

Report on

**Recruitment and Selection Processes of Urbo Films in Attracting
Potential Employees.**

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

BRAC Business School

BRAC University

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Declaration

It is hereby declared that.

1. The internship report I submitted was written entirely by me when I was a student at BRAC University.
2. The report does not include any previously published or written content from a third party unless such material is properly cited through complete and correct referencing.
3. Third, the content of the report has not been previously submitted or accepted for credit towards another academic degree or qualification.
4. I have given proper credit to all significant contributors.

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Letter Of Transmittal

20th April 2023.

Dr M. Nazmul Islam

Assistant Professor (Management)

BRAC Business School

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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear sir,

It is my great pleasure to submit my internship report on the chosen topic “**Recruitment and Selection Processes of Urbo Films in attracting potential employees**”. The 3(three) month 1() week internship gave me a great chance to explore the professional environment. I have worked under the supervision of **Hasan Morshed**, Position- Director, Urbo Films. The opportunity of working on this report under his supervision is highly appreciated.

With all sincerity, I hope that you will find this report useful and detailed enough. Having provided all the information and following the guidelines thoroughly I tried my best to complete the report. If there are any further queries, I will be grateful to answer them, and it will be a great way to improve as well.

Sincerely Yours,

Name: Sadia Islam

ID No: 15204069

BRAC Business School

BRAC University

Non -Disclosure Agreement

This agreement is made and entered into by and between Urbo Films Limited and the undersigned student at BRAC University.

Name: Sadia Islam

ID: 15204069

Acknowledgement

To begin, as I complete this report, I want to express my heartfelt gratitude towards Almighty Allah to bless me with good health and mental strength to be able to finish my report in due time. Also, for allowing me to undertake this internship at Urbo Films. For the effective preparation of this report, I received assistance from a large number of individuals; without their cooperation, this report would not be feasible.

It gives me much pleasure to express my gratitude to my internship supervisor, Dr M.Nazmul Islam, Assistant Professor, BRAC Business School. His assistance and encouragement throughout the semester have provided me with the opportunity to complete this report smoothly. Despite some family concerns, Sir provided me enough time to finish the report, for which I am grateful.

In addition, I wish to express my gratitude to them Urbo Film's authorities. Especially my supervisor at work Mr Hasan Morshed, the Director, of Urbo Films and also my Co-supervisor Mr Washim Reza Royel. He taught and guided me through everything I learned during my internship. I am delighted to share that I had a fantastic supervisor who is a visionary and an influential leader to teach me in a very effective manner.

Executive summary

I did my internship at Urbo Films, which is one of the rising advertising agencies in Bangladesh and has a bright future in this industry. Urbo Films is a media production company operating in a highly competitive industry that relies heavily on the skills and creativity of its employees. Urbo Films journey has been far more flourishing and influential than any other start-up agency in Bangladesh. I have prepared this report on the Recruitment and Selection Processes of Urbo Films as I was a part of their HR team during my internship period of 3(three) month 1(one) week. I completed my internship at Urbo Films from 01 January 2023 to 20 March 2023 as a requirement of a Bachelor's Degree in Business Administration at BRAC University. This is particularly important for companies like Urbo Films, which rely heavily on the creativity and skills of their employees to produce high-quality commercials. Hence, the Recruitment and Selection Process plays a vital role in reaching out to a vast pool of candidates and identifying those who are the best fit for the job. In this report, I showed my insights into this agency's Recruitment and Selection Processes and my recommendations for improving the current process.

I am extremely grateful to my respected internship faculty, office supervisor and colleagues for assisting me to develop my internship tasks and office. This internship has provided me with the opportunity to learn about the industry and various management methods.

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Acronyms

HRIS – Human Resource Information System

HR -Human Resource

EMS- Environment Management System

TVC-Television Commercial

OVC- Online Video Commercial

Chapter 1: Overview of Internship

1.1 Student Information

I am Sadia Islam, a student majoring in Human Resource Management as part of the BBA program internship I did my internship at Urbo Films Limited as a Line Producer during the given period. My student ID is 15204069. Human Resource Management has always fascinated me since I am very interested to organize resources and manage human psychology. My primary goal is to study and comprehend Management through the lens of human psychology and customer behaviour. In addition, I hope to become a HR leader in the near future.

