

Report On
Current recruitment scenario in Bangladesh
(Job vs. Right skillset)

By

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ID: 17304089

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

May 22, 2022

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Tasfia Fatema

Tasfia Fatema
Student ID: 17304089

Supervisor's Full Name & Signature:

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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 Current recruitment scenario in Bangladesh. (Job vs. Right skillset)

Dear Sir

I am pleased to submit the Internship Report on Current recruitment scenario in Bangladesh. (Job vs. Right skillset) . In this report, I have shared my experience during internship program at International Beverages Private. I have attempted my best effort to complete the report by following all instructions.

I am grateful for the support and guidance that you provided to me during entire the internship program. Therefore, I would sincerely request you to pardon the mistakes that may occurred in this report and accept my report.

Sincerely yours,

Tasfia Fatema
Student ID : 17304089
BRAC Business School
BRAC University
Date: May 22, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between International Beverages Private Limited and the undersigned student at BRAC University to undertake internship project that is described in this report to avoid the unapproved disclosure of any confidential data of International Beverages Private Limited.

Executive Summary

International Beverages Private Limited has started its journey in 2010 as the first direct subsidiary in Bangladesh. Basically, it is the bottler unit of main company. IBPL has around 300+ direct employees. International Beverages Private Limited is now conducting its operations in Rajshahi and Dhaka division of Bangladesh. I worked as a HR Intern in IBPL from 14th December to 14th March.

This report presents my overall experience and detailed information about IBPL. It has been organized three parts. I have briefly shared my learning, experience and challenges of entire internship program in the first part. In the second part, I provided a clear overview of the organization and tried to exhibit all the aspects of IBPL such as management strategy, operation strategy etc. Lastly, I have conduct a survey on current recruitment scenario of Bangladesh in light of the IBPL's employee perspective. All the necessary data were gathered by me and concluded through providing some suggestion for future improvement.

Keywords: learning, experience, recruitment, strategy

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List of Acronyms

IBPL - International Beverages Private Limited

SAP - Systems Applications and Products in Data Processing

SFA - Sales force automation

Chapter 1: Overview of Internship

1.1 Student Information:

Name of the student: Tasfia Fatema

Id no.: 17304089

Program: Internship, BUS400

Major/Specialization: Human Resource Management

Email address: upomatasfiya@gmail.com

Contact no: 01796483340

1.2 Internship Information:

Organization: Coca-Cola International Beverages Private Limited

Internship Report Topic: Current recruitment scenario in Bangladesh. (Job vs. Right skillset)

Semester: Spring 2022

1.3 Period, Company Name, Department/Division, Address:

December 14, 2021 – March 14, 2022

Coca-Cola International Beverages Private Limited

Department: Human Resources

Address: Crystal palace (11th floor), Road no: 140, Gulshan 1, Dhaka

1.4 Supervisor's Information:

Name: Fatema Akter

Position: Executive – HR, Coca-Cola International Beverages Pvt. Ltd.

Email address: fatemaakter@coca-cola.com.bd

Contact no: 01799990929

1.5 Job Scope – Job Description/Duties/Responsibilities

- i. Collecting joining documents from new joiner.
- ii. Checking all the joining documents to identify mistakes and make correction of them.
- iii. Updating personal information to the master file.
- iv. Creating personal file for each new employee.
- v. Collecting missing documents and sorting the existing files.
- vi. Communicating with the employees to receive the documents.
- vii. Created Archived for all the separated personal files (from 2018 to 2020)
- viii. Created Induction plan for new joiners)
- ix. Worked on making Release letter, Experience letter, Exit Interview summary & Acceptance of Resignation letter and also worked on the process of sending certificates for verification

1.6 Internship Outcomes

An internship helps students to prepare themselves with important life skills by experiential learning. Basically, it is a very crucial part of one's career as most of the students tastes the actual professional experience in a specific field before you fully commit yourself to it. Most of the time, this experience keeps a great effect or determines success in their future careers. It is an opportunity to put theory to practice. Internship is all about this kind of experiential learning. "Students have the opportunity to develop and apply the skills, theories and concepts learned in the classroom," explain Mary Anderson and Carrie Taylor Kemp, (Career

Services department), The College of St. Scholastica. So, one can apply his classroom learning in professional environments through an internship. Moreover, according to Christopher K. Lee, founder and career consultant of PurposeRedeemed, Internships provide an opportunity of a low-pressure entry to the students into their field. He added that, Students can decide whether to pursue similar job further through these experiences. Basically, it has the advantage of ‘test drive’ a career.

1.7 Student’s contribution to the company

I contributed to the company by properly fulfilling all the responsibilities which are assigned to me.

- Every month approximately 8 to 10 new employees join the organization in two batch. I used to contact with them in the induction session and assist them to understand the documents they need to submit to the Human Resources Department. Furthermore, I used to assist them in the whole process and I collected all the important documents from them.
- After that, I used to write organizational announcement about the new joiners. I uploaded the information about the Joiner to the master file and also updated the insurance related information.
- I sorted out their certificates and reference papers in order verify it by the vendor.
- After that, I created personal files for each new employees and keep all the necessary documents in one place for the individuals.
- Then, I worked on make Archive for separated employees and also collected all the missing documents for each and every existed employee.
- Moreover, I used to communicate with the former employee who came for receive their Provident fund check, help them to complete the formality and saved their documents in the required place.
- Furthermore, I made release letter, experience letter, exit Interview summary and acceptance of resignation letter for the separated employees.
- Basically, I worked on data and document management, updating data, file management and creating exit documents.

