way to learn.
- Able to customize the content according to need.
- Well-designed course content.
- Well prepared and fully supportive instructors.
- Interactions between the trainer and the trainee.

In order to understand these factors, I've conducted short interviews with 10 of the learners. They all agreed to the point that since LinkedIn courses are online course and it's a saved training video - they could avail it from anyplace also in any time as per their convenience. As LinkedIn has more than 8000+ courses on English language, it was easier for the learners to choose any trainings as per their need which is relevant to their job and duties. Md. Haque and Mrs. Tahsin Ibnat shared that they could even watch the courses where they were on transport. Mr. Haque has also shared that it's easier as one can repeat the courses over the time.

Regarding the course design 8 out of 10 people agreed that they thought it would have been better if the courses were a bit detailed. According to the learners there less that 2-5% of mismanagement in the course design but that didn't create any mass problem regarding learning. A participant, Mustafizur Rahman Khan stated that some courses were more advanced and also there were very few times he felt mismanagement in the structure of the course design.

Regarding the Instructor, as e-learning in LinkedIn platform was online saved videos, it didn't have a live both end communication system. Even though it was one-way communication system, there were ways to reach out the particular instructor through commenting below the courses and also there was a way via mail. One of the participants, Mr. Shaikh Shahed Salam Ninad has stated that once he mailed one of the instructors regarding an assessment and he got reply within a half an hour he got reply and this really amazed him as all the instructors were highly professionals yet they were able to communicate with the learners in a very quick manner.

Asking upon their opinion on which platform they believed were better, 2 of the participants said in terms of behavioral or soft skills - it's better to have offline trainings as there are more both end interactions but in terms of flexibility, time saving, vast varieties of trainings and course designs - it's better to have online training over LinkedIn platform. Furthermore, every one of them agreed on participating in the online training in LinkedIn platform if they were given chances.

3.3.2 Telephone Questionnaires:

1. Mention some of the courses on which you have done training.
2. Were you able to have customized training (trainings you think you needed) at any time and any place?
3. Do you think e-learning in LinkedIn has saved your time in compared to offline training?
4. Was the content of the courses was well designed? Did you feel like some content could have been taught later (mismanaged in the serial)?
5. Was there any to interact with the trainee? If not, then did you feel demotivated for that?
6. Were the instructors well prepared and fully supportive?
7. Did you had any clash with your supervisor regarding any learnings from the LinkedIn? Were they supportive?
8. Do you think it's better to have training on LinkedIn over traditional offline trainings? State 1/2 reasons.

3.3.3 Online Surveys Done Primarily:

(10 out of 24 participants)

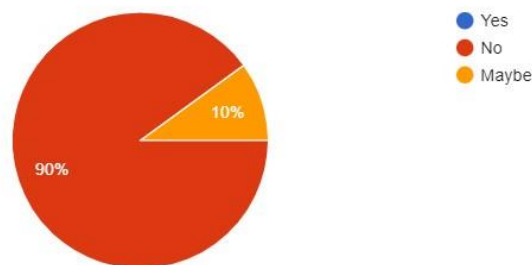
Some questions are done in a 10 point Likert scale which describes that 1st part is bad, middle points are better and left points are the best. The description is given down below of each image.

1.

Did you face any language barrier while doing the training?

10 responses

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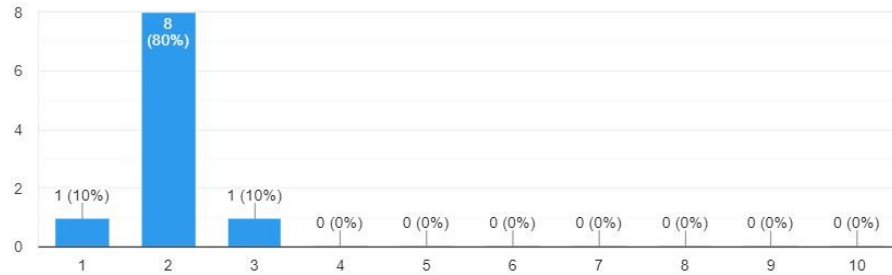
90% of the participants didn't feel any language barrier even though the trainings were taken by the foreign instructors.

2.

Is there any barrier in implementing the learnings in your organization?

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10 responses



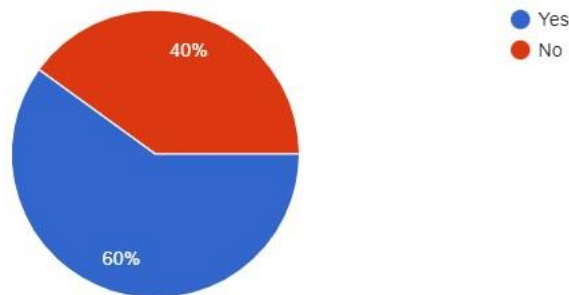
Here 1 being least likely and 10 being most likely, majority of them agreed that they were least likely to face any barriers in implementing learnings in the organization.

3.

Were you able to teach any new learnings to your co-worker?

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10 responses



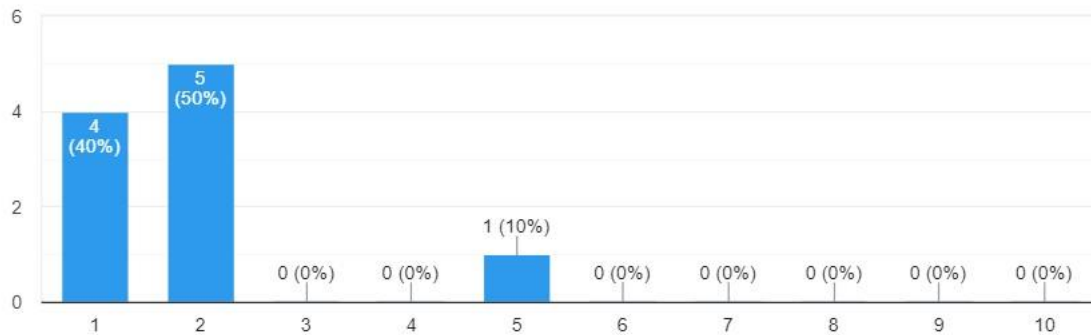
Around 60% of the participants were able to teach their new learning with their co-workers.

4.

