

An Internship Report on
Management Effectiveness and Its Impact on Organizational
Performance and Service Quality of Bank Asia Limited

Submitted to

Mr. Feihan Ahsan

Lecturer

BRAC Business School

BRAC University

Submitted by

Humaira Azad

ID: 16304132

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

Submission Date: 27th September, 2020

Declaration

It is hereby declared that:

1. This internship report is my own original work for the fulfillment of BBA program.
2. The documents' which are written in this report does not contain any content from previously published papers (some information are collected from online and it is properly cited with full and accurate referencing).
3. The report does not contain materials which has been submitted before for any other degree or diploma at any other institutions or universities.
4. I have acknowledged all main sources of help.

Student Full Name and Signature:

Humaira Azad

Student Name: Humaira Azad

ID: 16304132

Letter of Transmittal:

Mr. Feihan Ahsan

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir,

I am here by submitting my internship report on “Management Effectiveness and Its Impact on Organizational Performance and Service Quality of Bank Asia Limited”. I have started my internship at Bank Asia Limited (Bhaban branch, Chattogram) on 19th July, 2020. I am still continuing my internship program, as internship program is conducted for three months and it does not finish yet. This experience of this program is completely new to me because this is my first step into the corporate world.

I have tried the highest level to complete this report appropriately. Nevertheless, if you have any enquiries regarding this report, you are always welcomed for that. Lastly and most importantly, I am very grateful for your enormous support and guidance to finish this report in the appropriate time. I hope that you will be kind enough to appreciate my hard work and forgive my minor errors.

Sincerely yours,

Humaira Azad

ID: 16304132

BRAC Business School

BRAC University, Dhaka

Date: 09/27/2020

Non-Disclosure Agreement

This agreement is made and entered into by and between Bank Asia Limited and Undersigned student of BRAC University.

Student Name: Humaira Azad

Student ID: 16304132

Department: BRAC Business School

Acknowledgement

Firstly, I would like to express my deepest gratitude to Almighty Allah who has given me the strength and ability to finish my internship report as well as given the opportunity to do my internship in this difficult time.

A special thanks for my assigned supervisor Mr. Feihan Ahsan, Lecturer of BRAC Business School at BRAC University to show me the guidance, support and help to complete this report. Without his direction and support it would not have been possible to complete the report.

Then, I would like to show my deepest appreciation to M. Hasibul Alam, VP and Head of the Branch of Bhaban branch and Muhammad Anisul Hoque Chowdhury, Senior Executive Officer and Manager Operation of Bhaban branch for giving me the chance to do my internship at their branch. I have always grateful to them for giving me the platform in this critical time.

Moreover, my endless thanks and heartfelt gratitude to Jannatul Ferdous, General Banking In-Charge and Laila Parvin, Assistant Officer of Bhaban branch for giving me the unconditional cooperation, support and help throughout the whole internship period. Without their kindness and friendly behavior, it would be difficult for me to do my internship in this branch.

In addition to that, I want to give a huge thanks for all the official members and staffs of Bhaban branch for giving me the respect and comfortable working environment.

Finally, I would like to show my thankfulness to Mr. Saif Hossain, Assistant Professor of BRAC Business School at BRAC University for giving me the permission to do my internship at Chattogram city.

Executive Summary

The banking sector in Bangladesh comprises four categories of scheduled banks state-owned commercial banks (SCBs), state-owned development financial institutions (DFIs), private commercial banks (PCBs) and foreign commercial banks (FCBs). Bank Asia Limited is a private sector commercial bank in our country. The bank's overall performance is satisfactory and it makes an enviable position within a very short time.

At the beginning of this report, I have written the origin, objectives, methodology, importance, and limitations of the report. Secondly, I have described the emergence and overview of the organization. In this part, I tried to mention all the important factors of Bank Asia. The next chapter is about the management effectiveness where I focused on how management ensures the highest motivation and enthusiasm of their employees. Additionally, it has also contained the five years financial performance and the detailed description of its popular products. Furthermore, the service quality system was included in this chapter. Thereafter, chapter 4 is about my internship experience, duties and responsibilities in Bhaban branch. I have also done the SWOT analysis to this particular branch and given some recommendations at the end of the report.

Table of Contents

Cover Page.....	1
Declaration.....	2
Letter of Transmittal.....	3
Non-Disclosure Agreement.....	4
Acknowledgements.....	5
Executive Summary.....	6
Table of Contents.....	7
List of Tables.....	10
List of Figures.....	10
List of Acronyms.....	11
Chapter 1: Introduction of the Report.....	12
1.1: Origin of the Report	12
1.2: Objectives of the Report	12
1.3: Methodology of the Report.....	13
1.4: Importance of the Report.....	13
1.5: Limitations of the Report.....	13
Chapter 2: Overview of the Organization	15
2.1: Organization’s History and Background.....	15
2.2: Mission, Vision, Core Values and Objectives.....	18
2.3: Corporate Organogram.....	20
2.4: Corporate Structure.....	22
2.5: Divisions.....	23

2.6: Awards and Achievements.....	24
2.7: Career at Bank Asia.....	25
Chapter 3: Organizational Performance, Effectiveness of Management and Service Quality.....	26
3.1: Management Effectiveness.....	26
3.2: Organizational Performance.....	30
a. Financial Highlights (2015-2019).....	30
I. Total Asset.....	30
II. Deposit, Loans and Advances.....	31
III. Import and Export.....	32
IV. Net Profit After Tax.....	33
V. Total Shareholder’s Equity.....	33
VI. Return on Total Asset.....	34
VII. Return on Equity.....	35
VIII. EPS.....	35
b. Product Market Performance.....	37
Deposit Accounts.....	37
I. Savings Bank Account.....	37
II. Current Deposit Account.....	39
III. Star Savings Account.....	40
IV. Fixed Deposit Receipt.....	40
Consumer Finance.....	42
I. Home Loan.....	42
II. Auto Loan.....	42
III. Small and Medium Enterprise.....	43
Agriculture/Rural Finance.....	43

Islamic Banking Deposit Products.....	43
3.3: Service Quality and Customer Satisfaction.....	44
Chapter 4: Internship Experience.....	46
4.1: Internship Role and Duties.....	46
Managerial Hierarchy of Bhaban Branch.....	48
Chapter 5: SWOT Analysis.....	49
Chapter 6: Recommendations.....	51
Chapter 7: Conclusion.....	52
References.....	53
Appendix.....	54

List of Tables

Table 1: The Age Distribution and Gender Position (June 30, 2019) of Bank Asia

Table 2: Number of employees and Training Hours

Table 3: Loan to Deposit Ratio

Table 4: Interest Rates of Savings Bank Account

Table 5: Interest Rates of Star Savings Account

Table 6: Corporate Social Responsibility

List of Figures

Figure 1: Gender position of Bank Asia Limited

Figure 2: Total Asset

Figure 3: Deposits, Loans and Advances

Figure 4: Loan to Deposit Ratio

Figure 4: Import and Export

Figure 4: Net Profit after Tax

Figure 5: Total Shareholder's Equity

Figure 6: Return on Total Asset

Figure 7: Return on Equity

Figure 8: EPS

List of Acronyms

GB	General Banking
KSA	Knowledge, Skill and Ability
SB	Savings Bank Account
CD	Current Deposit Account
FDR	Fixed Deposit Receipt
SME	Small and Medium Enterprise
FAD	Funds Available for Distribution
MIS	Management Information System
BACH	Bangladesh Automated Clearing House
EFTN	Electronic Funds Transfer
CSR	Corporate Social Responsibility
CYFI	Child and Youth Finance International
UCG	University Grants Commission
ROA	Return on Total Asset
ROE	Return on Total Equity
EPS	Earnings per Share
RTGS	Real-Time Gross Settlement
BEFTN	Bangladesh Electronic Funds Transfer Network
NID	National Identity Card
FATCA	Foreign Account Tax Compliance

Chapter 1: Introduction

1.1: Origin of the Report

The internship program is one of the most important things for the BBA students. It is a platform where students can gain the practical knowledge and enhance their skills. In this competitive world, only classroom education cannot help a student to boost up his/her career. The experience of internship program can make a student punctual, sincere. Professional, well communicator and swift at various aspects and it will also help them a lot in their future professional life.

As in this trimester various options are allocated for the interns because of the pandemic, I chose regular company based internship program. This report has been prepared for the fulfillment of the requirements of the degree of Bachelor of Business Administration at BRAC University.

I have started my internship at Bank Asia Limited (Bhaban branch, Chattogram) on 19th July, 2020. This report is written based on my internship program. This internship program has made me confident and it will help me a lot in the future. In this internship period, I have acquired knowledge about banking sectors and it has also improved my skill because here I am applying my classroom learnings.

1.2: Objectives of the Report

Broad objectives:

- To fulfill the requirements of BBA program.
- To be familiar with the realistic and corporate platform and try to prepare myself to adapt with the corporate world.

Specific objectives:

- To observe and analyze different divisions of the bank and try to enhance knowledge about banking sector and banking activity.
- To apply my theoretical knowledge practically.
- To learn about general banking activities.
- To focus on the internal organization system.

- To study the management efficiency, organizational performance, available products and customer satisfaction.
- To find the strengths, weaknesses, threats and opportunities from my perspective and their corporate information.

1.3: Methodology of the Report

For writing this report with all the necessary information, I have collected data in two ways. The sources of collected data are given below:

Primary Data Source:

- ↳ Job on the desk work and personal observation.
- ↳ Face to face communication with banking officials and staffs in different divisions.
- ↳ Informal communication with the clients.

Secondary Data Source:

- ↳ Manual Report and some documents of the bank.
- ↳ Bank Asia website.
- ↳ Corporate Outlook 2019 of Bank Asia Limited.
- ↳ Bank Asia Annual Report 2018.
- ↳ Bank Asia Sustainability Report 2018.

1.4: Importance of the Report

Till now I am enjoying a lot of my internship program because it is my first experience in the corporate world. These three months long program assists a student to make him/her capable in the practical world. This is the stage where students can apply their existing knowledge and skills and get an idea about their lacking. Moreover, it also helps to build the confidence and make the students vibrant and dynamic for the corporate word.

1.5: Limitations of the Report

- ➔ Restrictions of accessibility of some departments.
- ➔ Lack of data.

- ➔ Due to rush in banking hours, my assigned supervisors and other banking officers cannot give the sufficient time.
- ➔ Due to the limitation of time, it is almost impossible to gather all kind of knowledge about banking industry.
- ➔ In some cases, the current information and data are not updated yet.

