



Internship report
On
Human Resource Strategies
Of
Bank Asia



Inspiring Excellence

Internship Report
On
Human Resource Strategies
Of
Bank Asia
Submitted to
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Letter of Transmittal

7th, September, 2016

Mahreen Mamoon

Assistant professor

BRAC University

Mohakhali, Dhaka

Subject: Submission of internship report on –HR strategies of Bank Asia”.

Sir,

Enclosed are my report entitled the HR strategies of Bank Asia Ltd. This report includes the Competitiveness, Employee contribution culture including reward system, training procedures, performance appraisal and other management policy of HR of Bank Asia. It is written based on the experience I have gathered by working there for three months. Upon faculty review, the original copy of this report is submitting to you. I appreciate the time that you have devoted to us.

Sincerely,

Sanjida Alam Nupur

ID- 12304011

BRAC Business School

BRAC University.

Acknowledgement:

This exposition would not have been possible without the guidance and the help of quite a few individuals who in one way or another contributed and extended their valuable Support in the preparation and accomplishment of this study. I would like to express my gratitude to BRAC Business School for including internship program as a four credit course which has provided an opportunity to gain practical working experience in the organization.

My sincere gratitude to the HR of Bank Asia for giving me a chance to complete my internship in this organization. I am thankful to Mr. Nehal Hossain– FAVP, Mr. Salman Tariq Ali – manager operation and supervisor and Mrs. Farzana Sharmeen –Executive officer, Rajib Kumar Dey-SEO, Mithi paul Chowdhury-Officer, Ploy Akther-MTO, and all the other employees for devoting time from their busy schedule and explaining how work is being done and assigning me with various tasks during these 12 weeks of internship period.

I would also like to extend special thanks to the entire staff for their full co-operation, guidance and support during my internship. Lastly, I would like to thank Ms.Mahreen Mamoon (Advisor) Internship Coordinator of BRAC Business School for their valuable Instructions and Guidance during the Internship program.

Executive Summary

The report Human Resource strategies of bank Asia is a result of my continuous practice and experience for the last three months. In this report the history and the principle of Bank Asia is described elaborately. The main objective of this bank is poverty elaboration which is also reflected by the CSR activities of the bank.

This report discusses about the Human Resource activities of Bank Asia. In this report I have talked about the overall strategies which are adopted by Bank Asia at all of the stages in the hierarchy.

All the Human Resource practices are very much employee oriented. There are many scopes in the HR strategies for employees for the betterment of their career. Training is a leading step which makes an employee outstanding in his/her career. It is thoroughly described in this report that how through training they develop staff excellence.

The benefits which are received by Bank Asia's employees from lowest position to the top management are excellent. By this practice they are making their employees loyal to the organization. I have described this process in my report.

I have listed down some of the point regarding the strength, weakness, opportunities and threats by observing the existing market and on the basis of my practical experience.

This is made only based on my short time experience of working in the organization. This report may include some backdated data but it will definitely help me for my further research of the human resource strategies of any organization.

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Chapter 1

1.1 Introduction

HRM now a day is a booming sector in almost every organization of our country. Almost every organization is coming up with a plan to establish an HRM sector in their organizations. HRM helps a firm to control and manage their human resources properly. HRM practice includes everything from recruiting and selection to compensate employee and managing benefits. The main target of my internship report is to find out and explain elaborately the HR practices of Bank Asia.

1.2 Background of the Organization

Bank Asia has been launched by a group of successful entrepreneurs with recognized standing in the society. 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 ably supported by a group of professionals many of whom have exposure in the international market. In the year 2003 the Bank again came to the limelight with oversubscription of the Initial Public Offering of the shares of the Bank, which was a record (55 times) in our capital market's history and its shares commands respectable premium.

1.2. 1. Growth of the Organization

In the year 2003 the Bank came to the limelight with oversubscription of the Initial Public Offering of the shares of the Bank, which was a record (55 times) in our capital market's history and its shares commands respectable premium.

The asset and liability growth has been remarkable. Bank Asia has been actively participating in the local money market as well as foreign currency market without exposing the Bank to vulnerable positions. The Bank's investment in Treasury Bills and other securities went up noticeably opening up opportunities for enhancing income in the context of a regime of gradual interest rate decline.