1.8 Benefits to the student

As Internship is a part of my graduation, I have got to learn that how real life job field works, corporate culture and etiquettes, also I got chance to explore my skills specially strengths and weakness and most importantly I have implemented the theories in real life which I have learned in my academic courses.

- Corporate culture: I have got a short taste of corporate life, ethical conduct, commitment, responsibility and hard work etc.
- Time management: I learned how to give the best quality output within limited frame of time as the assigned tasks had a very tight deadline. So, I had to maintain time strictly so that I can properly complete all the assigned tasks.
- Communication skill: I have learned and developed how to communicate with colleagues, supervisor and team members with appropriate manner. I had to communicate with new employees for collecting their joining documents and also I used to communicate with employees for different official purpose such as for interview calls, check deliver, collecting missing documents etc. So, I developed my communication skill through my daily work.
- Developed patience: I experienced that to get the job done is not easy all the time. Most of the time, we have to deal with people as a team member of Human Resources Department and it requires beautiful patience and humbleness. In this way, I learned to keep patience in any situation.
- Empathy: I always believe that being empathetic can make this world a better place. Through the internship, I saw this in practice. Specially, a HR personnel always have to be empathetic towards every employee as each of them have own sets of personal challenges which should be considered.
- Conduct survey: I conducted survey for my internship reports and I learned how to make survey and about the related the challenges as well.
- Learning from mistakes: No one is perfect. Sometimes we make mistakes and our own mistakes may help us to learn and develop our expertise. My works were not perfect as a fresher and I made so many silly mistake. Through this way, I got learn so many new things and most importantly now I'm not afraid to make mistake as I know that no one is perfect and we can only give our best effort. Moreover, I got proper

guidance from my supervisors and mentors, took feedback from everyone to improve my work and tried hard and soul to be a better version of myself.

- Networking: I have met some professional personality in this internship period and there are so many new things to learn from them. I attended some beautiful and fruitful seminar and from them I got some new perspective about work. I have some good hearted colleague who are very nice and supportive. So, this expansion of networking can be very beneficial to me in near future.

1.9 Problems/Difficulties (faced during the internship period)

Although I received support of all the mentors and colleagues, friendly environment, learning scopes, flexibility of work, and all other facilities the organization provided to me, but there are few times when I faced some short challenges. I have tried my best so that I can take those challenges gracefully or politely and achieve something new out of them.

- First of all, as a fresher, it was an entire new environment for me. Adopting this corporate environment itself was a challenge for me. Here, I learned how to behave professionally with my co-workers. Also, I realized that we can have a friendly conversation/relation but we literally cannot be friend. Sometimes, my work became so monotonous and still I have to carry on. These are the basic challenges when one moves to a different environment or enters a new phase of life. So, I tried to embrace them gracefully as much as possible.
- Apart from that, I experienced that my co-workers are always busy and works under pressure. As a new team member, I sometimes needed guidance or data for my survey. It was quite tough to get time from the other colleagues as they are always busy with their work and meetings. So, I had to repeatedly go and ask for what I needed (mostly for collecting data for my report and survey)

1.10 Recommendations (to the company on future internships)

I would like to put some suggestions towards the company for designing their internship program in the future which may be helpful for the new comers.

- I think the organization should appoint all their interns in the similar time. It will help to bring a sense of bonding and unity among the interns.

- Moreover, they can start their internship program at the same time when the university semester starts. It will be beneficial for the last year students as they can join their internship program right after their last semester ends.

Chapter 2: Organization Part

2.1 Introduction

The Coca-Cola Company known as a multinational beverage corporation & manufacturer, retailer, based in Atlanta, Georgia, America. It is marketer of nonalcoholic beverage concentrates & syrups. A pharmacist called John Stith Pemberton invented the Coca-Cola syrup in Columbus, Georgia in 1886. It is the flagship product of the organization for this product the company is best known for. Currently, Coca-Cola offers 500+ brands besides Coca-Cola beverages over 200 territories or countries and serves more than 1.9 billion servings each day.

The franchised distribution system of the company was started from 1889 where the company produces syrup concentrate and sold to various bottlers all over the world who hold a whole territory. The Coca-Cola Company invests in many countries directly for their own bottling plant. Generally, this unit is called or known as Bottling Investing Group (BIG).

The operating management structure of the company consists of five geographic groups. The United States and Canada is from The North America Group. Then Latin America Group includes across Central and South America which means it covers from Mexico to Argentina. The Greater Europe Group starts from Greenland to Russia which includes some most established markets of Western Europe. Moreover, the group also scratches the Eastern and Central Europe's rapidly growing nations. The Africa & Middle East Group includes the entire continent of Africa and Middle East. Lastly, The Asia Pacific Group starts from India through Pacific region which includes Australia, China, Japan.

The greatest strengths of The Coca-Cola Company is that it has immense ability to conduct it's business on a global scale when at the same time it maintains a local approach. The bottler system is at the heart of this approach.

