

**Report On**  
**Effectiveness of Training and Development of Ascent Group**

**By**  
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**An internship report submitted to the BBS in partial fulfillment of the requirements for the**  
**degree of**  
**Bachelors of Business Administration**

**BRAC Business School**  
**BRAC University**  
**May 2024**

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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:**

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**Md. Azmain Ali**

ID: 19204018

**Supervisor's Full Name & Signature:**

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**Tanzin Khan**

Senior Lecturer, BRAC Business School,  
BRAC University.

**Letter of Transmittal**

Supervisor name

Position

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Effectiveness of Training and Development of Ascent Group

Dear Sir / Madam,

I am pleased to present my report on the 'Effectiveness of Training and Development at Ascent Group', a topic I was assigned by your instruction. I have made a diligent effort to complete the report by including the necessary information and proposed recommendations in a concise and thorough manner to the best of my ability.

I have confidence that the report will fulfill the expectations.

Sincerely yours,

---

Md. Azmain Ali

19204018

BRAC Business School

BRAC University

12<sup>th</sup> May 2024

## **Non-Disclosure Agreement**

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Ascent Group and the undersigned student at BRAC University.....

**Acknowledgement**

The internship experience I received with Ascent Group provided an exceptional chance for learning and professional growth. I consider myself fortunate to have had the chance to collaborate

closely with such a highly skilled team. I would like to extend my sincere appreciation to all individuals who have provided guidance and assistance in the preparation of this Internship Report. Initially, I would like to convey my utmost appreciation and thanks to my academic internship supervisor and instructor, for assisting me in choosing the topic of this report and providing me with appropriate advice and instructions throughout my internship program. I am grateful to him for consistently being accessible whenever I required assistance and recommendations from him in order to prepare this report. I would like to extend my gratitude to my organizational supervisor, Sonia Farzana Islam, who holds the position of HR Head. I am thankful for her precise direction and instructions regarding my professional activities. Additionally, I appreciate her warm welcome and her exceptional mentorship. I express my gratitude to my fellow colleagues at Ascent Group for their amiable demeanor and collaborative nature throughout my participation in this internship program.

## **Executive Summary**

The core concentration of this report is on the training and development procedures of Ascent group. It bears the effectiveness of training and development for the employee of Ascent group. The report has been conducted from the perspective of an intern student but it bears sufficient knowledge of organizational training and development process. In this report mixed method approach of research methodology is applied. Therefore, it bears both the qualitative and quantitative thoughts. Data has been collected from the primary and secondary sources of information. Mainly the survey method applied to collect employee's thought on the training and development process of Ascent group.

Findings of the survey results reflect the overall satisfaction, value, effectiveness, feedback, and engagement of employee with the training and development process of Ascent. All the 10 participant reflects several thoughts that results several recommendations for the betterment of company's future attempts of training and development process. Although the general mood towards the training programs is mostly good, certain areas for enhancement have been recognized. Respondents emphasized the significance of ongoing assessment of program efficacy, establishment of follow-up measures to evaluate training results, and a preference for more participatory and stimulating sessions. These observations emphasize the importance of continuously assessing and adjusting training programs to more effectively address the changing requirements and preferences of employees.

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## List of Acronyms

HRIS- Human Resource Information Systems

ERM- Enterprise Resource Management

HR- Human Resource

AG- Ascent Group

OCSAR- Office of Career Services and Alumni Relations

SPEED- Service For Professional Education and Enterprise Development

ROI- Return On Investment

CRM- Customer Relationship Management

ERP- Enterprise Resource Planning

SDG- Sustainable Development Goals

MDG- Millennium Development Goals

KSA- Knowledge, Skill and Attitude

## *Chapter 1: Overview of Internship*

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### **1.1 Student Information: Name, ID, Program and Major/Specialization**

**Student Name:** Md. Azmain Ali

**ID:** 19204018

**Program:** Bachelor of Business Administration

**Major:** Human Resource Management

**Minor:** CIM

### **1.2 Internship Information**

#### **1.2.1 Period, Company name, Department/Division, Address**

**Period of Internship:** 3 months (28<sup>th</sup> January 2024 to 30<sup>th</sup> April 2024)

**Company Name:** Ascent Group (Scholastica)

**Department:** Human Resource

**Address:** House 3D, Road 2A, Block J, Baridhara, Dhaka 1212.

#### **1.2.2 Internship Company Supervisor's Information**

**Name of company Supervisor:** Sonia Farzana Islam

**Position:** HR Head

#### **1.2.3 Job Scope – Job Description/Duties/Responsibilities**

I was assigned as an intern at the HR Department of Ascent Group under the supervision of Sonia Farzana Islam.

#### **Duties/Responsibilities:**

1. Look at the additional and some crucial process regarding recruitment including posting job on several social media, reviewing resumes, and making interview schedule.
2. Make arrangement for the orientation process by arranging or gathering resources for new hired personnel.

3. Revisiting employee records and maintaining updates in the HRIS system. Strictly maintaining confidentiality following the accurate manner of work.
4. Carrying out the additional administrative works including employee benefit programs, and make changes in the employee records.
5. Make the arrangement for the upcoming training and development programs.
6. Additional paper work for the HR policies and other administrative works.
7. Drafting for HR policies, event preparation, cross communication within department, processing documentation are also responsible tasks.
8. Maintaining regular communication by attending phone calls, responding to email, receiving fax, and arranging files for cross communication.
9. Gathering information through HR related issues specifically to follow the training and development procedures for making a reliable report.
10. Maintaining internal collaboration according to need of the permanent senior and junior employees.

An intern student is a basic learner who learns things from the several works inside a company. Intern has limited access to learn things. Therefore, the stated duties and responsibilities were not fixed for me to do for daily basis. My role under the HR department were many but limited. I got the chance to communicate with the higher and upper level employee of the company to gather experiences regarding HR chores. In terms of training and development I have learned many basic and advance process that will help me for developing my future career. From the hands-on experiences I may be able to express myself in other places for my future professional career.

### **1.3 Internship Outcomes:**

#### **1.3.1 Student's Contribution to the Company**

I must say that contribution of an intern is not similar to the permanent employee but not negligible. As a new learner an intern always tries to do his/her best for gaining and learning new things. As a student I can use my recent academic learning in the practical workplace. When we go for learning practical things in a real company it becomes sometimes critical for us (students) matching with academic learning. If I talk about my contribution at the training and development process I can say that, there are so many things that I can contribute if I get proper access. This is a limitation for students that due to lack of proper entrance to all the private route of a company they do not have much to do. Still my assistance was impactful for

the company. There were so many additional paper work that needs time to process, there were so many small jobs that an intern student makes easy and time saving for the company. The operational process become impactful and easier for a company while recruiting an inter student.

### **1.3.2 Benefits to the Student**

As I stated above internship is an opportunity to learn academic thing practically. As a business student we must learn from the practical situation. When a student enters into a real workplace everything is new to him/her. In the world of human resource management, it become very critical to converting human into resources. For a student it is an opportunity to know how it happens why it happens and who are the responsible for make it happen. After achieving the degree, I must go for searching a better career in an organization whatever it is. Learning the process of training and development will help me a lot to prepare myself for my future career at any organization. HR functions, communication, administrative process, efficient work management all will be the opportunity for a student to make himself as a perfect candidate for professional work. Internship is a lifetime opportunity for students to learn hand-in-hand opportunities from the practical situation. The experience helps a student to become mentally prepared for the future workplace. Therefore, I must say that I internship is a big opportunity with valuable perspective and we must ensure the best use of time for getting more benefit from the internship opportunities.

### **1.3.3 Problems/Difficulties Faced During the Internship Period**

There will be always opposite sides of a coin. With the huge amount of learning opportunities there are some hardships that an intern student must have to face. An obstacle I encountered was adjusting to the rapid speed of the work environment, especially during periods of high recruitment or training activity. Successfully handling several projects concurrently and meeting deadlines necessitated the utilization of efficient time management and prioritization abilities, which I had to cultivate and enhance throughout the duration of the internship. In addition, I first faced difficulties in navigating unfamiliar HR software systems and procedures. However, with the instruction and support of my superiors, I was able to overcome these obstacles and gradually become proficient.