1.2. 2. Vision

Bank Asia's vision is to have a poverty free Bangladesh in course of a generation in the new millennium, reflecting the national dream. Our vision is to build a society where human dignity and human rights receive the highest consideration along with reduction of poverty

1.2.3. Mission

To assist in bringing high quality service to our customers and to participate in the growth and expansion of our national economy

To set high standards of integrity and bring total satisfaction to our clients, shareholders and employees

To become the most sought after bank in the country, rendering technology driven innovative services by our dedicated team of professionals

1.2.4. Core Value

- a) Place customer interest and satisfaction as first priority and provide customized banking products and services
- b) Value addition to the stakeholders through attaining excellence in banking operations
- c) Maintain high ethical standard and transparency in dealings
- d) Be a compliant institution through adhering to all regulatory requirements
- e) Ensure higher degree of motivation and dignified working environment for our human capital and respect optimal work-life balance
- f) Committed to protect the environment and go green

1.2.5. CSR Activities

Bank Asia has been conscious of corporate social responsibility from the very beginning of its Operation in 1999. The Bank looks beyond short-term quantitative gains and concentrates on issues which make the financial institution socially responsible and thus expects a sustainable balanced growth.

Bank Asia has three major CSR program; those are

a) Higher Study Scholarship:

Bank Asia provides higher scholarship to rural poor meritorious students, who are studying in important subjects in public universities. So far (since 2005) 215 students have been awarded the scholarship. Of them, 94 scholarships have been provided this year. Total expenditure of scholarship this year is Tk 53.08 lac for this purpose while Tk.1.57 crore till date. Next year we have a plan to provide 100 more scholarships, which will raise beneficiary numbers to 334, and budget will be Tk 10.64 million/Tk 1.64 crore. The scholarships are given on the basis of SSC and HSC results.

b) Ophthalmological Operation:

The Bank bears entire cost of cataract-related eye operations, whose parents are poor and cannot afford the high cost of operations. Since 2006, 874 operations have been conducted under the program at a cost of about Taka- 92 lac (till July, 2010). Most of the children are leading normal life and learning education.

c) Operating Computer Learning Center

Bank Asia, with the help of D-net, is operating 13 Computer Learning Centers (since 2006) in rural areas, where rural youths learn computer education. A total of Tk 4.7 lac has been spent for operational cost of these centers this year. Besides, 12 more learning centers have been set up this year involving Tk.1.58 million/Tk.15.76 lac as a part of our expansion program. So far, about 3000 youths received computer training through these centers, and cost involvement in this CSR program is Tk.1.03 crore (till Dec. 2009)

d) Other CSR activities:

- 1) Organizing Eye Camp:** Bank Asia started eye screening of 10,000 children in 50 schools in four upazilas of Kishoreganj district namely, Tarail, Sadar, Hossainpur and Pakundia with the help of Kishoreganj Eye Hospital of Nari Uddog Kendra (NUK). If the pilot program, involving Tk.5 lac, is successful we will cover whole the district and subsequently whole the country to save eyes of the children of the nation. (CSR, 2012)
- 2) Blood Donation:** Bank Asia every year organizes blood donation programs where Bank staffs donate blood. As recognition, Bank Asia received the Highest Blood Donation Organization Award from the Bangladesh Red Crescent Society Blood Centre in this (2010) year. Bank Asia spent Taka 1 million/10 lac for organizing blood donation program. (CSR, 2012)
- 3) Conservation of environment:** Bank Asia has been one of the pioneers in supporting environment friendly CNG projects by financing CNG conversion and CNG filling stations. It always averts financing in environment hazardous business. The Bank has decided not to finance any tobacco related business, and all offices of the Bank are declared smoking free zone. Bank Asia is committed to protect the environment, and in the effort to do so has undertaken beautification and maintenance of the main highway Pragati Sarani from Natun Bazar to Railway Crossing near Airport Road. Financing in solar panels for urban households is under process. (CSR, 2012)
- 4) Disaster Management:** Bank Asia donated Tk 25 lac to the Prime Minister's Relief Fund as financial assistance to the victim families of devastating fire at Nimtoli and building collapse at Begunbarui in first week of June, 2010 that caused loss of more than hundred lives, leaving hundreds of people severely injured. Besides, the Bank donated blankets among cold-hit people in the district of Rajshahi, Pabna and Bogra districts. (CSR, 2012)

5) Poverty Eradication Program: The Bank has disbursed Taka 62.76 crore (Tk 40.11 crore directly and Taka 22.65 crore through NGO linkage) as short and long-term credit in agriculture/rural credit sectors during last six months (Jan 1-June 30, 2010). This financing helped create innumerable employment opportunities in farms, especially in the fields of crops and fisheries. Of the total amount, Taka 10 crore has been disbursed for poverty alleviation in rural areas. (CSR, 2012)

1.2.6. Services provided by Bank Asia:

The services provided by bank Asia are numerous, those are; Retail banking, corporate banking, Islamic banking, SME banking. These are the core services. Other services includes- Service related to product are; 1. Locker Service

2. Centralized trade service.

Capital market service, foreign currency services, Student file services, International services, foreign remittance department, treasury services and many more.