Please rate the clarity of the statement *there were cultural gap from the methods I have learned*



10 responses



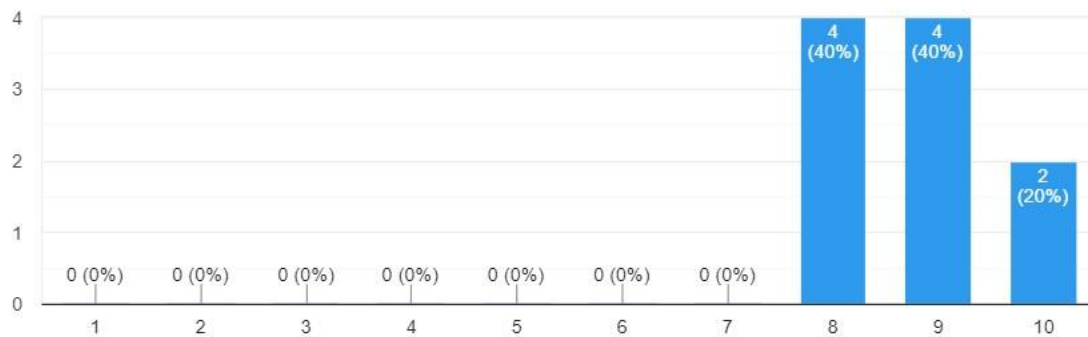
Here 1 being least likely and 10 being most likely, majority of them agreed that they were least likely to feel any cultural gap from the methods they were taught.

5.

Please rate the clarity of *the training content met my expectations*



10 responses



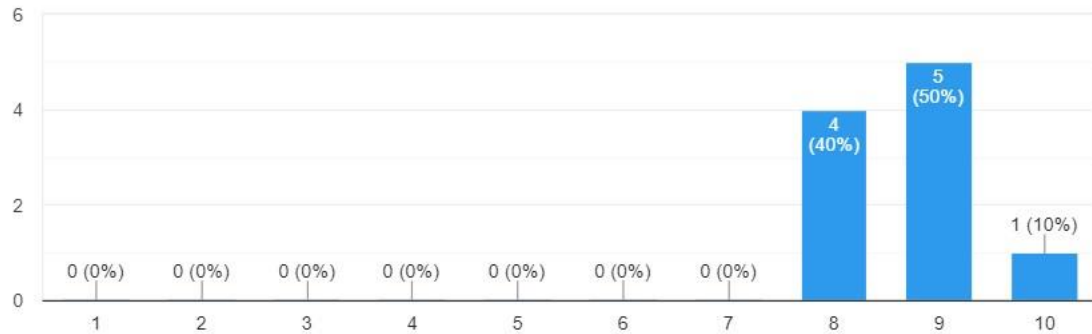
Here 1 being least likely and 10 being most likely, majority of them agreed that they were most likely to feel that the training have met their expectations.

6.

How satisfied are you with the quality of the training?



10 responses



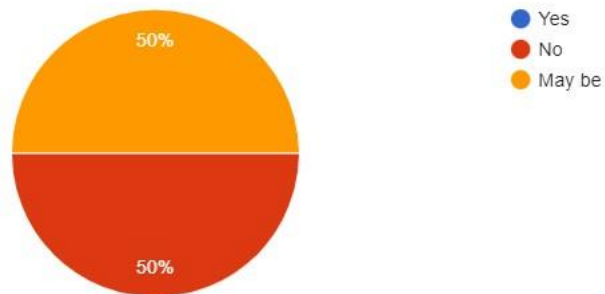
Here 1 being least likely and 10 being most likely, majority of them agreed that they were most likely to feel satisfied with the quality of the training.

7.

Do you require more training on the same topics?



10 responses



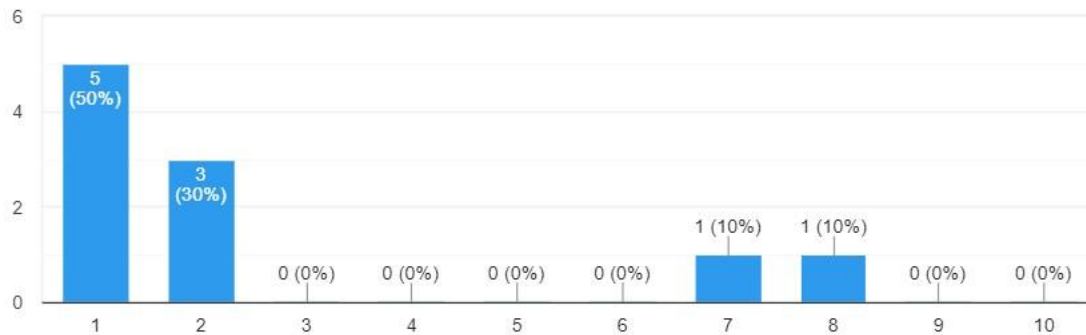
Here 50% of the participants think that they may need similar trainings in future where 50% doesn't feel the need to have any more similar contents in the future.

8.

Please rate the clarity of *the course workload interfered with my everyday task at work*



10 responses



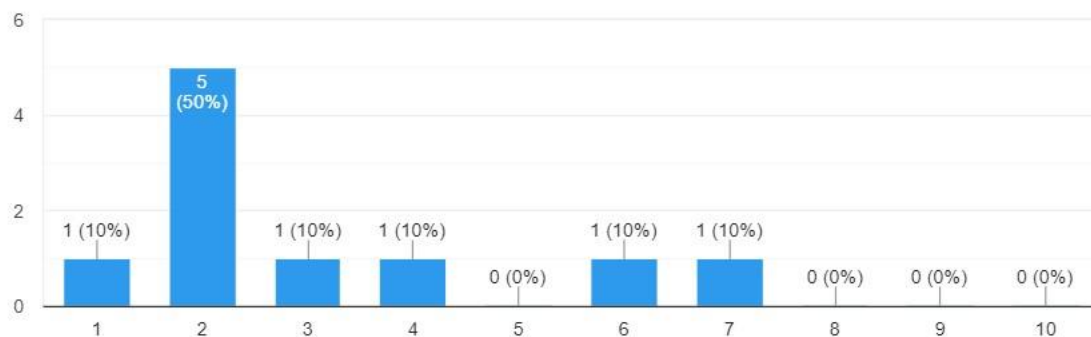
Here 1 being least likely and 10 being most likely, majority of them agreed that they were least likely to feel that course workload didn't interfere with their office work which is around 80% where 20% learners felt there was a bit clash with the office work and the online learnings.

9.

Do you think offline training would have been more effective than online training in LinkedIn platform?



10 responses



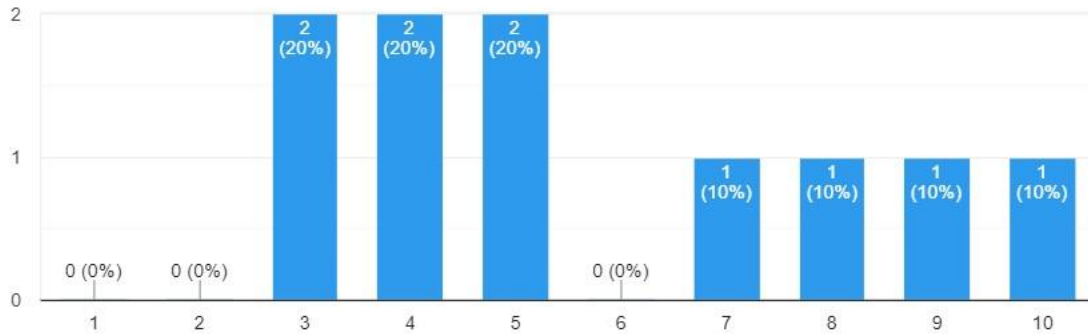
Here 1 being least likely and 10 being most likely, majority of them agreed that they were least likely to feel that offline training would be more effective than LinkedIn training which is around 80% where 20% learners felt that may be offline training would have been better.

