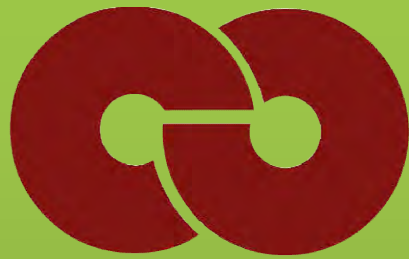


BRAC University



CareersHub

a concern of CareersClub Australia Pty. Ltd

Summer-2017

The Training Need Assessment of Foreign Employment College

Submitted to:

Md. Tamzidul Islam

Assistant Professor
& Internship Coordinator
BRAC Business School
BRAC University

Submitted by:

Name	Priyanka Das Katha
Student Id	15364013
Department	BRAC Business School
Program	MBA

BRAC University

BUS699

Summer 2017

Date of Submission: 31st July, 2017

Letter of Transmittal

Date: 31/07/2017

Mr. Md. Tamzidul Islam

Assistant Professor and Internship Coordinator

BRAC Business School

BRAC University

Subject: Submission of Internship Report on “The Training Need Assessment of Foreign Employment College”

Dear Sir,

I am here by submitting my Internship Report, which is a part of the MBA Program curriculum. It is a great achievement to work under your active supervision.

This report is based on, “The Training Need Assessment of Foreign Employment College”. I have got the opportunity to work in CareersHub Bangladesh Limited as Business Development Executive (Training and Development) for last one year, under the supervision of Mr. Hemi Hossain, Managing Director, CareersHub Bangladesh Limited.

This project gave me both academic and practical exposures. First of all I learned about the organizational culture. Secondly, the project gave me the opportunity to develop a network with the corporate environment.

I shall be highly obliged if you are kind enough to accept this report and provide your valuable judgment. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Yours Sincerely,

Priyanka Das Katha (15364013)

Acknowledgement

This report would have been impossible without the valuable contributions and limitless help of several individuals.

First, my thank goes to the Almighty God for giving me the grace to finish this project. I would like to thank all the authors of the journals, books and articles that are secondary sources from where I have collected necessary information regarding this project.

I have been benefited by many people in the completion of this report. They have generously supplied insightful comments, helpful suggestions, and contributions all of which has progressively enhanced the quality of this report.

I feel honored to lay my sincerest gratitude to my honorable faculty, Md. Tamzidul Islam for helping me in every possible way during the preparation of this project. His support and guidance gave me the courage to make this report.

The selection of company is always vital to successful study. In this report, my heartily appreciation goes to my supervisor Hemi Hossain, Managing Director, CareersHub Bangladesh Limited, who helped me by providing valuable suggestion, proper guideline and information regarding my internship and the organization.

While working on this project, I had to deal with Different Departments of Bangladesh Government. I would like to Thank Mr. Muhammad Faruk Khan(MP), Chairman, Parliamentary Standing Committee, Ministry of Civil Aviation & Tourism and Presidium Member of Bangladesh Awami League Central Working Committee

Executive Summary

CareersHub focuses on youth unemployment and related issues that lead the company to establish this College and collaborate with different colleges, technical institutes and centers to leverage expertise and resources. The Foreign Employment College is a new project of CareersHub Bangladesh Limited. This program will expand the opportunity of young generation of Bangladesh by integrating a focus on education, increased technical skills, social and economic development - targeting groups of individuals who do not have the work skills and opportunities for higher education here and abroad due to lack of capacity of educational institutions or other reasons and conditions.

Specifically, the College will engage local students and Australian and local experts through the use of joint appointments; collaborative teaching; shared skills; shared project development; local and international job placement options; and integrated programs in training, skill development, and leadership development that initiate and collaborate this idea.

This project addresses a need for development of leadership, identify the individual's required training and develop them according to the local and international requirement; thereby they would be able to respond to an increasing demand of labor-market with a professional knowledge. There is also a demand for trained social-development personnel in this country.

I have been employed in CareersHub Bangladesh Limited for eleven months for the purpose of Business Development. I was employed in Training and Assessment unit under Hemi Hossain. Its task is to deal with the people and companies – who require training and development for various purposes.

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1. Prefatory

1.1 Origin of the Report

Internship Program of BRAC University is an important requirement for MBA students. The main purpose of internship is to get the student exposed to the corporate world and this study is a partial requirement of the Internship program of MBA curriculum at the BRAC University. Being an intern, the main challenge was to implement the theoretical concepts into real life experience.

The internship program and the study have following purposes:


-  To experience the real business world.
-  To get and organize detail knowledge on the job responsibility.
-  To compare the real scenario with the knowledge gained in BRAC University
-  To fulfill the requirement of MBA Program.

This report is the result of three months long internship program conducted in CareersHub Bangladesh Limited and is prepared as a requirement for the completion of the MBA program of BRAC University. As a result I needed to submit this report based on the “Training Need Assessment of Foreign Employment College”

1.2 Objective of the Report

The main objective of the report is to find out the Need Analysis report the “Foreign Employment College. Another objective is fulfilling the requirement of MBA program. For this I had to attach with an organization and I chose CareersHub Bangladesh Limited. For this I have some practical job related experience with my academic knowledge.

