Report on

HR Management Optimization of Akij Assets Limited

Submitted By
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An internship report submitted to the [BRAC Business School] in partial fulfillment of the requirements for the degree of
[Bachelor]

[BRAC Business School]
BRAC University
June, 2024

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Fahim Shams (20304025)

____

Supervisor's Full Name & Signature:

Md. Mizanur Rahman, PhD
Associate Professor, Department of BRAC Business School
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Letter of Transmittal

Md. Mizanur Rahman, PhD
Associate Professor, Department of BRAC Business School
BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

I am pleased to submit my internship report titled "HR Management Optimization of Akij Assets Limited " in fulfillment of the requirements for the Bachelor of Business Administration (BBA) program. This report details my exploration of the human resources (HR) policies and practices implemented at Akij Assets Limited. I humbly request your acceptance of this report, "HR Management Optimization of Akij Assets Limited," which details my exploration of HR practices at Akij Assets Limited.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible. I trust that the report will meet the desires.

Sincerely yours,

____

Fahim Shams
ID: 20304025
Department of BRAC Business School
BRAC University

Date: June 02, 2024

Non-Disclosure Agreement

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

This agreement is made and entered into by and between [Name of Company] and the undersigned student at BRACE University……………………………………….

Acknowledgement

I would like to commence by expressing my heartfelt appreciation to Almighty Allah for providing me with the chance to finalize this internship report.

I am especially grateful to Professor Md. Mizanur Rahman, PhD, of the Department of BRAC Business School at BRAC University. We are profoundly grateful for his unwavering support, mentorship, and guidance during the research and composition of this internship report.

Additionally, I would like to express my gratitude to the accommodating personnel at Akij Assets Limited. Their willingness to provide me with answers to my inquiries and to share their knowledge on a variety of HR practices within the organization was invaluable.

Executive Summary

This report details my working experience at Akij Assets Limited in the HR department of the People & Productivity division, which encompassed critical HR activities and procedures.
I acquired practical experience in talent acquisition, performance management, and employee engagement during the apprenticeship, which enabled me to contribute to the daily HR operations.

Akij Assets Limited, a significant subsidiary of the Akij Group, is recognized for its innovation and quality in various industries, including real estate and manufacturing. The HR department is essential for the management of the personnel, the enhancement of productivity, and the guarantee of satisfaction. The initiative's primary objective was to evaluate HR procedures through qualitative research methods. The data was gathered through interviews, participation in HR activities, and the examination of internal documents and reports. The objective of the initiative was to pinpoint the HR framework's strengths and areas for improvement. The results of the study suggest that Akij Assets Limited has effective HR procedures that substantially contribute to its success. Recruitment is structured, but it could be more efficient. Performance management requires improved feedback mechanisms, and training programs necessitate more targeted opportunities. Although employee engagement is robust, recognition and reward systems have the potential to be enhanced. Operations can be further optimized through the improved management of data and the increased utilization of HR technologies.

In summary, Akij Assets Limited maintains an effective human resources framework. The department's efficacy will be improved and the company's long-term objectives will be supported by the implementation of strategic improvements in recruitment, performance management, training, employee engagement, and HR technology.

Keywords: HR activities; talent acquisition; performance management; employee engagement; qualitative research; recruitment efficiency; HR technologies.

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List of Acronyms

AAL – Akij Assets Limited
BBS – BRAC Business School

Chapter 1

Overview of Internship

1.1 Student Information:

Myself, Fahim Shams Rifat (id-20304025). I am enrolled in the BBS department at BRAC University for bachelor's degree program. I majored in HRM (Human Resources and Management) and minored in Marketing. Finishing major in HRM will help me to understand a company's policies, methods and most importantly how the company works by procedures. Also, having experience in "Marketing" gives me the ability and knowledge about consumer behavior and market dynamics. Experience in both crucial subjects give me a clear view of real-world scenarios.

1.2 Internship Information:

1.2.1 Details of the Internship

On, 11th February (2024) I started my internship period as an HR at Akij Group. Akij Group which is known to all as a multi-criteria-based company. Under Akij Assets Limited I was allowed to work at the People and Productivity Department (HR Department). The main official working place of Akij Group runs through from Akij House which is at 198 Bir Uttam Mir Shawkat Sarak, Gulshan Link Road, Tejgaon, Dhaka-1208. It was a great privilege to have an enormous experience under such a well-known organization. Moreover, that real-life experience has given me the ability to boost my knowledge of how the multi-criteria type of companies' procedures.