10.

Were you able to get all of your questions answered during the training?



10 responses



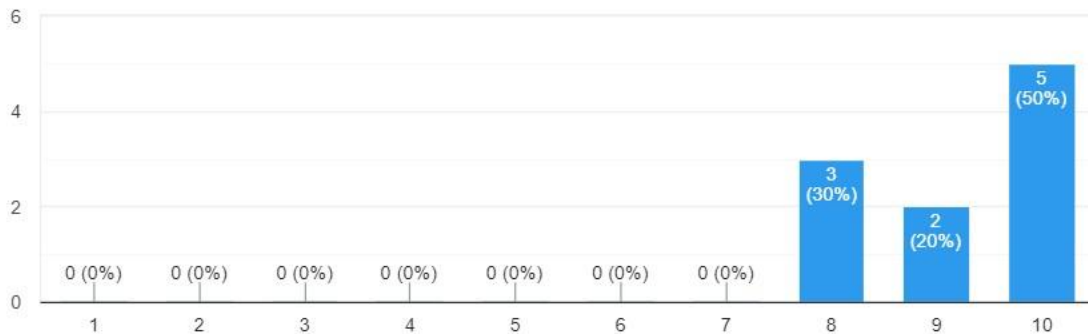
Here 1 being least likely and 10 being most likely, 60% participants are more likely to get the answers to their questions during the training where 40% learners were unable to get their questions answered.

11.

Was the training relevant to your job or potential job?



10 responses



Here 1 being least likely and 10 being most likely, majority of them agreed that they were most likely to feel that the trainings were relevant to their potential jobs.

12.

What did you like the most about the training?

10 responses

Plenty of courses, time efficient

repeatative

Repetitive

I can avail it from any where

Time saving

Availability, Instructor

Learning Flexibility

Easy to understand

Time efficient

variety of courses

Most of the Participant has answered that they like the online training since it can be repeated also they have highlighted to the time saving point.

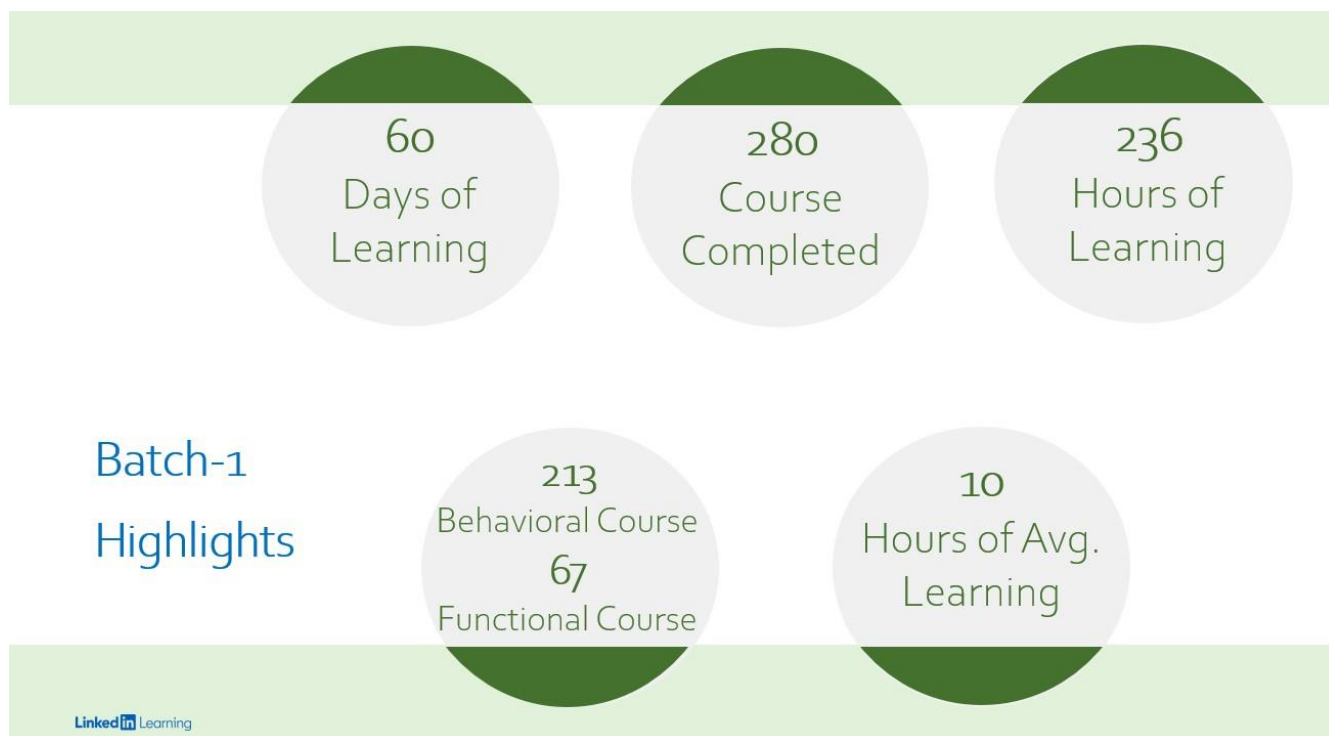
3.3.4 Secondary Data through Survey:

(All the 24 participants)

This is the summery survey of the whole batch 1 participants; this survey was done by the SPL.