### **1.3.4 Recommendations (to the company on future internships)**

- Utilize social media platforms to advertise job openings, as well as internal portals inside the University. I came across AG's internship notice on OCSAR of BU. However, most of

my friends were unaware of this job opportunity, as I subsequently discovered during discussions. They were also unaware that Scholastica recruit's interns. Contemporary young individuals rely extensively on social media platforms to seek employment opportunities and internships. Facebook has groups that are particular to universities, which AG might utilize to attract a greater number of potential candidates.

- The employer has the option to arrange an orientation program for interns. The event to familiarize them to the organization policies could last for an hour. I feel it could facilitate the acclimation of interns and alleviate first day anxiety.
- (AG) could require interns to maintain a personal notebook. This could assist interns in effectively managing their tasks and enable the organization to more accurately monitor the success of interns.

For the intern AG is able to. Motivate interns to engage in training sessions, workshops, and other educational opportunities provided by the organization to improve their skills and expertise. Offering interns access to online resources, professional development programs, and industry certifications can enhance their learning and development objectives.

Establish a conducive and welcoming work atmosphere that encourages teamwork, originality, and inventive thinking. By recognizing interns' important contributions, celebrating their successes, and encouraging social interaction, the internship experience can be made better. This will make it more likely that interns will either return or suggest other interns to the organization.

## *Chapter 2: Organization Part*

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## 2.1 Introduction

In this chapter detail analysis of the organization has been provided. Ascent Group Bangladesh, is a well-known company which bears value to the education section specifically. With the basic information of this company, the chapter shows the structural outlook, financial conditions, operational sector management, and position of the company in the market. The chapter aims to develop organizational understanding to express how it carries out its training and development procedures.

## 2.2 Overview of the Company

Ascent Group contributes to the education sector of Bangladesh started with a hope to make international lifestyles and services accessible to the citizens of Bangladesh. Started as a two-story school building this become a corporate company with a bigger portfolio of several products including technology, home solution, transportation, and retail services. The company is doing excellence from the inception and becomes a reliable place for specifically educational concerns.

### 2.2.1 Historical Background

Mrs. Yasmeen Murshed established 'Scholastica Tutorial' in the summer of 1977, which is when Ascent Group was established. In order to provide a high-quality education in English as the medium of instruction, the school was established in a Two-Story Dhanmondi Building. The educational establishment was formerly known as "Scholastica Tutorial," but it has since changed its name to "Scholastica." Starting with a small number of students, the school has grown into one of Bangladesh's largest and most esteemed educational institutions with various campuses across the city.



Scholastica has built a reputation as a pioneer in education in Bangladesh being one of the first local private schools to:

- Provide education in the English language
- Provide science labs for secondary school students
- Create bespoke campuses with a wide range of amenities, such as
- auditoriums, a swimming pool, and numerous hard courts
- Establish global relationships through participation in sports and foreign travel
- Hire foreign experts to develop curriculum
- Provide mandatory, international-standard training for teachers and
- management
- Introduce sophisticated technology to manage data and information
- systems
- Launch an internship program
- Introduce multimedia technology in classrooms
- Introduce professional school counselors

Scholastica, under the leadership of Managing Director Syeda Madiha Murshed, has grown from a tiny tutorial to a recognized educational institution. Scholastica's growth and progress over the years reflect its commitment to education quality and standing as a prominent Ascent Group member.

### **2.2.2 Vision and Mission**

Ascent aims to be an indispensable ally to their customers, associates, and suppliers, to excel as a provider of top-notch solutions, and to be at the forefront of the sectors they cater to.

Ascent is dedicated to making a significant and positive difference in the lives of their students, clients, colleagues, and workers.

### **2.2.3 Organizational Structure**

They usually report to the Chairman and Managing Director. Only the Managing Director works here. Chairman is abroad for a while. All department heads, general managers, principals, and directors are under Managing Director's supervision. They supervise other Managers, Deputy Managers, and Officers.

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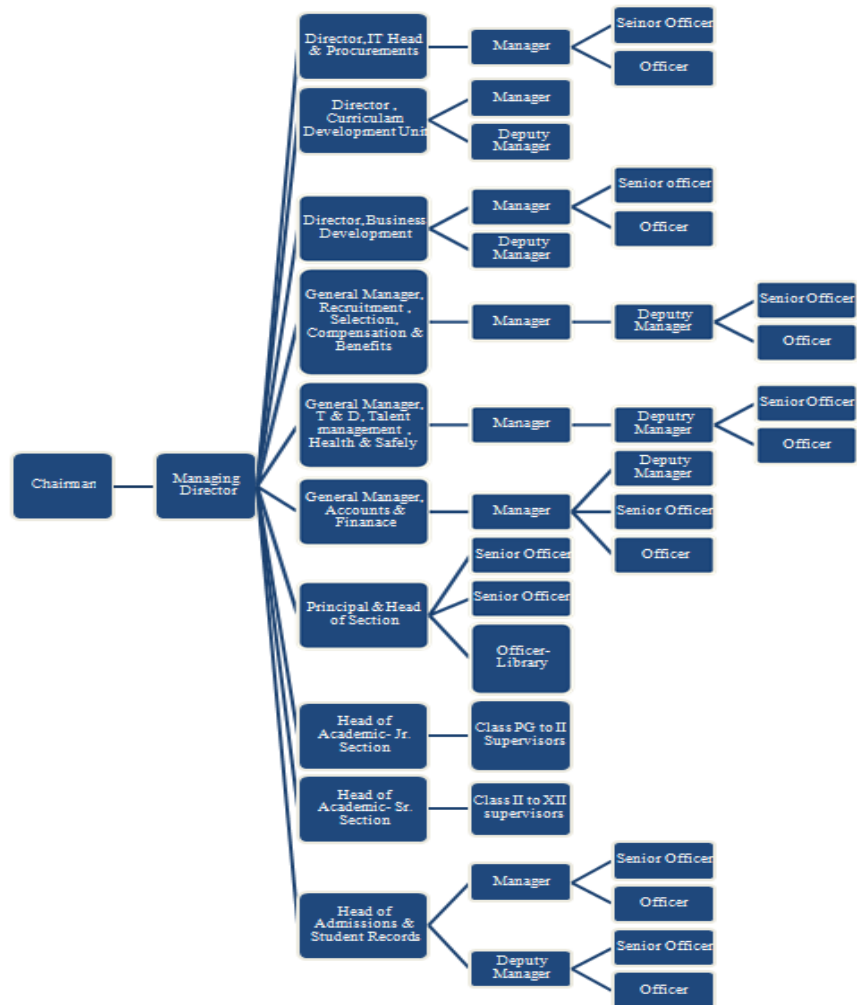


Figure 8: Hierarchy of AC Group (Source: Hierarchy theme adopted from HR)

## 2.3 Management Practices

### 2.3.1 Organization leadership style

Participative or democratic leadership is used by Ascent Group Bangladesh, but there are also aspects of autocratic and laissez-faire leadership that show up from time to time. The company values input from workers at all levels and urges them to be involved in making decisions. This type of leadership encourages people to work together, come up with new ideas, and be responsible for their own actions. Ascent Group's leadership style also includes some aspects of laissez-faire leadership, especially in areas where employees are very skilled and knowledgeable for example, sectors of knowledge, retail, spaces, services and infotech. When this happens, leaders give their workers the freedom to make choices and complete tasks on their own. Giving employees this much freedom builds trust and responsibility, giving them the power to own their work and contribute to the success of the company.

The democratic and participatory way that Ascent Group is led is very important to reaching its goals and aims in many ways. For starters, it encourages open communication and honesty, which keeps workers up to date on the company's goals, strategies, and expectations. This kind of clear communication helps team members connect and work together, so they can effectively reach their goals.

### 2.3.2 Human resource planning process of the organization

AG's HR department is crucial to its culture and progress. I met this company through an HR representative who oversaw my recruitment. Her kindness and professionalism made me feel at ease with the company. Since starting my internship, I noticed her behavior in every other employee, emphasizing HR's function. The HR department recruits, screens, evaluates, and compensates employees. Their management is well-organized and tiered. HR organized refreshment excursions and events for team building during my internship. There are several career possibilities available in a wide range of fields through Ascent Group. In terms of recruitment, the Ascent Group seeks to attract applicants that have a passion for a satisfying career and professional development, as well as values that are similar to those of the company.

