BRAC UNIVERSITY

Inspiring Excellence

BRAC Business School

Internship Report On:

"Impact of Microsoft Imagine Cup on youth: A study on Microsoft Bangladesh Limited"

Submitted to

TanjinaShahjahan

Lecturer

BRAC Business School

BRAC University

Submitted by

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Department: BBS

BRAC UNIVERSITY

Submission Date: 30th May 2016

DECLARATION OF STUDENT

This is to notify that this report "Impact of Microsoft Imagine Cup on youth-A study on Microsoft Bangladesh Limited" has been prepared as a part of my internship formalities. It is an obligatory part of our BBA program to submit an internship report. Moreover, I was inspired and instructed by my supervisor TanjinaShahjahan, lecturer, BRAC Business School, BRAC University. In this regard I would like to mention that this report has not been prepared for any other purpose like presentation or investigation for any other authorities.

Sakib Mahmud

ID 12104192

BRAC Business School

BRAC University

LETTER OF TRANSMITTAL

Tanjina Shahjahan

Lecturer,

BRAC Business School,

BRAC University.

Subject: Submission of internship report.

Dear Madam,

With all due respect I would like to state that I have finished my internship at **Microsoft Bangladesh Limited** and here is the internship report on "**Impact of Microsoft Imagine Cup on youth: A study on Microsoft Bangladesh Limited**" as a part of my BBA program.

This internship opportunity at Microsoft Bangladesh Limited**,** has exposed me to the Multinational Corporate culture and has helped me learn and gather vast knowledge about how multinational organizations operates.

In this report I have described about Microsoft Imagine Cup and its impact on the youth. A research on Imagine Cup 2016 has also been included in this report. I thank you for your kind and helpful cooperation in directing me as to how to prepare this report. I hope that I am able to finish my work properly according to your requirement though time and access was limited. And should you need any assistance in interpreting this report, please kindly let me know.

Respectfully,

Sakib Mahmud

ID 12104192

ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to the Almighty because of His love and strength that He has given me to finish this research paper as my internship report. I do thank for His blessings for my daily life, good health, healthy mind and good ideas.

This internship report is an important requirement to fulfill the Bachelor in Business Administration degree with Accounting as a major at BRAC University, Dhaka, Bangladesh. I know that there is some lacking arranging this report but I thank everyone who has supported me to perform the internship as well as making this report. I want to give my special thanks to Microsoft Bangladesh Limited for giving me the opportunity to learn and get the real work experience.

Thanks to Mr. Hossain Mashroor, The SMB lead, my reporting supervisor, for his excellence in supervision and devotion to inspire me during my internship. Without his assistance, direction, encouragement, comments, suggestions, continuous guidance, support, ideas and constructive criticism throughout this internship, this internship program could not go well. He has helped me with all the primary data and resources required for this research paper.

I would like to expand my heartiest gratitude to Respected Ms. TanjinaShahjahan, my internship supervisor for her valuable advice, kindness, Knowledge, patience and time. Without her proper guidance it was impossible for me to organize the report properly and complete the report in a timely manner.

I am also grateful to BRAC University which has prepared me in all these years providing a good environment and facilities to develop myself into what I am today.

EXECUTIVE SUMMARY

Microsoft Bangladesh Limited has been organizing a technological competition for the youths titled "Microsoft Imagine Cup" since 2011. This is a global competition organized by Microsoft Corp since 2003, where students compete to come up with ideas to solve different global crisis or problems using modern technology. The response of this competition from the youth of Bangladesh is huge. Tackling minor drawbacks, hundreds of students from different backgrounds and universities takes part in the Imagine Cup. This research paper is prepared to assess the most recent version of Imagine Cup took place in Bangladesh, "Imagine Cup 2016, Nation Final, Bangladesh."

To assess the competition, primary sources have been used to collect the data. The participants in the final were asked to fill up questionnaires which had quantitative as well as qualitative questions. Those questionnaires have been analyzed by me and the findings have been deduced based on the quantitative portion of my questionnaire.

In the recommendation of part of this research paper, help was taken from the qualitative portion of questionnaire to suggest what can be done to make the competition better and more efficient.

In the findings section, 4 variables and a question have been analyzed to conclude the feedback of the participants. After analyzing each of those variables, the individual variable rating is shown along with pie chart in the finding section. The result of all the variable were then used to conclude the ultimate outcome of the research paper. And the result of satisfaction among the participants were really impressive, with almost 100% plans to participate in the upcoming events.

In the discussion part, results of all those variables have been discussed in details.

To assess the effect of this competition, ideas of the national champion and runners up team is highlighted on the latter part of the report. The ideas were really impressive and is believed will help general people significantly and change lives for the better.

Last but not least, the impact on Microsoft through Imagine cup is also discussed briefly. In the concluding section, some recommendations were made by me to improve the completion better and more accessible to the youth of our country.

Microsoft is really successful organizing such events to meet global crisis by the hand of future leaders. The youths of our country is also contributing to that and they are coming up with brilliant ideas to make the world a better place to live. The contribution of Microsoft Bangladesh is invaluable to our youth as they help them promote their ideas to a worldwide platform through Imagine Cup.

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Chapter 1:

INTRODUCTION

INTRODUCTION

Imagine Cup is aPremier Student technology competition organized by Microsoft every year. It brings together young technologists from all around the world to help resolve some of the world's toughest challenges. The Imagine Cup comprises five major technology competitions, including Software Design, and four challenges (although the challenge number is updated annually). All Imagine Cup competitors create projects that address the Imagine Cup theme: "Imagine a world where technology helps solve the toughest problems". Thiswas started in 2003, it has steadily grown in size, with more than 358,000 competitors representing 183 countries and growing.

In 2011, Imagine cup came to Bangladesh as a trail run. On that very year a team from Bangladesh, named "Rapture" from AIUB caught the attention of the world by joining the world finals in United States in the "World Citizenship" section by developing a guidance system for the visually challenged people. Not only they joined the world final they also won the PEOPLE CHOICE AWARD, IMAGINE CUP – 2011. Seeing the enthusiasm and potential to Bangladeshi student, Imagine cup continued in Bangladesh.

 Mr. Satya Nadella, CEO of Microsoft said, "We live in a time where we can imagine the impossible and make it probable." Imagine Cup gives the students a huge platform to express their ideas to help mankind.It is believed to be a celebration of student imagination, where they not only have the power to look into the future but to change it for the better.

IMAGINE CUP'16, NATIONAL FINAL BANGLADESH

This year there was only one criterion available for Bangladesh. It's World Citizenship. Theparticipants had to summit their ideas online by 17th April. 25 teams from different background and universities applied and on 23rd April, after carefully judging the Proposal document, software, and instructions, the judges pick 5 teams to pitch the idea in front of them. Then among the five teams, Team Function X was declared winner of the national level

of Imagine cup for their idea titled "Mommy Ring", which is expected to ensuring the safety of to-be-mothers and infants in Bangladesh as well as other developing and underdeveloped countries. Teams Function X will be joining the World final of imagine cup is Seattle, United States.

OBJECTIVE

The general objective of this paper is to assess the overall satisfaction of the Participants of Imagine Cup 2016 National Final, Bangladesh.

COMPANY PROFILE:

(Collected from Microsoft's webpage)

Basic Information

Microsoft was founded in 1975 with a mission is to enable people and business throughout the world to realize their full potential by creating technology that transforms the way people work, play, and communicate. Microsoft develops and markets software, services and hardware devices that deliver new opportunities, greater convenience and enhanced value to people's lives. It does business worldwide and has offices in more than 100 countries.

Microsoft generates revenues by developing, licensing and supporting a wide range of software products and services, by designing and selling hardware devices, and by delivering relevant online advertising to a global customer audience. In addition to selling individualproducts and services, it offers suits of products and services.