1.2.7. HR Principle:

Bank Asia is a performance based organization and follows the flat organizational structure. It always promotes and practices performance based career growth as cited in their website. They consider their people as the prime capital of the organization. They always reward the performers in all aspects as they are the performance driven organization. They care about their people and their development therefore there are opportunities for continued education and training programs. They always encourage the employees to learn, develop & enhance their functional skills, leadership capabilities & personal effectiveness. Their leadership development focuses developing leaders who think before they act and act according to the values that the organization embraces. In the words of bank Asia –“Our asset is our diversified workforce who is making the mark in the industry to create a unique workplace.”

a) HR Vision & Message:

Our vision is to continue to evolve a service oriented environment utilizing a development-focused human resources professional team, and accept the responsibility to assess and improve our dedication to be responsive, polite and supportive to the organization through honesty, motivation, cooperation and collaboration. (Bank Asia, 2012)

The greatest strength of Bank Asia Limited is its "Human Resources". It is their Human Resources who have brought the phenomenal successes for the company. They believe they have the ability to go beyond and constantly bring about changes for the betterment and success which will lead us to achieve the Bank's goal. It's all about living their vision, values, codes, leadership, governing principles in their daily life and deliver upon our brand promise – "For a Better Tomorrow". (Asia, 2012)

b) HR Mission:

To develop, implement, and support programs and processes which add value to the Bank Asia Limited and its employees, leading to improved employee welfare, empowerment, growth, and retention, while committed to the Bank's key business drivers, its management and prosperity for its customers, employees and stakeholders. (Bank Asia, 2012)

c) HR Values:

Bank Asia is unique through demonstration of its values for its human resources to make the processes easy, to keep its promises, to inspire and be respectful by its below core values.

- 1) **Integrity:** The integrity includes keeping confidence, doing the exact thing said, doing the right thing, revealing the decision making process to the employees and lastly using consistent and objective standards.
- 2) **Responsiveness:** Bank Asia HR is very much responsive to employees and management, they respond to inquiries and requests in a timely manner. They always use data and give feedback to improve service delivery and program design.

- 3) **Collaboration:** Collaboration includes working in partnership toward shared goals, sharing information and aligning mutual interests.
- 4) **Diversity of thought and perspective:** The HR values the diversified thoughts and perspectives as they are solicit and consider different perspective respectfully, they also include individuals with different backgrounds, ideas and viewpoints.

d) HR Strategic Direction:

The strategic direction leads the HR to work in a flow and maintain their regular work in a respective manner. The strategic commands are; (HR Vision, 2012)

- Promote and support recruiting strategies and collaborate with departments to create a high performing, diverse workforce to ensure right person in right place in right time with appropriate position. (HR Vision, 2012)
- Respond to the needs of the Bank Asia Limited in a helpful, supportive, and proactive manner and provide "quality" services on which the Bank can rely. (HR Vision, 2012)
- Initiate policy reviews as legislative, economic, or market conditions affect financial, legal or other operations of the Bank Asia Limited and respond appropriately, creatively, effectively and timely with policy and procedure changes. (HR Vision, 2012)
- Develop staff excellence through training and consultation for employees that encourages growth and opportunity and fosters good, open communication and an overall positive work environment for all employees. (HR Vision, 2012)
- Equitably and fairly administer Bank Asia's policies, procedures, and benefits. (HR Vision, 2012)

e) Work Environment: The work environment includes basically three parts, those are;

1) Health & Safety : Adequate attention is always accorded to the health and safety of employees, primarily through providing safeguards to Branches with appropriate security arrangements, i.e. employment of both physical and technical surveillance on premises to

minimize possible threats to security, Physical premises are under regulatory requirement to conduct periodic drills for a systematic approach both to preventing any security breaches as well as to promote a culture of security and safety awareness. This involves managing health and safety care as any other critical business activity with periodic reporting, appraisals and improvements made. (Bank Asia, 2012)

2) Environment: While conducting due diligence on requests for credit facilities, Bank Asia will strive to ensure that environmental impacts are appraised with the same care as any other business factors. To the extent deemed practical, Bank Asia will raise and recommend compliance with local environmental laws to all its borrowing relationships. We firmly believe in long-term sustainable development, and investment decisions will only be supported when the bank is convinced, taking into account all relevant feedback, that any adverse environmental impact will be minimal or will be avoided altogether. (Asia, 2012)