### 2.3.3 Recruitment and selection process

There are several sources of recruiting but two are the core types, mentioned below-

**Internal Recruitment:** Internal recruitment refers to the sources when the company hire the required employees within the organization or from sister concerns. The sources of internal recruitments are mentioned below- -

- Transfers
- Promotion
- Re-employment of ex-employees

**External Recruitment:** It refers to when the HR hire employees outside the organizations or its sister concerns. The sources of external recruitments are mentioned below

- Online or Offline job advertisement
- Employment Exchanges by the Government (e.g. Eovaly)
- Third party agencies
- national Institutions (e.g., Fair, Internship etc.)

- Employee references

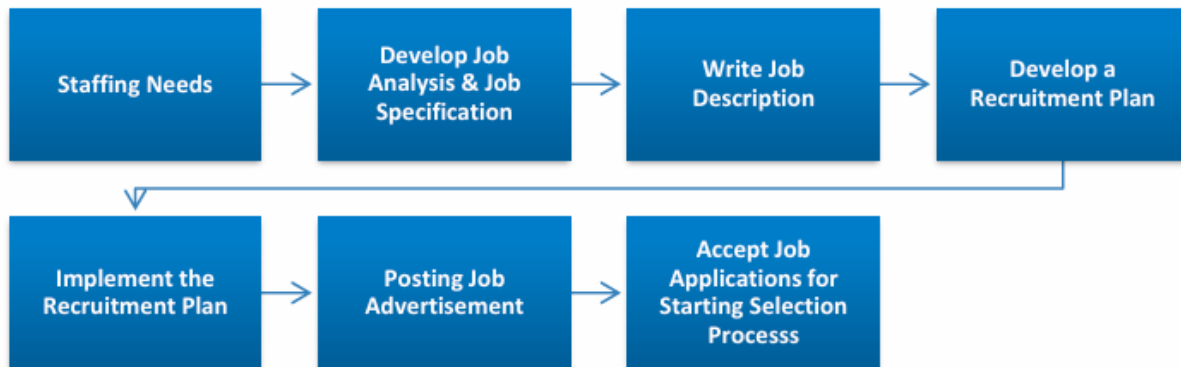


Figure 9:Recruitment Process of Ascent

Step-by-step, the selection procedure for Ascent begins with the examination of applications and continues with a personal interview, which is then followed by the decision of the selection panel.

- **Application Review:** After the application has been submitted, it will be examined by the Executive office to make certain that all of the requirements have been satisfied.
- **Short Listing:** If application is selected, candidate will be invited to participate in a Group Interaction and Personal Interview at the local Chapter to assess his/her interest in Ascent group.
- **Orientation, and Personal Interview:** In order to get a feel for the entrepreneur's goals, level of preparedness for growth, level of dedication, and openness to learning, sharing, and collaborating with other leaders and entrepreneurs, the Selection Panel will conduct a personal interview.
- **Selection:** Final candidates are chosen as Ascent Members based on a cumulative assessment by the Selection Panel.

### 2.3.4 Compensation System

Ascent Group Bangladesh's compensation structure attracts, retains, and motivates exceptional workers while preserving industry fairness and competitiveness. A look at the compensation system:

- Monthly salary (Given in the first week of every month)
- Two Festival Bonuses (60% of Total salary)

- Increment after confirmation of Permanent Employee (Based on Performance)
- Yearly salary review
- Medical Insurance Facility (for Job holder, spouse & one child) – 150,000 to 600,000 BDT based of position to position.
- Yearly leave, Sick Leave, Bereavement Leave, Earned Leave, Casual Leave, Maternity Leave, Hajj Leave, Marriage Leave, Leave (No-Payment) & Other Leave facility

### 2.3.5 Training and development initiatives

Here are Ascent Group's significant training and development initiatives:

**Lecturette:** While most of SPEED's lessons do not include lengthy lectures, instructors may spend some time informing students on a new topic before they begin classwork if the class is for Pre-beginner or Beginner levels or if a briefing is necessary. Instructors never spend more than 20 minutes reading aloud to intermediate students.

**Discussion:** Conversations in a group setting are more interactive than those in a one-way lecture. While the trainer does most of the talking, the trainees pitch in as needed. A lecture is unnecessary when the subject matter is well-covered; for instance, in an English class for advanced learners, if all students have prior knowledge. Instructors will simply use Discussion to activate prior knowledge before moving on to the next unit.

**Games and Simulations:** SPEED uses several different kinds of activities for their classes, depending on the course.

- **Business Games:** This is a simulation game that replicates real-life industries, companies, or teams. This strategy is employed when the training pertains to a soft skill or leadership.
- **Inter-company games:** Trainees are grouped into teams that serve as representations of "organizations" within the same industry. They are required to participate in a competitive market and must make smart choices. The objective of this game is to educate employees on the interdependence of decisions.
- **Intra-company games:** Trainees are organized into teams that serve as 'units' inside the company. Subsequently, they are tasked with making strategic decisions for the

organization. The objective of this game is to instruct employees in the art of collaboration and foster the development of teamwork skills.

**In-basket technique:** Trainees receive a basket with all employment tasks. They must then prioritize the tasks. Their replies are compared to a real job holder. Decision-making and time management are taught in this game.

**Case study:** Written or video case studies convey actual or fictional business situations to trainees. Then, trainees must solve problems. Case studies have no right or incorrect answers. This is to assess trainee originality and response.

**Role playing:** Trainees are given a scenario and roles. In this game, trainees must physically act out scenes. In addition to teaching decision-making and customer service, SPEED incorporates role playing in its language classes. Trainees are given real-life settings and must create dialogues to practice speaking.

### 2.3.6 Performance appraisal system

To evaluate employee performance, Ascent Group Bangladesh uses a rigorous performance appraisal system. The Ascent Group performance appraisal system's main components and procedures are:

**Regular Feedback:** Managers provide regular feedback to employees on their progress towards goals, strengths, areas for growth, and development opportunities throughout the performance cycle. This constant feedback promotes open communication and makes staff aware of performance expectations.

**Performance Metrics:** At Ascent Group, they use many performance measures to objectively analyze employee performance. KPIs, job competences, customer feedback, project outcomes, and behavioral assessments are examples of metrics.

**Recognition and Rewards:** Ascent Group values employee recognition and rewards for their great performance and contributions to the organization's success. High-performing employees may receive bonuses, promotions, prizes, or public recognition to keep working well.

**Continuous Improvement:** Ascent Group reviews and refines its performance appraisal methodology to promote employee engagement, excellence, and organizational success. Employee and manager feedback is sought to improve and make adjustments.

## 2.4 Marketing Practices

Ascent Group Bangladesh's marketing approach emphasizes market positioning. The company emphasizes its unique value propositions and differentiators to establish its identity. Ascent Group Bangladesh strategically positions itself by emphasizing its assets, such as creative solutions, superior service, and customer-centric processes.

Ascent Group Bangladesh masters the changing marketing media. Using traditional and digital means, the organization reaches its target audience completely. Strong internet presence, savvy social media engagement, and traditional marketing boost brand exposure.

### 2.4.1 4ps of Marketing at Ascent group

**Product:** Ascent Group Bangladesh provides a variety of products and services to the needs of its target market. This includes creative solutions, excellent services, and customer-focused processes. Its portfolio contains:

- Knowledge
- Space
- Technology
- Retail
- Publishing house and bookstores

**Price:** Ascent Group uses a competitive pricing approach that represents the value of its goods and remains appealing to customers. Pricing depends on market demand, rivals' prices, production cost, and perceived worth. The main knowledge section Scholastica bears the costs including:

**School fees:** charges a single annual tuition fee. There is no separately yearly charge.

**Admission Fee:** The Admission Fee is divided in two parts i.e. actual Admission fee and Security deposit fee.

**Place:** Ascent Group distributes products and services through multiple channels to maximize reach and accessibility to its target customer. Direct sales, internet platforms, collaborations, and distribution networks are used by the company. By using an omnichannel approach, Ascent Group makes its products available to customers specifically in the Area of Mirpur, Gulshan, and Uttara.