There are three types of bottlers from whom this company has business relationships with:

1. Independently owned bottlers from whom they don't have ownership.
2. They have invested in bottlers but they don't have any controlling ownership interest.
3. They have invested in bottlers and they have a controlling ownership interest.

The Coca-Cola products are available in Bangladesh from very long back though, but before 2010 the company has never invested directly. Currently Coca-Cola has their three diversified units in Bangladesh. They are:

1. International Beverages Private Limited which is known as IBPL as its Bottling Investment Group (BIG)
2. Abdul Monem Ltd. (AML); that is it's Franchisee
3. Coca-Cola Far East Ltd; which is it's Business Unit

2.2 Overview of the Company

In 2010, Coca-Cola began investing directly in Bangladesh for first time through International Beverages Private Limited that is the bottler unit of main company. In Bangladesh, the company used to operate by having two franchises before 2010. The franchises are Abdul Monem Ltd. and Tabani Beverage. The Coca Cola company cancelled its contract with Tabani Beverage in 2007. The reason so is not disclosed yet. Coca-Cola started operating through IBPL after 3 years. Tapas Kumar Mondal is the managing director and also country manager of IBPL. IBPL has around 300+ direct employees. Abdul Monem Ltd and International Beverages Private Limited both are now conducting their own operations in different markets of Bangladesh. Currently, two business zones have been created in the country. Rajshahi and Dhaka division are operated by IBPL and Khulna, Cumilla and Chittagong division are running by AML. Coca-Cola has five brands in Bangladesh. They are:



- Coca-Cola
- Fanta
- Kinley
- Sprite, and
- Diet Coke.

Mission: Refresh the world. Make a difference

Vision: Our vision is to craft the brands and choice of drinks that people love, to refresh them in body & spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people's lives, communities and our planet.

Values:

- Leadership
- Integrity
- Empowerment
- Accountability
- Passion
- Teamwork

Management Practices

Every organization has their management practices. There are discussed some management practices of IBPL:

Leadership Style:

Leadership style basically describes that how a leader guides, motivates, manages, directs his team members. Great leaders are an inspiration for employees to work hard with dedication and encourage innovation or creativity.

There are three leadership styles which are developed by Kurt Lewin. The styles are autocratic, participative and democratic. Generally, Autocratic leaders set goals, decide how it has to be accomplished and ensure them to be accomplished. This style of leadership highly emphasizes on the command of the leader and the followers needs to strictly follow them. On the contrary, in participative style, the leaders provide very little to them members and let them make their independent work. It is also known as Laissez Faire where individuals contribute to their role, no encouragement to micromanagement. IBPL follows this leadership style and it provides the opportunity to learn from mistakes and generating innovative ideas.

Recruitment and selection process

In the recruitment process, the Assessing and determining the job rule is very crucial. Firstly, HR department make a job description according to the need of the specific position and then they also make job specification in light of assessing right skillset for the particular position. After that, they advertise on their vacancy and sort out the potential candidates. Through, interviews and sometimes written test they finalize their employee.

The Training and Development initiatives:

The training and development initiatives are learning activities organized by the organization to develop their employability and efficiency. The training programs available in the organization are:

- Annual workshop - Assess the skill gap or area of development and provide training by focusing on those specific areas.
- Course based training – It is an on the job training usually given after every 2 months to only those employees who actually need a specific subject or course based knowledge or skill.

Performance appraisal system:

Managers and subordinates usually set a meeting or regular session to discuss about their performance and area of improvement and they basically check and balance. Moreover, they also sit annually to exchange feedback and based their performance they get rating and promotions.

2.3 Marketing Practices

Coca-cola design their product in a unique way that people from every corner of the globe recognize the brand. They differentiate their product by its taste and promote its refreshing ability. Coca-cola define their market segmentation so that they can attract to consumers who have similar set of needs and demands. According to the requirements of target market they shape their products. Coca-cola segments their product according to age, income, family size, gender, geography etc. So, people from different age, different state or status can find suitable products for themselves.



Marketing strategies of Coca-cola:

- Product strategy – They come up with so many varieties of product like Coke zero, Fanta, Diet Coke, Sprite etc.
- Pricing strategy – They keeps price pretty stable.
- Place strategy – Coke operating in every country except Cuba and North Korea.
- Promotion strategy – The brand spends huge amount of money for marketing purpose as they have very strong competitors all over the world.

2.4 Financial Performance and Accounting Practices

Financial performance indicates of the ability of an organizations' to earned revenue from their operation. It reveals profits or losses, investments, income, future outcomes & profits, and current currencies etc. Usually, financial performance is used by investors and analysts to find their financial situation and make assumption of the company's future plans. There are many indicators to measure the financial performance like efficiency, quick ratio, liquidity etc.

2.5 Operations Management

The operations main IBPL conducted through their SAP server which stands for Systems Applications and Products in Data Processing. Through this system, they input all the data such as employee data, distributor data, customer data, product data in the system. Apart from that, they use SFA or Sales force automation that is a software which streamlines all their collection, distribution of data, analysis in a sales pipeline. Moreover, they have an application called Progoti, through this application they conduct their work to the rural distributor.