1.2.2 Internship Company Supervisor's Information

At Akij Group, my supervisor was Md. Asifuzzaman, who is currently working in the People & Productivity Department as the Assistant Manager of Human Resources and Administrative Affairs. The key responsibilities that fall under his authority in this role are the supervision of employee compensation and the assurance that all employees fulfill their obligations according to their jobs. There is a significant amount of control that he maintains regarding employee attendance, performance, and compliance with the policies of the organization. Also, he is a person who is not only competent but also friendly, and always ready to provide advice that is of great value. It was emphasized by him that compliance with labor laws is an essential component of the human resources department of every firm, and he emphasized the relevance of this compliance. His guidance has been quite helpful in enhancing my understanding of methodologies that are beneficial for human resource management.

1.2.3 Job Scope

- Assist in the recruitment process by sourcing candidates, screening resumes, and scheduling interviews (this may entail attending interviews in an observer capacity).
- Assistance with the onboarding of new employees, including the coordination of orientation activities and the preparation of documentation.
- Assist with employee relations tasks, including the processing of leave requests and the maintenance of employee records (which may require data entry).
- Assist in the creation and maintenance of HR policies and documents.
- Engage in HR initiatives as assigned.
- Participate in HR meetings and training sessions as necessary.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

As an HR internship student, I had a basic understanding of recruitment and employee relations, but the real learning began when I entered the fast-paced HR department. Despite my inexperience, I think my willingness to learn and fresh viewpoint helped the team.

I helped the HR department in these ways:

I. **Streamlined Recruitment:** I helped with interview questions, scheduling, and resume sorting. This let recruiters focus on strategy.

II. **Improved Employee Experience:** I helped create and organize new hire welcome packets. I also answered basic employee questions about corporate policies and benefits for HR.

III. **A Different Perspective:** Sometimes a new perspective is helpful. I contributed to brainstorming meetings and suggested HR process or event improvements. While not all of my ideas were implemented, they triggered lively debates.

Overall, my apprenticeship was a great education. While I mastered HR functions, I gained more about soft skills like communication, cooperation, and problem-solving. I believe my contributions, regardless of magnitude, have improved the HR department's efficiency.

1.3.2 Benefits to the student

The HR apprenticeship went beyond hours. I invested in my future. My experience, relationships, and talents are invaluable, and I'm excited to see how they'll help me succeed in HR. My experience has provided me with the following:

a. **Real-World Skills:** Textbooks teach little. The internship exposed me to HR, teaching me resume screening, interview coordination, and business policies. My job hunt will benefit from this practical experience.

b. **Professional Networking:** Since HR is a company's heart, I met many professionals. I learned about various HR professions and made relationships with recruiters and benefits professionals that could lead to future opportunities.

c. **Confidence Boost:** I may have been hesitant at first. After completing homework and receiving feedback, my confidence grew. Now I can face new difficulties and demonstrate my HR skills.

d. **Industry Perspectives:** The apprenticeship went beyond tasks. Understanding HR was the goal. I learned about the latest advances, challenges, and best practices in the field. Information like this will make me a more competitive and knowledgeable applicant.

e. **Career Clarity:** This apprenticeship boosted my HR passion. After seeing the department's activities, I decided this is my professional path. I now know my academic and career goals.

1.3.3 Problems/Difficulties (faced during the internship period)

My HR internship was a great learning experience, however it had challenges. I faced the following issues, which may potentially affect other interns:

1) **Finding the Right Fit:** Navigating a new department is difficult. I sometimes felt ambivalent because I wasn't sure what to do and didn't want to ask too many questions. A learning curve was needed to balance guidance and independence.

2) **Information Abyss:** HR manages a lot of confidential data. I couldn't always access some information owing to secrecy. Although understandable, it limited my ability to fully understand some situations.

3) **Feeling Ignored:** The copying machine was in disrepair, making it difficult for interns to use. My employment requires this obligation too, but I tried to show my skills and help the team.