**Promotion:** Ascent Group uses a complete promotional plan to increase awareness, interest, and engagement with its target market. Advertising, public relations, social media marketing, content marketing, events, sponsorships, and influencer collaborations are included. The mostly used social media platforms are, Facebook, LinkedIn and traditional newspapers are the Dhaka Tribune, The Daily Star, and The Business Standard.

Ascent Group Bangladesh's marketing uses the 4Ps framework to position its products, attract customers, and expand the firm. Product quality, competitive price, strategic distribution, and effective promotion help the company build its brand and stay competitive.

## 2.5 Financial Performance and Accounting Practices

Ascent helps with accounting financial activity, document registration, monthly, quarterly, and annual tax statements, annual financial statements, and financial or fiscal consulting. This corporation earns \$2.4 million. The company is progressing toward its goal.

### Related Companies

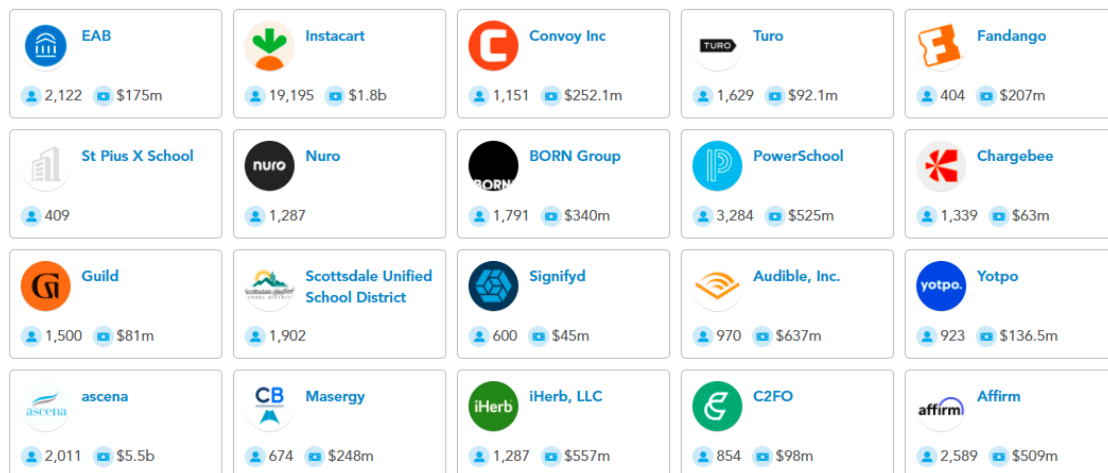


Figure 10: Salary status of employee

Source: <https://scholasticabd.com/academics/curriculum.php>

Ascent Group's financial reports are not published publicly. According to the salary status of the employee it can be estimated the company is doing well and becoming more financially stable.



Pay Type ⓘ	Range	Median	% of Total Pay
■ Base Pay	BDT 38K - BDT 52K	BDT 48K/mo	100%

Source: [https://www.glassdoor.com/Monthly-Pay/Scholastica-Teacher-Bangladesh-Monthly-Pay-EJI\\_IE560628.0,11\\_KO12,19\\_IL.20,30\\_IN27.htm](https://www.glassdoor.com/Monthly-Pay/Scholastica-Teacher-Bangladesh-Monthly-Pay-EJI_IE560628.0,11_KO12,19_IL.20,30_IN27.htm)

Ascent Group offers financial audits through its auditor partners. These services include an unbiased professional's financial statement analysis and corporate bookkeeping opinion. The audit benchmarks the company's key financial indicators, recommends the best accounting policies, and produces annual audit reports in accordance with International Audit standards, accepted by the Romanian Chamber of Financial Auditors.

## 2.6 Operations Management and Information System Practices

### 2.6.1 Supply Chain Management

Supply chain management is a strategic priority for Ascent Group Bangladesh to maximize efficiency and ensure smooth product movement. The company manages the supply chain from procurement to distribution using cutting-edge technologies and best practices. This involves inventory management, supplier engagement, and logistics optimization to improve operational efficiency.

### 2.6.2 Information Systems and Technology Integration

A key Ascent Group member advanced information systems and technology integration make Bangladesh's operations great. The company uses cutting-edge technology to increase productivity, decision-making, and operations. Information systems are integrated across departments to improve communication and data flow. This covers ERP, CRM, and other business-specific software.

### 2.6.3 Process Optimization

Ascent Group Bangladesh's operations management strategy places significant emphasis on continuous process optimization. The organization conducts frequent assessments and makes improvements to its operational processes in order to minimize inefficiencies and promote



productivity. This dedication to enhancement encompasses all aspect of the organization, ranging from manufacturing and service provision to administrative procedures.

#### **2.6.4 Quality Control Measures**

Quality is Ascent Group Bangladesh's top priority. Quality control methods are in place across operations to guarantee products and services meet or exceed customer expectations. The company's dedication to excellence is reinforced by rigorous testing, monitoring, and industry standards.

#### **2.6.5 Sustainability Initiatives**

Sustainability is integrated into operational management at Ascent Group Bangladesh. Environmental and social responsibility are important to the organization, thus it reduces its ecological imprint and helps its communities. Waste reduction, energy efficiency, and community engagement are included.

### **2.7 Industry and Competitive Analysis**

#### **Education Industry of Bangladesh**

Education strengthens nations. Education can elevate a nation out of poverty and to its peak. Education enhances skills, political, environmental, and sustainability thinking. Primary, secondary, and higher education exist. In elementary and high school, children should learn ideas, behavior, and disciplines that will make them smart and moral people. Higher education prepares students for careers and makes them informed and sustainable. Bangladesh requires institutions to teach students about society, economy, and SDGs to make them good workers and citizens who care about progress. The Bangladeshi government extensively funds education. Public and private schools, colleges, and universities get government funding. A law makes secondary education free for 6-18-year-olds. The government funds around 15 state institutions through the UGC. Bangladesh firmly supports Education for All, MDGs, and international statements.

#### **2.7.1 SWOT Analysis of Scholastica**

When it comes to evaluating company's current situation and determining how they should position themselves for the future, one of the most common techniques that businesses employ is a SWOT analysis. Many times, it is utilized as a component of the process of strategic planning, in addition to being utilized to review projects or components of an organization (SWOT analysis: An easy tool for strategic planning, 2022).



So, here is the SWOT analysis of Scholastica School that described on the basis of the information collected from HR of the school:

### Strengths

- **Campus Location:** Scholastica's campuses are strategically located throughout the city of Dhaka. The institution possesses three campuses located in Uttara. One of the campuses is called Senior Campus and is located in Uttara sector 01. The other campuses are junior campuses situated in sector 03 and 07. On the other hand, there is a senior campus located in Mirpur, while the Dhanmondi site is designated as a junior campus.
- **Unique Environment:** Every school places a significant emphasis on the atmosphere of the school. Students have access to a playground at Scholastica, which is located in an open environment. On top of that, there is no congestion on the campuses, and there is light and air everywhere.

### Weaknesses

- **Not Tech-savvy in Student Records:** Students' records are kept in a paper-based documentation system that is maintained by Scholastica. There are occasions when this approach wastes a significant amount of productive time. They could be able to save a significant amount of time on their everyday work if they adopt a documentation system that is based on soft copies.
- **Work Load Management:** Workload distribution in Scholastica is mismanaged. One department may work from morning until afternoon, while the other is free all day or has different tasks. Thus, the first department's workers are fatigued, bored, and ineffective. If senior management assigns all work to each department, the production may be good and school operations will operate smoothly.

- **Co-ordination Gap between Inter-departments:** Within the structure of departments, there was a lack of cooperation between some of them. The upper management of the organization occasionally made a decision that some of the employees on the campus did not fully understand. As a consequence of this, the ultimate flow of labor and tasks that were goal-oriented were impeded. Therefore, the coordination that exists within the team is of the utmost importance in this situation.