Chapter 2: Overview of the Organization (Bank Asia Limited)

2.1: Organization's History and Background:

Bank Asia Limited is a private sector Commercial Bank in Bangladesh. On September 28, 1999, the bank issued a Certificate of Incorporation and became operational on November 27, 1999. Bank Asia was the first bank in Bangladesh who took over the local operations of two foreign banks in Bangladesh (Nova Scotia Bank of Canada and Muslim Commercial Bank of Pakistan). After servicing 20 years with faithfulness, dedication and reliability, now Bank Asia has created an uppermost position among the country's leading banks. The bank is in 16th position in our country and world wise its ranking is 1.923 (rated by Bankers Almanac). The bank currently employs 2,291 staffs (2,256 of bank and 35 of subsidiaries) and it has now 129 branches, 3186 Agent Outlets, 149 own ATMs and more than 10,000+ shared, number of credit cards 48,980, number of VISA debit cards more than 405,771 all over the country.

The chairman of Bank Asia Limited is Mr. A. Rouf Chowdhury and Md. Arfan Ali is the President and Managing Director of this bank.

A group of successful entrepreneurs with recognized standing has launched this bank. The management of the Bank consists of a team led by senior bankers with decades of experience in national and international markets. The senior management team is also consisted of a group of professionals whom have exposure in the international market.

2003 was a golden year of Bank Asia because in this year the bank came to the limelight with over-subscription of the bank's Initial Public Offering of shares and it was a record in the history of our country's stock market and the bank's shares commanded respectable premium. The rise in assets and liabilities has been impressive. Bank Asia has participated actively on the local money market as well as in foreign currency. The Bank's investment in Treasury Bills and other securities has significantly increased and it has created the opportunities to increase revenue under a regime of gradual decline in interest rates.

Bank Asia Limited has begun its operation with a vision to provide customers with modern and creative banking products and services at an affordable rates. The Bank provides online banking with added distribution platforms such as ATM, Online Banking, Tele-Banking and SMS etc. The bank's commitment to provide all modern and value added banking services and maintain

the highest standard in this globalized era. Recently, Bank Asia have launched their Smart App by which customers can easily do their banking activities in any places and it is charges free.



Collected from Corporate Outlook 2019

2.2: Mission, Vision, Core Values & Salient Features:

Pay-off line/slogan: The ideology of the company - "For a Better Tomorrow" is the core of the bank's continuous success.

Vision: The vision of Bank Asia is to make a poverty free Bangladesh and representing the country's national dream. Apart from the reduction of property, the bank's vision is to build a society where human dignity and human respect will be considered as the most respected elements.

Missions:

- To help deliver high quality service to the clients of the bank and to engage in the growth and expansion of the country's national economy.
- To set high standards of integrity and deliver complete satisfaction to the consumer's, shareholders and official members and staffs.
- To desire the most sought after bank in the country and to offer creative technology driven services to the committed team of professionals.

Core Values:

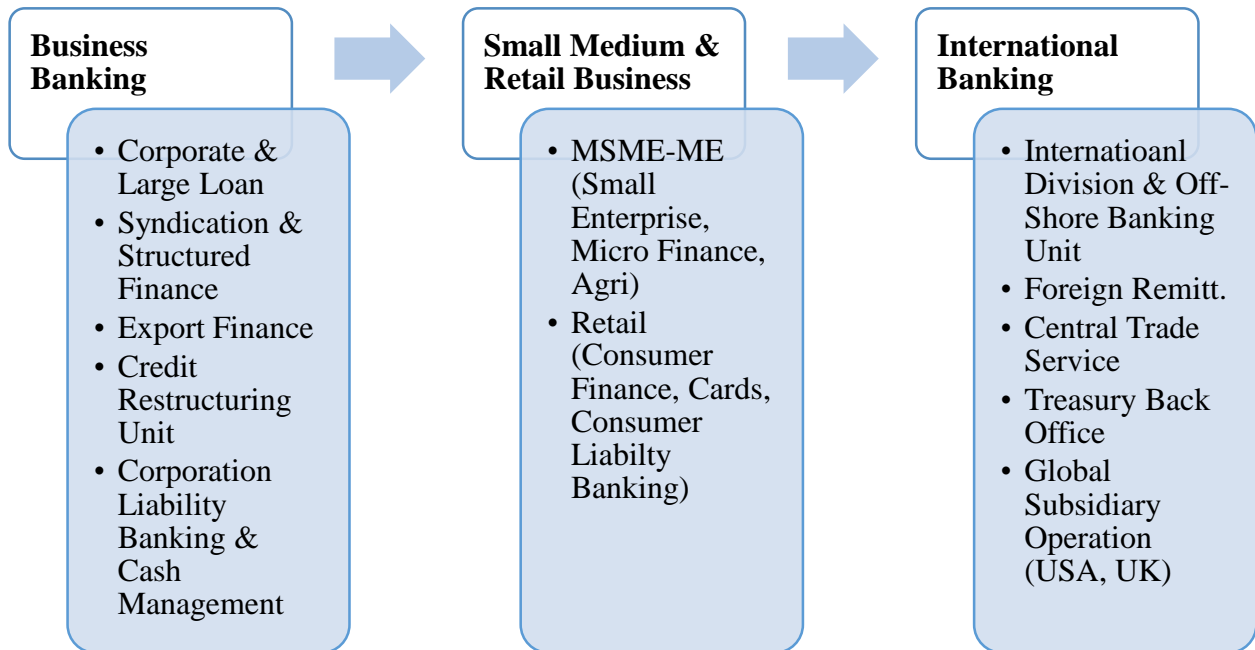
- Giving first priority to the client's interest and satisfaction and providing customized banking products and services.
- Value addition to the stakeholders through achievement of excellence in banking operations.
- Maintain the highest ethical standard and keep up transparency while dealings.
- Be a responsible entity by agreeing with all regulatory requirements.
- Perform significantly to contribute for the welfare of the nation.
- Ensure a healthy and safe working environment for the human capital and assure the high level of motivation and encouragement to the employees.
- Make the commitment to save the environment and go green.

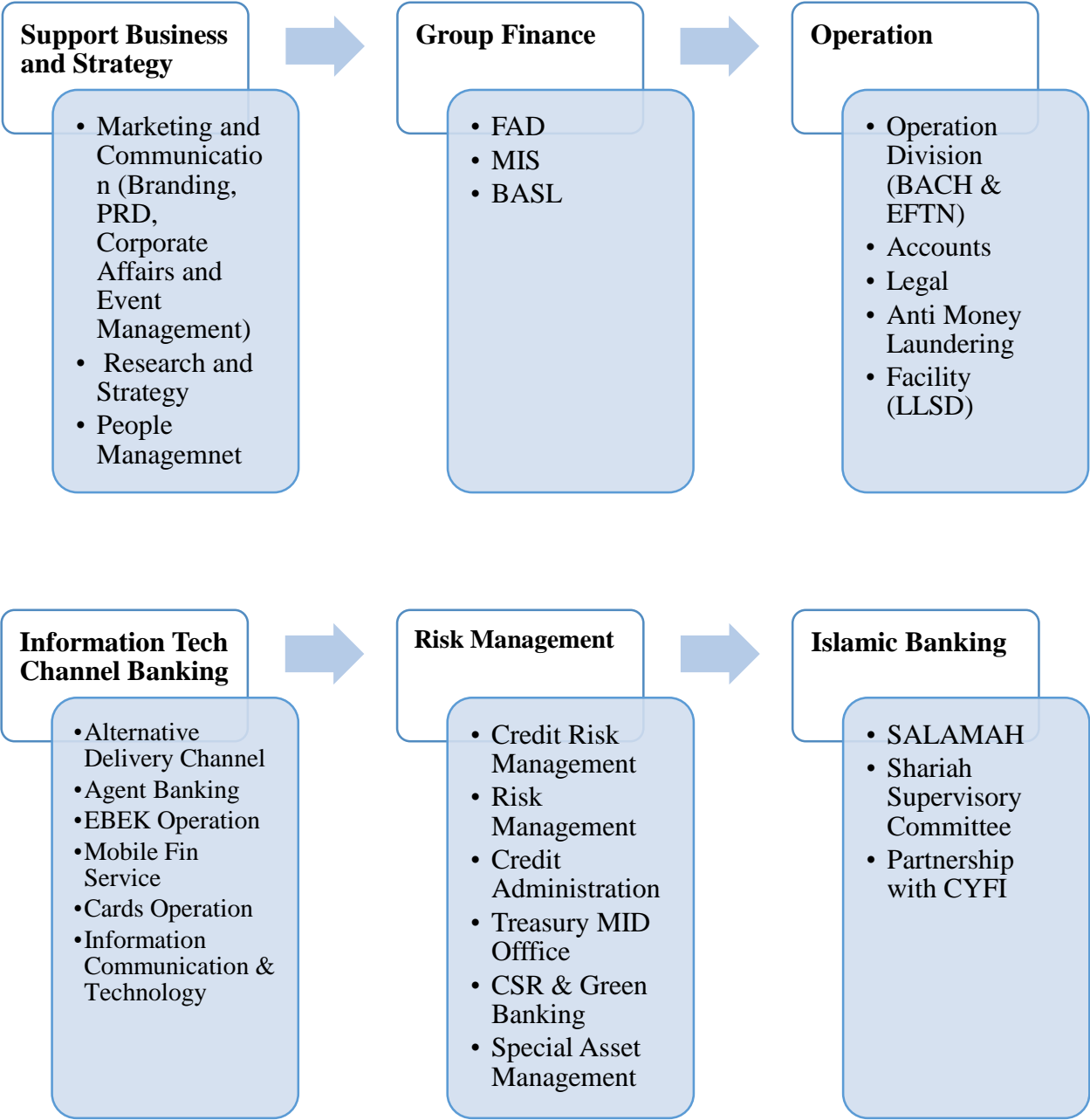
Salient Features:

- Bank Asia is the only Bangladeshi bank who is acquired operations of two foreign banks. The name of the bank is given below:

1. Bank of Nova Scotia of Canada
 2. Muslim Commercial Bank of Pakistan
- Maximum stakeholders are from ERA INFOTECH (A joint venture IT Company).
 - Centrally controlled Trade Services Operations (Export/Import and Inward and Outward Remittance foreign-AD Branches).
 - Fully automated centralized clearing.
 - Credit Rating (valid up to June 2019)
 1. Long Term: AA2
 2. Short Term: ST2
 - Number of Shareholders: 10,681 (up to December 2017).
 - Free online charges.
 - ATM (own) Charge – Free.
 - Availability of E- Cash Booth.
 - 24 hours customer care service.
 - Member of Dhaka Stock Exchange (DSE) and Chittagong Stock Exchange (CSE).
 - Started service at Capital Market Operations (Share Trading).
 - Consumer Banking.
 - Digital/Internet Banking.
 - Mobile banking.
 - Small and Medium Enterprise banking.
 - Islamic Window.
 - Smart App.