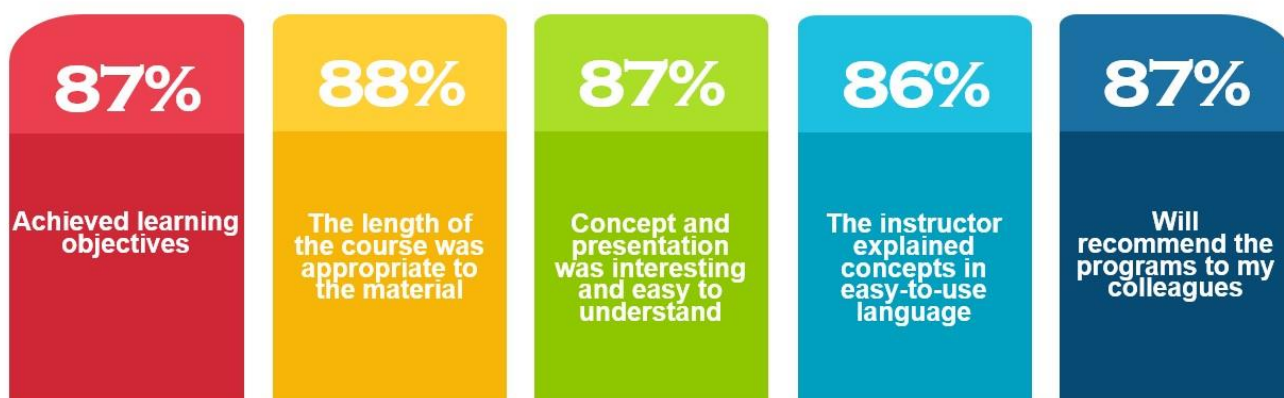
Sl	ID	Participant Name	Duration (Min)	Total Cours	1. The course material was comprehensive and helped me achieve the learning objectives.	2. The length of the course was appropriate to the material.	3. The concept and presentation was interesting and easy to understand.	4. The article and template provided with the course was effective.	5. The instructor explained concepts and relevant terms clearly and in easy-to-use language.	6. I will recommend this program to my colleagues.
1	8570	Sumya Sultana Meem	749	12	57	58	59	52	59	59
2	4800	Sayefi Noman	206	5	30	30	30	30	30	30
3	7769	Sumaiya Haq Aftabi Momo	419	33	179	181	182	186	183	185
4	7084	Md. Mozammel Hoque	1321	28	140	140	138	136	137	140
5	6941	Md. Mahfujul Ahsan	138	4	16	17	12	16	16	16
6	2921	Md. Monwar Hossain	763	20	110	99	112	79	113	109
7	6058	Chowdhury Md. Msaddaque	237	6	33	34	32	34	34	35
8	5342	Md. Murad	66	1	2	4	5	3	6	6
9	5271	MustafijurRahman Khan	1380	24	123	123	122	119	122	124
10	5802	Nabila Nawsaba Chowdhury	160	5	25	21	25	20	25	20
11	10002	Shaikh Shahed Salam Ninad	935	17	100	96	100	91	98	100
12	7519	Md. Rubel	779	5	27	25	26	25	26	26
13	3928	Samira Afrin	1019	21	93	83	86	81	86	82
14	8318	Tahsin Ibnat Arony	863	7	35	38	38	36	36	36
15	6223	B. A. M. Shahriar	40	1	5	6	5	4	5	5
16	6009	Md. Shaiful Husnat Shameem	1081	7	29	29	30	29	32	29
17	6678	Syed Hossain Mahmood Tuhin	1319	27	135	162	162	108	135	135
18	6547	Md Uzzal Hossain	816	16	93	91	84	87	85	92
19	4142	Md. Johirul Islam	981	22	122	123	115	116	115	118
20	5617	Md. Zamirul Islam	425	7	41	36	35	38	35	42
21	7249	Ashiq Mahmud Islam	204	5	14	25	20	20	20	20
22	5154	Md. Ariful Islam	23	1	4	4	5	3	5	5
23	5349	Mustafa Mahboob Al Quadri	100	2	9	10	7	8	10	10
24	4390	Fazlul Haque	131	4	21	20	19	18	20	19
Total	24	Courses	14155	280	1443	1455	1449	1339	1433	1443
		Hours	235.917		85.9	86.6	86.3	79.7	85.3	85.9

Here the number of courses, total and average time has been mentioned.



This slide shows that 24 participants have completed 280 courses in 236 hours of learning on an average of 10 hours of learning in 60 days' time span. Among them, behavioral courses were 213 and functional courses were 67.

LinkedIn Learning Effectiveness



This is the graphical explanation of the survey summary from 1st batch of LinkedIn learning program.

3.4.1 Limitation:

- The major challenge was the population was really small which may not give the proper indication of if the given data can cover the whole group.
- As the initial batch of LinkedIn learning, the experience may vary from other batches. It would have been more accurate if we could observe more batches but it couldn't be done due to the time limitations.
- The participants were from 3 different locations as follows: Head Quarter, Dhaka Unit and Pabna Unit. Thus it wasn't possible to take live interviews or conduct a focus group discussion which would have been much more effective.
- Square has this unique system of LFA (leave fare assistance) where employees take an yearly leave. As my internship period was in the end of the year, majority of the employees whom I've could have interviewed were on leave.

3.4.2 Future Study Scope:

There are almost no other multinational companies especially pharmaceutical companies have taken account the scope of LinkedIn learning. Square initiated this as a matter of saving cost, making available most of the resources and make the best use of time. Also there are very few researches about the impact of LinkedIn learning on employees specially in our country. A broad study can be conducted with much more data and can focus on further study to reach to a more accurate outcome which can precisely determine how the effects of employees will be and how the trainings on LinkedIn platform can be more impactful. Focus group discussion can be included to get the most opinions by the learner's interaction with each other.

3.4.3 Conclusion:

One of the biggest companies in our nation, Square Pharmaceuticals Ltd., is growing daily on an international market. Because of this, Square continually looks for greater talent that can meet the needs of the business. Because of this, this study was conducted so that it may be revised as required and used effectively.

As a result, we can state that the initiative of training on LinkedIn learning platform taken by the learning and development team was undoubtedly a great decision as it helped the employees to overcome the fear and challenges of digital learning through this initiative. Also from the interviews we get to know that the participants could have trainings even from home which did not hamper their regular office work. Additionally, the value for money is high since they covered a wide ranges of courses (129 unique courses) with minimum cost per participants. Furthermore, enabling LinkedIn learning has helped the employees by saving time and customizing their desired trainings related to job in capable instructors have motivated the employees to do more for the organization. As there were many desired courses which couldn't be possible as the suitable trainer weren't available. So even if it was a one-way communication with the trainer, the learners were happy to gain the knowledge from the highly professional personals. Finally, it can be said that even if the population was limited in this study, this research has shown that the trainings on LinkedIn learning platform was really impactful on the employees of the Square Pharmaceutical Ltd. and they should make it more available and see further the progress of this insightful initiative.

3.5 Recommendation:

- After analyzing the research, it is recommended to have a list of more concrete course designs so that there can't be any mismanagements on the content.
- To have a group discussion among the learners so that they can also have a both way communication and a place for sharing knowledge.
- It'd be a great learning opportunity for the interns and as well as all the employees if the LinkedIn learning courses were available for all the employees and interns.

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- Annual Report of 2022- http://www.squarepharma.com.bd/Web_AR_S%20Pharma-2022.pdf

Appendix:

Call Recordings:

Participant: 1

Q 1: Hello bhaiya, Thank you so much for your time. As you have passed quite a long time in the LinkedIn learning and also you've completed some courses from batch 1, I wanted to ask something regarding that manner. So with your permission I want to start my questions.

Ans: Yes, sure, go ahead.