Their products include operating systems for computing devices, servers, phones and other intelligent devices; server applications for distributed computing environments; productivity applications; business solution applications; desktop and server management tools; software development tools; video games; and online advertising. They also design and sell hardware

devices including Surface RT and Surface Pro, the XBOX 360 gaming and entertainment console, Kinect for XBOX 360, XBOX 360 accessories, and Microsoft PC accessories.

The company offers cloud-based solutions that provide customers with software, services and content over the internet by way of shared computing resources located in centralized data centers. Examples of cloud-based computing services they offer include Microsoft Office 365, Microsoft Dynamics CRM Online, Windows Azure, Bing, Skype, XBOX LIVE and Yammer. Cloud revenue is earned primarily from usage fees, advertisements and subscriptions. Microsoft also provides consulting and product and solution support services, and it trains and certify computer system integrators and developers.

Microsoft also conducts research and development advanced technologies for future software, hardware and services. They believe they will continue to grow and meet their customers' needs by delivering a family of devices and services for individuals and businesses that empower people around the globe at home, at work, and on the go, for the activities they value most. Microsoft hopes to continue to create new opportunities for partners, increase customer satisfaction, and improve service excellence, business efficiency, and internal processes.

Additional Information:

List of Historical Events

Date	Event
1975	Microsoft founded
Jan. 1, 1979	Microsoft moves from Albuquerque, New Mexico to Bellevue, Washington
June 25, 1981	Microsoft incorporates

Aug. 12, 1981	IBM introduces its personal computer with Microsoft's 16-bit operating system MS-DOS 1.0
Feb. 26, 1986	Microsoft moves to corporate campus in Redmond, Washington
March 13, 1986	Microsoft stock goes public
Aug.1,1989	Microsoft introduces earliest version of office suite of productivity applications
May 22, 1990	Microsoft launches Windows 3.0
Aug. 24, 1995	Microsoft launches Windows 95
Dec. 7, 1995	Bill Gates outlines Microsoft's commitment to supporting and enhancing the internet
June 25, 1998	Microsoft launches Windows 98
Jan. 13, 2000	Steve Ballmer named president and chief executive officer for Microsoft
Feb.17,2000	Microsoft launches Windows 2000
June 22, 2000	Bill Gates and Steve Ballmer outline Microsoft's .NET strategy for Web services
May 31, 2001	Microsoft launches Office XP
Oct. 25, 2001	Microsoft launches Windows XP
Nov. 15, 2001	Microsoft launches XBOX
Jan. 15, 2002	Bill Gates outlines Microsoft's commitment to Trustworthy Computing
Nov. 7, 2002	Microsoft and partners launch Tablet PC
April 24, 2003	Microsoft launches Windows Server 2003
Oct. 21, 2003	Microsoft launches Microsoft Office System

July 20, 2004	Microsoft announces plans to return up to $75 billion to shareholders in dividends and stock buybacks
Nov. 22, 2005	Microsoft launches XBOX 360
July 20, 2006	Microsoft announces a new US$20 billion tender offer and authorizes an additional share- repurchase program of up to $20 billion over five years
Jan. 30, 2007	Microsoft launches Windows Vista and the 2007 Microsoft Office System to customer worldwide
Feb. 27, 2008	Microsoft launches Windows Server 2008, SQL Server 2008 & Vista Studio '08
June27, 2008	Bill Gates transitions from his day to day role at Microsoft to spend more time on his work at The Bill & Melinda Gates Foundation
June3, 2009	Microsoft Launches Bing Decision Engine
Oct. 22, 2009	Microsoft launches Windows 7
June 15, 2010	Microsoft launches general availability of Office 2010
Nov. 4, 2010	Microsoft launches Kinect for XBOX 360
Nov. 10, 2010	Microsoft launches Windows Phone 7
Nov.17, 2010	Microsoft announces availability of Microsoft Lync
June 28, 2011	Microsoft launches Office 365
Oct. 13, 2011	Microsoft closes its acquisition of Skype
June 25, 2012	Microsoft acquires Yammer

Sept. 4, 2012	Microsoft launches Windows Server 2012
Sept. 12, 2012	Microsoft launches visual Studio 2012
Oct. 18, 2012	Microsoft employees giving tops US$1billion
Oct. 23, 2012	Microsoft introduces new entertainment experience from XBOX
Oct.26, 2012	Microsoft launches Windows 8 and Microsoft Surface
Oct. 29, 2012	Microsoft unveils Windows Phone 8
Jan.29, 2013	Microsoft launches Office 2013, expands Office 365
Feb.18,2013	Microsoft launches Outlook.com
May 21, 2013	Microsoft unveils Xbox One
July 11,2013	"Microsoft One" reorganization realigns company to enable innovation at great speed, efficiency.
Sept. 3, 2013	Microsoft announces decision to acquire Nokia's devices and services business, license Nokia's patents and mapping services
Oct. 17, 2013	Microsoft launches Windows 8.1
Oct. 22, 2013	Microsoft launches Surface 2 and Surface Pro 2
Nov.22, 2013	Microsoft launches Xbox One
Feb. 4, 2014	SatyaNadella named chief executive officer at Microsoft
March 27, 2014	Microsoft launches Office for iPad
April 25, 2014	Microsoft completes acquisition of Nokia Devices and Services business

June 20, 2014	Microsoft launches Surface Pro 3
Sept. 15, 2014	Minecraft to join Microsoft announcement
Oct. 29, 2014	Microsoft announces Microsoft Band Device
Nov. 6, 2014	Microsoft announces Office apps for Andriod tablets
Jan. 21, 2015	Microsoft reveals Windows 10
May 5, 2015	Microsoft releases Surface 3
July 29, 2015	Microsoft launches windows 10
Sept. 22, 2015	Microsoft launches Office 2016
Oct. 6, 2015	Microsoft announces Surface Book, Surface Pro 4, Microsoft Band 2, Lumia 950 &Lumia 95XL
Jan.19, 2016	Microsoft announces $1B in donations putting Microsoft Cloud to work for the public good

Board of Directors

As per December 31, 2015

William H. Gates lll

Founder and Technology Advisor

Teri L. List-Stoll

Executive Vice President & Chief Financial Officer, DICK'S Sporting Goods Inc.

G. Mason Morfit

President, ValueAct Capital

John W. Thompson

Chairman

Satya Nadella

Chief Executive Officer

Charles H. Noski

Former Vice Chairman, Bank of America Corporation

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Former Chairman of the Board of Management, BMW AG

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Group Worldwide Chairman, Johnson & Johnson

Charles W. Scharf

Chief Executive Officer, Visa Inc.

John W. Stanton

Chairman, Trilogy Equity Partners

Padmasree Warrior

Chief Development Officer and US Chief Executive Officer, NextEV

MICROSOFT SEGMENTS

As per June 17, 2015

Engineering Groups:

- ### Applications and Services Engineering Group

  Qi Lu leads Microsoft's business across productivity, communications, education, search and other information services, setting the vision, strategy and overall direction of the Applications and Services group, and is responsible for all of the research and development teams across Microsoft Office, Office 365, SharePoint, Exchange, Yammer, Lync, Skype, Bing, Bing Apps, MSN and the Advertising platforms and business group.

- ### Cloud and Enterprise Engineering Group

  Scott Guthrie is the leader of the Cloud and Enterprise Engineering Group, which is responsible for the company's cloud infrastructure, server, database, CRM, ERP, management and development tools businesses. His engineering team builds Microsoft Azure, Windows Server, SQL Server, Microsoft Dynamics, Active Directory, System Center, Visual Studio and .NET.

- ### Windows and Devices Group

  Terry Myerson leads this group, which focuses on the software platform, apps, games, store and devices that power the Windows ecosystem, including Microsoft Edge, Minecraft, Halo, Surface, HoloLens, Lumia and Xbox.

- ### Technology and Research

  Harry Shum leads Technology and Research, including Microsoft Research, Trustworthy Computing and Technology Policy, and is responsible for driving the company's overall technical directions.