2.3: Corporate Organogram



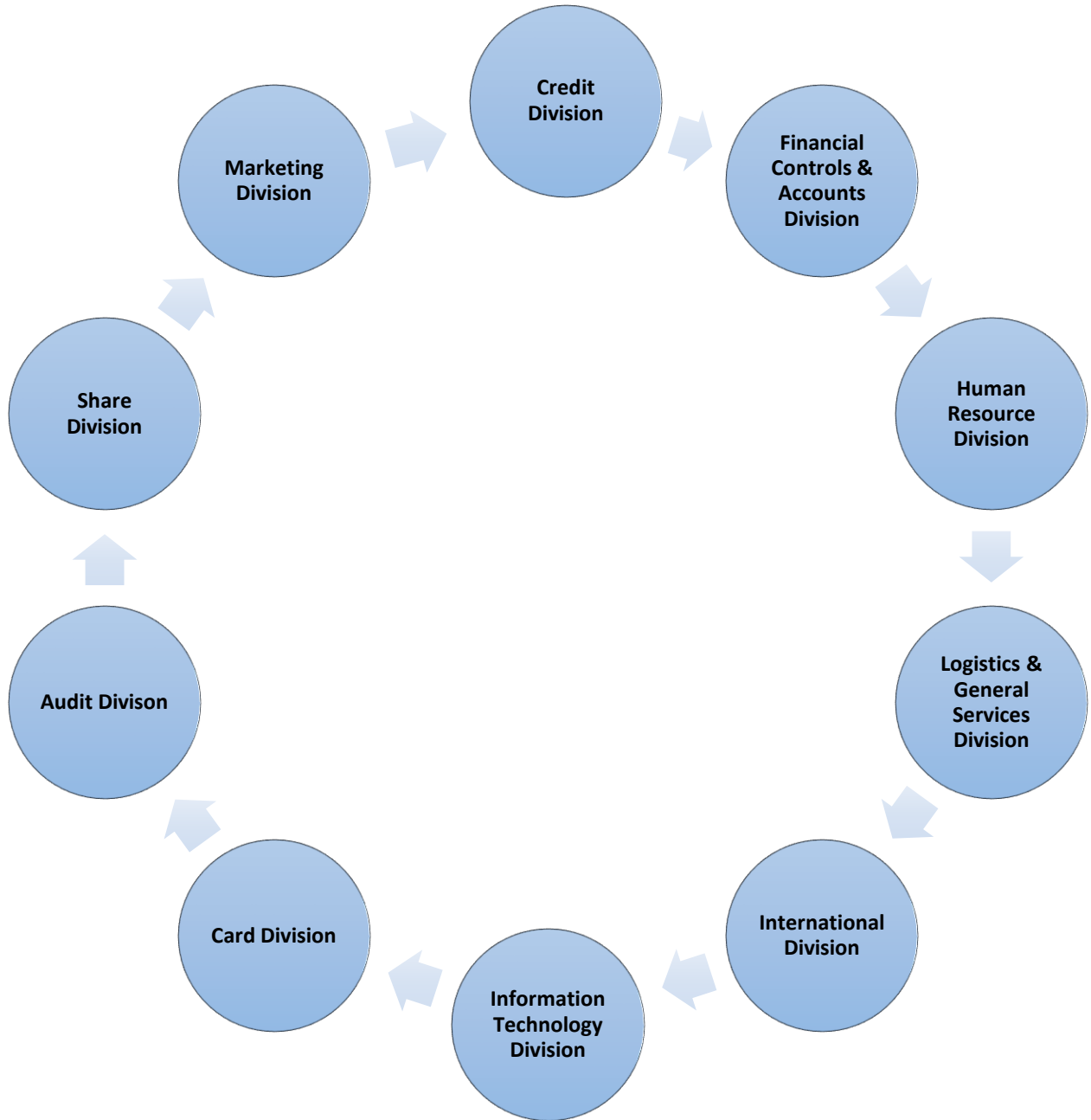


2.4: Corporate Structure



Source: Corporate Outlook 2019

2.5: Divisions of Bank Asia Limited



2.6: Awards and Achievements

Awards:

- ✓ Awarded first prize; category- Private Sector Banks (in 18th ICAB National Award for Best Presented Annual Reports 2017).
- ✓ Achieving third position under Corporate Governance Disclosure Sector.
- ✓ Received ‘Gold Rank’ in Asia Sustainability Report Rating 2018.
- ✓ Awarded (Asian Banking and Finance) Retail Banking Award 2018 in the category of “Financial Inclusion Initiative of the Year: Bangladesh”.
- ✓ Bank Asia Limited has been awarded SAFA under SAARC Anniversary Awards for Corporate Governance Disclosures category.
- ✓ Received Certificate of Merit (4th position) under Integrated Reporting category from the Institute of Chartered Accountants of Bangladesh (ICAB).

Achievements:

- ✓ Achieving Certificate of Incorporation, certificate of commencement of business and banking license in 1999.
- ✓ Acquisition of Bangladesh operation for two foreign banks: Nova Scotia of Canada and Muslim Commercial Bank of Pakistan.
- ✓ Listed Dhaka Stock Exchange and Chittagong Stock Exchange in 2004.
- ✓ Started mobile banking service “HELLO” in 2004.
- ✓ Started work with Ektee Bari Ektee Khamar (EBEK) as a partner.
- ✓ Launched the first freelancer card in Bangladesh “Shadhin”.

2.7: Career at Bank Asia

Bank Asia runs with a bunch of dynamic, talented and enthusiastic youth. The bank constantly gives opportunity to the young generation to build or start their career at Bank Asia. The bank has various departments and every individual department's needs different qualification's employees. That means, they need official members with particular qualification and it is decided by the particular departments. The Management Trainee Officer (MTO) is the most attractive position for building a corporate career. They also recruit people as Trainee Officer, Executive Officer, Banking Officer and Assistant Officer. Besides this, Bank Asia provides the platform for internship. The UGC approver's university students can do internship in this bank.

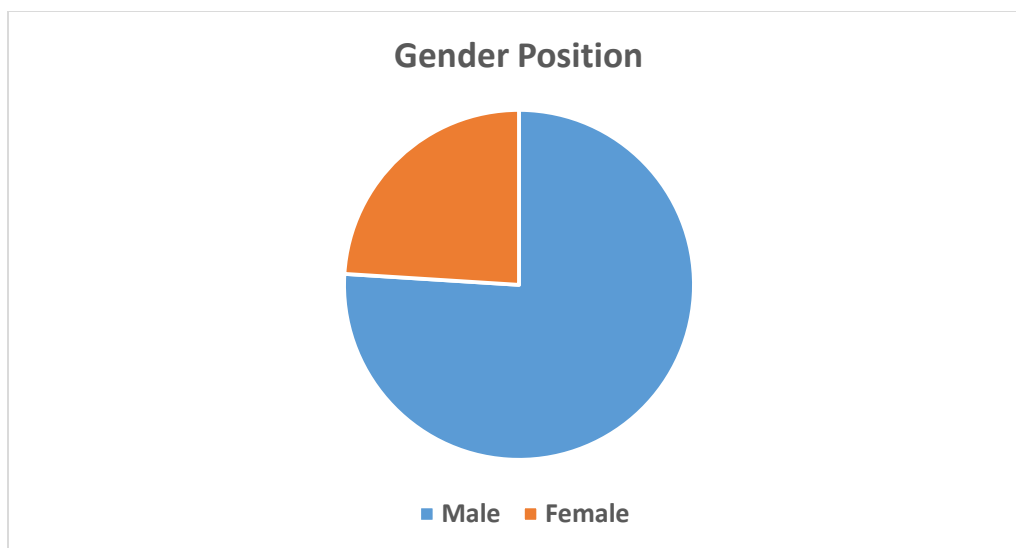
Chapter 3: Organizational Performance, Effectiveness of Management and Service Quality

3.1: Management Effectiveness

To maintain sustainability and healthy working environment in the organization Bank Asia always maintains some effective steps. And those steps are organized by the internal management team. The main features of the effective management is given below:

In their corporate outlook 2019, it is mentioned that 76% of their employees are aged below than 40 which clearly signifies that Bank Asia believes in youth, dynamic, innovative and capable hands. The age distribution and gender position (June 30, 2019) number of Bank Asia is given below:

Age Group	Male	Female	Total
30 & below	301	116	417
31-40	1,008	359	1367
41-50	407	77	484
51-60	63	2	66
60-70	2	0	2
Total	1,781	664	2,336
Percentage (%)	76	24	100



Bank Asia is always concerned to maintain a balance ratio to its male and female employees and this ratio is maintained in different managerial levels. As we all know KSA (knowledge, skill and abilities) is one of the major factors for maintaining efficiency to an organization. Without proper KSA's it is difficult for employees do to their work or activities properly. KSA varies from divisions to divisions, one managerial level to another level, and one branch to another branch. So, maintain the proper KSA's among employees it is mandatory for every organization to arrange different training session based on employees' need and demand as well as to enhance their knowledge, skill and development.

The management of this bank also sets many types of training session in different segments. Such as, training based on gender, training by executive levels and training by different divisions and there are also same common training sessions and workshops for all the employees of the bank. From these training sessions employees can improve their KSA and develop their position in the work field.

Employees	Number	Training Hours
Male	1,683	38,483
Female	372	9,743

Besides these training and development sessions, Bank Asia also maintains a healthy and safe workplace of all its branches all over the country so that the employees can keep attention of

their works and deliver desired services to its customers. So, to keep a healthy and safe environment all of the branches of the bank are well decorated having sufficient breathing spaces as well as all kinds of safety measures. The logistic and support department always aware of the proper cleanliness of the workplace. They frequently visit all the branches to ensure about the clean, healthy and safe environment. All the branches also provides sufficient electronic devices (such as, computer, printer, photocopy machine, scanner, and air cooler) and the branches are well decorated with eye soothing furniture and plants because a pleasant environment helps to keep sound mentality health and make a comfortable place for working.

Besides paying salary to employees, Bank Asia also provides bonuses, benefits and facilities to the staff members. As an examples, two eid bonuses, provident funds, house and car loan, house rent and car maintenance facility, medical allowance and health insurance maternity leave, death cum survival benefit.

Bank Asia has different kinds of clubs for their staff members. For instance, cycling club, debate club, sports club etc. The organization arrange different kinds of events, festivals and short trips for the refreshment of their employees.