1.2 Internship Information

During my three-month and one-week internship at The Urbo Films, I worked in the Recruitment and Selection division at their corporate office at Niketan, Dhaka. The company values its employees and invests in their growth and development through internal and external training programs and a modern HR environment. As an intern, I was guided by Hasan Morshed, the owner of the media house as well as my supervisor at Urbo Films. Urbo films is a rising company which works on various projects for huge marketing agencies such as Grey advertising Bangladesh Ltd, Asiatic360 group of companies and Adcomm Limited. I was offered a three-month internship in the company's Human Resources department, which is primarily responsible for planning various marketing activities of various brands and how to manage those tasks effectively within the given time period by the client companies.

1.3 Internship Company Supervisor's Information

Name and Position: My supervisor during my internship was Hasan Morshed, the owner and manager of Urbo Films. He is one of the most influential people I have ever worked with, and he manages the entire planning department by providing new insights, different approaches and instructing all HR department personnel, including myself. Under the supervision of Hasan Morshed, I learned how Management works in real life practices, how to plan management activities on clients, and how to create a communication strategy and lead a communication to engage with various people I had encountered throughout my internship period. Mr Hasan guided and taught me every part of managing human resource and complying it to organizational tasks in every situation.

1.4 Responsibilities as an Intern

As a partial requirement for the completion of the BBA program, I joined Urbo Films as an intern of HR team. Initially, it was quite hectic for me to grasp all the activities I was assigned to do. Then gradually those activities became easier as days passed by. In the first day of my office I was introduced to my office supervisor Mr. Hasan Morshed. He directed and managed all the HR associated tasks. Then he introduced me to Mr. Washim Reza Royel who was my immediate senior and co-supervisor in Urbo Films. They gave me a pretty decent idea about what my job will be. While I was a part of HR team my regular tasks were basically –

- Preparing call lists and attendance sheets
- Inputting candidate details in the HRIS
- Collecting and sorting resumes. Some resumes were received through mail so those were printed and kept in a file.
- Screening resumes based on criteria such as age, experience, and educational qualification
- Candidate profile summaries and inputting scores in the HRIS
- Prepared files for approved requisitions and kept them in the respective folder.
- I also photocopied important papers, filed documents, processed file of important documents.

1.5 My Contribution to the Company

I believe my contribution to the company was crucial, as every document I prepared played a vital role in the recruitment and selection process. I ensured that all information was inputted correctly, and I completed tasks on time to make the recruitment and selection process go smoothly. However, I was also actively working on other things since the first day I joined Urbo Films, I have attempted to contribute to the company. Providing the right plan for allocation of resources within the estimated budget given by the client team is an important aspect of the HR team. Because Urbo Films is a growing company, they didn't have many initiatives to plan and execute. Every day, fresh briefs arrive, and everyone in the organization works hard to complete all of the projects of the clients. Because the deadline is so close, every single individual is crucial to the company. So was I for the company; I made attempt to contribute significantly to the resource planning team by providing suggestions every single day. I presented numerous plans, and some of them were approved for execution. In addition, I was given the opportunity to work in the field during the Bkash commercial featuring Ananta

Jalil for the Eid Ul Fitr 2023. I worked with my supervisor every day, creating shortlist for location selection for the shoot, planning event details and working behind the scenes and on the panel. I provided critical planning and implementation concepts to the organization. My project plans were presented on time, and my supervisor complimented me on my output and plans. Furthermore, my team members and administrators commended the effort and time I put in.

1.6 Benefits from the Internship Program

There were a number of things I have learned from my time at Urbo Films during the internship program. To mention some of which might benefit me in the future are as follows:

- **Time management:**

It is crucial to divide the tasks and reschedule each thing in a way that while carrying out the task nothing is missed out. During my three-month internship period I carried out my work in this manner. This undoubtedly will help me in my professional career in future.

- **Communication:**

I was by nature an introvert and shy person not very talkative. However, my job responsibilities required me to communicate with various peoples. Carrying out my everyday work depended on communication starting with managers, clients, interns, suppliers and a lot of people in and outside of my office. This significantly improved my overall communication skills.

- **Stress Management:**

The actions required to partake the recruitment and selection processes is quite stressful. Along with the other job tasks managing the stressful situations helped me manage my work life balance and move forward.

- **Teamwork:**

Working in this creative field of work helped me as an individual to grow my skills of working in groups. As most of the projects required to be done in a specific amount of time. Tasks were divided into groups, and it required all the team members active participation. Hence, I could understand the impact of teamwork finishing a task in due time.