## Opportunities

- **Market Expansion:** Despite the significant potential for market expansion, Scholastica has not taken advantage of this opportunity. They have already acquired the Mirpur, Dhanmondi, and Uttara sectors, but they still have two other large market spaces to go into, namely Banani and Khilgaon. Furthermore, they have the possibility to establish more senior campuses in other places.
- **Press & Media Coverage:** By participating in social events and awareness programs, Scholastica has the potential to receive more publicity and media coverage. As a consequence of this, the school will become far more well-known to everyone, and it will attract a lot more pupils.

## Threats

- **Tuition Fees Fluctuation:** While the tuition rates of Scholastica are relatively lower compared to other top-tier English medium schools, there is a risk of losing students if they increase their fees and alter their payment processes to be less competitive.
- **Similar Competition:** Scholastica has competition from other educational institutions in the market, such as Maple Leaf International School, Aga Khan School, Dhaka, Sunnydale School Dhaka, and Mastermind School Dhaka. Therefore, it is imperative for Scholastica to closely monitor its competitors in order to avoid losing market share. Scholastica should refrain from making any judgments that could negatively impact the guardians' perceptions and potentially lead them to consider changing schools.

## 2.7.2 Porter's Five Forces Analysis



Figure 11: Porter's Five Forces

**Threat of New Entrants:** Ascent Group faces competition in its business, potentially attracting new players to capitalize on market opportunities. However, brand image, economies of scale, proprietary technology, and regulatory restrictions raise entry hurdles. The company's strong market position and devoted client base may also prevent new entrants from obtaining market share.

**Bargaining Power of Supplier:** Ascent Group relies on suppliers for raw materials, equipment, and other resources for operations. providers have low bargaining power due to the availability of alternative providers, the importance of their inputs, and supplier competition. To reduce supplier power, the corporation may negotiate favorable terms and form long-term partnerships with important suppliers.

**Bargaining Power of Buyer:** Ascent Group caters to a varied clientele, including individuals and corporations. Buyer negotiating strength depends on purchase volume, switching costs, and alternative solutions. Buyers may have great influence in some markets if they can quickly move to competitors or negotiate cheaper costs. However, the company's value proposition and differentiated services may retain customers and reduce buyer power.

**Threat of Substitute Products or Services:** Ascent Group confronts competition from similar solutions or alternative technology, which could pose a threat to their products or services. Price, quality, functionality, and customer preferences determine alternative availability. The corporation innovates and improves its products to stand out and reduce competition. Building great client relationships and providing excellent service can also reduce alternative appeal.

**Competitive Rivalry:** Competition for market share and customers is fierce in the sector. Ascent Group faces established competitors and startups, each seeking a competitive edge through innovation, pricing, marketing, and customer service. Competition can cause price wars, product differentiation, and aggressive marketing. Despite competition, the company's strong brand reputation, customer-centric attitude, and quality focus can help it stay ahead.

## 2.8 Summary and Conclusions

This Ascent Group Bangladesh is a diversified business with a rich history that provides high-quality education and innovative solutions to its clientele. After starting as Scholastica Tutorial, the company has grown into education, retail, spaces, infotech, and services. Ascent Group has committed to excellence and continual improvement under the visionary leadership of Mrs. Yasmeen Murshed and Managing Director Syeda Madiha Murshed. The Managing Director oversees department heads, general managers, principals, and directors in the hierarchical organization. Participative and democratic leadership at Ascent Group encourages cooperation, creativity, and employee empowerment. The human resource planning process emphasizes recruitment, selection, and employee engagement to attract, retain, and develop top talent.

Ascent Group positions their brand using its unique value propositions and differentiators. The organization uses traditional and digital marketing to reach its target audience and increase brand awareness and engagement. With a strong compensation scheme to attract and reward top individuals, Ascent Group is financially stable and growing. Through training and development, employees are recognized for their progress, loyalty, and satisfaction on the work, which ultimately leads to the success of the company. Operations management places an emphasis on the management of supply chains, the integration of technology, the optimization of processes, quality control monitoring, and sustainability. The results of these efforts will ensure that operational efficiency, productivity, and customer satisfaction are achieved. An industry and competitive assessment, as well as a SWOT analysis, was conducted to determine the position of Ascent Group within the education sector in Bangladesh. Through the application of Porter's Five Forces, the company's market and competitive landscape can be better understood.

## **2.9 Recommendations/Implications**

Organizational views of Ascent group represent that, it is a potential corporate organization with specific aim for the community development of Bangladesh. As an educational and knowledgeable organization the company should care for further innovation and branch development. This is still an organization which most of the people of Bangladesh do not know about. Therefore, the company needs to represent itself with more impactful ways. Today most of the parents become concern for finding a valuable institution for their children. Bearing this scenario in the mind the company can do more activities and expand itself. With the trend of technology, it can boost its marketing activities, and also employ potential manpower. In terms of its training and development procedure the company should care for more technology integration and market research. It should also expand the sense of sustainability and social responsibility for maintaining a long-run excellence in the education sector.

### **3.1 Introduction**

This chapter explains Ascent Group's training and development perspectives, mostly emphasizing the need of continuing learning and skill development for employee growth and organizational success. As companies realize the value of a skilled and flexible workforce, it is vital to assess the effectiveness of training and development process. This chapter examines how training programs affect employee performance, satisfaction, and operational productivity. In this chapter it has been also analyzed training strategies alignment with organizational goals, the integration of cutting-edge learning approaches, and concrete results by conducting a complete review. This analysis will help us understand how Ascent Group promotes continuous learning, adapts to industry changes, and invests in employee development.

#### **3.1.1 Problem Statement**

Training and development is a critical process to understand. It is a crucial need for the employee of every organization. Most of the organization are now concern for this process but assessing the correct effectiveness is difficult for some companies. Ascent Group Bangladesh is trying to improve the skills and knowledge of its manpower for gaining the best organizational output. There are challenges that must be faced by the company. For that continuous review process is necessary, and this the problem of company to maintain continuous effectiveness of the training and development process.

#### **3.1.2 Objectives**

- The core objective is to find out the training and development initiatives that those are taken by the company for evaluating their effectiveness.
- To investigate the perspective employees of Ascent group about the training and development process and assess their satisfaction level.
- To find out the challenges and opportunities that crates barriers in the way of effective training and development process of Ascent group.

#### **3.1.3 Lacking's**

Ascent Group Bangladesh is trying to minimize their existing gaps in the process of training and development. Although they are doing well in the educational sectors there are still gaps in term of applying best use of technology in the other section like the house solution and the retail sector. According to the business goals the company needs more sustainable strategies to

exists in the, market for long run. Ascent Group is still behind the market competitors because of improper market research. The company must clear the alignment between training and development process and defined organizational goal. It has poor concentration on market expansion. Marketing manner of the company is not sufficient. Also, there are no visible assessment for continuous development. It needs more strategies for proper training and development planning. Also, the ways that training is given must be easy for people with disabilities and language barriers to receive and include. Lastly, feedback methods are needed for progress to keep happening. By asking trainees and other stakeholders for their thoughts, Ascent Group can improve training and meet the needs of both employees and the organization. Taking care of these problems will help Ascent Group Bangladesh's training and growth efforts.

### **3.1.4 What They Are Doing Best**

Besides having lacking in the training and development process Ascent Group is doing good in terms of overall performance. In the section of education, they successfully minimized the imbalance. Employees got proper training facilities and developing skill in several knowledgeable sections. It has created a supportive working environment for the employee and inclusive learning opportunities that bears sign of success. The company is always trying to uphold the culture of continuous development. It maintains sustainability and competition for ensuring a better position in the market. Finally, leveraging technology and innovation, Ascent Group enhances training accessibility, allowing employees to engage conveniently in learning activities and stay abreast of industry advancements.

## **3.2 Literature Review**

Training and development is the constant process of improving (KSA), gaining information, skills, clarifying concepts, and changing attitude through structured and planned education to boost employee productivity and performance. Training and development improve individual and group performance through an organization-wide approach that focuses on the skills, technique, and content needed to attain the goal (Fejfarová, 2022).