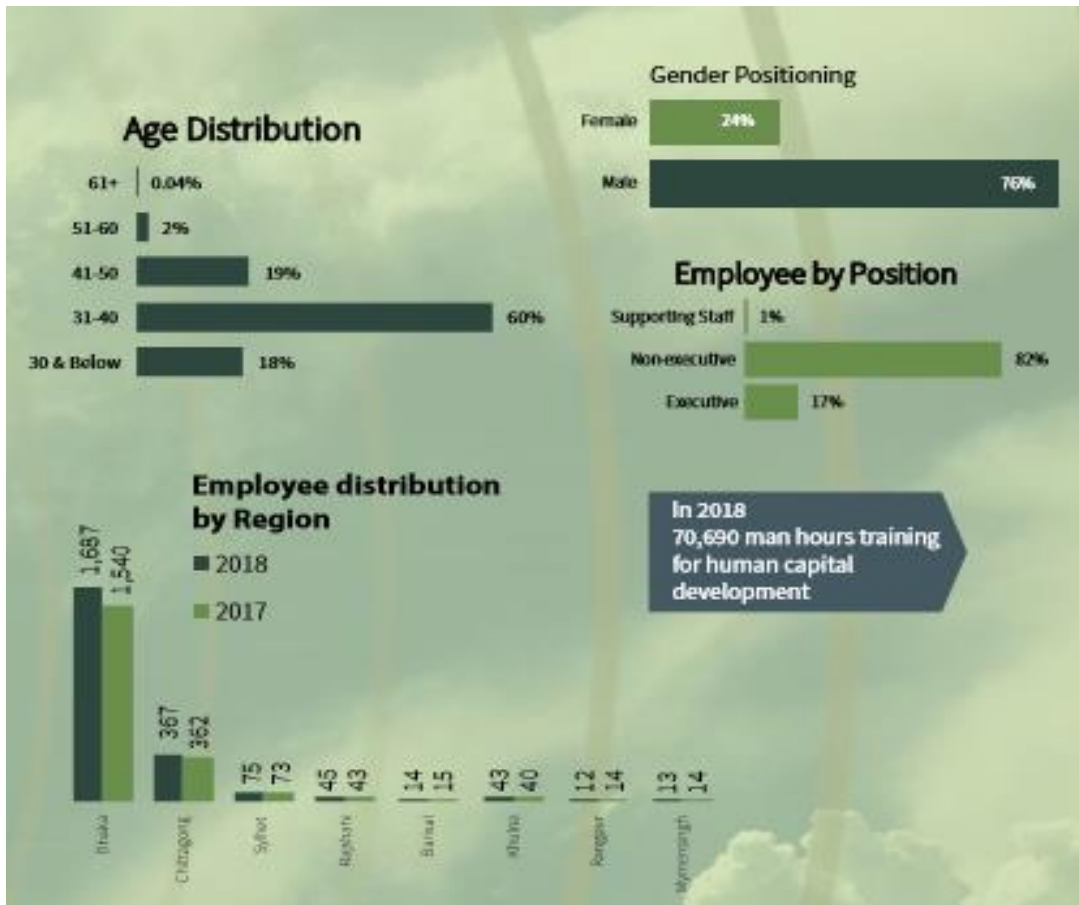
The management team also cautious about various types of corruption, harassment and teasing. To maintain a safe environment of the organization they schedules different training sessions.

There is enough weekends and vacations for the employees and the employees get sufficient time for snacks and lunch break on the working hours.

The overall security system is also extensive. All the branches are controlled by adequate guards, securities and CCTV cameras. There are also some guards are assigned with arms in the inside of the office for emergency action.

In this pandemic the management has built a 'Quick Response Team for Covid-19'. The teams are consisted of team leaders, three to four members and member secretary (all of them are executive and official members of the bank).

Human Capital Distribution



Source: Bank Asia Sustainability Report 2018

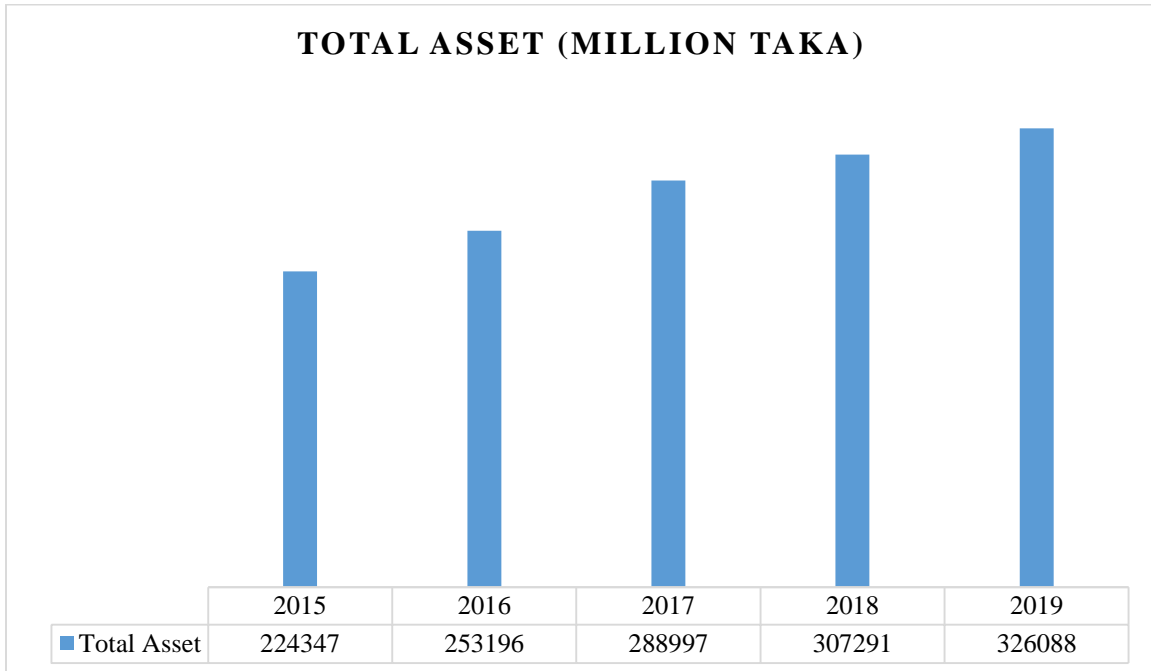
3.2: Organizational Performance

In this part, I have described the last five years financial performance of Bank Asia and product market performance of this bank.

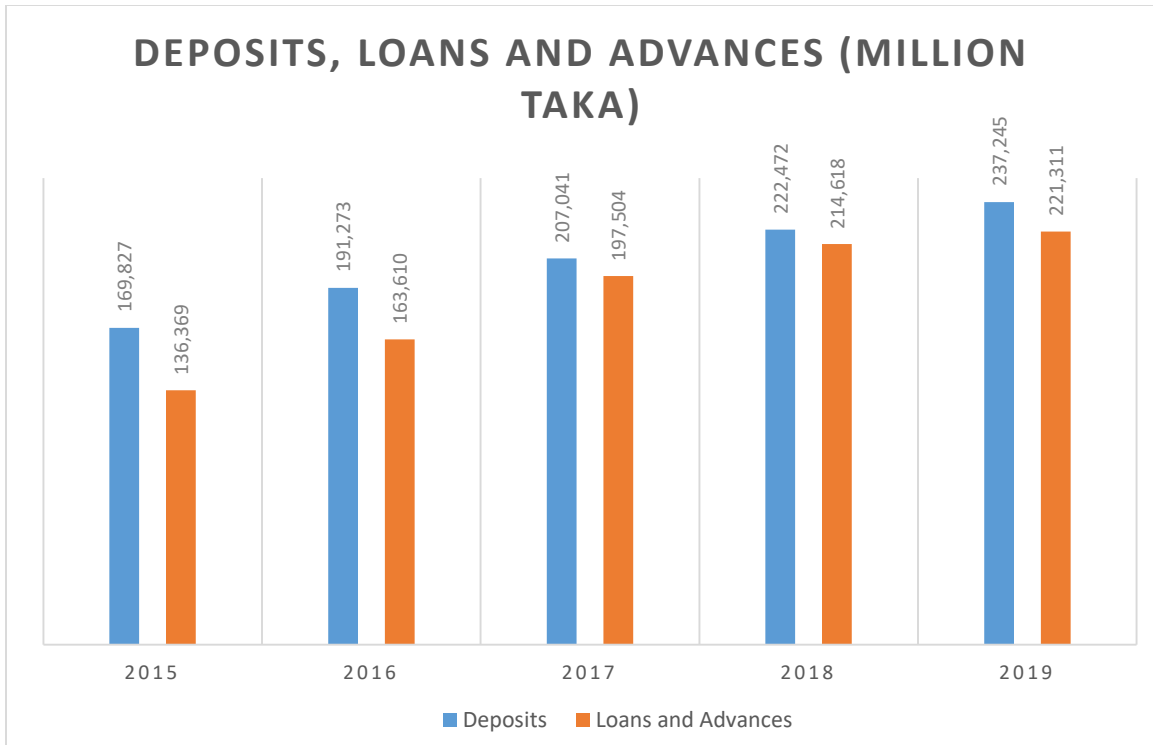
Bank Asia is one of the top listed private commercial banks in our country. Bank Asia has proved an outstanding success among the other 3rd generation banks. In each time, the output scenario may not be favorable but the bank always try to maintain the consistency. Day by day, Bank Asia increases its list of products for providing the highest quality service to the customers.

a. Financial Highlights

Five Years Performance of Bank Asia Limited (2014-2019)



From the graph we can see that the number of asset was increasing every year and generally, increasing asset is a sign that the company is growing. In year 2019 total asset was 326,088 which was the highest among last five years.



Deposits and advancing loans are one of the major functions of bank. Without these terms, it is impossible for a bank to operate. If a bank cannot maintain its deposit's balance properly, then the bank will have less money to lend. Increasing in Deposits means a bank's new clients and new money are becoming greater in size.

The graph shows that the deposits were higher than loans and advances which indicates the company is in a good position.