The objective of the study may be viewed as:

 General objective

 Specific objective

General objectives

The general objective of the study is to prepare and submit a report on the topic of Training Need Assessment of Vocational Training Sector in Bangladesh.


Specific objectives


It is not possible to carry out a research to figure out the overall Need Assessment of the project, so I narrow down the topic and now it stands that “Training Need Assessment of Foreign Employment College”.

The Objectives of this study are:

 To find out the benefits of Foreign Employment College in our society.

 To find out the lacking of currently available other Vocational Programs.

 To submit the practical work as a paper work that I have learned in my three months internship of MBA program.

 Measure the importance of Foreign Employment College.

1.3 Scope of the Report

The report plots a detail discussion of CareersHub Bangladesh Limited and its operation. The information consists of the observation and the job experience acquired throughout the internship era. The report also particularizes the internship research focus, which are the Foreign Employment College and its Training Need Analysis. This report has been prepared according to the interviews of the employees of the organization, partners of the project, extensive survey and review of literatures.

This report also contains a detail description of my experience that I gathered through my work.

1.4 Methodology

Data source

Data for this report has been extracted from primary sources as well as secondary sources.

Primary Data Collection

I have used two techniques of Primary Resources for my research and they are as followed:

- ❑ Personal Observation.
- ❑ Practical work.



Personal Observation:

Observation is the process of recognizing and noting people objects and occurrences rather than asking for information. Informal observations remove the elements of Bias and effect of reaction from research.



Practical Deskwork:

While working at CareersHub Bangladesh Limited as Business Development Executive, I have collected the data which I needed to accomplish the report.

Secondary data collection

To complete my report, along with primary data I needed some secondary data related with my topic. Relevant literature like published and unpublished thesis, books, reports etc. have been reviewed with a view to increase the knowledge and regarding the issue. Above all the storehouse of knowledge, “the internet” will also be a big part of the literature review. Majority of the data will be collected from different web sites.

1.5 Limitation

I tried to give my best effort to prepare my internship report comprehensive as detailed as possible. The report could have delved deeper into certain matters, but that has not been possible because certain sensitive information were not readily shared due to company regulations. Because of the limitation of information, some assumptions were made. Data from different sources were quite inconsistent which created some problems in making the report. Time is the major constraint of this research report. Due to the time constrain I will focus more on company internal data and findings which are available within company and internet articles.

2. Company Overview

2.1 About CareersHub

CareersHub is a concern of CareersClub Australia Pty Ltd. CareersClub is a Melbourne based Australian coaching, training and business consulting company. It was founded on 4 key values: **Passion, Commitment, Hard work and Trust**. CareersClub's motto is "**You Can Live a Better Life**", which resonates very well with the reason it was founded. CareersHub's vision is to help people reach their true potential so that they can be successful in every aspects of their lives, be it as a leader in the organization with a perfect work life balance, a newbie who has just stepped into the corporate industry or a team who can effectively and efficiently drive the company towards success.

CareersHub inspires, motivates and leads individuals, teams and businesses, who are looking to discover the best course of action for increased performance and profitability.

2.2 Team CareersHub

CareersHub's Expert/Coaching team is comprised of International Certified Coaches and Trainers, who are delivering consistent leadership, management, sales and productivity development coaching and training for Individual and team in different sectors.

CareersHub's leadership team is comprised of some industry wise renowned local and international people, who have experience in their fields respectively.

At the core of these teams are local partners, who are totally committed and passionate about increasing the performance, productivity and profitability of client organizations through the training, coaching and development of their people.

CareersHub has Australian, Malaysian, Indian and Bangladeshi Trainers in its Trainer pool. It has started to conduct Training and Development session in Bangladesh, to increase the number of certified trainers. All the trainers and employees get international training and induction.

2.3 Services

Before CareersHub do any training, it uses some of world's best psychometric tools to inquire deeply into the natural leadership aptitudes of people, to identify the strengths and weaknesses of each individual. Any gaps or blind spots are identified and their strengths are recognized, so gaps can be filled and strengths can be mindfully used to best advantage. This helps individual to get clear on specific areas that need improvement, as well as alerting them to their natural leadership aptitudes.

CareersHub's Services focus on 3 key areas:

1. Individual
2. Teams
3. Business.

Their services are designed based on the need of the clients and are very practical. CareersHub offers 4 (four) different category Services.

1. Corporate Training
2. Students Consulting
3. Business Consulting
4. Personal Development

2.3.1. Corporate Training

The Corporate Training includes leadership, productivity, sales, teamwork, management and performance trainings – which improve the performance of Client organization by developing people and their performance. The Corporate Training makes them more organized, productive and efficient. These programs inspire the client team to become better managers, leaders and sales people - who can resolve issues and take the lead more competently and confidently.

We don't train people, we develop them – this is the Tag line of Corporate Training Team of CareersHub. There's a massive difference in these 2 sentences. Information received through traditional training methods is quickly forgotten. CareersHub actually changes and improves the way people think, work, act, interact and live - so their value to the organization will continue to grow indefinitely.

The Corporate training includes:

- a. Building A High Performing Team
- b. Personal Development & Life design workshop
- c. Behavioral Profile Assessment
- d. Leadership Workshop
- e. Control Of Life Workshop
- f. Cultural Change Management
- g. Customer Centric Mindset
- h. Sales Leadership
- i. Team Building

2.3.2 Student Consultancy

One of the great passions CareersHub has to shape the future of a country. This company is working with some of the top universities of Bangladesh to ensure that the new and existing graduates are getting the right guidance and support so that they can shape the future of their own as well as the future of the Bangladesh.