2.6 Industry and Competitive Analysis

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ❖ Strong Brand Value ❖ Unique Taste ❖ Skilled Management ❖ Proper Supply Chain Management ❖ Products available at Doorsteps 	<ul style="list-style-type: none"> ❖ Lack of innovation ❖ Huge dependency on system ❖ Higher price than the competitors ❖ Strong Bureaucratic Management
Opportunities	Threats
<ul style="list-style-type: none"> ❖ Purchasing power is increasing ❖ Diversity in business ❖ Economy has developed to middle income country 	<ul style="list-style-type: none"> ❖ Local companies' competitors ❖ Brand image of the competitors ❖ Lower prices of competitor and price war.

❖ Rural areas are available to acquire market	❖ People are becoming health consciousness
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2.7 Porter's Five Forces Model on IBPL

Threats of New Entrants: Moderate to High

As the beverages industry is a very profitable investment these days, so a lot of companies are entering in the industry with sustainable planning. Therefore, government is also welcoming these investments without any hard conditions. In this situation, threats of new entrants are medium to high for IBPL.

Threats of Substitutes: High

Many soft drinks and energy drinks are very available in market and consumers like to taste different products. So, the threats of substitutes is high for IBPL.

The Bargaining Power of the Buyers: Low

There is absolutely no pressure on coca-cola products from the individual buyers. But, there is little bargaining power of the chain shops such as Meena Bazar, Agora as they usually take product in a large amount. Though, the power is low for their brand loyalty.

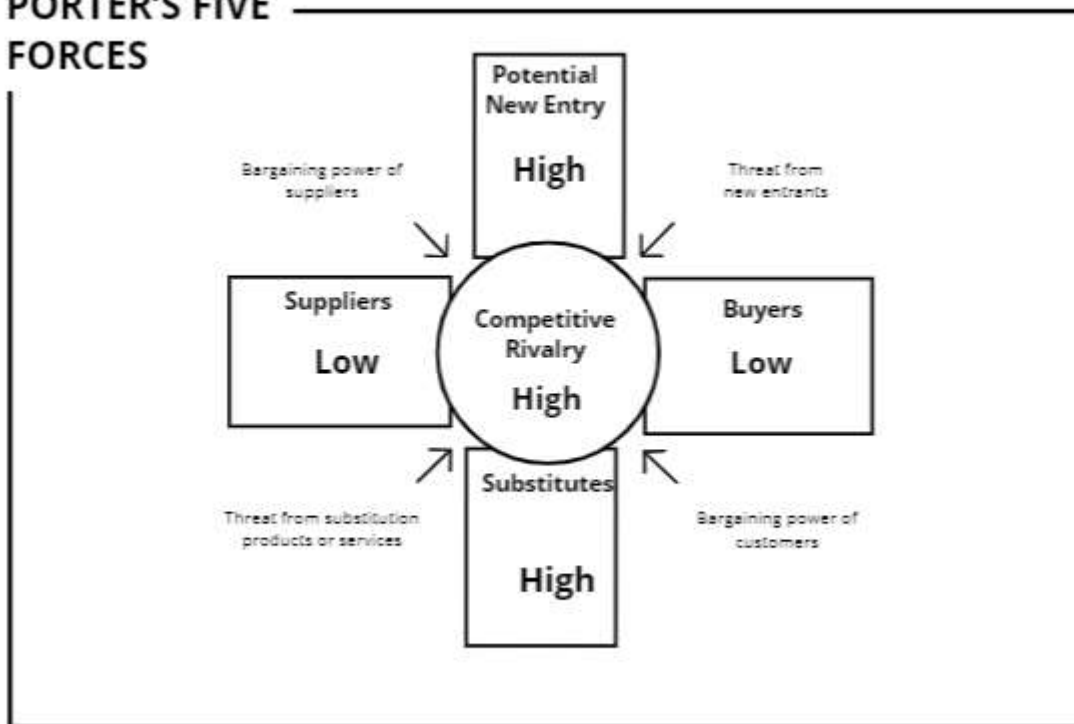
The Bargaining Power of the Suppliers: Low

Coca-Cola supplies its own most important raw material all over the world through its supply chain system. Thus, the bargaining power of the suppliers is low.

Rivalry Among Existing Firms: High

The main rivalries of Coke are PepsiCo, Pran Up, RC Cola etc. These brands are also successful in attracting customers with their unique taste and flavors. So, rivalry among existing firms is actually high.

PORTER'S FIVE FORCES



Chapter 3: Project Part

3.1 Introduction

The recruitment practice is one of the most essential aspects of operating new and established businesses. Right employees can take a business to new heights and at the same time wrong ones can hamper the business by turning customers off, creating toxic environment in workplace. So, there should be effective recruitment strategies which is properly setting up according to the business need. Human resources department of any company must have detailed code of practice for their recruitment process that will ensure choosing or identifying a right candidate for the right position of an organization. At the time of hiring new employees, there remains a set of responsibilities or duties which are expected to be fulfilled by the candidates or the new joiner.

Therefore, the universities or educational institutes must train their students according to the current need of skill requirements so that both students and employers can be benefitted by having right fit. A report (The Economist Intelligence Unit Ltd, 2014) shows that 47% of graduates were unemployed in Bangladesh. Another report said that there are many local companies who hire foreign employees to meet their needs and it has caused an outflow of \$4 billion in a year.