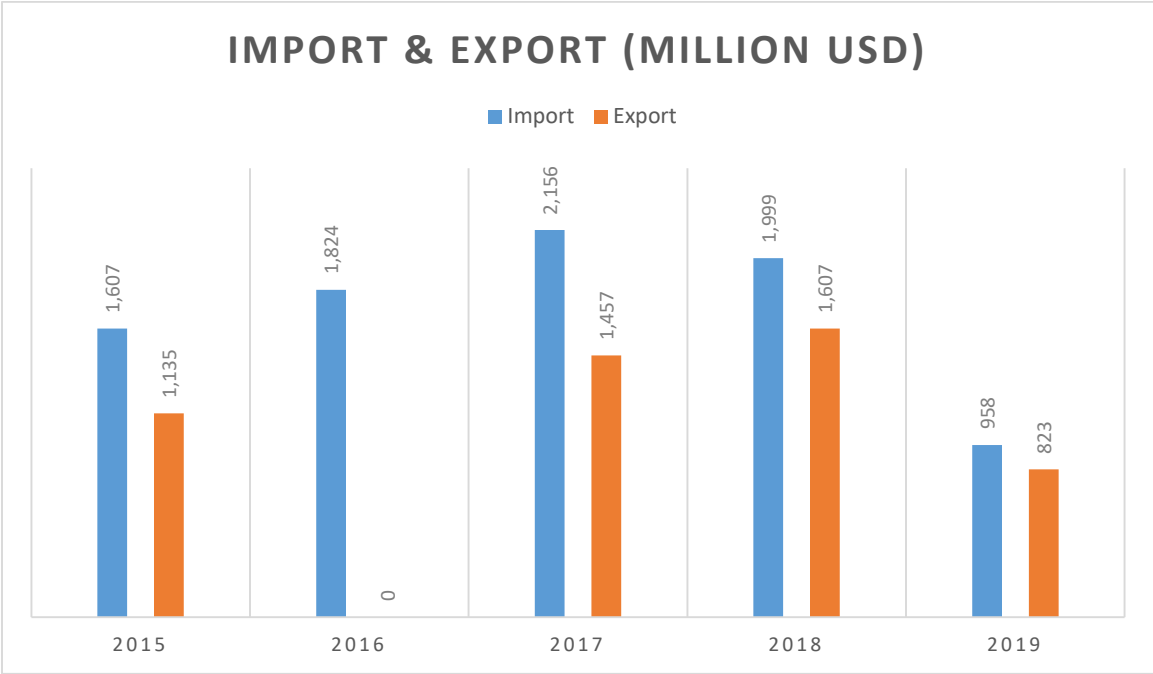
Formula and Calculation for Loan-to-Deposit Ratio (LDR):

$$\text{LDR} = \frac{\text{Total Loans}}{\text{Total Deposits}}$$

Year	LDR
2015	0.803
2016	0.855
2017	0.954
2018	0.965
2019	0.933

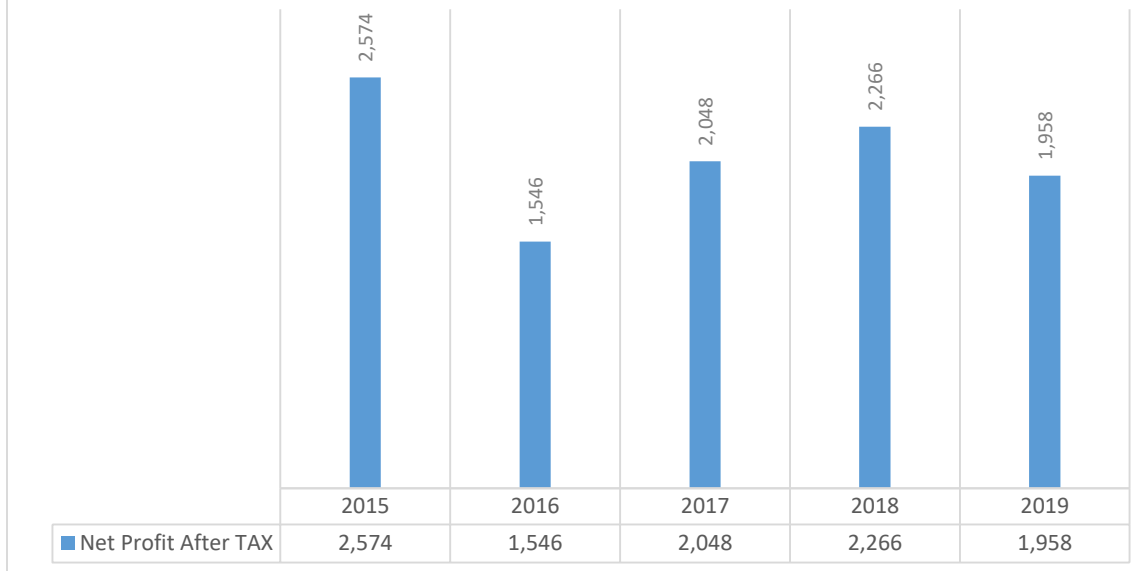
When the LDR ratio is lower than one that means the bank relies on its own deposit to make loans for its customer without any outside borrowing.

The LDR ratios of Bank Asia were lower than one in every year. That means the company make loans based on its own deposit.



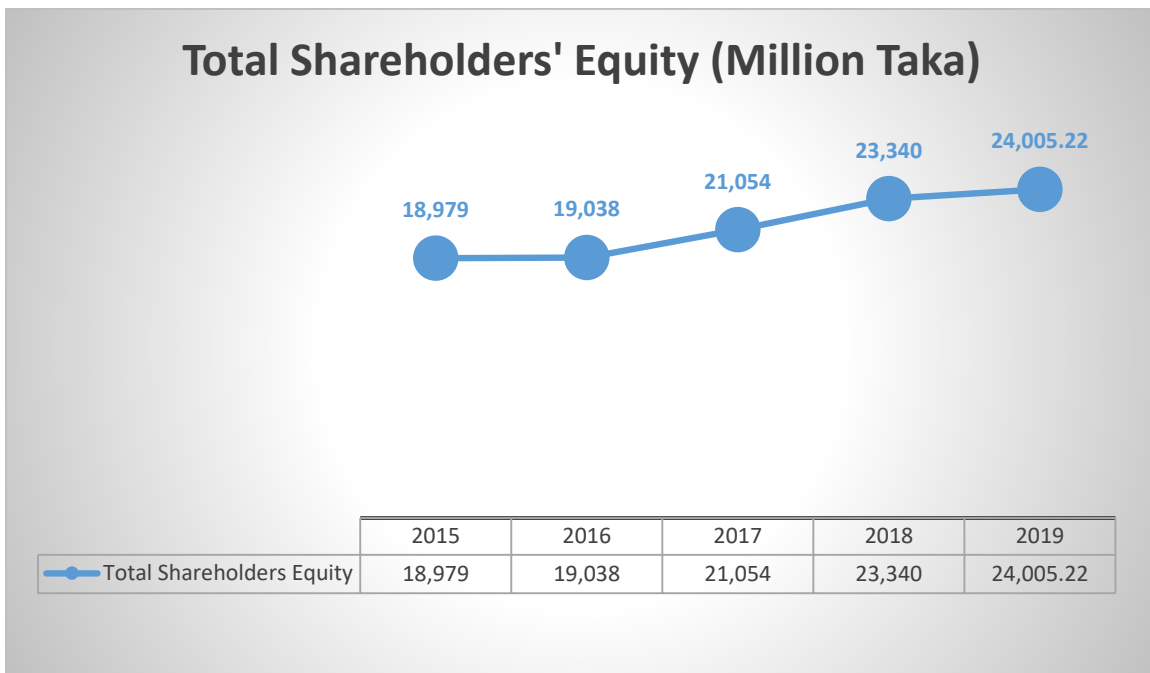
The import and export were rapidly decreased in 2019.

NET PROFIT AFTER TAX (MILLION TAKA)

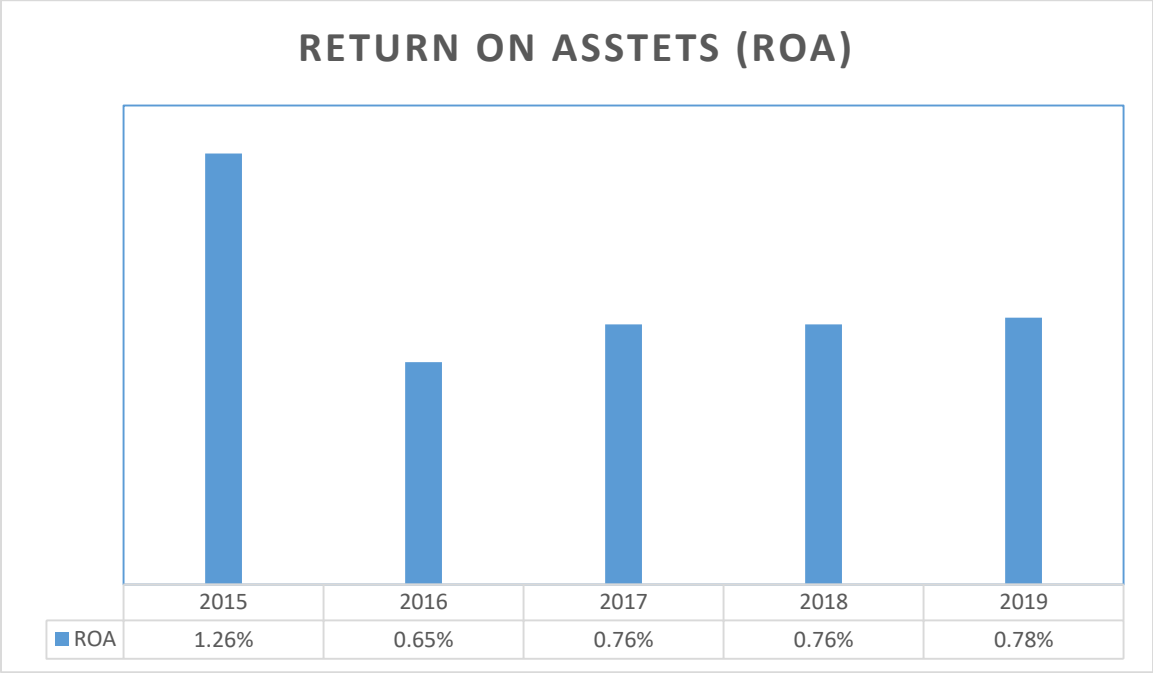


The Net Profit after Tax basically represents a company’s profit or earnings after all taxes have been paid and all expenses have been deducted. Among the five years the company’s profit was high in 2015. Then, in 2016 the profit declined from 2,574 taka to 1,546. After that, the profit was gradually increased in 2017 and 2018. The earnings was again reduce in 2019.

Total Shareholders' Equity (Million Taka)

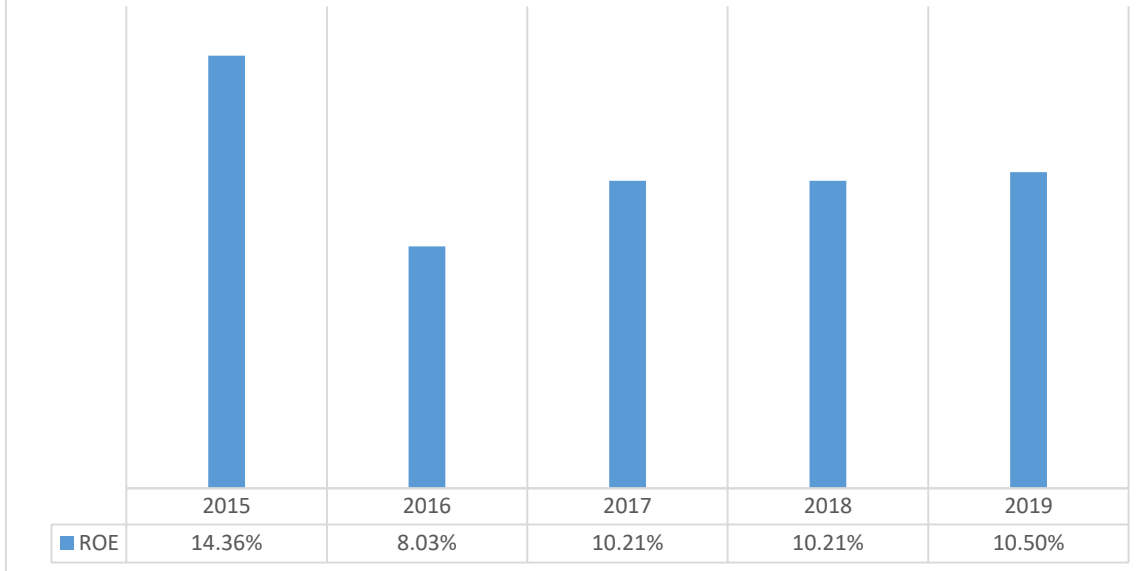


Shareholder's Equity represents how the company has been financed with the help of common shares and preferred shares. The chart shows the performance of last five years total shareholder's equity. The performance is quite impressive because each year it was increasing which led to more earnings and capital.