4) **Limited Scope:** HR departments handle several tasks. I didn't always get to see the company's HR processes, and project assignments were sometimes very specific.

5) **Sense of isolation:** HR meetings may contain complex topics. I sometimes got lost in briefings or conversations. It took time to have the confidence to ask clarifying questions and ensure I understood the situation.

Despite the challenges, I would never trade my internship. All challenges were opportunities to grow, adapt, and learn. Being proactive, asking questions, and taking initiative helped me overcome these challenges and join the HR team.

1.3.4 Recommendations (to the company on future internships)

a) Gives valuable opportunities to the interns.

b) Encourage the interns to learn new pieces of knowledge (labor law), earn new abilities, and develop new sets of skills.

c) Prepares a person to bring out the courage to participate in authentic training programs where seniors are there to guide.

d) Their friendly nature, open mind and sharing of thoughts make an intern feels like they are part of their family.

Chapter 2

Overview of the Organization

2.1 Origin of Akij Assets Limited

Akij Group is an important part of Bangladesh's global economic circumstances. For approximately about seventy-five years Akij Group has been Bangladesh's pride organization. They (Akij Group) have started their journey by achieving the Jute industry, which has grown into a vast powerhouse. Since its founding in 1950 to until now, Akij Group has gone through its prime era. Through their significant number of performances, they have proven their impact on numerous businesses. After the passing away of the honorable Mr. Sheikh Akij Uddin in 2006, the company started to change its strategy and restructure it (Mallick, 2019).

After analyzing thoroughly, the Akij Group has been divided into five different groups:

Figure 1 Cluster of the Akij Group

The changes of strategies have not only honored to founder's vision but also the future of the company in Bangladesh's market. Here, in this section more details about Akij Assets Limited, its clusters and a great overview of the Akij Group. With more than thirty business units, Akij Assets Limited is one of the largest subsidiary parts of the company. Through important meetings and diverse requirements, Akij Group has contributed to Bangladesh's economic area.

2.2 Company Profile of Akij Assets Limited

For more than 75 years whole Akij Group's vital position has turned into the jute trade powerhouse industry. Akij has maintained its reputation and the trust of people over the ages.

Overview of the company's profile:

Name of the Company	**Akij Assets Limited**
Established	**April 2020**
Company Type	**Private Limited Company**
Head Office	**Akij House, 198 Bir Uttam Mir Shawkat Sarak, Gulshan Link Road, Tejgaon, Dhaka-1208.**
Website	**akijassets.com**
Email	**aalinfo@akijassets.com**
Telephone	**9613-616161**
Founder Chairman	**Sheikh Akij Uddin**
Chairman	**Sheikh Nasir Uddin**
CEO	**Sheikh Azraf Uddin**
Business Units (Of the total 31 SBUs)	• **Akij Jute Mills Limited (AJML)** • **Akij Plastics Limited (APL)** • **Akij Pipes & Fittings Limited (APFL)** • **Akij Sealine Limited (ASL)** • **Akij Wellness Limited (AWL)** • **Akij Match Factory Limited (AMFL)**
Growth Rate	**Compared over a decade, 20%**

Table 1 Akij Assets Limited Company Profile

2.3 Management Practices

2.3.1 Leadership Style

Autocratic: Decisions are centralized and directives come from the top management.

Democratic: Management is always eager for input from various levels before making a decision.

Participative: Employees are involved actively in the decision-making process

Critical Analysis: Their operating system and leadership style help them to figure out critical ways from any particular circumstances.

2.3.2 Human Resource and Planning

Recruitment and Selection Process: The recruitment process at Akij Group begins with the announcement of job vacancies both within the company and outside it through a variety of media. These are followed by a review of applications by HR, and candidates who have the right qualifications and experience on paper are shortlisted for interviews. Shortlisted job candidates will have their suitability for the position assessed at an initial interview, and then be obliged to undergo whatever kinds of tests are appropriate to their capability. Prospective employees who pass these hurdles go on to be interviewed by the department head(s) concerned in depth before a decision is made about whether to offer them the job. After this has been done, appointments are made and the process of bringing in new staff starts (AHMED, 2023).