The HR practices of the firm will have an immediate impact on the abilities of the personnel, thereby contributing to the overall growth of the organization. In addition, they will cultivate



the growth of employees to encourage their active participation and dedication to the firm (MacDuffie, 1995; Wright et al., 1998). Training and development are essential components of any company, functioning as an interconnected subsystem that enhances individual productivity on a global scale (Jehanzeb, 2013).

According to Kadiresan et al. (2015), development refers to the process of preparing individuals to fill future job openings and address prospective challenges. In addition, when firms engage with employees regarding their skills gap, they determine which individuals to train, the specific areas in which training is required, and the optimum timing for implementation. This emphasizes the importance of training as the most suitable solution (Kum et al., 2014). Therefore, training becomes a collaborative effort between a specialist and an employee, resulting in the effective transmission of information, expertise, abilities, and attitudes. This ultimately enables the employee to perform their work efficiently. Training activities are centered around and assessed based on an individual's most recent work (Lerner, 2018).

Consequently, the implementation of training and development programs will effectively demonstrate to employees that their managers have a genuine concern for their well-being. This will lead to increased satisfaction, confidence, and dedication among employees, ultimately contributing to the advancement of organizational goals and objectives. According to Khan et al. (2016), individuals will have the capacity to thrive and excel in diverse settings, technological advancements, and intense competition.

### **3.2.1 Training and development process in Ascent Group**

The Ascent Group consistently engages in training and development to enhance staff skills, acquire information, and ensure ongoing progress in the quality of work. Given the quick pace of change in the business world, it is imperative for organizations to prioritize the training of their employees while consistently assessing their progress and fostering their entire personal development.



Figure 12: Training and development process in Ascent Group

Ascent Group first identifies training and development needs. It must match the company's objectives. Training and development objectives must be set. New product awareness or installation must be learned. Methods must be defined. Training can be done in Decent Group. First, classroom training 2) Self-paced online courses 3) Certified course 4. Instructor-led online training. Training and development programs for employees, partners, and vendors must be implemented after the plan and techniques are completed. Training and development without monitoring is incomplete. Monitors can evaluate instructors and students. Instructor feedback and ratings can be used to evaluate instructors, while attendees can use internal or external certificates or scores. From the evaluation outcomes in the previous stage, management must decide if the training and development program is enough or if more training and enablement is needed. If future trainings are planned.

### 3.2.2 Factors affecting training and development in Ascent Group

Ascent Group values teamwork, innovation, positivity, and dedication to providing the best service. They view the recruitment staff as a critical business partner who helps them train and develop their vital asset, our workers. Finding and attracting the appropriate people for the right job at the right time is key.

Ascent Group also thinks keeping talent is hard in today's work market. Their performance-driven strategy recognizes and values strong achievers and provides the professional and personal development they need to succeed. They concentrate on:

#### **The Physical Environment**

SPEED has the least control over this. Clients supply most classrooms. The SPEED campus hosts some trainings. The physical environment can greatly impact trainee learning. SPEED keeps classrooms clean and cool. However, if there is construction outside or if clients' rooms lack fire escapes and give trainees concern and distraction, they cannot control that.

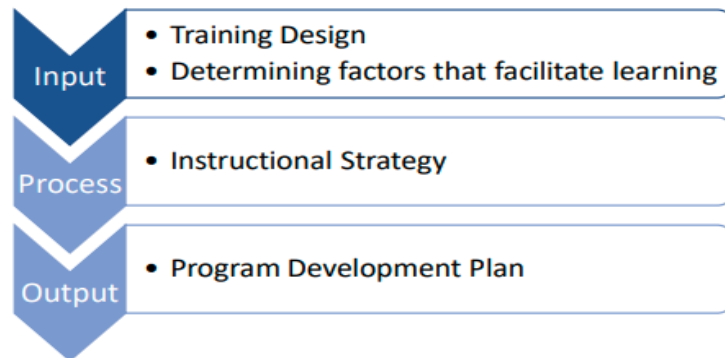


Figure 13:Development Phase of Training

An Instructional Strategy is produced based on the given Training Design. This document outlines the specific procedures and methods that will be followed throughout the training session. The training program includes several components such as educational methodologies, equipment, instructors, and facilities.

The Instruction Strategy, when documented formally, is referred to as the Program Development Plan.

These are currently just a few of the aspects that SPEED handles.

- **Resources:** whatever is required for the training session, which could include posters, props, markers, pens, etc.
- **Trainer’s Manual:** A trainer's manual is a set of instructions for completing the course. Details like how long each task is and what follows after it are all part of this.
- **Seating Arrangement:** Regarding the seating configuration, SPEED often employs two types for their trainings:

### Multiple Semi Circle

Classes would be most effective in this setting. It provides enough of table space for pupils to work together in groups and encourages them to talk to one another. The trainer may feel less

in charge of the class in this arrangement, but they are still able to assist each student one-on-one.



### Multiple Rectangle

Occasionally, SPEED does not have control over the benches and chairs because they are often provided by the person offering the training area. If the class is quite large, this form of seating arrangement may be used during some sessions. This seating arrangement is just as functional as a number of semicircles. This is advantageous because. More seats can be added to the space, allowing for more trainees to be accommodated.



The development phase feeds into the implementation phase, which is then launched. This stage involves launching the training program and actually using the output from the development phase.

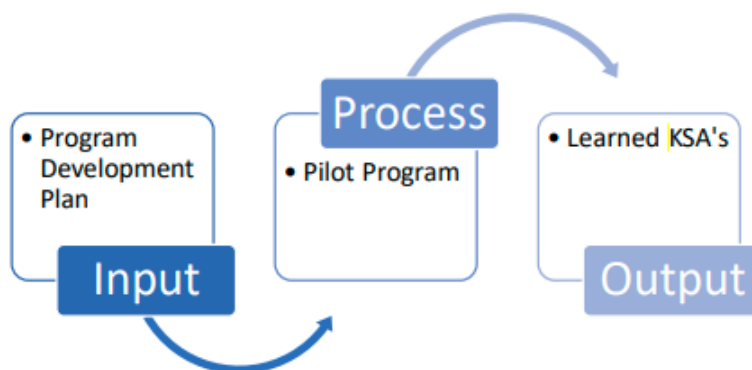


Figure 14:Implementation phase of training

### 3.3 Methodology

The report has been conducted with applying both the qualitative and quantitative research methodology therefore, it is a mixed method research. Qualitative method applied for the theoretical analysis of the training and development process and quantitative method applied in the research analysis process that has been conducted through survey method. Data sources, and chart analysis bears the quantitative approach.

#### 3.3.1 Sources of Data

Both the primary and secondary data are used for this report. Primary data has been collected from the direct interaction with the company and the questionnaire survey of HR personnel. Secondary data has been collected from the several sources of literature reviews, journal, newspaper, annual report of the company, reliable previous research, and the website and internet sources of the company.

#### 3.3.2 Process of Questionnaire Survey:

- **Objective:** To gather feedback from Ascent Group employees regarding their perceptions of the effectiveness of training and development programs.
- **Procedure:** Design and distribute a structured questionnaire to employees, focusing on aspects such as program relevance, usefulness, and impact on job performance.
- **Data Collection:** Responses from the questionnaire.
- **Data Analysis:** Quantitative analysis using statistical methods to summarize responses and identify trends. Open-ended questions will be analyzed thematically to extract qualitative insights.

#### 3.3.3 Sample size:

HR department was the target place to conduct survey analysis. Participants were the senior level and junior level management employee. Ascent group's HR department of corporate head office currently has 15 employees. Among them 10 individual employees respond to the survey analysis. Employees full concern and consent has been prioritized during the survey process.

### 3.4 Findings and analysis

Findings and analysis depends on the employee participation. Since employees from the internal department of Ascent group cannot participate due to confidentiality and institution policy, HR department is the core place where this research was performed. I believed that objectives and thoughts of the employee can reflect the whole situation of employee training and development effectiveness.