Business Functions:

- **Business Development Group**

Peggy Johnson leads the Business Development Group, focusing on key partnerships, especially our innovation partners (OEMs, silicon vendors, key developers, Yahoo, etc.) and our broad work on evangelism and developer outreach. DPE, Corporate Strategy and the business development efforts formerly in the business groups are part of this group. OEM is in the SMSG group with Turner, and has a dotted line reporting structure to Rudder, who works closely with Microsoft's key hardware partners.

- **Corporate, External, and Legal Affairs**

  Brad Smith leads as President and Chief Legal Officer.

- **Corporate Strategy & Planning**

  Kurt DelBene leads both cross-engineering and cross-business strategy, execution and planning initiatives, with an emphasis on opportunities that span product and engineering boundaries.

- **Finance Group**

  Amy Hood leads all product group finance organizations. SMSG finance, which is geographically diffuse, will report to Turner with a dotted line to Hood.

- **HR Group**

  Kathleen Hogan leads Human Resources.

- **Marketing Group**

  Chris Capossela leads global product marketing, advertising, brand, research and communications functions for businesses and consumers.

- **Operations**

  Kevin Turner leads the company's worldwide sales, field marketing, services, support, and stores as well as IT, licensing and commercial operations.

Operation Centers

Role	Location
Licensing, Manufacturing, Operations & Logistics	Dublin, Ireland
Manufacturing	Humacao, Puerto Rico, USA
Licensing and Operations	Reno, Nevada, USA
Operations and Logistics	Singapore

MICROSOFT SUBSIDIARIES

As per Dec. 31, 2015

Albania	Cyprus	Korea	Qatar
Algeria	Czech Republic	Kuwait	Romania
Angola	Denmark	Latvia	Russia
Argentina	Dominican Republic	Lebanon	Saudi Arabia
Armenia	Ecuador	Libya	Senegal
Australia	Egypt	Lithuania	Serbia

Austria	El Salvador	Luxembourg	Singapore
Azerbaijan	Estonia	Macao SAR	Slovakia
Bahrain	Finland	Macedonia, Former Yugoslav Republic of	Slovenia
Bangladesh	France	Malaysia	South Africa
Belarus	Georgia	Malta	Spain
Belgium	Germany	Mauritius	Sri Lanka
Bermuda	Ghana	Mexico	Sweden
Bolivia	Greece	Montenegro	Switzerland
Bosnia & Herzegovina	Guatemala	Morocco	Taiwan
Brazil	Honduras	Mozambique	Tanzania
British Virgin Islands	Hong Kong SAR	Myanmar	Namibia
Brunei	Hungary	Namibia	Thailand
Bulgaria	Iceland	Netherlands	Trinidad & Tobago
Cambodia	India	New Zealand	Tunisia
Cameroon	Indonesia	Nigeria	Turkey
Canada	Iraq	Norway	Turkmenistan
Cayman Islands	Ireland	Oman	Uganda
Chile	Israel	Pakistan	Ukraine
China	Italy	Panama	United Arab Emirates
Colombia	Jamaica	Paraguay	United Kingdom
Congo	Japan	Peru	United States
Costa Rica	Jordan	Philippines	Uruguay
Côte d'Ivoire	Kazakhstan	Poland	Venezuela
Croatia	Kenya	Portugal	Vietnam
		Puerto Rico	Zimbabwe

REVENUE AND HEADCOUNT

As per June 30, 2015

Headcount & Revenue Growth

Microsoft's worldwide headcount and revenue growth for the past 10 fiscal years are summarized below:

Fiscal Year Ending	Head Count	Net Revenue (US$)	Growth	Net Income (US$)	Growth
June 30, 2015	117,354	$93.58B	8%	$12.19B	-45%
June 30, 2014	128,076	$86.83B	12%	$22.07B	1%
June 30, 2013	99,139	$77.85B	6%	$21.86B	29%
June 30, 2012	94,290	$73.72B	5%	$16.98B	-27%
June 30, 2011	90,412	$69.94B	12%	$23.15B	23%
June 30, 2010	88,596	$62.48B	7%	$18.76B	29%

Employment Information

As per Dec. 31, 2015

Current Employment Headcount

Location	Employees
Worldwide	112,689
USA	62,437
Puget Sound (Washington State)	43,618

Reported Gender Breakout (Worldwide)

As per Dec. 31, 2014

Gender	Percentage
Male	70.8%
Female	29.1%

Functional Breakout (Worldwide)

As per Dec. 31, 2015

Role	Percentage
Engineering	44.8%
Sales & Marketing Support Group	48.6%
Finance, HR & Legal	4.5%
Business Functions	2.1%

Functional breakout does not include CEO in total.

Real Estate Portfolio

As per Dec. 31, 2015

Owned

Location	Total Square Feet	No. of Sites
Puget Sound	10,194,984	80
Other US	5,586,857	28
International	8,992,267	36

Location	Total Square Feet	No. of Sites
TOTAL:	**24,774,108**	**144**

Leased

Location	Total Square Feet	No. of Sites
Puget Sound	4,636,003	47
Other US	5,002,838	222
International	10,935,028	381
TOTAL:	**20,573,869**	**650**

Total Portfolio

Location	Total Square Feet	No. of Sites
Puget Sound	14,830,987	127
Other US	10,589,695	250
International	19,927,295	417

Location	Total Square Feet	No. of Sites
TOTAL:	**45,347,977**	**794**

MICROSOFT PRODUCTS, SERVICES AND SOLUTION OPERATING SYSTEMS ENGINEERING

Windows and Windows Phone:

The Platform Products and Services Division produces Microsoft's flagship product, the Windows operating system. It has been produced in many versions, including Windows 3.1, Windows 95, Windows 98, Windows 2000, Windows Me, Windows Server 2003, Windows XP and Windows Vista, Windows 7, Windows 8, and Windows 10. Almost all IBM compatible personal computers come with Windows pre-installed.

Windows Embedded:

Windows Embedded is a group of Microsoft operating systems that are designed to be used and run on embedded computer systems. It produces several products such as Windows CE, Windows Embedded Standard, Windows Embedded Industry and more. The focus of the operating system is on devices where the OS may not directly be visible to the end user, in particular, appliances and cars, as well as point of sale systems and automated teller machines. Microsoft tried to expand the windows brand name with products such as windows CE for PDAs and its "Windows-Powered" Smartphone products.

CLOUD AND ENTERPRISE DIVISION

Microsoft Servers:

Microsoft offers a suite of server software, entitled Microsoft servers for private clouds. Windows Server 2012, an operating system for network servers, is the core of the Windows Server System line. Microsoft also provides windows Azure which is a cloud computing platform. Other server products include:

- **Microsoft SQL Server:** a relational database management system and set of business intelligence tools;

- **Microsoft Exchange Server:** for certain business-oriented e-mail and scheduling features;

- **Small Business Server:** an integrated suite of server products designed for running network infrastructure (both intranet management and internet access) of small and medium enterprises.

- **Microsoft BizTalk Server:** for business process management like automation, modeling, communication and integration server;

- **Systems Management Server:** a collection of tools providing remote-control abilities, patch management, software distribution, and a hardware/software inventory.

Microsoft Azure:

Microsoft Azure is the company's cloud computing platform that hosts virtual machines, websites and more. It provides both platform as a service (PaaS) and infrastructure as a service (IaaS) services and supports many different programming languages, tools and frameworks, including both Microsoft-specific and third-party software and systems.

Visual Studio

Microsoft Visual Studio is the set of programming tools and compilers. The software product is GUI-oriented and links easily with the Windows APIs, but must be specially configured if used with non-Microsoft libraries. The current version is Visual Studio 2015. The previous versions are Visual Studio 2013, Visual Studio 2012, Visual Studio 2010, Visual Studio 2008, Visual Studio 2005. Visual Studio supports development for both native Windows platform and .NET Framework. Various free editions are also offered for Windows Runtime, Windows Phone, ASP.NET and Windows desktop development.