Compensation System: The compensation system at Akij Group is set up to be reasonable and performance-based. It ensures salaries that are fair and in line with industry standards. The combination of the two in principle results from a salary base (determined by job roles, experience and market rate) along with variable compensation such as performance bonuses and incentives. They also provide a range of benefits, including health insurance and retirement plans, depending on the role. For sure, allowances like transportation or housing are possibly part of it as well As a private enterprise, Akij Group has operated a pay-for-performance system in which employee compensation rises with their performance evaluations. This benefits both motivation and staff retention.

Training and Development Programs: The Akij Group focuses on the continuous skills development and growth of their employees. On-the-job training: Employees learn on the job formal training programs, like workshops, and seminars Identify key areas for development Workshops Seminars eLearnin g modules Tailored by position They are also firm believers in leaving the field open for future leaders and managers to rise by conducting mentoring and coaching sessions. In addition, they promote cross-functional training to ensure each team is versatile however teams do not fall behind in industry trends and the most recent solutions additionally encourage staff by improving their delivery know-how like greater certification. These projects are aimed at helping with productivity, engagement, and career progression.

Performance Appraisal System: Performers are reviewed to allow the company to evaluate both existing and future performance & development of their employees based on a regular schedule. This 360-degree feedback mirrors a common use of input from supervisors, peers, and perhaps subordinates to measure the overall evaluation. These typically annual performance evaluations cover key performance indicators (KPIs) that reflect individual goals and business line objectives. The system also offers assessments to help employees self-reflect on their work. Based on these appraisals, employees are rewarded with performance-based incentives like bonuses, salary hikes, or promotions. Feedback from the appraisal is also used to target needs and structure training appropriately (Md. Arifuzzaman, 2024).

2.4 Marketing Practices

The main goals of Akij Group's marketing strategies are to establish a powerful brand presence and connect with as many people as possible throughout Bangladesh. Their strategy consists of:

- Brand Loyalty: Using the brand reputation they have established to keep customers loyal to their different products.
- Mass Media Advertising: Using TV, radio, newspapers, and billboards to advertise their product to increase national visibility.
- Digital marketing & social media: Moving onto the social and online world, targeting new generations, and accommodating diversity in consumer shopping habits.

- Deals and Discounts: Large discounts, seasonal deals or bundle offers to acquire and keep customers.
- Sponsorships & Events: Partnering events, sports, and cultural programs for brand exposure and public involvement.
- Packaging, Product Placement: Eye-catching packaging and retail movements strategy to grab the attention of customers.

2.5 Financial Performance of Akij Group

Akij Assets Limited exemplifies Akij Group's steadfast dedication to diversification. Akij Assets, consisting of 31 separate business units (SBUs), plays a crucial role in the overall success of the firm. Out of all the Strategic Business Units (SBUs), Akij Jute Mills Limited (AJML) stands out as the most dominant, producing the biggest amount of income and strengthening Bangladesh's status as a worldwide frontrunner in jute goods. AJML's creative strategy goes beyond the Chairman. General Manager (People & Productivity) The user's text is a list of job titles: GM (Sales & Marketing), Corporate Sales, Export Sales, and National Sales. General Manager of Finance and Growth, Executive Director of Procurement Audit (Operations) The Head of Engineering Research & Development is the CEO of Figure 2 Departments of AAL, which operates in 11 domestic markets and exports to over 13 countries. These nations include Nepal, Bhutan, North and South America, with India being the largest trading partner.

Both Akij Plastics and Akij Pipes & Fittings Limited represent the dedication to quality that is inherent in Akij Assets Limited. As a result of meeting the changing demands of Bangladeshi households and advancing infrastructure, these SBUs have become market leaders.

Akij Assets Limited is leading the charge to build a cutting-edge facility in Gazipur, with an eye toward the future. It is the first facility of its type in Bangladesh, and an Italian engineering team is supervising it. This significant investment demonstrates Akij's dedication to ongoing innovation and technical advancement.

As a whole, Akij Group can grow thanks to Akij Assets Limited. The organization can expand into new markets and business divisions thanks to Akij Assets Limited, which generates substantial revenue from exports and promotes a culture of innovation. Another SBU under Akij Assets, Akij Wellness Limited, aims to target the fast-moving consumer goods (FMCG) market segment (Mallick, 2019).