Q 2: So my 1st question is being you able to customize the trainings? Could you organize it as per your likings?

Ans: Ahh yes, as there were about 8000+ courses open for me for that reason I customized the trainings as per my learning need. They didn't bound me into any structural format of particular courses so for me around 8000+ courses were open. Whatever my requirements were, I was able to choose those trainings and included only those in my learning plan. I had that scope and flexibility.

Q 3: Can you kindly mention 1/2 courses from your LinkedIn learning?

Ans: Okay so as I work in Learning and Development field, so one of my task is to find out the effectiveness of any learning program and find out how much it was beneficial - so I did a course on how to measure learning effectiveness as its very relevant to my work. So I did this course. Another course that I completed which was on negotiation skill. As we have to communicate on various issues with different parties regularly plus externally when we have to handle candidates to training vendors - we have to negotiate with all of them about services, have to discuss topics with the trainers like which topic is needed or which one is unnecessary, as training design as a whole. So negotiation is practically needed every day at office either it's for externally or internally, so I took this negotiation course as it's considered as an art of communication, to enhance our negotiation skill.

Q 4: Ok, it was such a good explanation. My next question is - do you think e-learning in LinkedIn has saved your time in compared to offline training?

Ans: Yes, obviously. The reason because for offline trainings I have to figure out very dedicated time, if I have training program for suppose 2 days then I have to work other than my office work or other from office desk - for those 2 days I have to be completely restrained from office works, I'm only being dedicated to the online programs, so by doing this my productive hour is lost in between those trainings. For these issues our supervisors sometimes don't encourage these offline trainings as we are losing our productivity. But when I'm switching into online learning or LinkedIn learning, where all the items are recorded and that gives me full flexibility. Whenever I'm getting time, whether it's working hour or not

- after office in my personal time, during transport, I can avail it anytime anywhere. Another flexibility was sometimes there are just one participant so it's not possible to do it in the classroom, but in online learning that's not an issue.

Q 5 - And do you think the courses were well designed? It's like this topic should've been introduced later, did you feel any kind of mismanagement?

Ans: Well the rate was really low, won't say it was in a large amount. More like 10%. Online learnings are not lengthy like 4-5hours lectures. It's more like an hour or two. That's why they design the courses in such manner so there are not many contents in a 1-hour video. They cover some limited contents. So I think that may be it would have been better if they had some more contents. But that covers when I do multiple trainings on one singular topic, like if I want to do course on Negotiation - there are strategic Negotiations, fundamental negotiation, advanced negotiation, third party negotiation - on these topics there are multiple courses in LinkedIn or other online platforms. If I do 3-4 courses like this at a time, then I don't have the deficiency anymore. If I do one course only then I feel like, there's a bit of lacking.

Q 6: As you have done all those courses; did you feel like it'd have been better if there were more courses added?

Ans: Yes, as example if I say, maximum online courses are like, if I say - how to measure learning effectiveness, in that courses there are such topics that can help to measure the outcome easily, or such as productivity improvement trainings - theses can be monitored easily. These examples are mainly on health or on productivity, but if I talk about a training on Leadership, or for soft skill or behavioral skills - in those cases effectiveness are not that much up to the mark. I didn't see this covering fully in one or two programs so if there's any dedicated programs for these like focusing on how to measure behavioral training, in that case this would be more specific.

Q 7: Okay that's good to know. So as this is an online training, also this was in LinkedIn, was there any kind of interaction with the trainer?

Ans: Well as it is one way and this is prerecorded courses, so the presentation and the topics done by the trainer are already uploaded in the video but one thing is if we ever have any query related to the training, we can tag the faculty and comment on the platform under the video. This option is available for us. So when we comment, the faculties reply there and also many of the times faculties share their LinkedIn profile in the training module, if someone wants they can further communicate there. So this scope is there that if we want we can further communicate with the faculty.

Q 8: And was there any contents like quizzes or was there any kind of interactions after finishing each topic?

Ans: Well this one-on-one interaction doesn't happen in LinkedIn but other online platforms have these kind of communication such as in coursera. There are assignments and also an interaction with the participants. It can be group interactions but that too doesn't happen face-to-face. It happens over the mail or over the content. It doesn't happen like in live classes.

Q 9: So, as you guys didn't have the interaction throughout the courses, has that demotivated you in some sorts?

Ans: Ah well. if I compare it like this that, well when I started this course I have already compromised my expectations that I won't have any interactions. This can happen in classroom with other participants and the faculty. That's not possible here but this compromise makes up for the other benefits that can't be found in the offline trainings or in a classroom. So I've setup my mind accordingly and I'm sure other participants also thought the same way. The strategy was the same for others as well.

Q 10: Your instructors or the trainers on the LinkedIn, were they well prepared? Do you think they were qualified enough? What's your opinion on this matter?

Ans: To me, they were enough qualified, as they all were industry experts, they're undoubtedly qualified but as I didn't have any question-answer session, so I couldn't ask them directly any questions to the trainer. So it's difficult to say by far he gave the presentation, he tried to give adequate amount of examples connecting with real life world in the engaging learnings. As there couldn't be any communication from my end, so I couldn't ever have cross-checked that or if I could question him then I'd have known how much he's ———

Q 11: Truthful to the content?

Ans: Yes, like that.

Q 12: So we are in our last two questions, so for your training on LinkedIn Learning, did you face any conflicts with your supervisor? I mean were they supportive with these courses.

Ans: Well this was on and off honestly speaking, cause when I could manage my time but not all the time in our working hours, but when I could do manage some time - everyone encourages the learning but as I have scope to learn outside of working hour and working place - so everyone encourages that to utilize the time while in transport or after returning in home. But yes when I did have the time in working hour, that none discouraged me. Well everyone here inspires the learning very much. Doesn't matter which form it is.

Q 13: Okay bhaiya, my last question is - do you think it's better to have training on LinkedIn over the offline traditional trainings?

Ans: I'd say it depends on what kind of training I want to do, if the trainings are more informative or technical training, where human behavior or soft skill development or soft competences are not needed, like email etiquettes or communication skills or about how to do a TNA - these are technical skills - for these LinkedIn learning is a very good option but the other kinds such as for Leadership, or increasing interpersonal abilities or increasing emotional intelligence - for these it's necessary to have a real world exercise. These kinds of programs are better in classroom, in my opinion - this can give good outcomes in classroom. But if it's not possible in classroom, as not everything is possible all the time, in that case before happening in classroom, we can have that LinkedIn Platform, behavioral programs too can be done in LinkedIn. Well at least I'd say rather than doing nothing, in any form either online or offline, if it's not possible in offline then the learning can be online, If I can cover 80% in offline then I can expect at least 50% can be covered in Online.

Q 14: Okay so are you looking forward to have more trainings on LinkedIn?