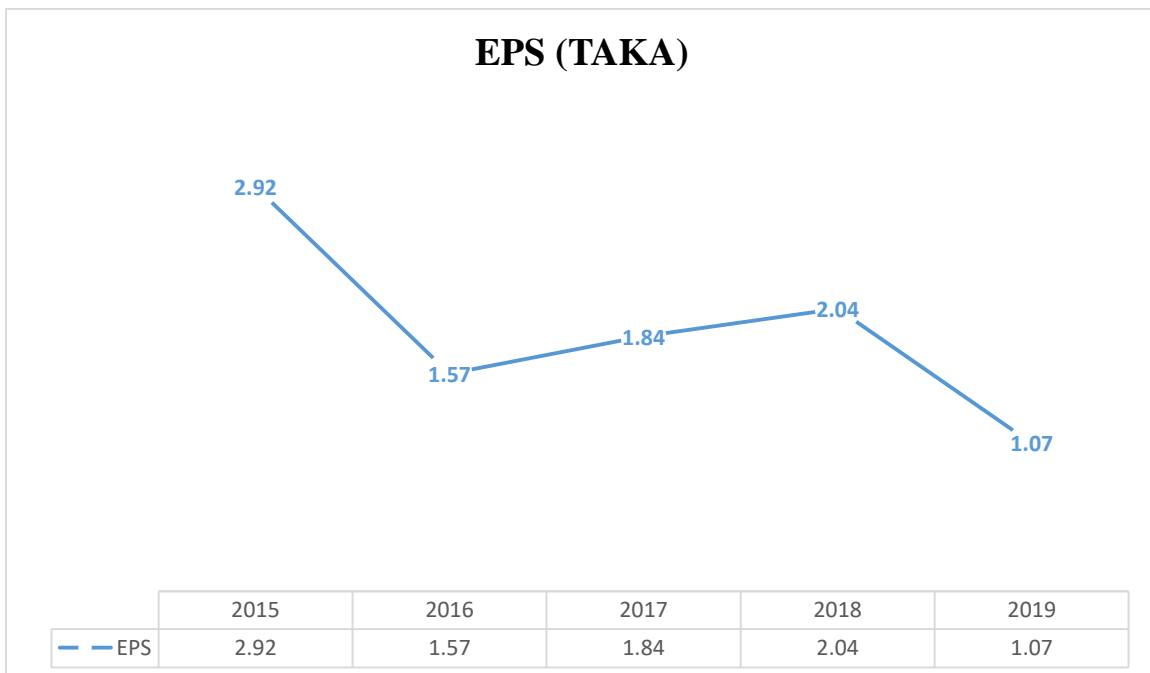
ROA is an indicator which states how a company is profitable relatively to its company's total assets. Higher ROA points out more asset efficiency. We can see that the percentage of ROA was high in 2015. Then, it fell on 2016. In 2017 it again raised to 0.76% and in 2018 the percentage was same. After that, the amount expanded on 2019 which means the company's the company performed a good job of increasing its profit with each investing money it spend.

RETURN ON EQUITY (ROE)



ROE calculates the profitability of a company relates to its equity. A sustainable and rising ROE suggests that a company is good in generating shareholder's value and it knows exactly how to reinvest wisely. Though the ROE was extremely declined in 2016, it was raised again in 2019 with a good percentage. So, it measures the roe is in a good condition.

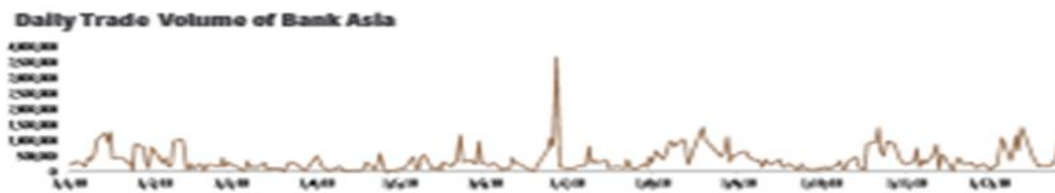
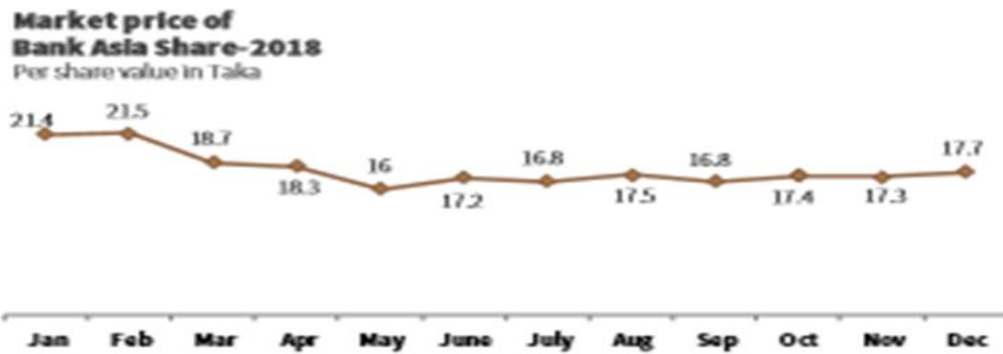
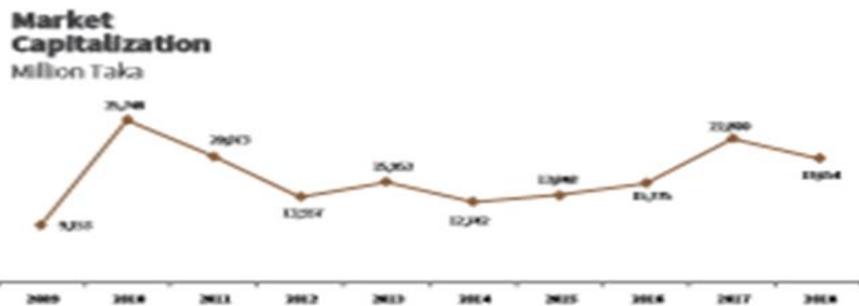
EPS (TAKA)



Earnings per share measures the portion of a company's profit that is allocated to each outstanding share of its common stock. EPS calculates how much money a corporation earns for each share of its stock and it is commonly used for the estimation of corporate value.

The EPS of BAL is massively decreased in 2016. The EPS was slowly rise in 2017 and 2019 but in 2019 it was again declined. It is a signal that the company is in trouble because decreasing EPS can lead to decline in stock price.

From the financial highlights we can say that the company is in a good condition. Though some of its ratios are not satisfying, all over position is quietly impressive.



Source: The financial terms are collected from Annual Report 2018 & Corporate Outlook 2019 of Bank Asia Limited

b. Product Market Performance

Products & Services Offered by Bank Asia Limited

Bank Asia offers technology based modern products and services as per clients' demand.

Most Popular Deposit Accounts:

Savings Bank Account: Savings account is generally opened by individuals for saving purposes where an individual deposits amounts over a period of time. This deposit account offers interest. Any individual can store case securely and earn interest by opening a savings bank account.

Guidelines for Opening Savings Deposit Account:

- A savings bank account can be opened by individually, jointly (in the names, clubs, association, NGOs, societies etc.).
- It requires proper Introduction.
- There must be some initial cash deposit for opening a new account with a cheque.
- Interest on savings account shall be calculated and accrued monthly on the basis of guidelines issued by Corporate Office from time to time and credited on the account half-yearly basis in June and December each year.
- A minimum amount of SB account on which interest is payable shall be fixed by the Corporate Office from time to time.
- Minimum balance which is fixed by the Corporate Office from time to time is required to be maintained in a SB account for being eligible to get the interest.
- A penalty may be charged to the customer as per schedule of charges, each time a cheque is returned unpaid for want of funds in the account.
- An individual cannot open more than one account in his/her name (except joint account and as guardian of Minors's account).
- Withdrawals are allowed by cheque.
- If withdrawals are made violating the prescribed limit (which is set by the bank), no interest is paid on such accounts.
- The bank reserves the right to close any SB account with prior notice.
- Charges, Government levy as applicable is to be realized.

Documents Required:

- The attached signature card with savings form must be properly filled and signed
- Applicant must be introduced by an account holder of Bank Asia Limited or a respectable acceptance to the bank
- Completion of account opening form properly (with all the details: name, parents name, spouse name, date of birth and place, present and permanent address, age, occupation with designation, monthly income, nationality, mobile number, emergency contact number)
- Two passport size photographs for account holder and one passport size photograph of nominee(s)
- Proof of identification, such as national/Voter's ID, Passport or Driving License of account holder and nominee(s)
- Tax Identification Number (TIN)

Features of Savings Account:

- Facilities with Cheque-book.
- Gets favor to apply for safe deposit locker facility.
- Receive international remittance in both TC and Taka draft.
- Transfer of fund from one branch to another.
- Draft proposal and Mail Transfer.
- Collection of cheques through clearing house.
- Alteration of fund on Standing Instruction Arrangement.
- Bank Asia ATM Card Service.

Amounts	Interest Rates
Avg. Balance below Tk. 1 Lac	3.00%
Avg. Balance Tk. 1 Lac & above but below Tk. 1.00 Core	3.00%
Avg. Balance Tk. 1.00 Core and above	3.50%

Current Deposit Account: Current Account is generally opened by businessmen who have higher number of transactions with bank. Clients' do not get any interest from CD but it bears a wide range of banking services for the clients.

Guiding Principles for Opening Current Account:

- Balance held with CA is payable on demand at any time.
- It is generally a business account but sometimes it can be opened by individuals also.
- It might be opened by an individual person or jointly (chairman, managing director and directors).
- Proper introduction is mandatory to open a CA but introduction may not be required for Public Limited Company.
- No interest is applicable for CA.
- Initial cash deposit is required for opening a new account.
- More than one account cannot be open by same customer.
- The bank reserves the right to close any CA account with prior notice.
- Charges, Government levy as applicable is to be realized.

Documents Required

- Signature Card (in front of the form) must be properly filled in and signed
- Completed account opening form with proper details.
- Passport size photograph for each account holder (two) and nominee(s) (one).
- Proof of identification (national/Voter's ID, Passport or Driving License of account holder.
- Visiting Card, company seal, Tax Identification Number (TIN), and Trade License are the compulsory elements to open a current account.