1.7 Problems Faced during the Internship

I faced some challenges during my internship, including a limited workforce, no time for adjustment, low remuneration, and overtime work. Not everything happens as planned in an organization because there are many people working together and managing each of them is challenging for all organizations. In addition, because there are many projects going on at the same time, the agency deadlines are quite tight. That is why there are some challenges from time to time, and as a newcomer to the organization, I had to confront a lot of difficulties as well.

The first issue I had at the organization was that I didn't know how to communicate with different people. Because everyone has a different communication style and psychology, it was difficult to understand their point of view and what would be suitable to say in various scenarios.

The second issue was a communication differences between the company's various teams. There are several teams, such as the planning (HR) team, the client service team, the creative team, the activation team, the digital team, costume team and so on. For any project, at least two or three of the various groups must collaborate and communicate effectively in order to execute or prepare the plan. However, there is a communication gap in the organization, making it difficult to understand everyone's need. The deadline would approach sooner if the correct plan was not in place.

Another problem which was challenging for everyone was that everyone was under so much pressure for their deliverables that not everyone could devote enough time to complete their tasks flawlessly. If everyone had more time, they could have given themselves more time to prepare, and the project plans would have been better. This problem happens when there is more work but fewer people.

1.8 Recommendations on Future Internships

To make the internship program easier and smoother for future interns, I recommend that the company should hire more permanent employees and not be too dependent on interns, give more time for interns to adjust, increase remuneration, and minimize overtime work. However, some general suggestions can be, Firstly, to communicate with all employees in order to gain a better insight of their perspectives and how to cope with various people. It would also make everyone more comfortable communicating and sharing personal thoughts. The second recommendation is to adequately communicate with various teams in order for them to comprehend their desire and perspective on the projects. The teams must form a strong

unity in order to collaborate and make each project plan better than the last. The third suggestion is to expand the teams and hire more people so that everyone has enough time to plan and execute their assigned tasks effectively. If employees are given more time, they will choose quality above quantity. A quality plan cannot be delivered under extreme pressure. That is why more employees are needed to lessen the workload in Urbo Films.

Chapter 2: Organization Overview

2.1 Introduction

Successful recruiting and selection procedures help businesses find, attract, and hire the most qualified individuals for each vacant position. This can lessen turnover, boost output, and boost profits for the business. The time and money spent hiring new employees are significant for every business. The cost of advertising the position is something that must be considered. Then, employees will need to take time away from their busy schedules to conduct interviews and assessments of potential hires to determine their suitability for the position (Roberts, 2019). Nevertheless, it has another option: may hire a recruiting firm to assist in discovering the most qualified employees. A staffing agency's hiring procedure is tried and true, saving time and money.

Benefits from a Thorough Hiring Procedure and getting potential employees, therefore, are the upsides of a rigorous hiring procedure in Urbo Films. There are several benefits:

1) Time is money, and an efficient hiring process may help individual save both. Vacant positions may be filled more quickly when the procedure is less complicated and takes less time. If hiring process is too drawn out, individual risk losing good candidates because they lose interest.

2) Spend less money on hiring since individuals used a simplified procedure. Costs associated with finding and hiring a new employee might be reduced if the process can be completed promptly.

Thirdly, from a legal standpoint, having a well-defined hiring procedure in place may assist in guaranteeing a transparent and fair selection process. Employees are guaranteed protection from discrimination and the confidentiality of their records. The business will reduce the likelihood of legal action against it by taking these precautions.

Finally, one of the critical factors that can help Urbo Films attract potential employees is its employer brand. By highlighting the company's values, culture, and work environment, Urbo Films can differentiate itself from other media companies and attract top talent who share its values and goals (Roberts, 2019). This can be achieved through job postings, the company's website, and other recruitment materials that communicate the company's mission, vision, and values. Only an effective recruiting and selection procedure increases the likelihood of hiring the correct individual.

2.2 About Urbo Films

Urbo Films company recruiting, and selection policy is a document that outlines the overarching principles by which that company will operate. The policy plays a crucial role in ensuring that a company hires people who share its values and can help it achieve its objectives. Here the company's mission and vision can play a significant role in its recruitment and selection processes by communicating its values, goals, and purpose to potential employees. For Urbo Films, its mission and vision can be used to attract top talent who share the company's values and mission. Business is highly competitive, and offering competitive salaries, health insurance, retirement plans, and other benefits can help the company attract and retain top talent.