2.6 Operations Management and Information System

2.6.1 Information Systems

In this information systems usage, we know that Akij Group uses Microsoft technology as an input and 3CX as a process to produce data or information.

a) Customer and Supplier Information Management

b) Performing internal communication and document processing.

2.6.2 Database and Office Management Software

- Database Systems: The company uses any ERP systems, CRM tools or other databases.
- Office Management Software: Whether they use Microsoft Office, Google Workspace or have a custom internal office management solution (e.g., project management, scheduling)

2.6.3 Operations Management Practices

Quality Management: Akij Group assurances the best quality of products and also ensures ISO certifications, and internal Q/C.

Timing: They attempt to keep up with the schedule of production and Delivery

Research and Development: Akij Group allocates available resources like human resources; materials and machinery via exploring the internet.

Operations Management: Because of their strong operations management system, Akij Group is able to employ their resources to produce goods efficiently. Information systems are utilized to track inventories and logistics, scheduling systems are required for the timetable, and quality control requires adherence to particular standards. This strategy will validate the higher output because it can keep running smoothly and economically (Zai, 2022).

2.7 Industry and Competitive Analysis

2.7.1 Porter’s Five Forces Analysis

Porter's Five Forces Analysis of Akij Group

1. **Threat of New Entrants:** Medium Although some barriers to entry exist, the expanding market continues to attract new entrants, such as those with established brands and sales outlets like Akij.
2. **Supplier Power:** Low to moderate Akij is somewhat insulated from sudden variations in material costs by the presence of a number of different suppliers, which gives it some leverage.
3. **Buyer power:** The power of buyers is moderate. Consumer loyalty can play to a company's favor, but given how many similar alternatives consumers have these days, they also have some power in indie game negotiation.
4. **Threat of Substitutes:** It is high. The multiple consumer goods market is saturated with number of alternatives so it requires constant innovation to remain in the competition.
5. Industry Rivalry: Highly competitive one, in which others will need to have good marketing and differentiation.

Akij Group is confronted with a competitive environment in which it is essential to capitalize on operational efficiency and brand strength in order to effectively navigate a variety of market challenges.

2.7.2 SWOT Analysis

Strengths: Widespread distribution, a broad range of food, textile, and packaging products, and a well-known brand.

Weaknesses: Growth is limited by a strong dependence on the local market and market saturation in some industries.

Opportunities: Increasing demand for sustainable products, potential for international expansion, and investments in efficient technology.

Threats: Includes fierce rivalry from domestic and foreign businesses, shifting economic conditions that impact sales, and difficulties with regulations that affect day-to-day operations (Shuvo, August 10, 2022).

2.8 Summary and Conclusions

Akij Group is a famous and one of the most prominent Bangladeshi companies that provides food, textiles, and packaging products. The widespread market availability of their product is also supported by an efficient distribution network. Nevertheless, the business comes with significant headwinds like market saturation and fierce competition alongside its exposure to local market dynamics. International expansion and technology investments present growth opportunities, as does accelerating demand for sustainable goods. In summary, Akij Group performs well but needs to be able to handle the economic fluctuations and regulatory changes to retain a competitive advantage.

2.9 Recommendations/Implications

1. At a minimum, pursue expansion into international markets.
2. Create creative and sustainable products via research and development.
3. To cut expenses and increase efficiency, use cutting-edge technology.
4. To improve brand visibility, fortify your internet marketing tactics.
5. To increase production, concentrate on the training and development of the employees.
6. Establish strategic alliances to share resources and gain better access to markets.
7. Keep an eye on financial developments to modify plans and lower risks (Bhuiyan, 2022).

Chapter 3

Project Part

3.1 Introduction

Students enrolled in the Bachelor of Business Administration (BBA) program must work for an organization for 10 to 15 weeks before composing a final report, with the assistance of the internship supervisor and a faculty adviser. It is an excellent opportunity to gain experience in the professional world

3.1.1 Background

During my summer internship at Akij Group, I interned at the People & Productivity division of the HR Department. Human Resources was the perfect opportunity to gain practical corporate insight. Now, as a BBA student, it bridges courses and reality in my degree studies majoring in Business Administration (specialized China Business & Management). Akij Group, a major enterprise in Bangladesh, relies on its HR department to keep people productive. The division focuses on People & Productivity and aims for the development of employees through training, engagement, performance management, and acquisition of talent to obtain higher levels of achievement from these individuals in their current jobs or other positions within the company. Full participation in training activities, carrying out performance assessments, analysis and reporting of productivity figures, and assistance in human recruitment are my responsibilities at this section of Akij Group. These efforts have made innumerable contributions to help put theory into practice, further professional skills and grasp the crucial role HR plays in an entire enterprise's success.