CareersHub is also connected with some educational institutes of Australia and Malaysia, where they can help Bangladeshi eligible students to get admitted.

CareersHub is also working collaboratively with many universities around the world. They have partnership with:

Australian Universities:

- a. Charles Darwin University
- b. Federation University of Australia
- c. CQ University
- d. Queensland University of Technology
- e. Queensland University of Technology
- f. Deakin University
- g. Federation University of Australia
- h. La Trobe University
- i. Monash University
- j. RMIT University
- k. Victoria University

- l. University of Melbourne
- m. Swinburne University of Technology
- n. Charles Sturt University

Malaysian Universities:

- a. University of Kuala Lumpur
- b. Asian metropolitan University
- c. Nirwana group of Education
- d. Aseana College
- e. IUCAS College

2.3.3 Business Consultancy

CareersHub works with different government projects and corporate industries. The Consultancy programs improve client organization's productivity by improving people, making them more organized and productive, better communicators and better equipped to resolve issues.

2.3.4 Personal Development

The Personal Development Services focus on giving an individual the confidence to be successful, be it in his/her career or in life. The Personal Development includes the following:

- Career Coaching
- Career Coaching & Up-Skilling
- Building A Confident Leader
- Career Transition Guidance
- Life Coaching – Creating A Better You

3. Project Part

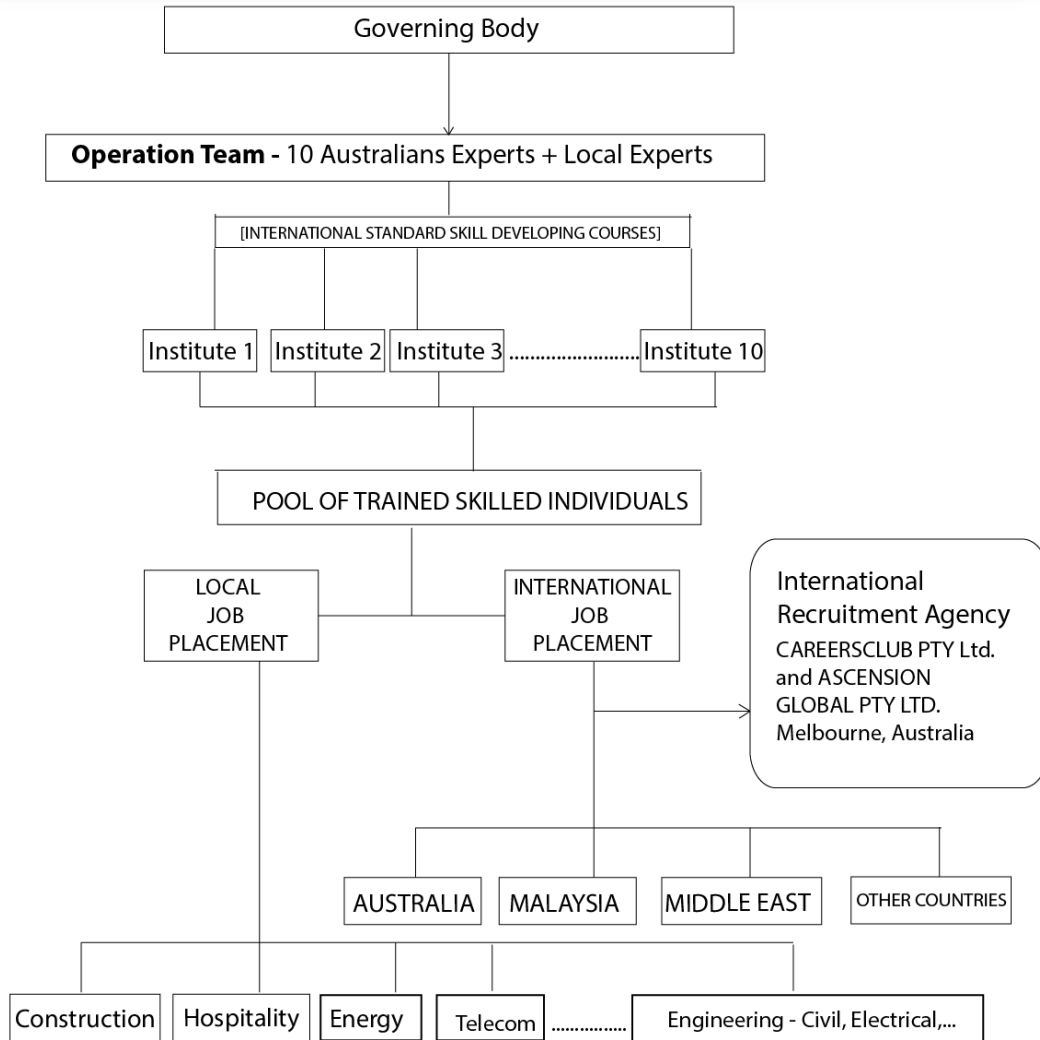
3.1 Foreign Employment College

The Foreign Employment College is a new project of CareersHub Bangladesh Limited. This program will expand the opportunity of young generation of Bangladesh by integrating a focus on education, increased technical skills, social and economic development - targeting groups of individuals who do not have the work skills and opportunities for higher education here and abroad due to lack of capacity of educational institutions or other reasons and conditions. This will be achieved through diploma-degree and certificate programs, job placement, professional skill development and in-service training, innovation, as well as information dissemination.