Recruitment and Selection Processes has been significantly followed by most of the employers in Bangladesh for several decades and since now this process is on going. Therefore, recruitment and selection processes are critical in attracting and retaining top talent in the media industry (Bloom, 2019). URBO FILMS can also attract potential employees by offering competitive compensation packages and benefits, such as health insurance, retirement plans, and paid time off. Growth, project needs, and organizational goals determine Urbo Films' demand for new hires.

Urbo Films hiring procedure has multiple steps:

- **Sourcing candidates:** Urbo Films employs social media, employee recommendations, online job boards, and recruiting agencies to find applicants.
- **Screening resumes and applications:** Urbo Films evaluates resumes and applications to find people with the right skills and experience.
- **Interviews:** Urbo Films interviews competent applicants to examine their abilities, experience, and aptitude. Phone or in-person interviews are possible.

- **Checking references:** After selecting a candidate, Urbo Films verifies their job history and performance.
- **Making the offer:** If the candidate passes all the aforementioned phases and Urbo Films thinks they're the best fit, they'll get a job offer with perks.

2.3 Company Overview

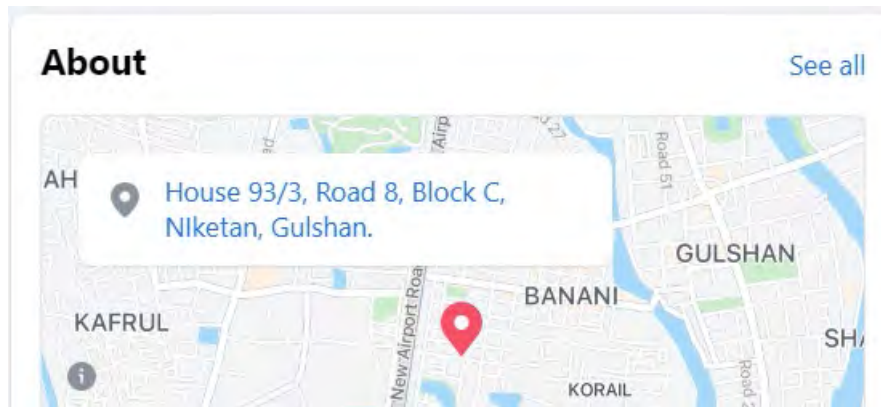


Figure 1: The location map of Urbo Films

Source: Hasan (2013)

URBO FILMS is a film production company based in Dhaka, Bangladesh. URBO FILMS is a media production company that focuses on commercials, narratives, and documentaries for television. This belongs to Hasan Mahmud, the owner. It is a media production firm that also broadcasts. Outstanding studio "URBO FILMS" is assembled with the Television commercial (TVC), Online Video Commercial (OVC), short films with a distinct comedic flair and technological focus. Urbo Films is a media production company that produces high-quality films while promoting cultural diversity and innovation in the film industry. As a company operating in a highly competitive industry, Urbo Films must develop effective recruitment and selection processes to attract and retain top talent. This report will analyze the importance of Urbo Film's recruitment and selection processes in attracting potential employees and suggest strategies for improving these processes (Hochreiter, 2022). The internship report will begin by reviewing the literature on the importance of recruitment and selection processes in attracting potential employees. It will then analyze the role of Urbo Film's mission and vision in attracting top talent. The report will also examine the effectiveness of Urbo Film's recruitment and selection methods and suggest strategies for improving them. Finally, the report will summarize the essential findings and recommendations for improving Urbo Film's recruitment and selection processes.

2.4 Board of Directors

Hasan Morshed	Commercial Director & owner
Kazi Farzana Yeasmin	Executive Producer
Washim Reza Royel	Producer
Asad Zaman	Director's Assistant
Miraz Ahmed	Chief Assistant Director
Rana Ahmed	Senior Editor
Orin	Costume Designer

2.5 Mission and Vision

Urbo Film's mission is to produce high-quality commercials that entertain and inspire audiences worldwide while promoting cultural diversity and innovation in the media industry. This mission can be communicated to potential employees through job postings, the company's website, and other recruitment materials. Urbo Films can attract top talent passionate about producing high-quality films that positively impact the world by emphasizing its commitment to creativity, cultural diversity, and innovation. Additionally, Urbo Films' vision may be to become a leading film production company recognized for its innovative and engaging storytelling, diverse and talented workforce, and commitment to social responsibility. This vision can be used to attract potential employees who share the company's vision for the media industry's future and who want to be part of a company that is making a positive impact on society.