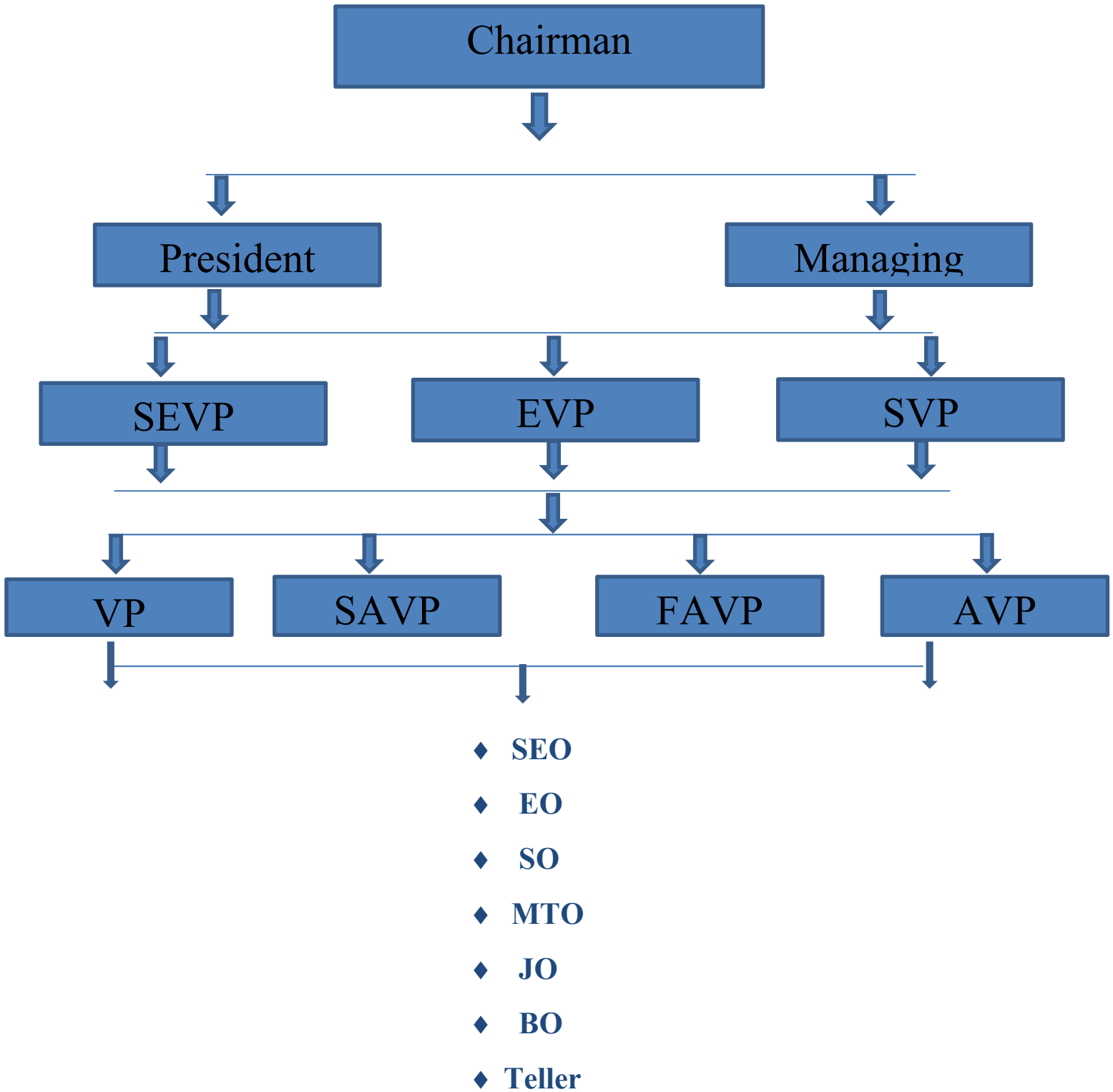
3) Team work: Teamwork and co-operation is an important aspect of the work ethics in Bank Asia. We leverage on the dynamics of our collective skills, knowledge and experience to achieve the best for our customers. Bank Asia views its employees as its greatest asset and recognizes the pivotal role that meritocracy plays in setting rewards and penalties for safeguarding the interests of its employees. It respects the incidence of conflicts arising in the workplace and seeks amicable resolution of contentious issues in a manner that is constructive, open, honest and ultimately beneficial to all parties involved. (Asia, 2012)

f) Ethics:

The ethics and code of conducts are strictly maintained in the organization. Anyone who fails to maintain ethics properly may be withheld. The codes of conducts are;

- **Attendance:** It is binding upon all employees to ensure timely attendance during office hours. An attendance register for this purpose is maintained at all Branches/Offices
- **Dress code:** An employee is expected to dress up appropriately (official attire) at their work place befitting the standard of the Bank and also ensure his/her dress is decent and upkeep is neat, tidy and clean.
- **Identity Card:** All employees of the Bank will be issued with Identity Cards, which they must keep with while on duty and return to the Bank at the time of resignation/termination/ dismissal/retirement.
- **Business Etiquette:** It is compulsory that no employee of the Bank shall at any time criticize or compare the competitors in a derogatory manner.