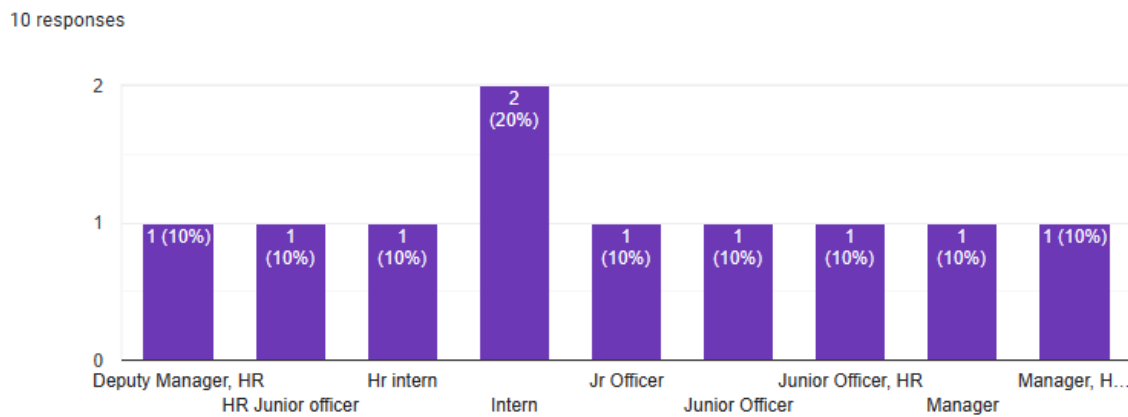


Figure 15: background of the employee

Figure 15 is showing the employee background who were the active participants of this survey. From the employee background it is clear that participants are tagged as the manager, deputy manager, HR intern, and HR junior and senior officers.

### Core searches

How satisfied are you with the training programs provided by Ascent Group? (1 being very dissatisfied, 5 being very satisfied)

10 responses

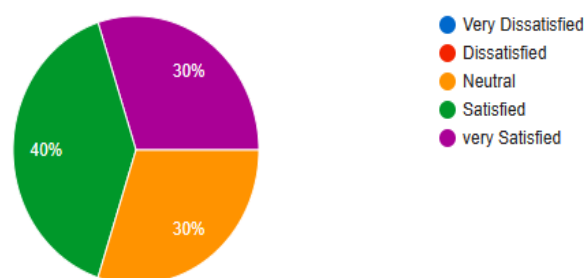


Figure 16: Employee response 1

Figure 16 represents the satisfaction level of participants for the training and development programs taken by Ascent group. 40% were happy respondents, which bears the greater percentage, means they think the training and development process are helpful for them.

However, 30% say they are very dissatisfied, which means they think the programs have major flaws or problems. Another 30% gave a neutral answer, which means they didn't have strong positive or negative thoughts. This study becomes more important in terms of evaluate effectiveness of the company's training and development programs. This suggests ideas to improve programs to fulfil all employees' needs. The report's main focus is assessing and improving Ascent Group's training and development.

Have you found the training sessions conducted by Ascent Group to be informative and valuable?

10 responses

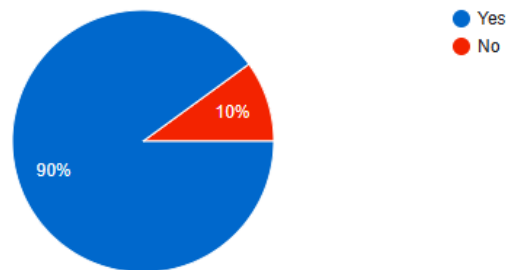


Figure 17: employee response 2

Figure 17 represents the value of training and development programs of Ascent group. The biggest percentage (90%) of respondents found Ascent Group's training sessions useful and valuable, indicating their effectiveness. High satisfaction indicates that Ascent Group's training programs are fulfilling the needs and expectations of most employees, enhancing skill development and job performance. On the contrary 10% represents no value. This is because employee perception of requires needs. Participants praises Ascent Group's training and development programs, indicating a good structure. By demonstrating the perceived value and impact of these training sessions, this response emphasizes the need to examine their success factors and how to repeat or improve them for organizational growth and staff development.

Do you believe that the training sessions have improved your skills and knowledge relevant to your job role?

10 responses

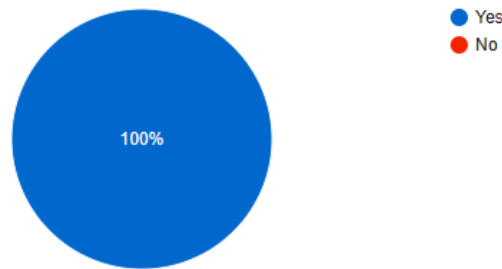


Figure 18: employee response 3

Figure 18 show that 100% agreement among respondents that Ascent Group's training sessions improved their job-related skills and knowledge is a strong endorsement of the organization's training and development initiatives. There was no negative response because every employee knows that how much training and development process can help them enhance their knowledge and skills relevant to their job. Ascent group aims to make some different through its T&D programs. According to the job category they provide training to the employee. It is also helpful for freshers to gain knowledge and start a potential career in this place.

How often do you participate in training sessions provided by Ascent Group?

10 responses

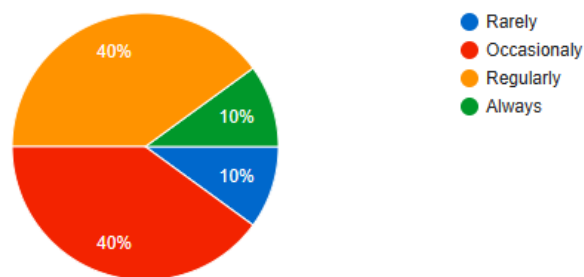


Figure 19: employee response 4

Figure 19 reflects a balanced involvement level of Ascent Group training frequency responses. The percentage varies due to several reason. Training programs are arranges for different motive and for the different group of employee who has similar role. For example, there are some general training sessions in which all employee can participate. On the contrary there are some customized training session for specific role and specific category of employees.



Therefore, 40% report engaging occasionally and 40% routinely, it shows a large majority of employees are actively interested in these sessions. But the 10% who engage infrequently or always can reveal training program weaknesses or strengths.

Have you noticed any positive changes in your job performance as a result of the training sessions?  
10 responses

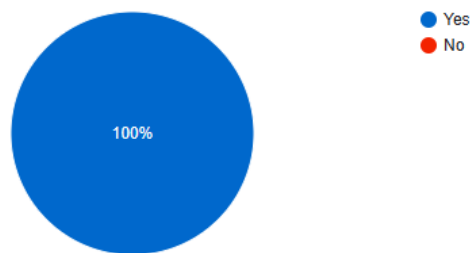


Figure 20: employee response 5

Figure 20 represents Ascent Group's training and development activities are beneficial, as 100% of respondents stated that their performance has developed by attending several training programs. This overall response indicates that Ascent groups training development process is impactful for the employee as they found positive changes in performing their role. This response also represents that training programs improve employee performance, underlining the need to invest in them to promote employee growth, development, and organizational success.

Do you feel adequately supported by your supervisors or managers in implementing the skills learned during training into your daily work tasks?  
10 responses

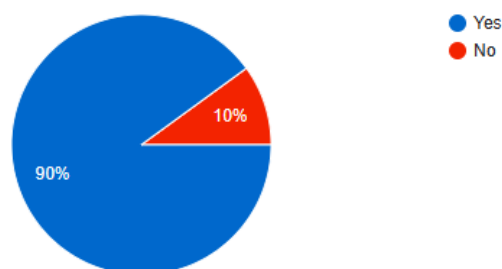


Figure 21: employee response 6

Figure 21 shows, 90% of respondents felt encouraged by their supervisors or managers in applying training skills to their regular job. Strong managerial assistance is essential for turning training outcomes into workplace application. However, the 10% who reacted negatively indicate supervisor or management support may be improved. This response supports the

report's main issue of reviewing Ascent Group's training and development activities, which emphasizes supervisor involvement and assistance to maximize training impact. It emphasizes the need of supervisors guiding and supporting employees to fully exploit training skills for job performance and organizational success.