CareersHub focuses on youth unemployment and related issues that lead the company to establish this College and collaborate with different colleges, technical institutes and centers to leverage expertise and resources. Specifically, the College will engage local students and Australian and local experts through the use of joint appointments; collaborative teaching; shared skills; shared project development; local and international job placement options; and integrated programs in training, skill development, and leadership development that initiate and collaborate this idea. Partnering with other institutions of higher education in the region, nationally, and internationally and organizations that have a focus on global inclusion and social development will be equally important.

This project addresses a need for development of leadership, identify the individual's required training and develop them according to the local and international requirement; thereby they would be able to respond to an increasing demand of labor-market with a professional knowledge. There is also a demand for trained social-development personnel in this country.

FOREIGN EMPLOYMENT COLLEGE



Additionally, the college will start filling an existing gap in the provision of affordable and publicly sponsored programs of study, offered by various institutions in this country. Initially this college will establish international standard skill development courses through various institutes. Once fully developed, this program will offer students several concentration areas based on the demand of job market -locally and internationally, including but not limited to Diploma in Construction, Diploma in Tourism and Hospitality, Diploma in Energy, Diploma in Civil Engineering, Diploma in Auto mobile Engineering and Diploma in Telecom. These will also

be available for non-graduate students as Diploma or Certificate options. Through these programs, the College will develop leadership professionals, skilled individuals; whose qualifications, skills and competencies will meet local, state, national and international labor-market needs. In addition, the college will offer research, community skill development (training and technical assistance), innovation (model demonstration), and information dissemination.

At the beginning 'Foreign Employment College' will offer the following courses:

1. Certificate III in Commercial Cookery
2. Certificate IV in Commercial Cookery
3. Diploma in Tourism and Hospitality Management
4. Diploma in Leadership
5. Diploma in Human Resources Development
6. Diploma in Logistic
7. Diploma in Business
8. Diploma in Auto- mobile Engineering
9. Diploma in Civil Engineering

These courses will be amended time to time based on the world market demand. Certificates will be issued from recognized Australian Training institutes.

Students, who successfully complete any of these courses, will be allowed to work locally or internationally. Additionally, any students, who want to go abroad for higher study in various Australian, Malaysian universities, will get full assistance and cooperation for admission. This college will offer some Non-accredited courses for those who want to go abroad only for work. These will be short term courses designed accordingly following the immigration regulations on Australia, Malaysia, Middle East and other countries who require skilled and technical individual.

3.2 Vision and Mission

Vision:

The vision of this project is to help people reach their true potential so that they can be successful in every aspect of their lives be it as a leader in the organization with a perfect work life balance, a newbie who has just stepped into the corporate industry or a team who can effectively and efficiently drive the company towards success.

Mission

Foreign Employment College is an open-admission, public institution of technical education offering a high-quality, affordable education for academic advancement, workforce training, career development, and lifelong learning to prepare individuals in our diverse communities for life and work in a global and technological society.

3.3 Benefits of Foreign Employment College

Internationally the College will work closely with national and international educational and technical institutes in the development of the teaching, training and expand efforts in other countries and the development of learning opportunities for students and institute from those countries. Through the supporting scheme, students- who will successfully complete different courses from this college or through the various institutions, will be offered job placement locally and internationally (for example in Australia, Malaysia, Middle East and other countries of the world). Students can choose to go to various countries either for work or study.

The College will be supported through government funding. At the same time there will be different sources of resources available such as investors' contribution and student fees. The resources of the College will support the majority of the costs associated with the training, operations, visiting foreign trainers, marketing and advertisement. The considerable reputation of the Careers Club nationally and internationally as the leading center in the field of coaching and training will bring to the College strong credibility with local, regional, national and international funding resources. In addition to leading the effort to establish this college, the

CareersClub will work as a collaborative partner with various government and private institutions.

3.3.1 Benefits for Students:

The College will make a major contribution to **student learning**. With its emphasis on the needs of global and communities, the college will provide following opportunities to the students

- To acquire the essential skills of a leader
- To translate knowledge into practice
- To integrate policies, procedures and practices into programs in communities with the goal of fostering local ownership, investment and social development opportunities for all

Students will also get the following benefits:.

- IELTS or English training will be organized
- Languages courses will be offered (for Malaysia, Middle East countries)
- Australian qualified Trainers
- Full support to admit in Australian University
- Full support for Visa Processing
- Skilled Immigration Opportunities in Australia, Malaysia and other Middle East Countries
- Working Visa options for skilled people

3.3.2 Benefits for Bangladesh

The college will initially benefit **Bangladesh** through the education, training and technical assistance activities associated with the Australian Recruitment agency and local government. As these activities will be expanded through the College, unskilled youth in Bangladesh will get two different options.