Organogram of Bank Asia



Chapter 2

2.1 Background of the Report

This report is the outcome of my three months practical experience. Because of the set curriculum of BRAC University we have got the opportunity to gather practical knowledge before entering the world of corporate.

This report is a must to prepare at the end of the internship period. But the main Objective of the internship is to get the hands-on experience of the real world Organization. It also helps to develop the skills required to handle the day to day operation in an organization. This will allow us to be prepared for the upcoming corporate challenges by experiencing real time working environment

2.2 Objectives

The objectives of making this report are voluminous but the fundamental objective of this report is to fulfill the requirement of BBA program of BRAC University. Another objective is to get a practical knowledge about how the HR of an organization really works, to relate what have I studied during the time period of my studying in the theories and the academic syllabus.

There are other objectives, such as;

- To compare the theoretical knowledge with the practical experience
- To understand how the training program is set for employees
- To realize the pay mix structure
- To know how the HRM works in bank Asia
- To explore the compensation policy
- To recommend some necessary steps which can be implemented in the organization

2.3 Methodology

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

Therefore the methodology includes both primary and secondary data.

2.3.1. Primary data source: Primary data means the data which are collected for the first time directly. As primary source I have used the following sources

- ➔ Face to face discussion
- ➔ Oral interview from employees
- ➔ Observing the rules and formats

2.3.2 Secondary data source: Secondary data means the data which are used from another output of primary source. As secondary source I have used the following sources ;

- ➔ Internet
- ➔ Website of Bank Asia
- ➔ Internal report

2.4 Scope of the Report

This report is all about the HR strategies and practices of Bank Asia. Their HR includes from planning the HR demand to the compensation management and employee relationship. This report will help the learner to know or have a brief idea about how the HRM practice of bank Asia. Again this study will help me to relate my theoretical learning to practical learning.

The study will allow learning about the HRM issues, importance, modern techniques and models used to make it more efficient. The study will help to learn the practical procedures followed by the leading organizations. Moreover the study will help to differentiate between the practice and the theories that direct to realize how the organization can improve their HRM practice & process.

2.5 Limitations of the report

This report is the first time I wrote anything on my practical experience rather than doing the curriculum reports and assignments. I have completed this report only based on the experience I got. I have got and earned vast knowledge but still there are some limitations I have found while doing the report. The limitations are;

- ❖ As I was an intern there I could not get the information related to the management
- ❖ I have written some parts based on my assumption from the ambiguous information
- ❖ The confidential matters were not disclosed to me
- ❖ I could not get the full access to the software system they use centrally to control the total banking processes.
- ❖ Unwillingness of the employees to give clear information.
- ❖ Couldn't learn varieties of works rather doing the same thing repeatedly.

2.6 Human Resource Strategies of Bank Asia:

Human Resource Strategies: A human resources management strategy is the overall plan that leads the implementation of specific HRM functional areas. HRM strategies guide personnel decisions that ensure the best fit for the organization. All functional areas of HRM strategies need to match the overall business strategy. (Chron, 2016)

Therefore, Bank Asia's Human resource strategies include the overall plan leading to the specific HRM functional areas.

2.7 HRM Functions of Bank Asia:

HMR Function: The role of human resource management is to plan, develop, and administer policies and programs designed to make expeditious use of an organization's human resources. It is that part of management which is concerned with the people at work and with their relationship within an enterprise. (human resource management, 2010)

The major HR functions of bank Asia includes;

- ❖ Planning
- ❖ Job Analysis
- ❖ Staffing
- ❖ Orientation
- ❖ Training and development
- ❖ Performance appraisal
- ❖ Career planning
- ❖ Compensation
- ❖ Benefits
- ❖ Record keeping

2.7.1. Planning:

The first and foremost job of Bank Asia's HRM is the planning of human resources of the organization. By definition we understand the HR planning is, "the ongoing, continuous process of systematic planning to achieve optimum use of an organization's most valuable asset — its human resources." (Investopedia, 2016)

The main objective of the planning of HR department of bank is to ensure the best fit for the organization at the same time avoiding the shortage and supply of the manpower. There are four steps which are adopted by the HRM of Bank Asia, those steps are;