Overall, Urbo Film's mission and vision can be powerful tools in attracting potential employees who are aligned with the company's values and goals. By communicating its mission and vision clearly and consistently through recruitment and selection processes, Urbo Films can attract and retain top talent committed to producing high-quality films and positively impacting society.

2.6 Some of the clients of Urbo Films

Nagad
Akij bathware
Akij ceramics Ltd
United commercial Bank Ltd
Butterfly marketing Ltd
Bashundhara Fortified Soybean oil
ACI Limited (savlon)
Dabur Bangladesh
Square food and beverage Ltd
Walton group
Beximco communications Ltd
Ispahani mirzapore tea
Grey advertising Bangladesh Ltd
Teletalk BD
Orion tea company Ltd
Minister high-tech Park Ltd
Kumarika
Ministry of Power, Energy and Mineral resource's

2.7 Environmental Policy

When working on their projects, Urbo Films stays true to the Environmental Policy to the fullest. They take care to ensure that no animals or the environment are damaged during their shootings. The business's long-term goal is to remain efficient. As a result, they have a commitment to support environmentally friendly regulations while conducting business. They occasionally make use of their resources as well. The 3Rs (reduce, reuse, and recycle) philosophy is currently being put into practice. As they organize outdoor shoots, they try to reduce pollution and maintain a clean atmosphere. They aspire to develop the Environment Management System (EMS) continuously in order to increase their environmental operations.

2.8 Leadership style

Based on my working experience over the internship time period 3 months and 1 week, I can say the company followed a democratic leadership pattern. Although most of the decision making were done by the top management. But the management very clearly stated all the employees their part of task and discussed the details of the projects. Also, they asked for suggestions from time to time which could make the project works more efficiently. I personally had very positive impact due to this style of leadership and hence my creativity often got appreciated by my supervisor. Due to the proper communication and welcoming atmosphere for ideas and creativity most of the employees were very motivated towards their part of work. This is how Urbo Films kept up with their employees and maintained the alliance.

2.9 Management Practices

A flexible hierarchy is used by Urbo Films to manage the company successfully and effectively. The hierarchy is upheld from operations to client support. The director serves as the organization's chief executive officer and offers leadership. The Operating Officer, who also leads and illustrates operational concepts, is primarily responsible for directing the activities. The director receives reports from the executive director regarding the company's observations and activities. The director of planning and the director of business operations are the next two directors in the company. The director of planning is largely responsible for managing the planning team and ensuring the plans are of the best quality. The director of business handles the operating and customer service divisions, as well as developing close ties with brands. The corporation has four positions alongside to the directors: executive, senior executive, manager, and director. Additionally, it allows interns to join the team by hiring them each semester.

Planning, customer service, operations, and major customers are the areas of the company. The client service department manages clients and responds to their needs, the operations department executes all plans in the field, and the key accounts department manages accounts and financial operations. The planning department is in charge of organizing events or activations.

2.10 Financial Performance

The company's financial performance refers to how well it is using its resources and bringing in money. We can determine how financially strong and stable the company is through the financial statement analysis. Due to the company's strict confidentiality policies about its finance and accounts division, I was unable to interpret the financial data. Secondary research cannot be used to gather this information since Urbo Films does not post its financial numbers in any papers or other places.

However, according to the company's information, Urbo Films Bangladesh has an annual budget of 8–10 crore. Noting that the currency is not indicated, it is presumed that the budget is going to be in Bangladeshi Taka (BDT). With an annual budget of 8–10 crore, Urbo Films Bangladesh is able to allocate enough funds to cover all of its operational needs. With a substantial budget, the corporation may buy top-notch tools, employ qualified staff, and create motion pictures with higher production values. Additionally, this spending limit enables efficient marketing and distribution plans to expand the audience and make in profit. Pre-production, production, post-production, marketing, and distribution are just a few of the areas where the budget may be divided into. Funds can be set aside for pre-production tasks like casting, location scouting, and script writing. The budget can be used for costs like set construction, costuming, equipment rentals, and production crew salaries throughout the production phase. This would guarantee that the story is shot with the necessary level of production quality. Editing, sound design, visual effects, and color grading are examples of post-production tasks. By allocating a percentage of the budget to these areas, company can make sure that the final product sticks to industry standards and improves the viewing experience as a whole. Distribution and marketing are important aspects to consider about. Money may be allocated for efficiently reaching the intended audience, advertising actions, distribution tactics, media event submissions, and advertising techniques are done.