APPLICATIONS AND SERVICES ENGINEERING

This group produces online services such as Bing, Outlook.com, MSN, SkyDrive and Others. Microsoft also has hosted versions of Exchange, Sharepoint, Live meeting and Office Communicator known as Office 365.

Microsoft Office:

Microsoft Office is a line of office software, provided by Microsoft. The software product includes Word (a word processor), Excel (a spreadsheet program), PowerPoint (a presentation software), Access (a personal relational database application), Outlook (an email program, frequently used with Exchange Server), OneNote (a note taking program) and Publisher (desktop publishing software). Microsoft also produces an online office and software plus services suite named office 365 which is a subscription service for Microsoft Office products. A number of other products were added later with the release of Office 2013 including Visio, Project, MapPoint, InfoPath and OneNote.

Skype:

This group also produces the company's Skype voice-over-IP service and instant messaging client. This product before the reorganization was in the Microsoft Skype Division. It was bought by Microsoft in 2011 for $8.5 billion.

Outlook.com:

Outlook.com formerly known as Hotmail is a free web based email service operated by Microsoft. It is similarly named to a Microsoft Office email client named Microsoft Outlook. The service relaunched as Outlook.com on July 31, 2012.

Bing:

Microsoft's web search engine Bing is also developed in this group.

DEVICES AND STUDIOS GROUP

The devices and studios group is responsible for most of Microsoft's hardware products and development.

Xbox:

Microsoft entered the game console market dominated by Sony and Nintendo in late 2001, with the release of the Xbox. The company develops and publishes its own video games for this console, with the help of its Microsoft Game Studios subsidiary, in addition to third-party Xbox video game publishers such as Electronic Arts and Activision, who pay a license fee to publish games for the system. The Xbox also has a successor in the Xbox 360, released on 2005-11-22 in North America and other countries. With the Xbox 360, Microsoft hopes to compensate for the losses incurred with the original Xbox. However, Microsoft made some decisions considered

controversial in the video gaming community, such as selling two different versions of the system, as well as providing backward compatibility with only particular Xbox titles.

Microsoft Mobile:

Formally Nokia's Hardware division, this group is in charge of developing the Lumia line of Windows Phones

Microsoft Hardware:

Microsoft also markets a number of other computing related hardware products as well, including mice, keyboards, joysticks and gamepads, along with other game controllers, the production of which is outsourced in most cases.

Surface:

This group also develops the Microsoft Surface and Microsoft Surface Pro tablets that run Windows RT and Windows 8 respectively.

Microsoft Dynamics:

This group solely produces Microsoft Dynamics products which are enterprise resource planning (ERP) and customer relationship management (CRM) software applications.

MICROSOFT BANGLADESH LIMITED

Microsoft Bangladesh Limited is a completely owned subsidiary of Microsoft Corporation. Microsoft has 115 subsidiaries around the globe. Microsoft Bangladesh Limited or MSBD is running its operations in Bangladesh since 2004. MSBD's core objective is to improve market using Microsoft technology and add value to the nation as well as to the business of its customers and partners.

Microsoft Nepal: Microsoft Bangladesh office supports Nepal and handles innovation on top of Microsoft Research & Development tools via Microsoft Innovation Center Nepal. It also undertakes activities to assist Microsoft Bangladesh in developing the market in Nepal.

MSBD- OBJECTIVE

Some of the key objectives of Microsoft Bangladesh are mentioned below-

- Improve market coverage
- Establish the image of Microsoft
- Add value to the business of the customers and partners
- Funding key IT projects
- Enhance IPR
- (Intellectual Property Rights) awareness in corporate environment
- Working as an effective bridge to establish the linkage between partners and customers
- Building a strong developer community on Microsoft technology

MSBD- VISION

Establish Microsoft as a key technology leader in the local community.

BUSINESS INTERN AT MICROSOFT BANGLADESH

MSBD started internship program back in September 2013, opening two types of opportunities titled as Developer internship and Business Internship. Till now, Developer and platform Evangelism Group has circulated internship opportunity in MSBD Blogs and social media seeking Business interns for taking responsibilities for a minimum period of 3 months to meet customers, win partnerships, manage developer events and run app development initiatives.

Till now, Nine Developer interns got recruited keeping myself to be the fourth Business Intern recruited in the last January for three consecutive months.

Responsibilities as an Intern

During my internship period, I have worked on multiple tasks, projects and activities. This internship was fully focused on business communication and building new strategies to hold all the current and potential clients of the SMD (Small Medium Business) department of Microsoft Bangladesh. Being a business student and previous experience in business development, it helped me to hold my acquaintance to interpret, communicate and exchange views between SMD clients and technical partners. Some important responsibilities that I had during my internship are mentioned below:

- Creating and Updating SMB database
- Communicating with potential leads
- Overseeing distributors events
- Attending client meetings
- Advising in Marketing plans
- Designing Electronic Flyers
- Collaborating with local vendors and partners
- Attending top level strategic meetings
- Cooperating with the IMAGINE CUP organizers
- Administrating Microsoft's Social media page, groups and events.

Chapter 2:

METHODOLOGY

METHODOLOGY

The focus of this Study was Primarily on the reaction of the participants regarding the Imagine cup 2016. To assess the reaction, a detailed questionnaire was developed aimed at determining what the participants think about the Imagine Cup and what changes they wish to see to make it more effective. These questionnaires were handed out randomly among the participants on the event day. The format of the questionnaire is attached with the Appendix section.

The questionnaires required participants to rate variables related to the competition. It was a mixture of qualitative and quantitative approach. Those were created in such a way which can help Microsoft understand the improvement needed in the competition. Primarily those question questionnaires were used to analyze, recommend and conclude my findings. Along with the research, the winning idea of the imagine cup 2016, Bangladesh is also included to show how youths can use technology to solve general problems. In addition to that a success story of a young developer who started his journey as an imagine cup contestant, now working for Microsoft and one of the organizer of the imagine cup.

All the questionnaires have been collected from the participants by me and Mr. Rezwanur Rahman, organizer of Imagine Cup 2016. And by analyzing each and every form and then by averaging their satisfaction, my findings will be concluded. As this paper is solely based on quantitative approach, numeric ratings given by the participants will be analyzed. the questionnaires had comet's section which will be used for recommendations. Along with the formal paper work Microsoft has their Facebook fan page and groups open for participants to send feedbacks. As I was directly involved in the event, the observation, analysis and recommendation given by me are accurate and have been gathered from primary source. Usage of secondary source of data collection for this report is at a minimal level.

Chapter 3:

FINDINGS, RESULTS
&
DISCUSSION

FINDINGS/RESULTS

The questionnaire had six questions regarding the overall satisfaction of the Imagine Cup 2016. Among the 100 participants of 25 groups, 5 teams with four members each were selected to pitch their idea in front of the judges.20 questionnaires were given out to those participants. The survey forms have been analyzed by me in order to get absolutely accurate results. Random sampling was used and ratings for each variable given by the 20 participants were used as inputs for my study.

The judges of Imagine cup 2016 was

 1. **Rahat Yeasin**, MVP (Most Valuable Professionals), Windows development Platform.

2**. Shariar Hossain**, MVP, Azure cloud services.

3.**Swagata Proteek**, MVP, Windows development Platform.