- a. **Analyzing present labor supply:** The process starts by analyzing the labor supply. They ensure how many people are applying for the vacant post? What percentage of the existing people are leaving the job or planning to leave the job?
- b. **Forecasting the labor demand:** The next step is forecasting the labor demand. They forecast how many people are needed for organization keeping in mind the turnover rate.
- c. **Projecting labor demand with supply:** This third step includes the projection of demand and supply for the manpower by the HRM of Bank Asia. For example; if they have a vacancy for 20 people and supply of man power is more than this. Therefore they forecast at this step.
- d. **Supporting Organizational goals:** Then the last and final step is whether the planning is supporting the organizational goal. The HR follows the practical steps to integrate the plan to the rest of the company. They make a budget to implement the plan.

2.7.2. Job Analysis:

Job Analysis is a process to identify and determine in detail the particular job duties and requirements and the relative importance of these duties for a given job. Job Analysis is a process where judgments are made about data collected on a job. (HR guide.com, 2015)

In this step Bank Asia's HRM prepare job analysis for the different positions of the hierarchy of employees. They use job analysis to their selection procedures. These procedures include:-

- ❖ Job duties that should be included in advertising the vacant positions.
- ❖ Determining salary level to the different positions.
- ❖ Minimum prerequisites are to be set
- ❖ Determining interview questions &
- ❖ Selection tests

2.7.3. Staffing:

Staffing components includes both the recruitment and selection procedure. The recruitment procedure has many steps. The steps are described below:-

- a. **Candidate Sourcing:** In this sourcing step the advertisement procedure is done. Bank Asia publishes their advertisement in newspapers and different job portal sites.
- b. **Short listing of applicants:** After they collect all the CVs, they start scanning the CVs. This step is done by the HRM. Finally they call the selected candidates for assessment.
- c. **Assessment:** The assessment test is the combination of two procedure; written test and interview. All the candidates have to sit for written test. The candidates who have passed the written test are called by the management team for the interview. The interview here completes in three steps. At the first step the interviewer are the HRM people, if the candidate pass this step, they are called for the second my interview which is a panel interview where are more than one interviewer. At the third and the final step of interview the interviewer is the chairman of the organization.

- d. **Pool of Suitable candidates:** the finally selected candidates are called to organization for receiving their confirmation letter and sometimes for salary negotiation.

2.7.4. Orientation:

The HRM of bank Asia conduct the orientation program for the employees who are new recruits by the organization. By definition we understand, “Employee orientation, also commonly referred to as onboarding or organizational socialization, is the process by which an employee acquires the necessary skills, knowledge, behaviors, and contacts to effectively transition into a new organization.” (Boundless.com)

The orientation program of bank Asia is conducted in five steps. These steps includes:-

- a. **Onboarding:** the first step is onboarding. In this step the employees are introduced with office terms and conditions, security procedures, who will they be working with, the needed software (iStealer), email accounts, their user id and so on.
- b. **Acclimation:** This step includes helping the new employee to know the people, the system, the language and culture of the organization. For example; At Bank Asia female employees are supposed to wear saree at the first working day of the week.
- c. **Integration:** At this step the trainer emphasize on personal communication to other employees, as no one wants to be in a atmosphere where there is only work and no fun.
- d. **Relationship management:** helping employees to build longer time relations with management. At the first 30 days of working period the management of Bank Asia arranges different meetings with the newly hired people. Share the goals and objectives of the organization.

2.7.5. Training & Development:

Training is the systematic development of the attitude, knowledge, skill pattern required by a person to perform a given task or job adequately and development is _the growth of the individual in terms of ability, understanding and awareness. (Human Resource management, 2010)

The training procedure of Bank Asia is principally divided into three parts;

- ❖ General Banking Training
- ❖ Credit Department Training &
- ❖ Foreign Trade Training

General Banking Training: There are different kinds of training which are provided to the employees of general banking. Those training are described below:

- a. **Good and Customer friendly service:** Good and customer friendly service is the most important thing when banking is a serviced based organization. All the employees are trained to give the best service to all the customers no matter who is the customer.
- b. **Prevention of Money Laundering & Combating finance on terrorism:** Anti-Money Laundering (AML) has developed to be of significant importance for financial institutions around the world. Employees are trained not to be vehicle of money laundering of the terrorist.
- c. **Negotiation skills in banking:** Negotiation with customer is one of the most needed skills for the employee who mainly works with the general banking department. How one employee can really make the customer to buy the product?