1. Students will finish their one year Certificate degree here in Bangladesh and continue their study in Australia as courses will be provided through nationally recognized training institute in Australia. Any diploma or certificate courses completed from Boston Institute of Technology (BOIT), Active Transition Training (ATT), Holmesglen Institute of Technical and Further Education (TAFE) and other nationally Registered Training Organization (RTOs) will lead students for further education in Australian universities.

2. Students will complete any registered courses from Foreign Employment College will be nominated in local and international job market. Foreign Employment College will provide 'Australian Accredited and Non-Accredited Training and Education'. Therefore, the aim of this college will be '**Education for Career and Immigration**' which will reduce the load of local job market.

3.4 Operations Team for the Project:

The Head of the College will be the Chairman. The Chairman will be supported by the 'Governing Body' with specific responsibilities in one or more particular areas of College life. There will be one local, one International collaborative and eight Investors in the governing body.

The Foreign Employment College Operations Team is dedicated to working with the College Administration and faculty to create safe, attractive and conducive learning environments. In addition, the College Operations Office serves as the collaborative arm between College and System regarding the integration of policies and procedures in the areas of Finance, Purchasing and Procurement, Risk Management, Facilities Management and Human Resources. There will be **10 Australian** and **5 local** experts on this team.

The operation team of 'Foreign Employment College' will have the following designations

- Director-Operations (Foreign)
- Operations Coordinator (Local)
- Treasurer (Local)
- Overseas Employment and Education Advisor (Local)
- Head of Academic Services (Foreign)
- Head of External Relations (Local)
- Local Liaison Director (Local)
- International Liaison Director (Foreign)
- Head of Student Development (Foreign)
- Head of Training (Foreign)
- Director-Finance (Foreign)
- Director-Admissions (Foreign)

- Career Development Advisor (Local)
- Office Manager (Local)
- Head of Technology (Local)
- Head of Facilities Management (Local)
- Advisor-Research and innovation (Foreign)
- Director Marketing (Foreign)

These teams will expand its member based on the volume of students we have in future. There will be some small committee or sub-committee within the operations team.

3.5 Training Need Assessment for the Project

After conducting several market researches in Bangladesh during 2014-2015, CareersHub identified few gaps among college and university going students. The result says that majority of students neither have job related vocational education, skills and knowledge nor have proper soft skills to get and keep a proper job in their industry. Therefore, not only these students suffer from not having a job or not being able to get their feet into the job market, but also their parents get frustrated and as a result a significant number of parents, feeling just hopeless, try to send their children to overseas costing our nation (Bangladesh) a huge amount of money.

After consultation with different stakeholders – business community, student community, parents and intellectual communities in Bangladesh, CareersHub decided to help to build our nation by helping our young generation - in the form of delivering and training international standard Australian vocational and higher education in Bangladesh. This way our kids will get world standard education at a cheaper cost, our country will also be able to retain some of them in various industries in Bangladesh. As a national we could also send trained and qualified human resources to work for jobs in overseas market where there is a need.

Hence, CareersHub have decided to bring the mentioned qualifications in the preliminary stages to deliver in partnership with various institute, who has its own premises and facilities which may comply with Australian standards, the management of Foreign Employment College

also has bona fide determination and commitment to take this project further together in a partnership and collaboration. Also, Careers Club Pty. Limited has an exclusive agreement with Boston College to work collaboratively in Bangladesh. Boston College is the Registered Training Organization (RTO), which will help 'Foreign Employment College to deliver different accredited and non-accredited courses. While we understand such kind of project is not an easy task to take off in Bangladesh due to a lot of red tapes, political and security issues, we are equally determined and passionate to make it happen together in a collaborative partnership.

The advances in technology, communication and information sharing have made our understanding and interaction with people across the globe a click away. Events around the world are brought to us in real time, reflecting a realization that the needs of other communities and cultures are more similar than dissimilar to some of those that are within walking distance of us. Sharing knowledge, concerns, policies and practices has been and continues to be revolutionized through technology, media, and leadership of many individuals in neighborhoods, governments, and institutions. Policy and practice solutions that have proven effective abroad may be relevant to and help solve issues and concerns faced by communities and cultures in this country. Our world is becoming not smaller but more visible. Our students are going to assume roles not just in Bangladesh but globally. Our teaching will enhance skills and capacities in our classrooms, be they actual or virtual. Our research will be augmented by research findings and new knowledge uncovered here and elsewhere and the translation of these findings and knowledge to our students as they emerge as the skilled leaders of the future who work in many different settings, cultures, and communities promoting dedication, equality of opportunity, and social development opportunities for all.

If the College is to participate in the fulfillment of the mission and vision of CareersClub, it must look not only inside but outside for knowledge, skills and abilities; it must harvest the expertise of others in collaborative partnerships and offer students here and abroad the best and most comprehensive curricula that prepares them to lead and advance Knowledge and social development in all settings.

Audiences are becoming more and more diverse and the need to understand, engage, and support them is central to the Careers Club mission as a Technical Institute that is student-centered and reflecting the needs of the diverse populations who share desires for a fully inclusive and equitable society.