These facts indicate that there might be a gap between the employers' expectations and the graduates' quality in Bangladesh. The aim of this study is to understand the current recruitment scenario in light of education system, graduate's employability and the level of fulfillment of employer's expectation in the country.

3.2 Problem Statement

The study basically attempted to find out that gap and the literature review will focus on the employability, education system available for the graduates, professional skills which actually fulfills the employer's expectations, employability skills. The findings focus on employer's perceptions on different dimensions such as qualities of existing employees, the qualities required for graduate job seekers, role of educational institutions and training facilities.

3.3 Background/Literature Review

There are numerous reasons to go to university such as someone may love to study a particular subject out of self-interest, another may be studies only for professional prospects. Higher education is way more than just a production line for a fresh graduate. There are some higher education programs that are definitely vocational, especially engineering, law, medicine and accountancy. On the contrary, there are courses which are not much directly vocational (Lowden, Hall, Dr Elliot, & Lewin, 2011).

However, both of the subjects help students to develop their analytical, presentational and synoptic skills that are mostly valued in modern society. Some employers and graduates think that there are so many ways to develop students' broader skills and attributes that includes leadership, team-working, critical thinking, communication and problem solving. The mentioned skills are known as employability skills. According to some studies, many people

agree that Internships and work placements make a great difference to graduate's employability skills (Lowden et. al. , 2011).

Communication skill is the most important skill to the employers among all other skills. Basically, people skills that are writing, industry-specific skills, basic reading, arithmetic. A study shows that nine out of ten respondents agrees that mentioned skills are really important in their own organization. Apart from that, employers are informed that they actually don't have much difficulty in finding applicants who have these essential skills. Larger business houses (500+ employees) said these skills are way more necessary for their organization than the smaller business entities (20-499 employees) (Perron, 2011).

Preparing students for their workplace should be one of the most crucial objective in degree or undergrad programs. Professional study programs' students can have an advantage or additional benefit for joining a specific profession; moreover, they will get a clear understanding of their career path and at the same time, employers usually expect these programs' graduates to be immediately able to fee-earn. This kind of programs bring a great balance like it ensures employers' demand of skilled graduates and a broader educational aim for the fresher that is not only relevant for immediate work but also ensures effective life-long career with appropriate skills which will definitely allow the graduates to grow and adapt to changing environment and market needs for skills (Davies, Csete, & Poon,1999).

Employers looks for graduates who have adequately developed generic skills in several areas along with their subject specific knowledge, skill and understanding. (Harvey et al. , 1997).

A research that carried out more than last 25 years provide a list which suggests that employers generally expect to find these generic skills in graduates: adaptability, willingness to learn, creativity, ability to manage others, independent working, ability to work under pressure, working in a team, communication in writing, good oral communication, time management, sense of responsibility, attention to detail, ability to organize, ability of planning & coordinating. (The Pedagogy for Employability Group, 2004)

Apart from that, it is very necessary for graduates to have proficient in English so that they can secure employment and also they can perform efficiently at their work as English is widely used in most of the organization. Moreover, graduates need to be good at all four skills; reading, speaking, writing and listening. Most of the employee find challenging to continue the use of this language specially in writing and speaking skills. (Lan et al., 2011)

The National Association of Colleges and Employers found that there is sixteen characteristics which employers basically look for while searching an employee. They are: Leadership, communication skill, Self-confidence, creativity, Initiative, Intelligence, Energy level, Interpersonal skills, Willingness to take responsibility, Vocational skills, Flexibility, willingness to achieve goal, Ability to handle conflict, knowledge, Direction, Competitiveness. (The University of Texas at Austin, n. d.).

Currently, rapid changes in the economic growth are the reason of this high demand of employability skills. As a result, the labor market is now very competitive and after globalization came the demand for quality skill and knowledge has increased in every level of the industry. Therefore, employers' expectations increased on fresh graduates and want them to perform extremely professionally immediately after they join the company. In this situation, employers' perception of expected skills basically play a vital role in determining necessary employability skills. (Yusoff, Omar, Muhamad, Zaharim & Mohamed, 2009).

Employability is a set of knowledge, personal attributes, understanding and skills which provide opportunities like getting an occupation or carrying a successful career. It has four main elements. Firstly, employability assets of one person include skills, attitudes, knowledge. Then, a person's skill for searching a job. After that, job getting skills which actually represent their ability of presenting themselves like interview techniques, CV writing etc. Lastly, personal circumstances; external factors like family responsibility keep effect on their employability skill. (Pool & Sewell, 2007)

According to one report of British Council's Economist Intelligence Unit (2014), there are two main reasons for low quality education in universities and required skill shortage. One is that high growth sectors don't need enough specialized skill graduates, and the other reason is graduates usually find difficulties in English language, soft skills like problem-solving skill and computer skill. Moreover, the university should emphasize on connecting the students to the real work experience. Mostly, public universities remain unadjusted to the change, on the contrary, private universities are more open to embrace this wave of change. However, both public and private universities are now taking career development importantly.

3.4 Objective(s)

In this modern world, the high unemployment rate indicates that there must be a gap between employers' expectations and fresh graduates' quality and employability. This report presents

a study which aims identify that gap by analyzing all the relevant factors such as quality of education system, required professional skills, the root of employers' expectation etc.