The first three teams selected among the 25 teams were,

1.Funtion X

2. Metrav

3 Fame

To prepare this research paper, participants had 4 variables to rate. Participants could rate on a scale from 1 to 5, where 1 being the lowest and 5 the highest. Along with that there was one more questions for the participants regarding the Imagine Cup 2016.Average results of all of those 6 variables have been highlighted below:

Judges Ratings

This shows the effectiveness of the speaker. Participants were asked to rate the judges on a scale of 1 to 5. Summed up ratings for the Judges given by 50 participants were averaged to measure the overall rating.
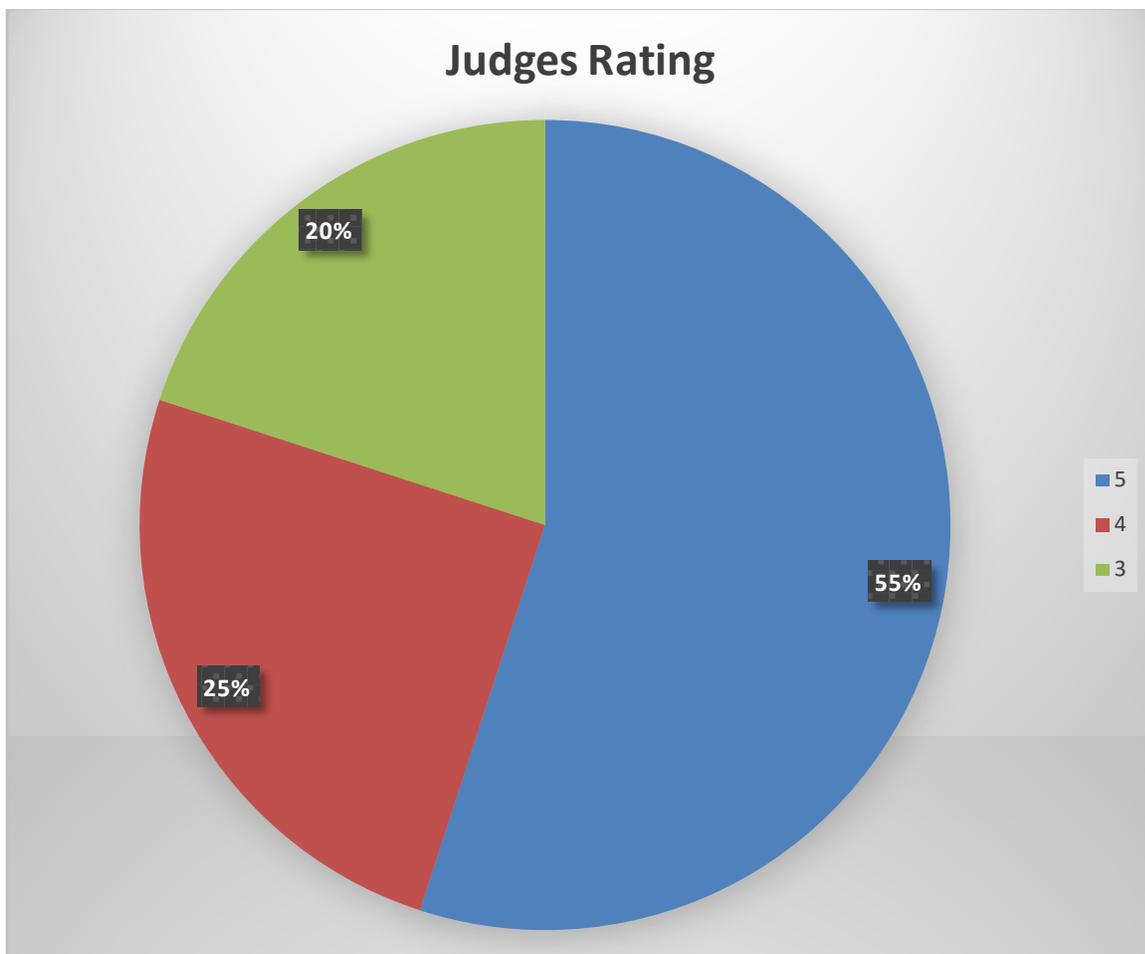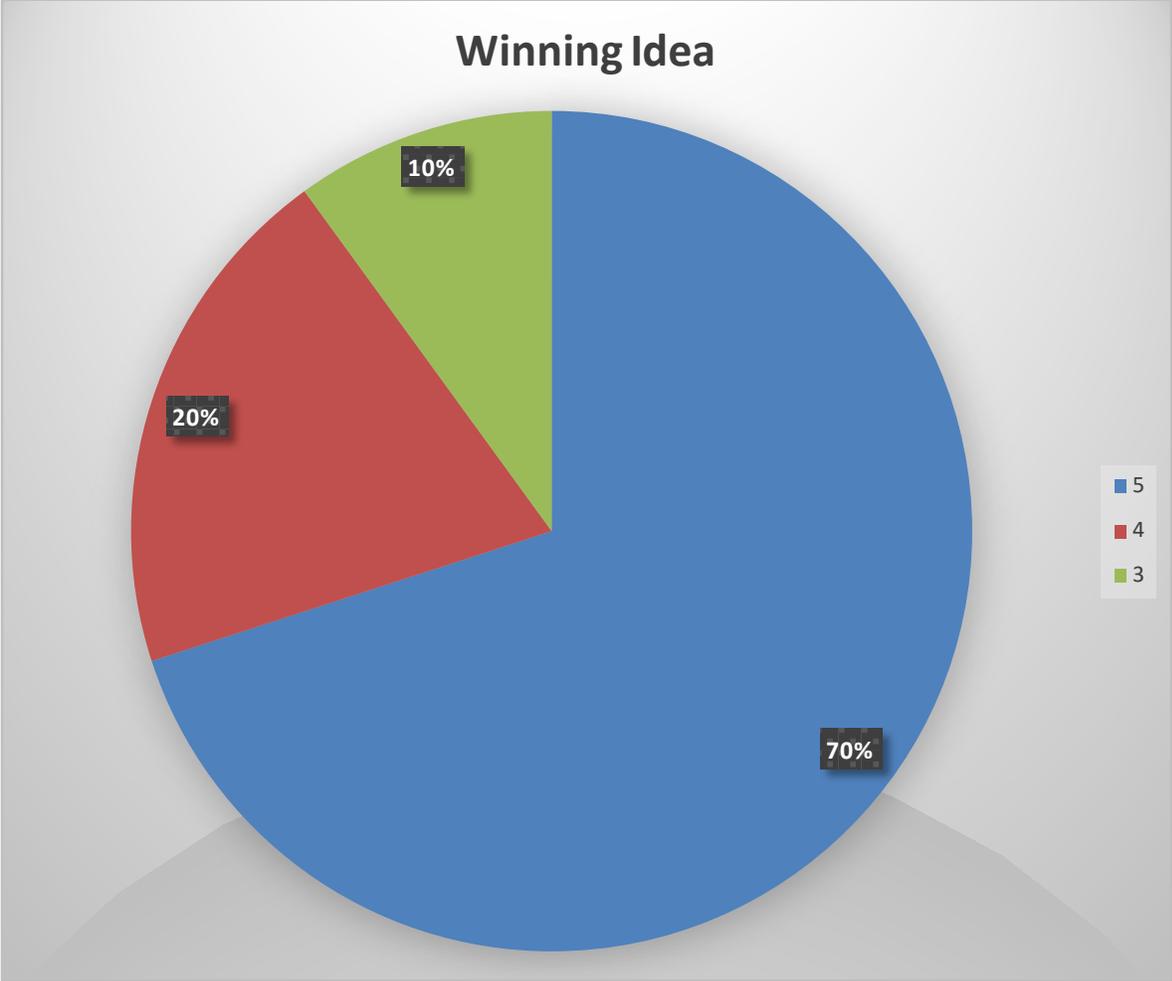
Tools Provided