In addition to assisting 'Foreign Employment College' in becoming a highly-ranked technical institute, the college addresses a need for leadership personnel, research, training, capacity development and social development in excluded populations. Hereby responding to an increasing labor-market demand for professionals knowledgeable about these issues in Bangladesh. There is also a demand for trained social-development personnel in developing countries. Through its degree and certificate programs, the School will develop the next generation of leadership professionals whose qualifications, skills, and competencies will meet not only the national labor-market needs but also the needs in the global marketplace. In addition, the College will start filling a gap in the provision of affordable and publically sponsored education and training offered by institutions of higher education in this country.

3.5.1 Potential Contributions to the society:

The college will make a major contribution to the young generation in Bangladesh to build their career locally and abroad. With its emphasis on the global needs of unskilled persons and communities, the College will provide **students** opportunities to acquire the essential skills of a leader who able to translate knowledge into practice, and to implement policies and programs in communities with the goal of fostering local ownership, investment and social development opportunities for all. These learning opportunities will also be available to other students who will be enrolled in other degree and certificate programs at different institute in collaboration with 'Foreign Employment College' (in the form of elective-course offerings, for example). Students will be exposed to a trans-disciplinary and transnational learning and research environment that is reflective of multiple perspectives and based on the application of such learning in both the academic and non-academic sectors. This environment will provide students a platform to understand the intersection of research and practice and the application of evidence-based strategies in community settings. As part of the college's commitment to

learning, opportunities for skill development and graduate skilled workers, a significant number of scholarship and credit transfer will be available to qualified and interested students throughout this College to various Australian and Malaysian Universities. A clear focus on trans-disciplinary experiences in the classroom, in the training areas will provide for a rich learning opportunity for diploma and certificate students in the college as well as in other programs of Foreign Employment College. The college will significantly contribute to faculty teaching, training and skill development.

3.5.2 Training Need Facilitator

The Training Need Assessment was facilitated by CareersHub Bangladesh, Parliamentary Standing Committee of Bangladesh and CareersClub Australia.

3.5.3 Course Details

Qualifications that will be offered primarily are:

1. Certificate III in Commercial Cookeries
2. Certificate IV in Commercial Cookeries
3. Diploma in Hospitality Management
4. Diploma of Leadership Management
5. Diploma of Logistic
6. Diploma in Project Management

A short description of every course including satisfaction rate is given below:

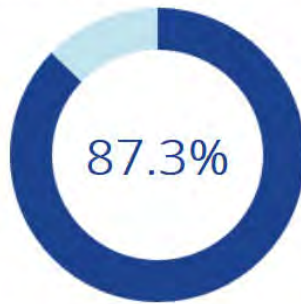
Diploma of Hospitality Management

Satisfied with the training: 87.3%

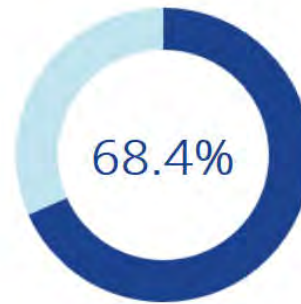
Received job-related benefits from training: 68.4%

SATISFACTION WITH TRAINING

These are the outcomes of graduates surveyed six months after completing their training for similar courses 'Diploma in the field of Management and Commerce'



Satisfied with the training



Received job-related benefits from training

Stream	Certificate II	Certificate III	Certificate IV	Diploma	Advanced Diploma
General Hospitality	Bar Attendant Cafe Attendant	Bar Attendant Espresso Coffee Machine Operator (Barista) Head Waiter Waiter Waiter (Hotel/Fine Dining) Wine Waiter (Sommelier)	Concierge Food and Beverage Supervisor Front Office Supervisor	Restaurant Manager	
Cookery	Breakfast Cook Cafe Cook Fast Food Cook	Cook (Large Restaurant) Cook (Restaurant and Catering Company) Cook (Small Restaurant or Caf��)	Chef (Small Restaurant or Cafe) Chef de Partie (Large Hotel)	Sous Chef	Executive Chef
Accommodation	Housekeeper Attendant Housekeeping Assistant Junior Handyperson Porter	Front Desk Receptionist Housekeeper Housekeeper (Resort)		Motel Manager	
Gaming	Gaming Attendant	Gaming Attendant	Gaming Supervisor	Gaming Manager	Club Manager (Gaming Venue)

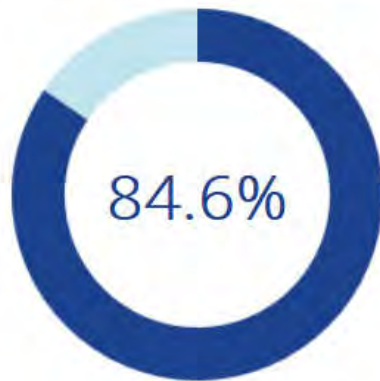
Certificate IV in Commercial Cookery

Satisfied with the training: 84.6%

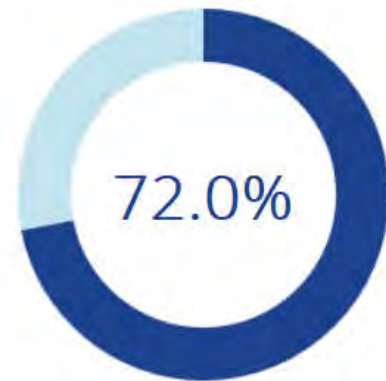
Received job-related benefits from training: 72.0%

SATISFACTION WITH TRAINING

These are the outcomes of graduates surveyed six months after completing their training for similar courses 'Certificate IV in the field of Food, Hospitality and Personal Services'



Satisfied with the training



Received job-related benefits from training

85,000 persons were employed as Chefs in 2015. Job openings over the next 5 years are expected to be greater than 50,000.