3.5 Significance

It is expected that undergrad students and new fresh graduates who are preparing themselves for their dream job and willing to continue a successful career; will be well-aware and benefitted from this report by identifying the areas of self-improvement to fit with current job requirements.

3.6 Methodology

This study has applied a qualitative approach. The employees of Coca-Cola IBPL head office were selected (specially from Human Resources Department) for online survey and a survey questionnaire was sent to them personally by Whatsapp and Messenger. There are 30+ employees in the head office. For the survey, I have collected 14 responses from them.

Basically, there are two sections in that questionnaire. The first section contains general information like the name and designation of respondents. The second part of the questionnaire has designed to get information about expectation of the HR managers on the new graduates, basis of selecting employees, current education system's contribution to achieve required skillset, diversity management, gap between skillset of existing employees and skillset of employers' preferences and fresh graduate competency level.

Moreover, The questionnaire included close-ended questions in the format of Multiple Choice Question, Likert Question, Matrix Questions and Dichotomous Question. The findings were presented in both graphical and descriptive form. Individual employees are the unit of analysis for the study. The questionnaire for this is **attached in Appendix -1.**

3.7 Findings and Analysis

Distribution in percentage of the respondents based on the statement that Bangladeshi Universities are providing right courses which helps candidates to achieve the required skillset.

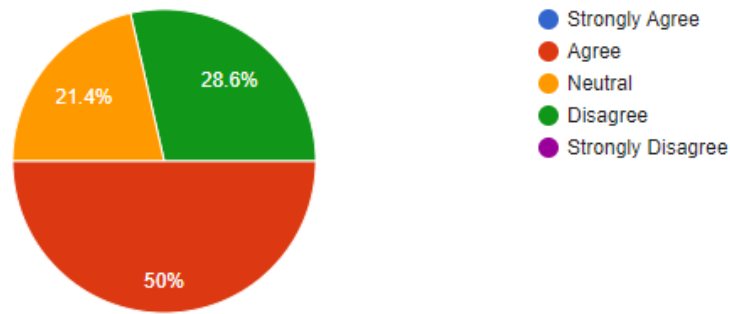


Figure 1 : Bangladeshi universities providing Right skills or not.

From the response, we get to know that 50% of the respondents agree on the fact that universities in Bangladesh are providing suitable course which are able to achieve the employability skills. From the survey respondent 28.6% disagree the mentioned statement and other 21.4% respondents were neutral on this topic. Therefore, we get a clear idea that the improvements of university courses are quite visible as half of the people agrees to get quality education. At the same time, there are yet to make development at many layers. So, universities are adopting and embracing positive changes and discovering ways to improve their system which will provides employability skill to the graduates.

Distribution in percentage of the respondents based on the basis of selecting employees.



Figure 2 : Basis of selecting employees

Among the respondents, most of them think interview (85.7%) is extremely effective tool while selecting employees. Moreover, after the interview they believe that considering academic result (35.7) and taking written test (28.6) are the crucial part while recruiting employees. Other than that, Reputation of their academic institute (21.4) and Networking (21.4) also plays a significant role. Lastly, none of the respondents think that education from abroad (0%) can be a basis of selecting employees.

Distribution in percentage of the respondents based on the statement that gender identity preference exists slightly during recruitment process for specific positions (e.g. Sales)

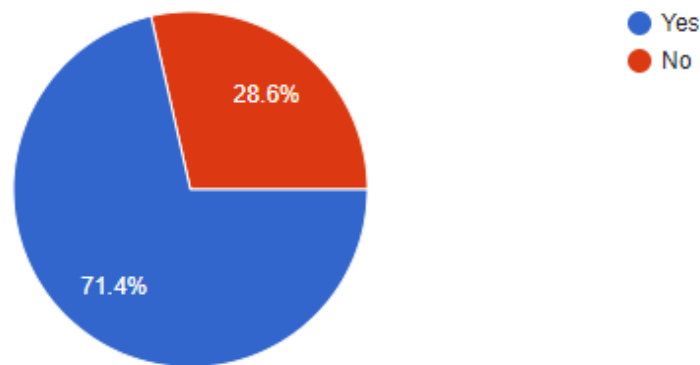


Figure 3 : Gender identity preferences

Most of the respondents (71.4%) agrees to the fact that gender identity preference exists slightly during recruitment process for specific positions in Bangladesh and the other ones (28.6) disagrees. So, it should be a topic of discussion that how can we can minimize the gap between male and female; at the same time how can we ensure a suitable work environment for all the employees.

Distribution in percentage of the respondents based on the employer's preferences of quality in candidate for employment.