Credit Department Training: Credit department training is assigned for the people who are related to works of credit department. Those trainings are mentioned and described below;

- a. **Consumer Credit marketing and recovery strategy:** This kind of training is programed to teach employees how to market their offers related to the loans. This training also includes the strategies to recover the loans paid.
- b. **Credit risk grading for lending decision:** how to take a decision to lending decision by the employees are trained to them.

Foreign Trade Training:

Foreign trade trainings are mentioned below;

- ❖ Export and import financing
- ❖ Financing in RMG sector
- ❖ UCPDC training

Apart from this there is much different training which are provided to everyone. Those are;

- ❖ **Foundation Training:** Foundation training is given to everyone who is newly hired. This is one month training.
- ❖ Apart from this there are many other trainings and those are ISS(Integrated Supervision system) reporting, Global economic crisis impact & policy response training.

2.7.6. Performance Appraisal:

“It is formal, structured system of measuring, evaluating job related behaviors and outcomes to discover reasons of performance and how to perform effectively in future so that employee, organization and society all benefits.” (Human Resource Management, 2010)

The objectives of performance appraisal of Bank Asia are:-

- ❖ Promotion
- ❖ Confirmation
- ❖ Training and development
- ❖ Competency building
- ❖ Improve Communication

There are also several goals of performance appraisal and those are:-

- ❖ Performance feedback
- ❖ Strengths and Developments needs
- ❖ Salary
- ❖ Promotion
- ❖ Retention
- ❖ Organizational goal achievements
- ❖ Poor performance identification etc.

Bank Asia Follows the MBO (Management by objective) method. The method comprises

- Establishing goals and desired outcomes for each subordinate
- Setting performance standards
- Comparing actual goals with goals attained by employees
- Establishing new goals and new strategies.

2.7.7. Career Planning:

Career planning is the process by which one selects career goals and the path to these goals. The major focus of career planning is on assisting the employees achieve a better match between personal goals and the opportunities that are realistically available in the organization. Career programmers should not concentrate only on career growth opportunities. Practically speaking, there may not be enough high level positions to make upward mobility a reality for a large number of employees. Hence, career-planning efforts need to pin-point and highlight those areas that offer psychological success instead of vertical growth. (Human Resource Management, 2010)

Bank Asia's HRM help the employees to plan their career properly so that both the organization and employee satisfy each other needs. The career planning procedures have four steps. The steps are:-

- Analyzing individual needs and aspiration.
- Analyzing career opportunities
- Aligning needs and opportunities
- Action plan and periodic review.

2.7.8. Compensation & Benefits:

Compensation has become a far more complicated issue than just deciding how much to pay your employees. In addition to salary, employers must consider many other components — 401(k) plans, stock options, bonuses and vacation — that have become part of compensation packages today. Employees also have greater expectations of what should be included in their compensation packages, and they may demand specific benefits that can be costly for small businesses. Costly or not, building a fair and attractive compensation packages is critical for attracting and retaining employees. (human resource management, 2016)

The compensation package of Bank Asia includes the following components:

- a. Salary and wages:** This component is the most important component of compensation. It is one of the main ways to compare between different positions within the organization. For example; the salary of a banking officer and MTO is far more different.
- b. Bonuses:** Employee bonuses are a very attractive part of the employment among the bank Asia's employees. At this organization they get three bonuses; two bonuses are the usual, these two bonuses they get on religious occasions like Eid or

Puja. The third bonus is called the performance bonus which is a very attractive payment. This type of bonus is usually 3 to 7 times to the basic salary.

- c. Time off:** This component is another attractive one. This includes holidays, vacations, sick days etc. Usually Bank Asia offers LFA (leave fare assistance) for the period of 15 days. This LFA is not only paid vacation but also the employees get a lump sum amount which is equivalent to their one month's full salary.
- d. Miscellaneous compensation:** There are other different kinds of compensations. Those compensations include getting loan with a less interest rate, using company cars and so on.

2.7.9. Record keeping:

It is essential to create a written policy for managing employee records. The goals set in a Recordkeeping policy should be straight-forward and simple. Use a system that encompasses the employee's employment history, medical data, confidential information, payroll records, I-forms, and protected status information. Employee-related files should be centrally located and appropriately secured. (Keller, 1953)

Bank Asia's HRM practices record keeping policy. They have the record of all the employees who are working in the organization. During the time period of my internship I got to know only one thing about the record keeping policy. Recently the HR demanded the E-TIN certificate of all the employees to keep the record updated.

Chapter 3

3. Internship at Bank Asia:

I have got the opportunity to work at bank Asia as an intern for three months; I was working at the Shantinagar branch. As I belong to a student of Human Resource Management I took all the information of HR practice of the organization from the employees and sometimes observing them.