Average weekly full time earnings before tax for Chefs are: \$1,000. Average earnings for all occupations are: \$1,200

TOURISM, TRAVEL AND HOSPITALITY

Stream	Certificate II	Certificate III	Certificate IV	Diploma	Advanced Diploma
Cookery	Breakfast Cook Cafe Cook Fast Food Cook	Cook (Large Restaurant) Cook (Restaurant and Catering Company) Cook (Small Restaurant or Caf��)	Chef (Small Restaurant or Cafe) Chef de Partie (Large Hotel)	Sous Chef	Executive Chef

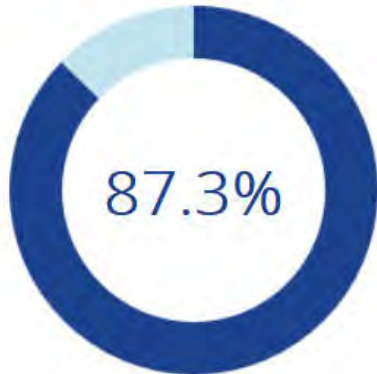
Diploma of Leadership and Management:

Satisfied with the training: 87.3 %

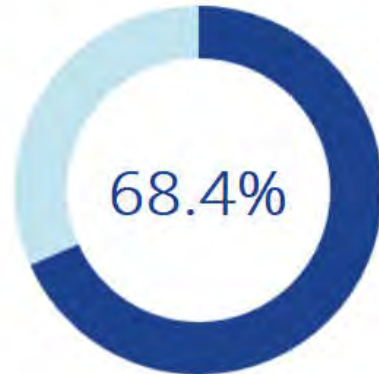
Received job-related benefits from training: 68.4 %

SATISFACTION WITH TRAINING

These are the outcomes of graduates surveyed six months after completing their training for similar courses 'Diploma in the field of Management and Commerce'



Satisfied with the training



Received job-related benefits from training

- 51,200 persons were employed as General Managers in 2015.
- Job openings over the next 5 years are expected to be between 10,001 and 25,000.

Average weekly full time earnings before tax for General Managers are: \$2,000.

BUSINESS SERVICES

Stream	Certificate II	Certificate III	Certificate IV	Diploma	Advanced Diploma
Leadership & Management			Leading Hand Sales Team Coordinator Team Leader	Business Manager Human Resources Manager Sales Team Manager	Executive Director Executive Manager or Director Manager, Human Resources (Strategy) Senior Executive

Average earnings for all occupations are: \$1,200

TRANSPORT AND LOGISTICS

Stream	Certificate II	Certificate III	Certificate IV	Diploma	Advanced Diploma
Logistics	Logistics Clerk Logistics Support Officer	Logistics Administration Officer Logistics Service Clerk	Logistics Coordinator	Logistics Manager	

3.5.4 Training Need Assessment

The problems of many vocational training systems can be summarized as follows:

- Vocational training programs are inadequately adapted to the job market because teaching staff have little practical experience and vocational training facilities do not have enough technical equipment
- Lack of adequate advancement opportunities for skilled professionals already in employment and for vocational teachers;
- Lack of examination and certification system based on professional standards;
- Insufficient concepts and training offers to prepare learners for employment in the informal sector.

While looking deeply in the problems, we have come up with the following assessment details:

1. Trainers

Most of the vocational training institutes of Bangladesh offer training by local trainers. As a result, the trainees do not get any international standard training. The institutes offer some local standard training after which the trainees do not get enough chance in international market. In Foreign Employment College, CareersClub will provide vocational training by internationally certified trainers. These trainers will be certified by **Australian Institute of Strategic Leadership and Business Management**. We will have Australian trainers in Bangladesh for 6 months to conduct this **Train the Trainer Program**.

2. Target Audience

People, who have successfully passed HSC/equivalent in recent years, are the main target of this project. As the courses provided by the Foreign Employment College will be considered as Diploma, no other educational qualification is required.

People, who are interested to start/continue their career in some specific industry and profession, are welcome to enrol in this project.

3. How to Reach Target Audience

Potential students need to get the right impression when they first see/visit the advertisement/website/institute. This project is not the only institute which will provide the vocational training in Bangladesh, so we need to be very strategic and well planned while advertising ourselves.

When potential students will look for our information, they will be in one of the following three stages:

1. **The awareness stage.** The potential student might have just seen an ad for foreign employment college and wants to know more.
2. **The consideration stage.** The student is considering the institute and evaluating information to see if the institute meets his or her needs.
3. **The decision stage.** The student is ready to commit. He or she feels the institute is the right fit and is ready to enroll.

To catch them when they first visit, while they're still in the awareness stage will have the most impact. Offer something they want in exchange for their contact information. We will have to make downloadable content available to them, so they voluntarily provide us the ways to reach them.

Creating buyer persona is crucial, but knowing what your potential students want is more difficult. To know more about the audience, the following steps will be conducted:

- Surveys, interviews and market research regarding Foreign Employment College
- Analyzing current student database and identifying trends about where students come from geographically.
- Analyzing what's important to current students. What organizations are they involved in; what hobbies are they developing; what do they do in their free time; what are they passionate about; what are their long-term career goals?