2.11 Information system

Urbo Films has their own in house HRIS system. Most of the HR works are done smoothly with the help of that system. If we needed to conduct any recruitment and selection of candidates, we could effectively do it with the help of this information system (Ahmed, 2023). Here all the details of the retired, existing and recent joined employees related to this company is easily accessible for the management people. Evaluation of the employee's performance,

confirmation of appointment, recruitment process, etc are done hassle free with the use of this in-house information system.

It is not only feasible for recruitment and selection process, but it also helps employees to know their remaining leaves, medical allowance balance and paid leaves. However, their HRIS system has limitations and yet there are chances to improvement.

2.12 Porter's Five Forces

Porter's five forces analysis is an outstanding tool for determining a company's competitiveness and degree of competition. This allows the organization to gain a thorough view of the market and conduct a competitive analysis.

Competition in the Industry:

Competitive rivalry is way up in this field due to the large number of competitors in the market. Some of them attempt to take the same project in any manner possible. Every project is assigned to several agencies for planning, and the project is assigned to the agency with the best plan and budget. As a result, the industry is highly competitive, and Urbo Films faces a lot of challenges in the market.

Power of Suppliers:

The suppliers' powers are less because Urbo Films has a strong network of suppliers with whom they have been working for a number of years. The suppliers are quite faithful. On the other hand, Urbo Films has more projects to complete than many other agencies, therefore suppliers can do very well with Urbo Films because it provides them with a lot of work. As a result, suppliers want to be in a good term with Urbo Films.

Power of Buyers:

Owing to the fact, Urbo Films maintain solid client ties, there is a close contact between the company and the buyers. On the other side, there are many loyal customers that want to work with Urbo Films mostly. However, there are many companies on the market that can provide the services that clients require. As a result, buyers have a lot of bargaining power.

Potential of New Entrants:

Bangladesh is a desirable location for marketing agencies since advertising agencies have a crucial impact on the brands of Bangladesh and the economy is growing. Every day, new initiatives are announced, and new brands enter the market. Media operations, particularly

advertisement activities, are receiving increased focus. As a result, the threat of new entrants is prominent because the agency industry is doing well.

Threat of Substitute:

The threat of substitutes is moderate because there are viable substitutes in the market for advertising agency services. There are event management companies, but they are only skilled at marketing. As a result, the threat of substitutes is moderate.

2.13 SWOT Analysis

SWOT analysis is also a crucial technique to assess market competitiveness and decide if a firm can surpass its rivals. It also creates a precise image of the company's insight. An analysis of the threats, opportunities, and weaknesses of Urbo Films Bangladesh -

Strength:

- The company has reliable financial support. It contributes to their obvious growth.
- Compared to rival companies, Urbo Films has greater creative talent.
- The democratic management style used by Urbo Films has a very positive impact on their performance.
- Urbo Films has a competitive advantage in the marketplace, which allows them to carry out any form of client plan.
- Huge network of suppliers gives everything Urbo Films needs to implement its plans properly.
- The client service team has a vast client network.
- One place many solutions under one roof.

Weakness:

- The overall proportion of office space compared to the workforce is getting smaller.
- There is a lot of daily work, which causes a lot of loads on every person.
- Insufficient staff causing project delays.
- Employee turnover due to lack of adequate compensation, transportation services, and paid holidays.

Opportunities:

- It is a growing industry. Hence there are chance of huge capital investments in the near future.
- Business is now all global. Therefore, the company can expand their territory Globally and connect with many potential clients worldwide.

Threats:

- More agencies may bring pressure to the organization. And suppliers may start taking lead and decide the terms and conditions of the projects.
- As the industry is profitable there are huge chance to new entrants.

The strengths of Urbo Films can easily overcome and identify weaknesses. Since the company is financially secure, they can take advantage of this opportunity to set up their HR department, which will help the company's hiring and selection procedures. Furthermore, by recruiting the right competent employees, businesses can seize the chance to grow their firm with exceptional talents. The organization's creative and talented employees, together with their vast knowledge of the sector, can greatly reduce the hazards noticed by the company. Additionally, Urbo Films can effectively apply its democratic leadership style, which has greatly benefited the productivity of its workers and the atmosphere in which they operate. In this manner, the business can address its flaws and maximize its strengths.