Ans: Yes, definitely, not only me but every one of us who has participated in this online training, after our subscription has ended, most of us requested to extend or to give the subscription for a 2nd time. So

I'd say if not everyone then at least 80% participants were very much encouraged to learn more from LinkedIn learning.

Q 15: Thank you so much Mr. Haque for your time. I'm ending our recording then on this note.

Ans: Okay sure. Your welcome.

Participant: 2

Q 1: Hello bhैया, Thank you so much for your time. As you have passed quite a long time in the LinkedIn learning and also you've completed some courses from batch 1, I wanted to ask something regarding that manner. So with your permission I want to start my questions.

Ans: Sure, go ahead.

Que 2: So my 1st question is being you able to customize the trainings? Could you organize it as per your likings?

Ans: Yes. The courses here on LinkedIn are on basically demand course. So I could take the courses what I needed. And I looked onto them as per my free time.

Q 3: If you could kindly share any 1 or 2 course names that you have completed.

Ans: I took a training on Anger management.

Q 4: My next question is - do you think e-learning in LinkedIn has saved your time in compared to offline training?

Ans: Yes of course it has saved time cause as to do any offline course, I had to go in person in institutions and another issue is there is a fixed time that I have to attend the class in that institution. But for on demand courses like LinkedIn, I can take courses whenever I'm free whether I'm at home or I'm travelling or before bedtime – I can avail the courses anytime I want.

Q 5: And do you think the courses were well designed? It's like this topic should've been introduced later, did you feel any kind of mismanagement?

Ans: No, almost everything is alright. The trainers were highly professional thus didn't face that much problem. But in some places I think more descriptive explanation should have been more helpful. A bit more elaborative content is much more appreciated. Overall experience is good.

Q 6: So as this is an online training, also this was in LinkedIn, was there any kind of interaction with the trainer?

Ans: As online courses are always on one-way communication, Trainers are giving instructions and everything is recorded, in that case what we could do was comment in the comment section or mail the instructors as we always got the response.

Q 7: Your instructors or the trainers on the LinkedIn, were they well prepared? Do you think they were qualified enough?

Ans: They were really professional and very experienced in their field.

Q 8: Even though the trainings were provided from Square, did you face any clashes with your supervisors regarding attending the sessions or such?

Ans: No there are no such issues like that and they were very supportive.

Q 9: Could you do the courses even while in office time?

Ans: Well we do have such opportunities, in free times we could sit for like half an hour for this purpose.

Q 10: So one of my last two questions, do you think LinkedIn learning is better than traditional learning or you prefer traditional learning more?

Ans: Well it depends, it varies from training to training. On demand courses may not be good for all the trainings out there. For soft skills as it's beneficial to see repetitively, it'll be beneficial. In some terms it's necessary to have a both way communication so it might not work then.

Q 11: So are you looking forward to have more trainings on LinkedIn in the future?

Ans: Yes of course, I wish to have more trainings on LinkedIn in the coming days.

Participant: 3

Q 1: Hellow, I am calling for a survey on online training on LinkedIn. Thank you so much for you time. As you have passed quite a long time in the LinkedIn learning and also you've completed some courses from batch 1, I wanted to ask something regarding that manner. So with your permission I want to start my questions.

Ans: Sure.

Que 2: If you could kindly share any 1 or 2 course names that you have completed.

Ans: I took a training on Inter personal communication.

Q 3: Were you able to customize the trainings? Could you organize it as per your facilities?

Ans: Yes. I could have personalized the trainings as per my time and training need.

Q 4: My next question is - do you think e-learning in LinkedIn has saved your time in compared to offline training?

Ans: Yes of course as we have to give much more effort in offline training, on contrary to that LinkedIn learning takes much lesser time and effort to avail courses.

Q 5: And do you think the courses were well designed? It's like this topic should've been introduced later, did you feel any kind of mismanagement?

Ans: Well some contents could have been better if there were more details into it. So far it's good.

Q 6: So as this is an online training, also this was in LinkedIn, was there any kind of interaction with the trainer?

Ans: No. Well there were scope to comment about the issues but it'd have been much better if I could communicate.

Q 7: Did the less communication demotivated you as a trainee?

Ans: No.

Q 8: Your instructors or the trainers on the LinkedIn, were they well prepared? Do you think they were qualified enough?

Ans: Yes, they were really professional.

Q 9: Were your supervisors from Square supportive about LinkedIn learning, did you face any clashes with your supervisors regarding attending the sessions or such?

Ans: Well our supervisors are really supportive and helpful. They never stop us from learning. But they prefer that we do this in our free time.

Q 10: So one of my last two questions, do you think LinkedIn learning is better than traditional learning or you prefer traditional learning more?

Ans: For me this (LinkedIn Learning) is better, it was time saving, I could repeat it in recordings as per subscription and I could use this according to my needs.

Q 11: So are you looking forward to have more trainings on LinkedIn in the future?

Ans: Yes, it would be better for my if I get to do more courses here in future.

Participant: 4

Q 1: Hellow. Thank you so much for you time. As you have passed quite a long time in the LinkedIn learning and also you've completed some courses from batch 1, I wanted to ask something regarding that manner. So with your permission I want to start my questions.

Ans: Yes, sure.

Que 2: Were you able to customize the trainings? Could you organize it as per your facilities?

Ans: Yes. I could have personalized the trainings as per my benefit.

Q 3: If you could kindly share any 1 or 2 course names that you have completed.

Ans: Influencing others and Decision making.

Q 4: My 3rd question is - do you think e-learning in LinkedIn has saved your time in compared to offline training?

Ans: Yes, that's quite noticeable. It saved time compared to traditional offline training.

Q 5: And do you think the courses were well designed? It's like this topic should've been introduced later, did you feel any kind of mismanagement?

Ans: Well I didn't notice any kind of mismanagement but a bit detailed contents were much more appreciated.

Q 6: So as this is an online training, also this was in LinkedIn, was there any kind of interaction with the trainer?

Ans: As it was a one-way communication, there were no interactions with the speaker but I could leave comments in the comment box.

Q 7: Did the less communication demotivated you as a trainee?

Ans: Not that much. As it depends on my time, I can save my time by availing courses at any time so it's alright for me.

Q 8: Your instructors or the trainers on the LinkedIn, were they well prepared? Do you think they were qualified enough?

Ans: Yes, they were really professional and fully supportive.

Q 9: Were your supervisors from Square supportive about LinkedIn learning, did you face any clashes with your supervisors regarding attending the sessions or such?

Ans: They were supportive but they preferred to learn in free time more.

Q 10: Do you think LinkedIn learning is better than traditional learning or you prefer traditional learning more?

Ans: It's true that LinkedIn learning saves time but it would have been much better if it was on offline. Cause I couldn't have a proper question-answer session. Offline trainings have the both way communication facility. Online learning saves time but for better learnings I prefer offline training.

Q 11: So are you looking forward to have more trainings on LinkedIn in the future?