3.1. Description of the job:

During the period of my internship I was assigned with varieties of work. I was introduced with the task of both general banking and credit department, though I had worked at the general banking department more as two of the employees of the GB was on leave. My working experience is described below;

- ❖ First of all I was introduced with the account opening form. I was taught that how many kinds of the account exist.
- ❖ The documents which are needed to be taken before opening an account.
- ❖ I learned how to inactive a dormant account
- ❖ I got to learn how to close an account
- ❖ How to give away FDR interest if any customer comes.
- ❖ The new cheque books were collected by me from the head office and I have sorted according to the account number.
- ❖ I have also received ATM cards and called every customer to come and collect the ATM and cheque books.
- ❖ I maintained the inward and dispatch register.
- ❖ I used to check account balance and give balance statement to customers if I was asked for.
- ❖ I was introduced to different money exchange houses. I gave away inward remittance from abroad.
- ❖ I used to give remittance via BA express, BA exchange, Trans fasts, Small world, Western union money transfer etc.
- ❖ I have called the customer whose installment of loans were pending.
- ❖ I have also done the data entry of the different category of loans.

3.2. SWOT Analysis of Bank Asia:

STRENGTHS:

- ❖ Stable source of fund
- ❖ Strong liquidity position
- ❖ Concentrated market
- ❖ Wide network of branches
- ❖ Well-furnished and Air-conditioned
- ❖ Diversified product range
- ❖ Satisfactory IT infrastructure

WEAKNESS:

- ❖ Problem in delivery
- ❖ Relative high overhead expense
- ❖ Long term credit is not sufficient
- ❖ Deposit is lower than advance

OPPORTUNITY:

- ❖ Regularity environment favoring
- ❖ Private sector development
- ❖ Credit card business
- ❖ SME and Agro based industry loan

THREATS:

- ❖ Deposits as well as quality assets.
- ❖ Market pressure for lowering interest rate
- ❖ Shrinking in export import and guarantee
- ❖ Banking activities of competitors
- ❖ New rules and regulations imposed by government.

After analyzing the SWOT of Bank Asia I have acquired some results. According to my analysis the strengths of bank Asia are more than the weaknesses. Therefore it can be said that if all the threats are considered seriously and work on that it might become a new strength. Bank Asia should take all the necessary steps to do better than the competitors. They should also consider the opportunities and work on that. For example; if they consider the credit card business and ask potential customers to buy the product they may gain some more profit than now. Therefore, I might say that if the opportunities, threats and weaknesses are considered equally they may gain some competitive advantage in the long run.

3.3. Observations and Recommendation:

During this three months period I have learned many things and observed many things. According to my observation there are some recommendations I want to provide. Those are mentioned below:-

- ❖ At bank Asia there is software used by the whole organization. The software is named “Stellar”. This software I found sometimes was very slow. So the authority might upgrade the software and make it a little faster.
- ❖ I have found that there is some employee shortage. For example there are less people at the customer service department. And less people on the cash counter also.
- ❖ There system software should be centralized.
- ❖ Some of the employee’s behavior with the customer is not appropriate. It should be changed.
- ❖ The internet connection is very slow sometimes. Sometimes the system gets hanged and the works get slowed down.
- ❖ Interns should give varieties of work not just the regular account opening form updating.
- ❖ The openness off all employees to the manager should be practiced more.
- ❖ Employees should be more polite among themselves. There are some employees who make more haste than the customers, it should be changed.

CHAPTER 4

Conclusion:

–Human resources are like natural resources; they're often buried deep. You have to go looking for them; they're not just lying around on the surface. You have to create the circumstances where they show themselves.” – **Ken Robinson**

Natural resources are taken care, nurtured and loved by everyone. Similarly Human resource of an organization should be cherished like this. They should be hired for their potentiality and trained to be splendid at the work sector.

To conclude I would like to say that, it was a worthwhile experience working at Bank Asia. Because of this opportunity I got the chance to work and observe so closely the HR practices. Bank Asia's HRM department is a very organized sector of the organization. Their Every practice is very much related to the theories. I learnt how the employees of this are trained. I came to know how much training is important for all the employees.

I have also found out performance appraisal is a vital part among other practices of HR. Bank Asia follows MBO(Management by Objective) Which is very well structured way to appraise employees. I could get to know all the procedures and I find myself a very lucky one.

Now-a- days in almost every organization the HRM practices are increasing. To compete in the global market and within the national market it is very important to establish a very effective HR system.

Therefore I can sum up explaining by gratitude to the whole system of Internship program and also the Bank Asia's well planned internship opportunity by dint of which I could earn a vast knowledge before entering as a permanent employee of any other organization. I is a milestone in my career.

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