Microsoft Provides a lot of enterprise grade software's to students through the Dream Spark Project. Here participants were asked to rate if the software's provided were adequate.
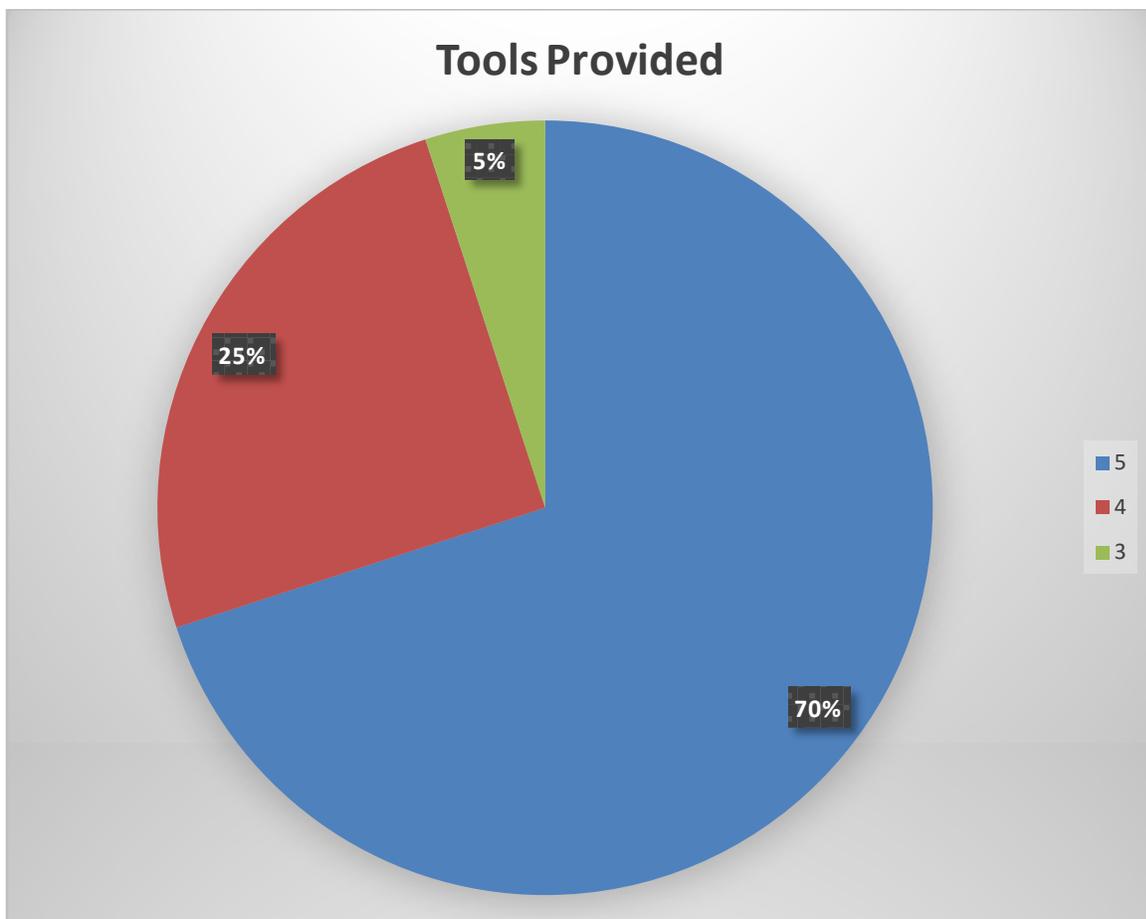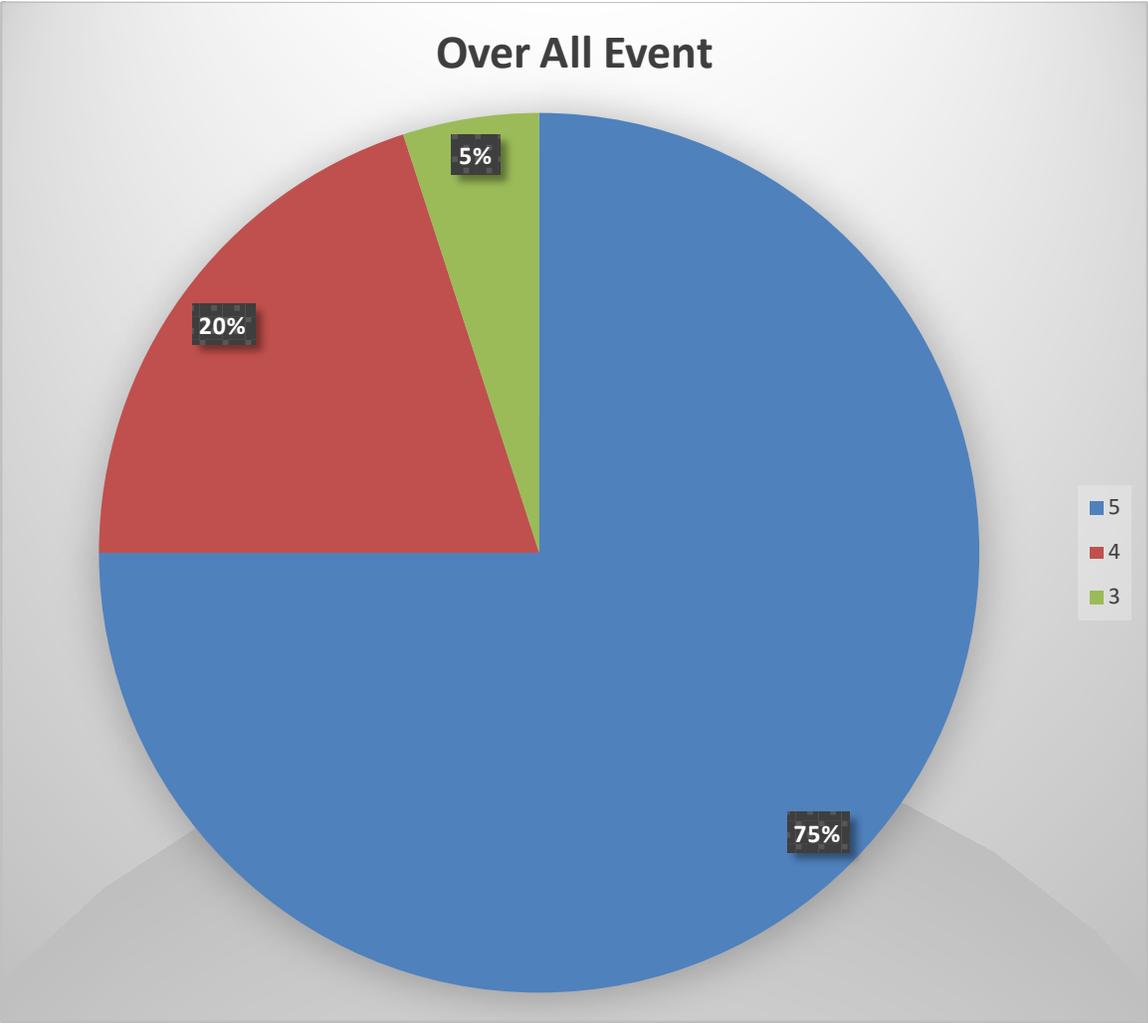
Winning team's idea