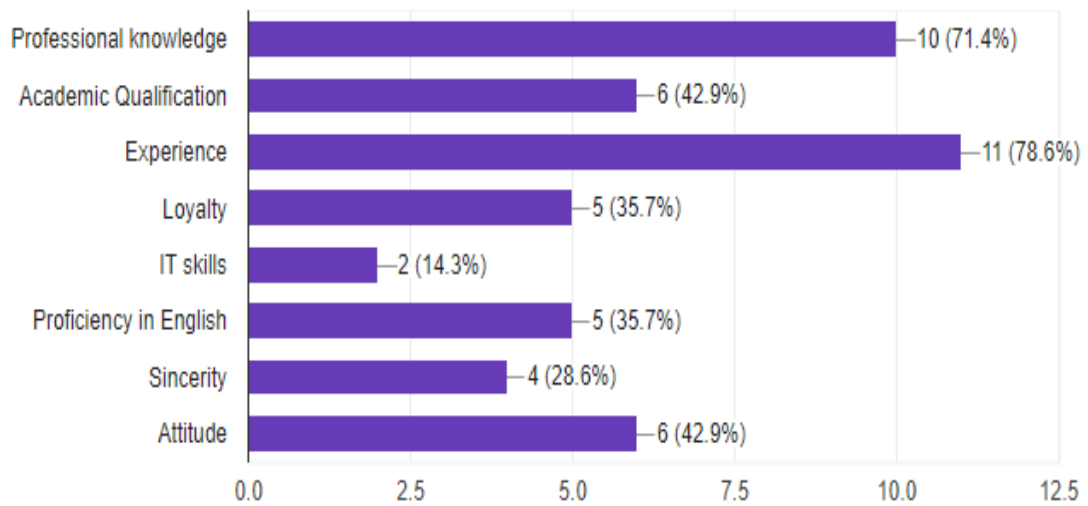


Figure 4 : Employer's preferences of quality in candidate for employment

From this response, we get to know that employers value experience (78.6%) and professional knowledge (71.6%) on top of everything. After that, they prefer academic knowledge (42.9%) and proficiency in English (35.7%). Then, they look for Positive attitude (42.9%), loyalty (35.7) and sincerity (28.6%). Lastly, they prefer IT skills proficiency at some level according to the respondents.

Distribution in percentage of the respondents on basis of the statement that employees get priority based on their Home District.

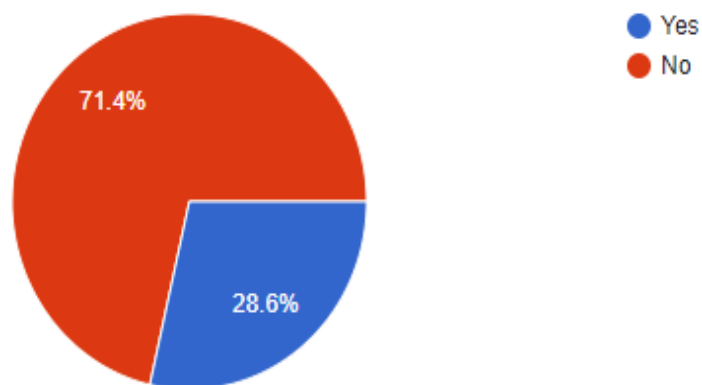


Figure 5 : preferences based on Home district

It appeared that 71.4% of respondents don't think that there is any biasness regarding home district during recruitment. This is actually a positive result as recruitment process should be free from any kind of discrimination.

Distribution percentage on the top qualities employers seek.

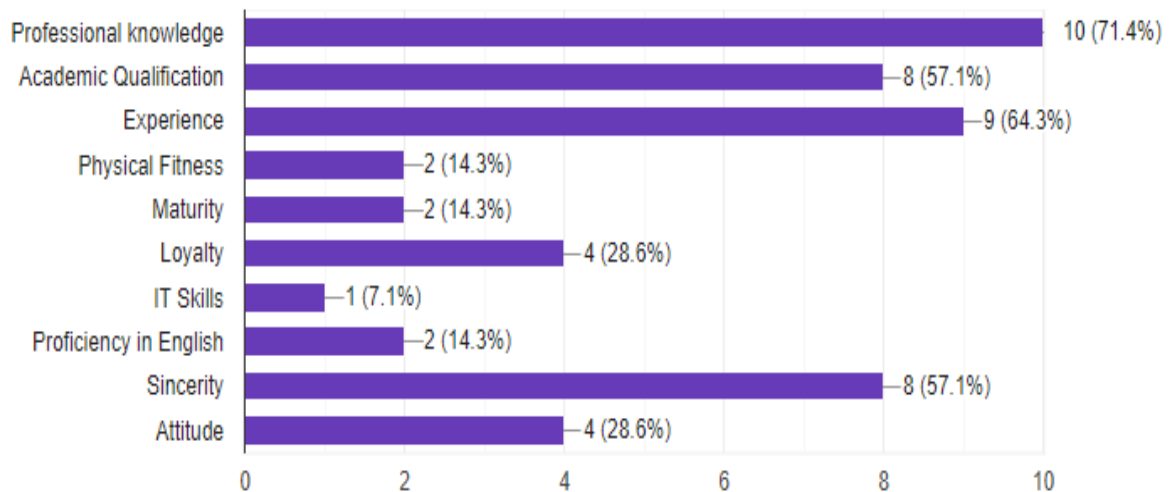


Figure 6 : Top qualities employer seek

According to the respondents, top qualities that employers want are

- Professional knowledge
- Experience
- Academic qualification and sincerity

Distribution in percentage on the statement that Graduates in Bangladesh are actually competent enough in taking challenges of the modern job requirements