- Gathering knowledge from potential students visiting the website. Incentives can be offered to complete surveys that will tell us their interests, concerns etc.

4. Benefits for Students

After many discussion, policy making and interruption from Bangladesh Government, the following specific benefits have been identified:

- a. Average Price of each course is 10,000 Aus \$, but here they will get certified within less than 1700 Aus \$
- b. Australian Certified trainer
- c. Australian training Standard will be maintained
- d. Can pick local or international pathway for further education in Australian
- e. Chance of job placement in Australian
- f. Upon the full completion of all unit certification will be provided by Australian education system accredited institutions
- g. Statement of Attainment (SOA) will be provided for unit of competency.

5. Training Duration

The duration of the training will be minimum 6 months and maximum 1 year. The duration will be dependent on the course. Trainees will get to know the duration of each course before enrollment. In the specific duration, only hands on education will be provided. The assessment will be held after the specified duration.

Course	Duration
Certificate III in Commercial Cookeries	1 year
Certificate IV in Commercial Cookeries	6 months
Diploma in Hospitality Management	6 months
Diploma of Leadership Management	1 year
Diploma of Logistic	1 year
Diploma in Project Management	1 year

6. Starting Date

The Foreign Employment College is expected to get start in beginning of 2018. Before that, all the stake holders will be informed, prepared and organized. The estimated date is 1st February 2018.

7. Certification

After successfully completing all units in Bangladesh, Participants will get the certificate by **Australian Institute Strategic Leadership and Business Management**. This certificate will be probationary for those who will be doing their internship/job in international market. For those, who will not be willing to work abroad, there will be final certificates. Statement of Attainment (SOA) will be provided for unit of competency.

8. Assessment:

The trainees will be assessed through following steps:

- Office Simulator
- Projects
- Question and Answer Session
- Online Research
- Other Reference Material
- Online learning session / Video Conference with Australian experts with industrial experiences
- Demo Online interview session

The Certificate holders will be suitable for

- Team leaders & Managers
- Supervisors & Coordinators
- Strategists
- Senior Consultants
- Business Owners, Entrepreneurs and CEOs

9. Communication Skills Development

The existing vocational training institutes do not offer international communication to the trainees. As a result, if any certified Bangladeshi goes abroad, he can not communicate properly or does not get/continue job there due to lack of proper communication skills. Bangladesh needs an institution, which will offer not only a standard international level vocational training, but also a proper communication guideline, using which trainees can survive in abroad.

10. Job Opportunity:

In order to effectively increase the employment and income opportunities of the graduates, fundamental prerequisites will be created in the context of comprehensive reforms of existing vocational training systems

- Extensive participation by the Client organization (hospital, construction firm, IT agencies, Telecom companies etc.) from the world in planning and implementing vocational training and examinations
- Improved practical training and professional advancement of teachers will help the students to get a good job in Bangladesh, in case any trainee does not want to continue job in abroad.
- Introduction of an examination and certification system based on professional skills from abroad will increase the credibility of training in both local and international job market.

The following important factors will align the vocational training system with the job market

- Improved technical equipment for training
- Enhanced practical relevance of training, cooperation with businesses and promotion of employment-relevant skills outside the formal system
- Diversified training program for employees and self-employed workers in the modern sector and in the informal sector
- Continuous analysis of the job market and addition of business development and employment development instruments to the vocational training offers
- Development and introduction of sustainable financing models.

11. Funding of the Program

At the World Bank training funds are considered a forward looking instrument, which is useful for designing basic and advanced training systems in accordance with demand and placing the financing of vocational training on a secure footing. They are usually coupled with a training charge to be paid by enterprises, where the donor contribution can be used for piloting or start-up financing. They usually presuppose a fundamental restructuring of the financing system for vocational training.

The project will be funded by the following sources:

- Australian Institute of Strategic Leadership and Business Management (Australia)
- Bangladesh Ministry of Youth
- Technical and Madrassah Education Board
- Nirwana Group (Malaysia)
- CareersClub Private Limited (Australia)

4. Conclusion

CareersHub Bangladesh Limited's initiative of skill development and job placement for the citizens of Bangladesh has been already appreciated by Bangladesh government. CareersHub Bangladesh Ltd is a concern of Careersclub Pty Ltd (Melbourne) who is working on skill development and head hunting globally in association with international training institutes and global job placement organization. The proposed name for this project is **"Foreign Employment College"**

The unemployed youth of Bangladesh can be turned into potential workforce and source of foreign remittance if proper skill training and opportunity in global market is provided. Hence CareersHub has urged the concern authority to give serious consideration to implementing a skill development institution which also offers the opportunity in global market to ensure the employment and prosperity for the youth. People, from different department of Government, have shown their interest to become a part of this Project. They have also encouraged the concern authority to provide access to any facility and information required to implement the **Foreign Employment College.**

I strongly believe that the government and concern authority needs to take a lead to reduce the rate of unemployment and increase the foreign remittance from the international labor market by implementing the institute, review their training program and services. This initiative of CareersHub Bangladesh Limited will ensure international standard training and transparency in global job market opportunity.

5. References

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