Here the participants were asked to rate the idea that won the competition. The winning Idea was titled "Mommy Ring" presented by team "Funtion X".
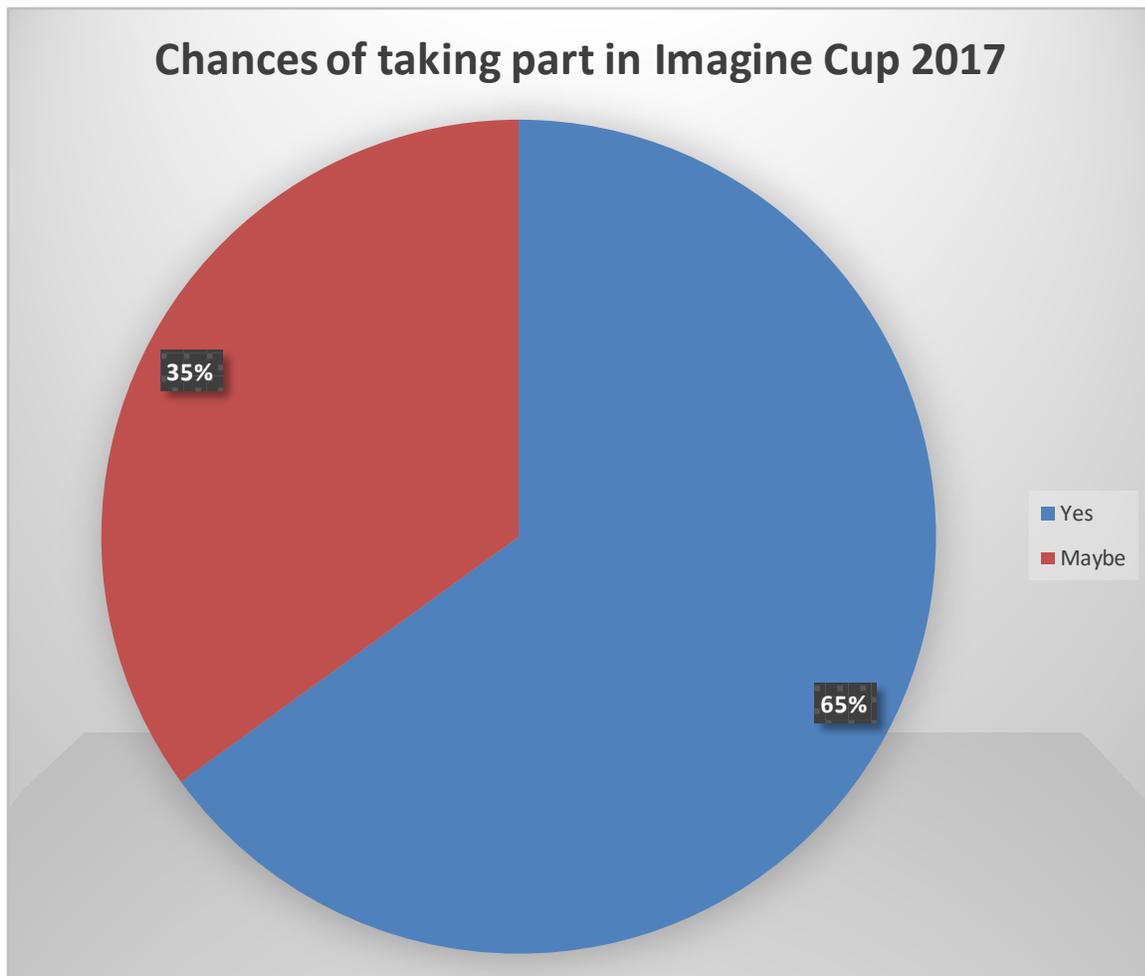
Overall Event

In this part the participants were to asked to rate the overall event including everything from environment to technical assistance.

Will you take part in the next Imagine Cup?

Here the participants were asked to encircle the likelihood to participate in the Imagine Cup next year.

DISCUSSION

Information Technology is the next big thing and the scope and opportunity is increasing worldwide. Because of the enhanced scope, this field has gained tremendous popularity in recent years. But the scenario is different in Bangladesh. We are lagging behind not due to the lack of potential but due to the lack of exposure. Imagine cup helps students to present their ideas on a worldwide platform. The 20 participants who took part in the competition agreed that Imagine cup encouraged them to build and present ideas that could help solve real life problems. All the ideas of the Imagine Cup 2016 Nation Final is based on real problems people suffer and how to solve them. There is very less restriction for a participant. A participant has to be a student and come up with an idea to solve a problem people faces in real life. Imagine cup encourages students to take the matter in their own hand and make a difference in the world. For more clarification, top ideas of the Imagine Cup 2016 nation Final Bangladesh are discussed right after this section. Being a developing country people worldwide often overlook the fact that the youth of this country can think out of the box and can make a difference. Microsoft is promoting our youth to the rest of the world through Imagine cup. After going through the ideas presented by the Bangladeshi teams, there is no doubt that our youth has the potential to solve significant problems of the 21st century and promote human advancement.

The findings of this research shows the quality of the competition that takes place every year. The feedback of the participants is absolutely impressive. And there was not much discrepancy among those variables. It's a good sign that the competition is growing in Bangladesh steadily with good participant feedback. On the last question, 100% of the participants is willing to participate on the Imagine cup 2017, which is undoubtedly impressive.

Chapter 4:

Ideas to solve difficulties

THE WINING IDEA

The winner of the Microsoft Imagine Cup 2016 national final is "Function X". It's a team from the CSE department of BUET. They came up with an idea that would ensure safety of pregnant mother. The members of Function X are Fahmid Morshed, Farabi Mahmud, Fatima FarinHaque, Mir imtiaz Mostafiz. Their idea is given in details below:

MOMMYRING

Ensuringthesafetyofto-be-mothersand infantsindevelopingandunderdeveloped countries-

Every year thousands of mothers and infants die just because of the lack of proper monitoring system during the pregnancy period. According to WHO, In developing countries nearly half of all mothers and newborns do not receive skilled care during and immediately after birth. As a result, nearly 41% of all under-five child deaths are among newborn infants, babies in their first 28 days of life or the neonatal period. 800 women die every day from pregnancy or childbirth related causes. According to the United Nations Population Fund (UNFPA) this is equivalent to "about one woman every two minutes and for every woman who dies, 20 or 30 encounter complications with serious or long-lasting consequences. Most of these deaths and injuries are entirely preventable.

The project, Mommy Ring focuses on the idea of ensuring the safety and security of a mother and her infant. It is designed as a wearable ornament for the mother. That will function as the health monitoring system throughout the pregnancy period of a mother and also monitor the kid for two years.

The main goal is to implement the hardware which will consist of heartbeat sensor, blood pressure measurement and temperature sensor. The ring will regularly keep monitoring the blood pressure, heartbeat and temperature of the to-be-mom and send updates daily to the system. Hence a complete health profile of the woman will be prepared which could be helpful for her next visit to the doctor.

After getting registered for using the Mommy Ring at the nearest healthcare center, every to-be-mother will receive regular health update on her phone regardless of that is a smartphone or not. She will also be reminded (by auto generated voice calls by the system) to visit the doctor with certain intervals to get the regular checkup. In case she misses an appointment the local health care center will be notified so that the health care workers can check on her. If the health condition of the mother deteriorates any time, emergency message will be sent to the nearest healthcare center and her family members so that necessary steps can be taken.

When the time comes, the to-be-mom will also be notified of the nearest hospitals, midwives or health care centers available to attend her.

Once the baby is delivered safely under this monitoring system, the baby will also be registered in the database. In third world countries many kids do not get proper facilities for the lack of proper knowledge about vaccines. Through our system we will also be able to track the infants and monitor that their vaccine schedules are properly maintained. The system will automatically send notifications when it is time to get vaccine and also send alert to the nearest vaccination center in case the infant misses a scheduled appointment for vaccination dose We will also incorporate a windows app compatible with the Mommy Ring that will help the Mother get proper advices, emergency solutions, community connections and alerts on the fly. A proper database with all necessary tips and advices will be available in that App so that the family can have a better understanding of the procedure and take basic care of the to-be-moms and infants. The App will also have some emergency alert system that will work along with our "Mommy Ring" hardware as the family can have their own daily report and necessary

suggestion on diet for their near and dear ones based on the daily health report.

Our system will be a total management system for the health care sector of developing and under developed countries to ensure the safety of mothers and infants. By using Mommy Ring we'll be able to track down and update the database of newborn children, their mothers and the social structures of them. This information will help us in planning a better healthcare system for all in the future.