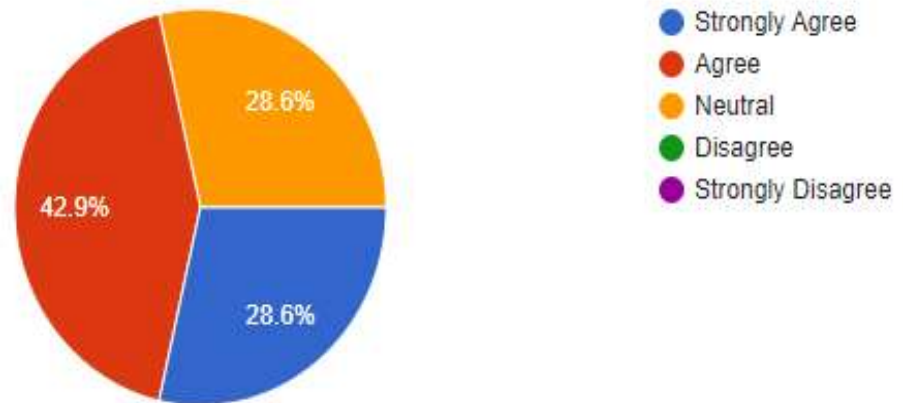


Figure 7 : Students' competence for modern job requirements.

Among the respondents, 42.9% believes that university students are actually competent to adopt the challenges of modern job requirements. 28.65 of the respondents don't think the students or fresh graduates are competent. So, most people seem to believe in youth competence and potential while some thinks there is stills areas of improve themselves to adjust with new challenging environment in the career path.

Distribution percentage on the top qualities employers get among the existing employees.

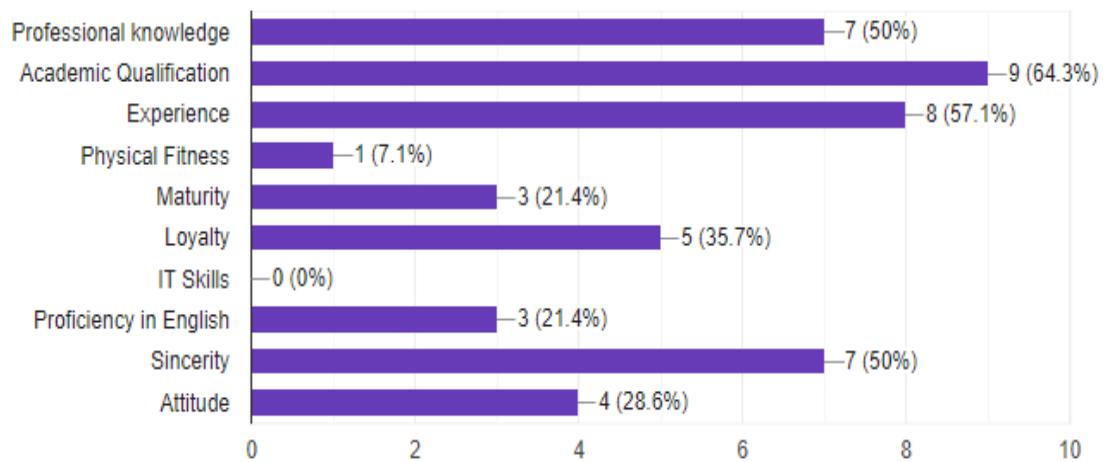


Figure 8 : the top three qualities employers get among the existing employees.

According to the respondents, the top qualities employers get among the existing employees.

- Sincerity
- Loyalty
- Experience
- Academic qualifications

3.8 Summary and Conclusions

The findings of the study show that there are a huge number of jobs available in Bangladesh that require highly qualified people. On the other hand, young graduates of Bangladesh get tertiary education, but they need to develop a certain level of employability skill or professional skill which is extremely important for their career.

The study shows that majority (50%) of the sample employers has this opinion that the educational institutions are offering right courses to the student and rest of them (50%) disagreed or remained neutral about that statement. It indicates that even things are improving, still there must be certain gap in the quality of education in order to meet the needs of practical world. To eradicate that gap, they need to bring some changes in syllabus and teaching methods by implementing field work for practical knowledge in particular courses and using latest technology according to the demand of job market.

Universities also can encourage students to become entrepreneurs, it will help them the economy and surely the unemployment rate will be reduced. As we see, there is immense competition in the job market, so there might be number of talented and skilled youth graduates who will not get a standard job they deserve even after having all the required qualities. So, it's a wise decision to open own startup and contribute to the economy.

The responsibility of enhancing graduates' quality is not solely on universities. Employers also can play an effective role here by playing an important role by introducing different skill development programs.

From the survey, we get to know that, around 43% of the employers are confident in Bangladeshi graduates regarding their capacity of meeting challenges of job requirements. It represents that our youth has potentiality but they need to be nurtured properly by the

universities, employers and most importantly themselves as a self-driven person is able to face all the challenges and achieve his goal in long the run.

Recommendations

There are some suggestions:

- Universities should revise their syllabus and add courses which provides more practical knowledge and technological skills.
- Organization should introduce more skill development programs for fresh graduates.
- Entrepreneurship should be encouraged.

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Appendix

Survey questionnaire :

https://docs.google.com/forms/d/e/1FAIpQLSc-KfDzfJP05tUb9oPCv1ONMjrQ_VZxXgLELwAXh7H_p_nwVw/viewform