Ans: Yes, Of course.

Participant: 5

Q 1: Assalamu-alaikum apu. Thank you so much for you time. As you have passed quite a long time in the LinkedIn learning and also you've completed some courses from batch 1, I wanted to ask something regarding that manner. So with your permission I want to start my questions.

Ans: Yes, sure.

Q 2: If you could kindly share any 1 or 2 course names that you have completed.

Ans: Interpersonal Communication.

Q 3: Were you able to customize the trainings? Could you organize it as per your facilities?

Ans: Yes, according to my needs I could customize them.

Q 4: My 3rd question is - do you think e-learning in LinkedIn has saved your time in compared to offline training?

Ans: Obviously, it saved more time compared to traditional offline training.

Q 5: And do you think the contents of the courses were well designed? It's like this topic should've been introduced later, did you feel any kind of mismanagement?

Ans: Well it was good enough but a thorough explanation might have been helpful.

Q 6: So as this is an online training, also this was in LinkedIn, was there any kind of interaction with the trainer?

Ans: Yes, there was an option to mail.

Q 7: Your instructors or the trainers on the LinkedIn, were they well prepared? Do you think they were qualified enough?

Ans: Well they were professional.

Q 8: Were your supervisors from Square supportive about LinkedIn learning, did you face any clashes with your supervisors regarding attending the sessions or such?

Ans: They were supportive but they suggested me to learn in my free time.

Q 9: Do you think LinkedIn learning is better than traditional learning or you prefer traditional learning more?

Ans: Yes, It's better.

Q 11: So are you looking forward to have more trainings on LinkedIn in the future?

Ans: Yes, it'll save much time than usual.

Participant: 6

Q 1: Assalamu-alaikum bhaiya, I am calling for a survey on online training on LinkedIn. Thank you so much for your time. As you have passed quite a long time in the LinkedIn learning and also you've completed some courses from batch 1, I wanted to ask something regarding that manner. So with your permission I want to start my questions.

Ans: Yes of course.

Que 2: If you could kindly share any 1 or 2 course names that you have completed.

Ans: I mainly took courses on negotiation.

Q 3: Were you able to customize the trainings? Could you organize it as per your facilities?

Ans: Oh yes, there were a lot of courses that I could choose by myself which was the best point of it. So I could actually take as much as trainings that I needed according to my time.

Q 4: My next question is - do you think e-learning in LinkedIn has saved your time in compared to offline training?

Ans: Yes, definitely it has saved a lot of time, if it was in class sessions or in class courses – it'd have taken a lot of time. I actually can't afford that because of the hectic hours that we go through and also it really helped actually because it saves more time.

Q 5: Okay that's great. And do you think the courses were well designed? It's like this topic should've been introduced later, did you feel any kind of mismanagement?

Ans: It's not the mismanagement, some assessments which are way advanced more can be applied, it'll be good for us and around 2% or plus minus 2% might have been deviated, other than that it was ok.

Q 6: So as this is an online training, also this was in LinkedIn, was there any kind of interaction with the trainer?

Ans: No. There were no interactions between the trainers, afterwards I could interact with them via email, it was sufficient enough.

Q 7: Did the less communication demotivated you as a trainee?

Ans: No it didn't as the questions that I was getting, I could find it out with YouTube and other sources.

Q 8: Your instructors or the trainers on the LinkedIn, were they well prepared? Do you think they were qualified enough?

Ans: Yes, they were very professional and fully supportive.

Q 9: Were your supervisors from Square supportive about LinkedIn learning, did you face any clashes with your supervisors regarding attending the sessions or such?

Ans: Yes, they were really supportive since it was an online based learning. I could choose my leisure time to do so that's why it actually didn't clash my Line Manager or supervisor's work. So they were fully supportive about it.

Q 10: So one of my last two questions, do you think LinkedIn learning is better than traditional learning or you prefer traditional learning more?

Ans: In some cases, I do prefer online training but there are some courses like negotiation or which are soft skills related that might need interactions, for those offline trainings are a better option.

Q 11: So are you looking forward to have more trainings on LinkedIn in the future?

Ans: I'll be interested based on my needs.

Participant: 7

Q 1: Hello bhैया, I am calling for a survey on online training on LinkedIn. Thank you so much for your time. As you have passed quite a long time in the LinkedIn learning and also you've completed some courses from batch 1, I wanted to ask something regarding that manner. So with your permission I want to start my questions.

Ans: Yes, sure.

Que 2: If you could kindly share any 1 or 2 course names that you have completed.

Ans: Well 1st of all I had done courses on how to communicate with people and then I have done critical thinking of business.

Q 3: Were you able to customize the trainings? Could you organize it as per your facilities?

Ans: Yes. I was able to personalize the trainings.

Q 4: My next question is - do you think e-learning in LinkedIn has saved your time in compared to offline training?

Ans: Well offline trainings have its pros and cons but then again I'd say yes e-learning was helpful. It was very much time efficient.

Q 5: And do you think the courses were well designed? It's like this topic should've been introduced later, did you feel any kind of mismanagement?

Ans: I don't think so; I think the course designing were pretty well.

Q 6: So as this is an online training, also this was in LinkedIn, was there any kind of interaction with the trainer?

Ans: Well as it's an online course we couldn't directly communicate with a trainer but we could communicate through emails but then again I didn't need to communicate that much so.

Q 7: Did the less communication demotivated you as a trainee?

Ans: Well no cause that's how online trainings are supposed to be. So I think it was fine.

Q 8: Your instructors or the trainers on the LinkedIn, were they well prepared? Do you think they were qualified enough?

Ans: Yes, they were highly professionals so they were well prepared and very supportive throughout the course.

Q 9: Were your supervisors from Square supportive about LinkedIn learning, did you face any clashes with your supervisors regarding attending the sessions or such?

Ans: No they were really helpful so I didn't face any clash.

Q 10: So one of my last two questions, do you think LinkedIn learning is better than traditional learning or you prefer traditional learning more?

Ans: As I have mentioned before, LinkedIn is good as that saves our time but then again we have very less instruction with the instructor. If it was an offline course, we could've understand better but then again as it saves time, I think LinkedIn learning was good.

Q 11: So are you looking forward to have more trainings on LinkedIn in the future?

Ans: Well as we have much less time to do everything, I think LinkedIn learning would be much better for me.

Participant: 8

Q 1: Hellow bhैया, I am calling for a survey on online training on LinkedIn. Thank you so much for you time. As you have passed quite a long time in the LinkedIn learning and also you've completed some courses from batch 1, I wanted to ask something regarding that manner. So with your permission I want to start my questions.

Ans: Sure go ahead.

Que 2: If you could kindly share any 1 or 2 course names that you have completed.

Ans: The last course that I took was “building accountability into your culture”.

Q 3: Were you able to customize the trainings? Could you organize it as per your facilities?