THE RUNNER-UP

The runner-up of the Microsoft Imagine Cup 2016 national final is "Maverick". It's a team from the CSE department of AIUB. They came up with an ideato create a public friendly transportation system through mobile and web based app. The members of Function X are Aabir Hassan, Shafi AL KadeSopan, Asif Hasan Zeshan,Samiul Bashar Anan. Their idea is discussed below;

Project MeTrav

(Version-Dhaka)

Living in the city of Dhaka, it often feels like a real pain in the back to go outside and face the transportation system in Dhaka. Overcrowded, mismanaged and numerically limited traffics are problems that come as companion of traffic jam. The worst kind of traffic jams in the planet is available in the city and the transportation system has very big role in Dhaka being one of the worst livable cities in the world. The "Metrav" app is a very initial step to create a public friendly transportation system. The situation of traffic in Dhaka cannot be controlled in a day or with one mobile or web based app. But the purpose of this app is to make people smarter so

while still in development the app can make sure people suffer less due to the horrible transport situation.

The goal of this app is to solve the problems that every citizen of Dhaka city faces when they want to visit an unknown area of the city. Metrav is a transportation guide in portable devices who actually cares for the time. For example, we want to travel from Mohammadpur to Uttara. If we don't know the route, then our app will provide use with enough data on the question of "How do I travel?" rather than only showing the route on map. We want to build an app that will provide data on available transport (with their contact details), probable estimated time. (Daytime based, considering traffic jams), Fare, Comparison of fare in separate travel ways and also map based positioning in detail.

The key features of the app include, Area based Map, Practical travel Routes, Travel ways (transport type, contact detail), Fare (with comparison), Probable Jam points, Alternate route in case of traffic jam (with previous feature), Traffic police and controller contacts with GPS position help.

The developer of this app believes that it will help people to find the best and fastest route to get to their destination.

Chapter 5:

Concluding Chapter

IMPACT ON MICROSOFT CORPORATION

Imagine Cup serves Microsoft from varies angles. From a business point of view, Imagine Cup does not directly bring revenue or increases sales for Microsoft. However, it promotes the brand value of Microsoft. Every each throughout the world popularity of Imagine Cup is rapidly growing and along with this the popularity of Microsoft is also increasing. This is a very applaud able step by Microsoft as they are organizing events that generates ideas by the youths that might directly impact mankind and solve different global problems. And people around the world are taking it very positively and really appreciate it.

Imagine cup also promotes the products of Microsoft. The Imagine cup is Microsoft-centric. Participants of the imagine cup mostly uses the products of Microsoft, with demands such as "the entry must be designed on.NET Framework 2.0 using Microsoft Visual Studio" or "30% of the scoring will be based on use of showcasing the.NET framework". The use of third party software's are allowed but highly discouraged. As a result, students from a very early stage are getting use to the products and Microsoft believes this will financially benefit them in the long run.

Along with all this, by accepting the prizes, winners agree to allow Microsoft to use concepts, techniques, ideas or solutions from the winning applications for any purpose. In the time of constant innovation, getting access to hundreds of ideas from around the world on a regular basis is like a gold mine for a tech company like Microsoft. Apart from the winning idea, Microsoft gets access to all the idea put forward by the participants from all over the world. Through Microsoft's state of the art R&D division, any potential idea can be turn into a profitable business item. However, Microsoft respects the intellectual property of the students and assures that neither Imagine Cup competition nor Microsoft claim ownership of the materials provided by the competitors. And use of any idea in any capacity will be done after granting permission from the students.

CONCLUSION AND RECOMMENDATION

After analyzing all the variables, it can be concluded that the results were quite positive. Undoubtedly Imagine cup 2016 was a success with positive participant's review. It can be said that Microsoft Bangladesh Limited is doing an excellent job organizing the Imagine Cup.

As all the questionnaires were carefully reviewed by me, I conclude that Microsoft should put more effort selecting the Judges panel as it got the lowest of all other variables. On the scale of 5, only 55% rated the judges 5, which is the lowest among all other variables. 25% rated the judges 4 and rest of them rated 3. On the other hand, when the participants were asked to review the overall event, 75% rated 5 which is the highest among all the variables and is highly satisfactory. 20% rated 4 and only 15% rated the event 3. The rest of the ratingsare also very satisfactory as most percentage of the participants rated 5. On the last question, participants were asked about their likelihood of participating in the Imagine Cup 2017. 65% noted yes and 35% noted maybe, this is a very success rating as the Organizing team was amazed seeing the enthusiasm of the participants.

After analyzing everything related to Imagine Cup 2016, from qualitative section of the questionnaire to personal feedback, the following changes are recommended by me:

➢ Some of the participant gave negative feedback on time frame. Few participants found that the time allocated was not enough. If Microsoft can solve this issue, the ratings and overall satisfaction of the future participants will no doubt reach its peak. I would recommend Microsoft to extend the time frame and declare criteria and regulation a lot earlier than now. Probably the criteria and regulations for the Imagine Cup 2017 could be announced within December of 2016. This is how participants will get an extended period of time to prepare for the competition.

➢ Participants also showed concern regarding the criteria allocated for Bangladesh. This year Bangladeshi participants were only eligible to participate on "World Citizenship." Innovation and Gaming criteria was not eligible for Bangladesh. Participants were

displeased regarding this issue. They believe that if all the criteria were made eligible there would have been more participants. Some believe there would have been more than 200 teams on the Gaming criteria alone. I would recommend Microsoft Bangladesh to look into that matter. If all the criteria were made eligible there would have been a lot more participants. It would also promote more students to share their idea on a worldwide platform.

- In 2015 Imagine cup took place online. Participant submitted their ideas online and entire competition took place online. Participants think that this was a huge drawback. They believe that although their projects can be submitted on line, it is very difficult to demonstrate it to the judges. Although the 2016 edition was live, Microsoft Bangladesh should take necessary steps to make sure that all the upcoming event take place live.

- All the judges of the Imagine Cup are MVP and highly recognized Microsoft. In the research the judge's ratings were the lowest. I would advise Microsoft to select more efficient and experienced judges in the future to maximize participant's satisfaction

- Along with the team projects of 3 criteria's, Imagine Cup also has two Individual criteria, they are, Hello Cloud and Nasa Space Apps. The participants for this two criteria are very negligible and I would advise Microsoft to promote them more to encourage students to take part in those individual criteria.

- Last but not least, the ideas presented in the Imagine cup 2016 were really awesome and will help people on a significant level. Microsoft provides financial grants to the world winner only. However, if the national winners could be provided with financial grants, their idea could really make a difference. I would strongly advice Microsoft Bangladesh to take steps to provide financial grants to the national winners. It will not

only further the cause of Imagine Cup which is to solve problems using technology, but also help millions of people.

Microsoft believes with the magic of technology all the problems of the world can be tackled. This is the reason to organize Imagine cup each year. Though Imagine cup a lot of ideas have come to light that can help millions of people from healing patients to educating illiterate people, from saving energy to creating alternative energy source. Microsoft spends a huge budget in order to facilitate these events worldwide. The winner of the Imagine Cup On each criterion gets $ 50,000 as grant money. Microsoft Bangladesh will give trophies laptops, lumia handsets, and certificate to the winning team and a full expense paid trip to Seattle United States to compete in the world Final. The 1st and 2nd runner ups will be given certificates and trophies.

Microsoft has amazingly achieved the goals for organizing Imagine cup as each year brilliant ideas are put forward by students from all around the globe. The youth of Bangladesh are also contributing to the cause and has shown significant success. If Microsoft consider what is recommended above and can keep on promoting Imagine cup in Bangladesh, the outcome in the future will undoubtedly be better than ever.

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Questionnaire on

Microsoft Imagine cup 2016:

1. Rate the judges	1	2	3	4	5
2. Tools provided was adequate (Dream Spark premium)	1	2	3	4	5
3. Rate the winning teams idea	1	2	3	4	5
4. Overall event	1	2	3	4	5
5. Will you take part in the next Imagine Cup	Yes	No	Maybe	-	-

Comments/Suggestions if any:

1

2

3

Please note that this questionnaire is for evaluating Imagine cup is for an academic purpose only and will not be used for any other purpose.