2.14 Conclusion

In conclusion, effective recruitment and selection processes are critical in attracting and retaining top talent in the film industry. Moreover, this industry is constantly changing also very profitable. Hence to stay in such competitive industry it needs much strength and dedication to keep on upgrading their way of work. It is significant for a company like Urbo Films, which relies heavily on its employees' creative work and skilful implementation of work. By creating a strong employer brand, offering few unique competitive compensation packages and benefits, using effective recruitment methods, and conducting effective selection processes, Urbo Films can ensure that it attracts and retains the best possible employees.

2.15 Recommendations:

- Urbo Films should expand its employees. This will help ease the issue regarding taking more projects and completing them properly on time.
- Their office space should be upgraded so that larger personnel can operate effectively there. And this will remove the monotonous environment of the workplace.
- To produce quality work, communication between different level of management should be increased.

- Arranging various types of career development trainings can help staff become more efficient and skilled.

Chapter 3: Project plan

3.1 Introduction

As part of my BBA program at BRAC University, I completed a 3-month and 1-week internship Urbo films. For my internship report, I chose to focus on the company's recruitment and selection process. The purpose of this report was to relate the theories and concepts I learned in my BBA program to Urbo firms s recruitment and selection process and provide recommendations for improvement. Meanwhile, I was guided by my supervisor Dr. M. Nazmul Islam, Assistant Professor and co-supervisor Dr. Syed Far Abid Hossain, Assistant Professor BRAC Business School, BRAC University.

3.1.1 Theoretical background

In today's environment, management practices have changed and evolved. The goal of human resources management is to develop a deep relationship with the employees and inspire them to communicate better and provide a better outcome while working in a competitive environment. Recruitment and selection play a vital role in selecting eligible personnel for the company (Siddique, 2016). If the company follows a standard procedure to acquire these candidates, it takes rather short time and not much resource is spent on finding them. Effective recruitment methods, such as job postings on online job boards and social media, employee referrals, and campus recruiting programs, can help Urbo Films identify and attract potential employees (Wang et al., 2021). Moreover, selection of a competent personnel for the organization shows what the kind of philosophy and believes the organization believes in through recruitment of the personnel.

3.1.2 Objectives

The primary purpose of this report was to relate to the learned theories and concepts during the BBA program with the recruitment and selection process of Urbo Films Limited. Furthermore, there are specific objectives to shed light on and those are:

- To know the Recruitment and selection procedures are critical HR practices that can determine a company's success or failure.

- To determine the process effectively it acquires competent personnel through an efficient selection process that identifies the required traits within candidates.
- To comprehend, the recruitment and selection process as it reflects the company's philosophy and culture.

3.1.3 Significance

The report is being done with the purpose of illustrating the recruitment and selection process of Urbo Films Limited. The motive is also to find out any imperfection and recommendations for improvement. Which is why the report is crucial. The Bangladesh market researcher will be helpful by this study as it can assist them to understand the impact of recruitment and selection practices. Moreover, to make strategy and create awareness among the marketer, businessman, market specialist the study will be significant.

3.2 Methodology

The elaborative research methodology which is suitable for this research and utilized in most of the research was used for this study. The report has been completed with the use of primary and secondary data. The source of these information's was my day-to-day observation and the tasks I carried out in my 3 months 1 week duration of internship program. The source of the secondary data was the company website, other relevant books and employee handbook of Urbo Film.

Primary Data: I have done an online survey to collect the primary data. The survey was distributed through a Google Form and to people from various sectors, age groups and gender so that the data can be more diverse to understand the scenario even better.

Secondary Data: To get suitable and relevant information I have used Google scholar, Few Journals, Articles and Online websites to extract the data.

3.3 Limitation

Urbo films human resource and administration department plays a crucial role in the company's success. It has a policy and procedure that prioritizes legal and ethical considerations while implementing the best practices. The department's primary goal is to familiarize employees with the company's organizational policy, guidelines for maintaining expected standards. Hence while preparing the report the limitations, I faced were:

- Several information was confidential. Hence in-depth discussion was not possible.

- As many employees were occupied with work, they could not manage time for taking part in the interview.

3.4 Overview of the Human Resource and Administration Department

Competitive compensation packages and benefits are crucial in attracting potential employees to Urbo Films. The media industry is highly competitive, and offering competitive salaries, health insurance, retirement plans, and other benefits can help the company attract and retain top talent. This is especially important in attracting and retaining highly skilled and creative employees who are essential to the success of the company (Clow, 2019).