Features of Current Account:

- Cheque-book facility.
- Get the opportunity to apply for safe deposit locker service,
- Collect foreign remittance in both TC and Taka draft.
- Demand Draft.

- Transfer of fund through Standing Instruction Arrangement.
- Online, Internet and SMS banking service.
- Bank Asia ATM Card Service.

Star Savings Account: This product is designed for those who would like to deposit more than regular account holders saving amounts.

The guiding principles of opening a star savings amount is as same as SB accounts.

Features of Star Savings Account:

- The required balance for opening a star savings account is 50,000.
- Up to 5.5% interest.
- If the 50,000 balance is properly maintained, then there is no online charges.
- Cheque book facility.
- Visa debit card.
- Withdrawn Facility
 - I. BDT 100,000 from ATM in a day.
 - II. BDT 100,000 from Agent Banking POS.
 - III. BDT 150,000 from Merchant POS.
- Convenience of access
- Call center service
- E-Banking and e-Statement facility

Required documents are similar to SB.

Amounts	Interest Rates
Average balance Tk. 50,000 and below than Tk. 100,000	2.00%
Average balance Tk. 100,000 and below than Tk. 500,000	2.50%

Average balance Tk. 500,000 and below than Tk. 2,50,000	3.50%
Average balance Tk. 2,50,000 and below than Tk. 5,000,000	3.75%
Average balance Tk. 5,000,000 and above than Tk. 1,0000000	4.00%

Fixed Deposit Receipt: A FDR account gives higher interest rate rather than savings account. Here, customer can deposit a lump sum money in fixed deposits for a specific period and earn interest rate based on this period. Type and rate of interest on FDR are being determined/changed by the asset and liability management committee of the bank time to time and circulated over the branches for information and compliance.

Guidelines, Terms and Conditions:

- ➔ Who can open an FDR?
FDR can be issued in the name of any individual, firm or company.
- ➔ Minimum and Maximum Limit of FDR:
Minimum amount of FDR shall be 10,000 and there is no maximum limit.
- ➔ Rate of Interest:
The rate of interest of FDR shall be applicable for single receipt deposit basis.
- ➔ Renewal of an FDR:
The FDR will renew with interest automatically in the system on maturity.

Documents required

- Account Opening Form
- Photo ID/ National ID/ Passport / Driving License of Customer & Nominee(s)
- Recent photograph of customer & Nominee(s)
- Proof of Address
- Signed Terms & Conditions

- TIN Certificate (if applicable)

Key Features

- Attractive interest rate.
- Flexible Tenor
- Loan facilities provide up to 90%.

Special Deposit Products

- Monthly Benefit Plus:** Specific amount of monthly interest payment to customer against a fixed deposit for a specific period which is changeable time to time.

Terms and conditions:

- Maximum if two people can open an account jointly
- Individual of 18 years or above can open an account (if an account is opened by a name of a minor, then it must operate by an individual who is 18 years or above)
- The individual must have a savings account
- Deposit amount must be 200,000/- or it's multiple and maximum will be 4,000,000/- (individual account) and 6,000,000/- (joint account)
- The tenure of deposit will be 3 years and 5 years.

- Double Benefit Plus:** Customer will receive double of his/her deposited (principal and interest) money.

Terms and conditions:

- Deposit amount must be 50,000/- or it's multiple and maximum will be 4,000,000/- (individual account) and 6,000,000/- (joint account).
- Double the amount in 12 years.

- Triple Benefit Plus:** Clients will get the maximum benefit with the most competitive features.

- The amount will triple in 16 years.
- Deposit amount starts with 50,000/- or it's multiple.
- Maximum amount will be 4,000,000/- (individual account) and 6,000,000/- (joint account)

d. Shochoy E Kotipoti:

- It is basically a savings plan which is designed in a way so that it will give the customers maximum benefits.
- Maximum four people can open a joint account.
- Here customers deposit monthly and will receive an attractive figure at the end of the maturity.

Consumer Finance:

In this department the bank provides financial services to the clients. The motto is to rise and make strong the financial condition of the clients.

Products of Consumer Finance:

Home Loan: This is service where the customers can make their dream home in real.

Features:

- Any Bangladeshi who has the eligibility or capability to repay the loan. It can be salaried person, businessmen, land lord, self-employed and wage earners.
- Minimum age is 25 years old.
- The loan amount starts from BDT 5 Lac to BDT 1.20 core.
- Loan expires after 25 years.

Auto Loan: This loan offers for purchasing vehicles for personal use.

Bank Asia Credit Cards:

- Dual Currency Credit Card
- Visa Platinum Card
- Visa Card Dual Gold
- Visa Card Dual Classic
- Mastercard Gold
- Mastercard Silver
- Platinum Islamic Card
- Gold Islamic Card

- Classic Islamic Card
- Hajj Card
- Shadhin Card
- Virtual Card
- Gift Card
- Travel Card

Small and Medium Enterprise: The loan is offered for the startup business. This loan has different section and procedures.

- I. Sondhi
- II. Shombridhi
- III. Sheba
- IV. Somadhan
- V. Subidha
- VI. Sristi
- VII. Shofol
- VIII. Utshob
- IX. Sombhabona
- X. Suborno
- XI. Astha

Agriculture or Rural Finance:

To promote sustainable rural development by providing effective loans.

Islamic Banking Deposit Products: This section basically operates based on Shariah.

- Smart junior saver (account holder age should be under 18 years).
- Al-wadiah Current Account which can be opened by any individual person or institution.
- Corporate Team Deposit Account based on Mudaraba Principle and this account is opened for institutional term.

3.3: Service Quality & Customer Satisfaction

Bank Asia always concerns to provide the highest quality service to its customer. A bank is valueless without its customers because bank is operating by using people's money. So, to maintain the standard customer service the organizational members are always tried to engage or maintain a friendly relationship with their new and existing customers. Bank Asia frequently brings new and modern products and services for it valued customers. Nowadays, almost everyone is using smart phone and recently, Bank Asia is trying to reach the Smart App to all of its customer. By installing this App, customers can access their banking information (such as, they can see their account condition, account balance and many other things) and do their banking activity at any places. They can also use bKash and recharge on their mobile by using this App. This App reduces some hassles of the clients and makes their banking activity easier.

The bank do customer satisfaction survey every year and try to maintain or find the solution of the problems which are facing of their clients. Every branch also keeps a complaint box in the office so that the customer can do complain immediately and the bank is aware about its client privacy. As a result, there is no hassle or problem a customer can face, if he/ she submits complain. The bank has also 'Complaint Cell' where the clients can tell complain without any hesitation. The customer care service is active 24 hours and always ready to listen customers all queries and problems and try to solve this as soon as possible.

The employees and staff 3members of the organization are always try to behave well with their clients and they try to give solutions and answers of their clients' problems and enqueries. They also do the whole work some of their clients who cannot read and write.

Bank Asia provides different kinds of deposits accounts, loans and ATM card for its customers with attractive benefits. In 2008, the bank have started Islamic banking operation which is undoubtedly an advantage for religious personnel. After that, they have introduced agent banking, online or internet banking, agricultural green banking and latterly, international baking. The customers can open a foreign currency account and get foreign remittance services from this bank. In 2017, they have launched 'Shadhin' which is the first freelancer card in our country.

Bank Asia also performs some social responsibility for the welfare of the nation. The bank has contributed Tk. 126.91 million for the progress of the nation (during 2018).

Initiatives	Donation (Million in Taka)	Percentage with Total Amount
Education	39.23	30.91%
Health	1.28	0.65%
Disaster management	27.13	21.38%
Sports	1.17	0.92%
Arts and Culture	7.23	5.70%
Others	51.33	40.44%
Total	126.91	100.00%

Chapter 4: Internship Experience

I am doing my internship at Bhaban branch of Bank Asia Limited which is located in Chattogram.

The branch has 3 departments:

1. General Banking
2. Cash
3. Credit

4.1: Internship Role and Duties:

Though I did my major in Human Resource Management, I am enrolled at customer service section which is under General Banking department as Bank Asia does not have any specific department or guidelines for internship students. Since Bank Asia's HR department is very confidential like other banks so that I cannot get the right to access its HR department.

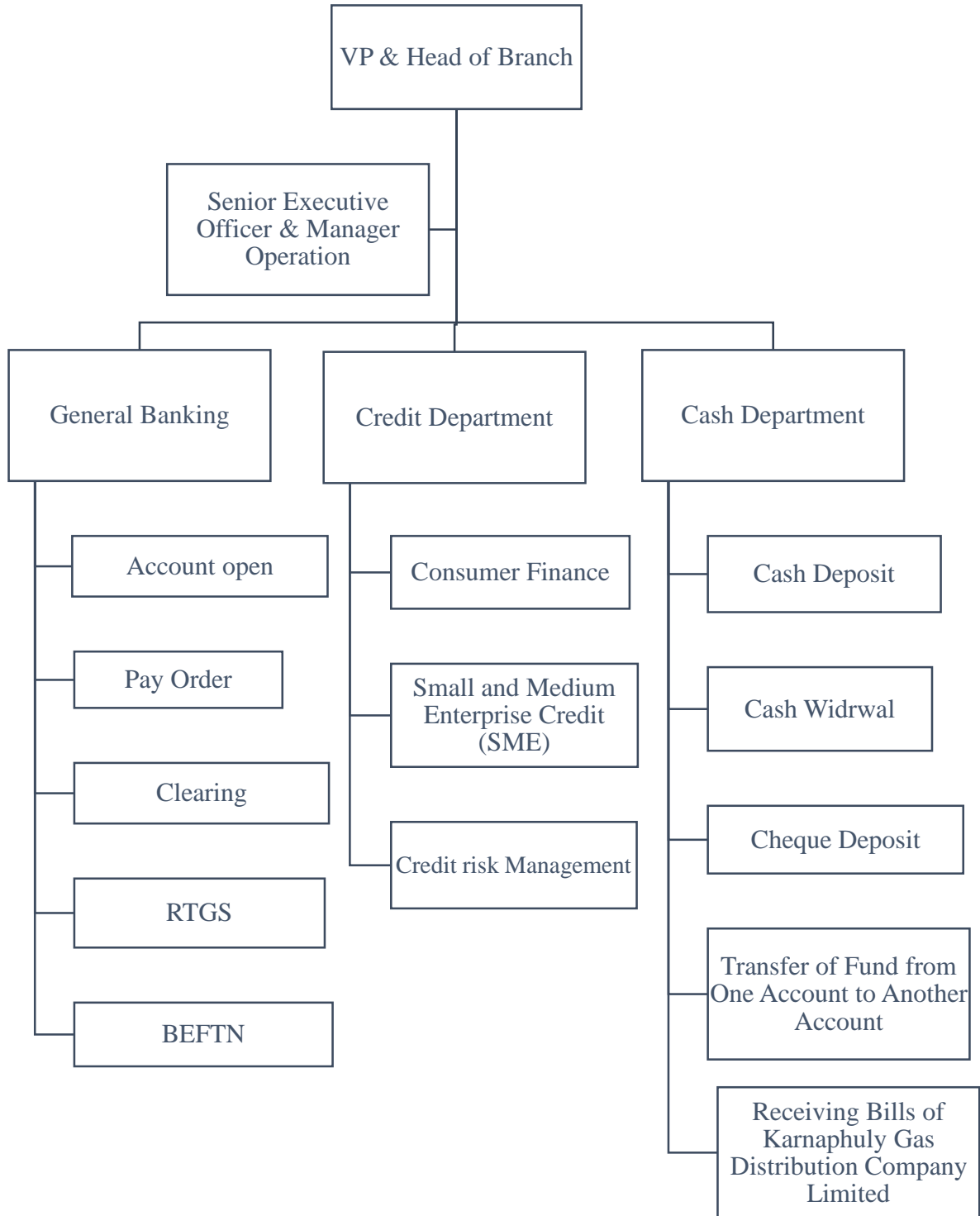
I am assigned under Jannatul Ferdous (GB in-charge) and I am working with Laila Parvin (Assistant Officer). Both of them are very co-operative, helpful and supportive throughout the whole time. Most importantly they provide me flexible working hours, a comfortable and friendly working environment. General Banking department has to do a lot of works comparatively to other departments in Bhaban branch. Lastly, I would like to thank all the executive members, official members, official staffs and guards of Bhaban branch. I get enormous co-operation, help and respect from all of them. Till now I am very pleased to work as an intern at Bank Asia Limited. From my internship program, I am not only getting the knowledge about banking sector but also gaining some valuable knowledge and experience (for example, how to deal with different types of clients, how to keep patience in every situation, how to help colleagues and valued customers etc.).