Have you received feedback from your supervisors or managers regarding your performance improvement after attending training sessions?  
10 responses

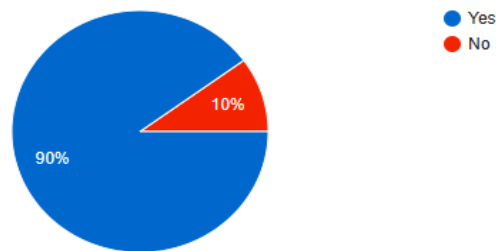


Figure 22: employee response 7

Figure 22 represents the response from the management regarding performance improvement. It shows after attaining any training session, 90% of respondents say their supervisors or managers gave them feedback on their performance, indicating that leadership recognizes the impact of training on employee development. This high rate implies that Ascent Group supervisors regularly monitor and guide new skill application. The 10% who have not received feedback suggest that supervisor-employee communication and feedback may be improved. This response emphasizes the importance of constructive feedback in strengthening training programs and coincides with the report's main theme, reviewing Ascent Group's training and development initiatives. Creating a culture of continual supervisor feedback and support maximizes the impact of training activities on employee performance and organizational success.

Do you believe that the training sessions have helped in fostering a culture of continuous learning and development within Ascent Group?

10 responses

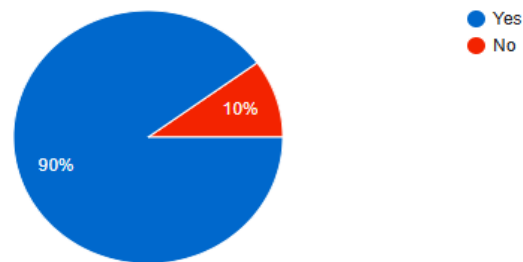


Figure 23: employee response 8

Figure 23 states most respondents (90%) believe the training sessions have improved Ascent Group's corporate atmosphere by promoting continual learning and development. This substantial endorsement suggests that employees believe the training sessions encourage a company-wide growth and improvement mindset. Ten percent disagree, suggesting that training programs may not promote continuous learning. This response supports the report's core theme, reviewing Ascent Group's training and development efforts, by emphasizing the need of evaluating and upgrading training activities to enable organizational progress. It emphasizes the necessity to create and promote a culture of continual learning and development in the organization for long-term success.

How likely are you to recommend the training programs provided by Ascent Group to your new colleagues or new joiners?

10 responses

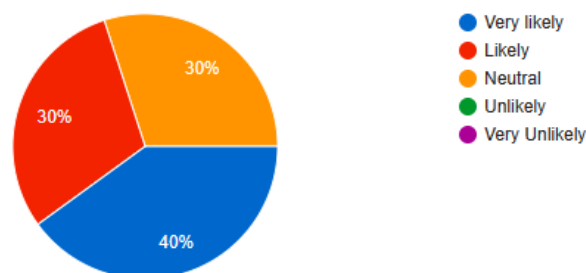


Figure 24: employee response 9

In Figure 24 positive replies shows a tendency to promote Ascent Group training programs to new colleagues or joiners. 40% are strongly inclined to recommend the programs, while 30% are likely. A lack of negative replies indicates great satisfaction and confidence in the training programs' quality and effectiveness. This positive review highlights the organization's training

programs' usefulness and capacity to prepare new hires. Positive feedback fits the report's core topic, assessing Ascent Group's training and development initiatives. It underlines the importance of a good reputation for training programs and the role of employees as ambassadors in attracting and keeping talent through referrals.

Do you think there are areas of improvement in the training programs offered by Ascent Group?  
10 responses

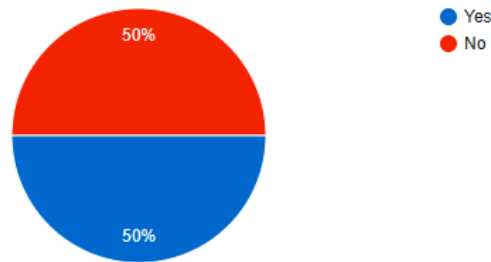


Figure 25: employee response 10

IF Above question no: 13 answer is "YES". Please specify the reason.

4 responses

Continuously evaluating the effectiveness of the training programs and adjust them as needed.

There should be follow up after a certain time regarding the training attended by participants.

prefer less talk time since become monotonous

More interactive

After answering "No" to the question about Ascent Group's training programs' areas for improvement, 50% said "Yes" to specific reasons. The reasons include the necessity for ongoing program review and adjustment, follow-up after a set period to assess training outcomes, less talk time to minimize monotony, and more interactive sessions. Despite initially liking the training programs, these respondents recognize ways to improve their efficacy and participation. Their input emphasizes the necessity to evaluate and change training programs to fit employee needs and preferences. This supports the report's major focus on assessing and improving Ascent Group's training and development activities. It emphasizes the importance of actively soliciting and utilizing employee input to improve training programs and boost employee growth and organizational success.

### 3.5 Summary and Conclusions

The detailed evaluation of the training and development programs offered by Ascent Group reveals important insights into their effectiveness and impact on employee progress and organizational success. This report provides a thorough assessment of the training initiatives at Ascent Group by utilizing a combination of primary research methods including direct observation and survey questionnaires, along with secondary research methods such as literature review and analysis of corporate documents. Generally speaking, the findings indicate that employees view Ascent Group's training programs positively. Most participants acknowledge the significance of these programs, affirming that their skills, understanding, and work efficiency have directly enhanced by taking part. Moreover, the majority of participants are under the impression that the training sessions have had a substantial impact on fostering a culture of continuous learning and development within the company.

While overall feedback on the training programs is positive, some specific areas for improvement have been identified. Participants stressed the importance of continuous evaluation of program effectiveness, implementation of follow-up assessments to measure training outcomes, and a desire for more engaging and interactive sessions. These observations highlight the need to regularly evaluate and modify training programs in order to effectively meet employees' evolving needs and preferences.

This analysis determines that the training and development programs at Ascent Group are successful. The positive impacts of these initiatives on staff development, work productivity, and corporate environment showcase their importance for business achievements. Ascent Group needs to keep hearing from employees and enhancing its training programs in order to achieve organizational objectives and promote employee growth and progression. In this way, Ascent Group can enhance its dominance in impactful training and development that enhances individual and corporate performance.

### 3.6 Recommendations

- **Continuous Evaluation and Feedback procedures:** To bring effectiveness for any system it is necessary to conduct continuous evaluation and prioritize feedback system. Ascent group is doing well but it needs more evaluation for the specific departments.

- **Customized Training Programs:** Employee demands and skill levels varies therefore, company must arrange training programs according to need and specific criteria of employees. It must be understood that all programs are not appropriate for everyone.
- **Technology Integration:** Technology ensures more learning capacity and improves system. There are several technology adoptions that can Ascent prioritize for getting more output from the training and development process
- **Investment in leadership development programs:** Sufficient amount of investment in the potential projects may generate more output for any company. Leadership development is one of those which can ensure and generate skilled manpower for Ascent group. Mentorship, coaching, and experience learning will bear more value when it will conducted by a potential leadership.
- **Culture of Continuous Learning:** Training and development success depends on promoting a culture of continuous learning. Every employee at Ascent Group should be encouraged to develop new skills, knowledge, and experiences.
- **Schedule Regular Training Requirements Assessments:** Assess employees' skill gaps and developmental requirements across departments and job positions to determine where training interventions are needed.
- **Develop a Variety of Training Programs:** Offer workshops, seminars, online courses, and on-the-job training to meet employees' different learning preferences and developmental needs.
- **Clear Learning Objectives:** Define each training program's learning objectives and results to ensure participants understand what they'll learn and how it applies to their jobs and corporate goals.
- **Improve Training Delivery Methods:** Use interactive simulations, gamification, and experiential learning to make training sessions more dynamic and successful.
- **Provide Continuous Feedback and Coaching:** Use a structured feedback and coaching system to help employees use new skills and information in their everyday work.

- **Promote Continuous Learning and Development:** Recognize and promote employees who actively participate in training programs and show a dedication to self-improvement.
- **KPI setting:** Ascent must set KPIs and metrics to monitor training program efficacy, such as job performance, employee happiness, and retention rates.
- **Investment in Supervisor Training:** It is necessary to train also supervisors and managers to improve their leadership and coaching skills to help their teams learn and grow.

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