Ans: Yes. I could customize the trainings freely according to my needs.

Q 4: My next question is - do you think e-learning in LinkedIn has saved your time in compared to offline training?

Ans: Yes, definitely since 1st of all I didn't have to attend trainings physically and as it was online based, I could do it in my off times which were really helpful for me.

Q 5: And do you think the courses were well designed? It's like this topic should've been introduced later, did you feel any kind of mismanagement?

Ans: Not that much.

Q 6: So as this is an online training, also this was in LinkedIn, was there any kind of interaction with the trainer?

Ans: Well didn't have the opportunity communicate directly but could communicate through mail.

Q 7: Did the less communication demotivated you as a trainee?

Ans: Not like that since basically I need the learning, so as I am getting everything with the course outline – it didn't come as much hassle to me.

Q 8: Your instructors or the trainers on the LinkedIn, were they well prepared? Do you think they were qualified enough?

Ans: Yes, as they were from different industries, they were mostly professionals, I quite enjoyed their lessons.

Q 9: Were your supervisors from Square supportive about LinkedIn learning, did you face any clashes with your supervisors regarding attending the sessions or such?

Ans: No not at all but I myself don't prefer doing training between office works and they also prefer if we do it in our off time. I never had clashes with them but I guess I am in the same line as them.

Q 10: So one of my last two questions, do you think LinkedIn learning is better than traditional learning or you prefer traditional learning more?

Ans: Yes, obviously as it increases our soft skill, saves time and as I can take these trainings in offline and I had flexibility of finishing it in my own time with no rush.

Q 11: So are you looking forward to have more trainings on LinkedIn in the future?

Ans: Obviously yes if it aligns with my job related trainings.

Participant: 9

Q 1: you so much for you time. As you have passed quite a long time in the LinkedIn learning and also you've completed some courses from batch 1, I wanted to ask something regarding that manner. So with your permission I want to start my questions.

Ans: Yes, sure.

Que 2: If you could kindly share any 1 or 2 course names that you have completed.

Ans: As I thought connected to leadership is good for me so I took this training. I am still going through some trainings, since I think I need to have some knowledge related to statistics so I am looking forward to do a training in that.

Q 3: Were you able to customize the trainings? Could you organize it as per your facilities?

Ans: Yes. Basically in the trainings of the LinkedIn, whenever I needed something, I can avail that topic from LinkedIn. So yes, I am to customize trainings over here. I don't have to take the pressure in office time. I can watch the videos after finishing my works when I am free.

Q 4: My next question is - do you think e-learning in LinkedIn has saved your time in compared to offline training?

Ans: Without a doubt. In online trainings, I am saving my time and also whatever I want to learn, I am getting it from here.

Q 5: And do you think the courses were well designed? It's like this topic should've been introduced later, did you feel any kind of mismanagement?

Ans: Truly speaking it was organized very nicely. They cleared the base first and then they proceeded to advance level. Before starting advance levels, there were quizzes. For me, course content and design both were well prepared.

Q 6: So as this is an online training, also this was in LinkedIn, was there any kind of interaction with the trainer?

Ans: Well when it was offline, I could see the trainer and trainer could see me and understand me as well but it's not really needed here. Once I sent a mail to one of trainer regarding a quiz and I got a reply within a half an hour. I really like that they are so professional.

Q 7: Did the less communication demotivated you as a trainee?

Ans: No. I like the courses very much.

Q 8: Your instructors or the trainers on the LinkedIn, were they well prepared? Do you think they were qualified enough?

Ans: Yes, in my belief they were really well prepared cause they didn't have only bookish knowledge, they are sharing their experiences while giving examples. So it will help me to cope with market for me

after learning from here. I find those examples really realistic. So I do think they were well prepared and really supportive.

Q 9: Were your supervisors from Square supportive about LinkedIn learning, did you face any clashes with your supervisors regarding attending the sessions or such?

Ans: Well our supervisors are really supportive and helpful. They never stop us from learning. But they prefer that we do this in our free time.

Q 10: So one of my last two questions, do you think LinkedIn learning is better than traditional learning or you prefer traditional learning more?

Ans: Obviously LinkedIn is better for me than traditional cause on LinkedIn I can do courses side by side doing other works. And also whenever I am free to devote my time, I complete the trainings in my own terms. I don't have any specific bindings that I have to finish it from a designated period of time.

Q 11: So are you looking forward to have more trainings on LinkedIn in the future?

Ans: Obviously yes.

Participant: 10

Q 1: Hello, I am calling for a survey on online training on LinkedIn. Thank you so much for your time. As you have passed quite a long time in the LinkedIn learning and also you've completed some courses from batch 1, I wanted to ask something regarding that manner. So with your permission I want to start my questions.

Ans: Yes, sure.

Que 2: If you could kindly share any 1 or 2 course names that you have completed.

Ans: As I am an HR professional so I have to deal with people. I remember doing a course named "how to handle with poor performers".

Q 3: Were you able to customize the trainings? Could you organize it as per your facilities?

Ans: Yes, actually because there are many courses here so according to my needs and benefits I could customize the courses.

Q 4: My next question is - do you think e-learning in LinkedIn has saved your time in compared to offline training?

Ans: Of course as e-learning in LinkedIn learning saved a lot of time since we work in corporate, we have much less time. So normally I did courses while being at home or on weekends.

Q 5: And do you think the courses were well designed? It's like this topic should've been introduced later, did you feel any kind of mismanagement?

Ans: Well the percentage of the mismanagement is really poor, I would say less than 5% overall. Other than that I felt it was well-organized.

Q 6: So as this is an online training, also this was in LinkedIn, was there any kind of interaction with the trainer?

Ans: No. Actually one-on-one communication scope wasn't there but there was option to mail the instructor and comment in the comment box under the lessons.

Q 7: Did the less communication demotivated you as a trainee?

Ans: No it didn't demotivate me since what I needed I was getting from the lessons and if there were ever any confusions or any questions aroused then I could ask my seniors or searched online and solved it. So it really didn't demotivate me.

Q 8: Your instructors or the trainers on the LinkedIn, were they well prepared? Do you think they were qualified enough?

Ans: Yes, of course cause they're fully professionals so I don't have any objection in that.

Q 9: Were your supervisors from Square supportive about LinkedIn learning, did you face any clashes with your supervisors regarding attending the sessions or such?

Ans: Yes of course because we are always being motivated by them to learn new things. They were fully supportive on that but the issue was they preferred us not to do that in office time which is also really tough for us to continue training during office time. So did trainings on weekends or off times as preferred by them but they never forced us.

Q 10: So one of my last two questions, do you think LinkedIn learning is better than traditional learning or you prefer traditional learning more?

Ans: As LinkedIn is more on professional network so this seems better to me.

Q 11: So are you looking forward to have more trainings on LinkedIn in the future?

Ans: Of course.