Customer service deals with opening different kinds of deposit accounts (such as, savings account, current account, FDR, DPS, achol, shonchoy e kotipoti etc.), collecting pay orders, clearing cheque, RTGS and BEFTN. Most specifically, the section negotiates with customers of their all types of queries and problems.

- Firstly, I learned how to complete a savings bank account form properly. Day by day I have learned how to complete current account, FDR, DPS and achol.

- The savings and current account form must be attached with the signature card. The card has to be filled and signed properly with the attested passport size photograph of the account holders. Then the form must be complete with all the information and necessary documents. For illustration, two attested passport size photographs of account holder and his/her NID card (TIN Certificate, if applicable). Then, his occupation and designation, present and permanent address, contact no and emergency contact no must be filled accurately. Moreover, one attested passport size photograph of nominee and his/her NID card. TIN certificate and trade license are the compulsory elements for opening a current deposit account.
- After collecting all the information, I have to check the signs of account holder and nominee. Then, I need to verify the NID copy with their internal software and print it. After that, I attached the verified NID copy to the form. Calculate their transaction profile and measure the risk grade. Also, I have to check the form is properly attached with all the papers (such as, check list, thanks letter, introduce letter & FATCA)
- At the beginning of internship, I updated the bank's incomplete old forms and because of the pandemic and lockdown, a lot of incomplete forms were stored.
- Then, I started to fill up the new forms and check them
- Now, sometimes I give the instructions to the customers what are the necessary things required for opening an account and which pages they should do their signs.
- I also distribute cheque books, ATM card and ATM pin to the customers by asking their account numbers and collect their sign to the assigned cheque book, ATM card and ATM pin collection signature form.
- Sometimes I help customers to fill up their forms, cheque and bill receipt paper who do not know how to write.
- I do another activity which is check the customer's gas bill.
- Currently I am updating (transaction profile and KYC) the branch's old forms (four to five years) for the audit committee.
- Occasionally, I am doing several works of the other departments and some different activities which are assigned by the official members of the bank.

Managerial Hierarchy of Bhaban Branch



Chapter 5: SWOT Analysis of Bank Asia Limited

Every organization has some internal strengths as well as weaknesses. In addition to that, every organization gets some external opportunity and faces some threats from the outside environment.

Here, I have shown the SWOT analysis of Bank Asia which I have noticed the past few weeks and some information are collected from their corporate files.

Strengths:

- ✓ Bank Asia's strongest point is it is led by the senior bankers with decades of experience in national and international markets and operated by a group of youth and talent management team.
- ✓ This bank always gives first priority to its clients and has the concernment to provide the excellent quality of service of its customers.
- ✓ The bank has the ability to adapt the world class standard regarding to banking services. At all times it attempts to bring innovation and variety to its products and services. The bank is dynamic, technologically advanced and enhanced with modern accessories.
- ✓ The bank has a good image and financial condition.
- ✓ All the banking activities of this bank are done by their internal software 'iStelar'.
- ✓ The bank provides excellent workplace to the employees and a comfortable place is very important to work attentively
- ✓ 24 hours online banking
- ✓ One of the best 'Shariah' based Islamic Banking Service.

Weaknesses:

- ✓ From my point of view, the branch's overall internet network is quite slow. It takes more than usual time to do the activities.
- ✓ Though Bank Asia tries all the time to provide the best service to its customers but sometimes they make delay of arriving clients' products on time and sometimes they fail to inform customers about their products on the right time (it might be happened because of the pandemic).

Opportunities:

- ✓ The bank has the government's full support.
- ✓ The overall financial condition and growth is impressive.
- ✓ Partnership with different international organizations.
- ✓ Many huge company's accounts are opened here.
- ✓ Having good relationship with some government organization, private company and educational institutes.

Threats:

- ✓ Emergence of competitors is one of the major threats for any organization.
- ✓ Frequent foreign currency rate fluctuations.
- ✓ They are not able to provide some services which are provided by government banks.

Chapter 6: Recommendations

It has been a wonderful experience to work at Bank Asia. I have no complain regarding to their employees and working staffs. All of them have the capability to work properly not only in their particular department but also they have a vast knowledge of overall banking sector.

By doing my internship, I have noticed some factors which are created difficulty and delay of work. As a result, I am giving some recommendation for the future benefit of Bank Asia Limited. This recommendations are mainly based on my observation at Bhaban branch.

- **Shortage of Human Capital:** I think the branch should be hired more employees in the general banking division because there is only 3 officer in this division and comparatively to the work load and pressure this is very few in numbers. In addition to that, GB handles all the customers' enquiries and problems. So, it is difficult for the employees to do all the internal work with handling clients.
- **Unsatisfactory Software and Network System:** Secondly, they should change their internal software and network system because the server is very slow and occasionally it is completely down which creates trouble for the employees and customers.
- **Improvement of the Guards' Behavior:** Though their guards are very respectful to the employees as well as me, sometimes they do misbehave with their clients which impacts a poor image for the organization.
- **Shortage of machineries':** There is shortage of machineries in Bhaban branch. They have only one scanner, two printers and one photocopy machine which is insufficient for the branch.
- **Need to Increase More Dynamic Clients:** The branch needs more dynamic clients to maintain the good corporate image.
- **Account with Detailed Information:** The bank sometimes create accounts without proper documents and information which will create hassle latterly.

Chapter 7: Conclusion

Every organization has some pros and cons. There is hardly anything which does not have the both side. Bank Asia is not also different from them. The bank is providing multiple products with huge and attractive benefits. On the other hand, sometimes the bank fails to meet the demand of its consumers.

This bank is one of the recognized private bank in our country and it has a good image in the corporate world. Its motto is to make a poverty free Bangladesh. Besides that, the bank has achieved many things since 1999. Additionally, it has gained strong position in some sectors. Sometimes it has gained top rank or high rank in our banking industry. Other than that, the bank has the huge contribution for the economic growth and social progress of our country. The bank's main strengths are the effectual leaders and the dynamic manpower.

In the conclusion, the bank has shown me the way of corporate world. For this reason, I will always grateful to them and wish them to a more prosperous and successful future.

References

Bank Asia Corporate Outlook 2019, Bank Asia Limited, 2019. Received from:

https://www.bankasia-bd.com/assets/home/publications/Corporate_Outlook_2018.pdf

Bank Asia Annual Report 2018, Bank Asia Limited, 2018. Received from:

https://www.bankasia-bd.com/assets/reports/annual/Bank_Asia_Annual_Report_2018.pdf

Bank Asia Sustainability Report 2018, Bank Asia limited, 2018. Received from:

https://www.bankasia-bd.com/assets/sustainability/report/Bank_Asia_Sustainability_Report_2018.pdf

Bank Asia Limited: [https://www.bankasia-](https://www.bankasia-bd.com/assets/sustainability/report/Bank_Asia_Sustainability_Report_2018.pdf)

[bd.com/assets/sustainability/report/Bank_Asia_Sustainability_Report_2018.pdf](https://www.bankasia-bd.com/assets/sustainability/report/Bank_Asia_Sustainability_Report_2018.pdf)

Bank Asia Ltd., Annual Income Statement- WSJ. Received from: <https://www.wsj.com/market-data/quotes/BD/XDHA/BANKASIA/financials/annual/income-statement>

Appendix

Table 1: Age Group and Gender Position of bank Asia Limited			
Age Group	Male	Female	Total
30 & below	301	116	417
31-40	1,008	359	1367
41-50	407	77	484
51-60	63	2	66
60-70	2	0	2
Total	1,781	664	2,336
Percentage (%)	76	24	100

Table 2: Number of Employees and Training Hours		
Employees	Number	Training Hours
Male	1,683	38,483
Female	372	9,743

Table 3: Loan to Deposit Ratio	
Year	LDR
2015	0.803
2016	0.855
2017	0.954
2018	0.965
2019	0.933

Table 4: Interest Rates of Savings Account	
Amounts	Interest Rates
Avg. Balance below Tk. 1 Lac	3.00%
Avg. Balance Tk. 1 Lac & above but below Tk. 1.00 Core	3.00%
Avg. Balance Tk. 1.00 Core and above	3.50%

Table 5: Interest Rates of Star Savings Account	
Amounts	Interest Rates
Average balance Tk. 50,000 and below than Tk. 100,000	2.00%
Average balance Tk. 100,000 and below than Tk. 500,000	2.50%

Average balance Tk. 500,000 and below than Tk. 2,50,000	3.50%
Average balance Tk. 2,50,000 and below than Tk. 5,000,000	3.75%
Average balance Tk. 5,000,000 and above than Tk. 1,0000000	4.00%

Table 6: Corporate Social Responsibility

Initiatives	Donation (Million in Taka)	Percentage with Total Amount
Education	39.23	30.91%
Health	1.28	0.65%
Disaster management	27.13	21.38%
Sports	1.17	0.92%
Arts and Culture	7.23	5.70%
Others	51.33	40.44%
Total	126.91	100.00%