3.5 Analysis of Recruitment and Selection Processes

Urbo Films can improve employee retention and build a solid and talented workforce by selecting candidates who are a good fit for the company. These processes help the company identify candidates with the right skills and experience who share its values and goals. Effective selection processes, such as aptitude tests and interviews, can help Urbo Films evaluate candidates' skills and fit for the job. These methods can help the company reach a vast pool of candidates and identify those who are the best fit for the job. The company's recruitment and selection process are as follows:

- Publishing internal and external advertisements via official Facebook page, LinkedIn, different job sites.
- Collect resumes from mail, employees' reference, drop by at reception.
- Prepare a shortlist for an in-call interview session which leads to personal meeting for final interview.
- After the final interview the selected candidates are called in person with necessary documents to further proceed the formalities for joining the team.

3.6 Findings from the analysis

From the recruitment and selection process of Urbo Films, I came up with the below findings based on my working experience.

- Usually, we can see many companies doing different steps such as computer based, aptitude

tests, written, oral exam to shortlist the final interview. Which were not followed by the company.

- The recruitment and selection process are not too lengthy in this company. And does not cost much resource too.
- There is no proper established HR department in the company. Hence shortage of manpower in recruitment and selection process. Resulting in not finding suitable candidates who might work for long time.
- They can do some campus recruiting programs to identify and attract potential employees.

3.7 Conclusion

In conclusion, Urbo Films as a growing company is already adopting a lot of the recruitment and selection processes which is commendable. A strong employer brand can significantly attract potential employees (Mishra, 2018). Yet they have a few things for improvement in this case. Competitive compensation packages and benefits are also crucial in attracting potential employees to Urbo Films (Wang, Li, & Li, 2021). This will not only be effective for the employees' turnover rate decline, but it will also make a huge transition as a rising company in the industry. The right recruitment and selection process will provide a positive message of the companies' values, mission, and vision.

3.8 Recommendations

There are some recommendations which I would like to suggest for Urbo Films Limited based on their recruitment and selection processes. Those are:

- Regardless of the size of the business, they should definitely have a proper HR department. Which will only focus on recruiting and selecting competitive candidates who are more likely to bring good outcome and effectiveness to the organization.
- It is necessary to evaluate the background of the employees (part time) every time when they are selecting those individuals during different projects. As media production houses like Urbo Films, often need part timers to execute many fields works during various projects. Even if for a short time, they should definitely keep a record of the employees by the HR manager.
- Transparency of communication while deciding the remuneration and additional incentives offered to employees should be maintained in the organization to avoid scam.

- The full-time employees should be given adequate paid leave to maintain a healthier job environment.
- A designated room for employees with some refreshments to increase their productivity and employee satisfaction.
- Providing transportation to the female employees. This would help attract and retain those talented female employees who often end up quitting job due late working hours.

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Appendix A

Proposal on

Recruitment and Selection Processes of Urbo Films in attracting potential employees.

By

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To

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&

Co-Supervisor: Dr. Syed Far Abid Hossain, Assistant Professor

Date: 24th May, 2023

Introduction

For my internship report, I've decided to write about how The Urbo Films finds and hires its employees. The goal in researching The Urbo Films hiring practises led to the discovery of this report. I believe the topic is appropriate for my field of study (Management) and the proposed report will fulfil the needs of the University's Aims and Objectives.

Aim and objectives.

The aims of the study are as follows:

The major goal of this study was to apply the ideas and concepts gained in the BBA programme to Urbo Films recruitment practises. The goal of this report is to:

- To describe how Urbo Films recruits and selects its employees
- To draw connections between the recruitment and selection practises of Urbo Films limited and the theories and concepts learned in the BBA programme
- To suggest ways in which Urbo Films limited can fix the problems in their current recruitment and selection procedures.

Methodology

Both primary and secondary sources were used to compile this report. Primary data were taken from my day-to-day experiences and observations over the three-month one-week internship duration.

The source of the secondary data were the company's website, the employee handbook, and any related literature.

Significance

This report illustrates the Recruitment and Selection Processes of Urbo Films. The sole purpose of this report is to identify the flaws and provide recommendations on those flaws. Hence, this report is crucial.

Project Timeline

The timeline of the project was 3(three) months and 1(one) week, which is the duration of my internship programme.