3.1.2 Objective(s)

This report highlights the HR practices of Akij Group including recruitment, compensation, training, performance appraisals and employee relations which help to make a motivated workforce. These areas will be analyzed to see how effective they are at retaining talent, increasing productivity and aligning employee performance which ultimately – aids the overall success of Akij.

I. Recruitment & Selection: Akij Group uses various methods for job posting and selection of best-fit employees, to reduce turnover.
II. Compensation Structure: Because those high-paying salaries on which we all feast lead to satisfied employees, high retention, and happiness over money.
III. Training and Development: Skill development programs to upgrade efficiency, performance of employees and better adaptability to the industry's growing changes.
IV. Performances Appraisal: Transparent and regular performance reviews that measure how employee contributions create value for the company while ensuring professionalism.
V. Communicating Good Work Environments (Employee Relations): Good employee relations are creating a positive atmosphere at work that can influence job satisfaction and increase retention.
VI. Effectiveness: As a result of these HR practices Akij Group is able to attract, retain and develop its employees which in turn is associated with organizational growth and productivity.

3.1.3 Significance

There are many reasons why this project report derived from my recent internship at the HR Department of Akij Group in the People & Productivity division: A Practical Application of Academic Knowledge -- This exercise on the one hand connects the theoretical knowledge I acquired during my BBA studies with practical HR practices. It highlights the validity and utility of my academic curriculum, by demonstrating how classroom ideas might be employed to unravel real problems in the world around us.

a. Boosting HR Efficiency - The purpose of this initiative is to target areas for improvement such as talent acquisition, performance management, training, and employee involvement by analyzing and writing up the HR processes of Akij Group. These insights promise to make the organization's overall HR efficiency and efficacy rise.

b. Contribution to Akij Group - The insights and recommendations raised by this venture can be of great use to the HR Department at Akij Group. Implementing these suggestions could result in a more efficient HR process, higher staff productivity and worker satisfaction.

c. Address Industry Challenges - This initiative deals with common HR challenges such as how to enhance labor productivity and manage staff performance. The solutions proposed here may well set an example for other companies facing the same or similar issues, therefore helping to forge a more comprehensive set of industry standards.

d. Professional Growth and Maturation - This operation is in fact a major step forward for me as an aspiring professional. It has allowed me to develop indispensable skills such as strategic thinking, the ability to solve complex problems, and statistical analysis, all of which are essential to a successful career in human resources.

e. Contribution to Knowledge - The project adds a complete case study of HR practices at one of Bangladesh's leading conglomerates to the academic and professional body of knowledge on human resources. This can serve as a guide for future research and practical application in HR management.

In conclusion, this initiative is significant both because of its ability to apply academic knowledge to real-world HR issues and give Akij Group concrete steps they can take; and because it adds to the larger field of human resources.

3.2 **Methodology:**

This internship report investigates and details the types of human resources (HR) practices carried out at Akij Assets Limited. Combined with extensive conversations and asking open-ended questions to more than a dozen department employees alike. The information we get could not only result in thorough investigative reports, but it helps deepen our understanding of the organizational human resources process. That "education" included employees' personal experiences plus some of what we have termed "briefing" elements. Moreover, thanks to such informal observations as well as personal participation in HR activities, a clear picture of the HR environment at Akij Assets Limited was developed.

1. **Area of Research** - The main techniques of data collection used in this research were in-depth interviews and lots of chats with staff in many different departments. This gave a comprehensive understanding of the company's human resources procedures. From the employees' personal experiences to the procedural parts: both aspects were enhanced by this means. Furthermore, the data was fine-tuned by informal observations and participation in HR practice to create a complete picture of Akij Assets Limited's HR environment. By way of detailed research, this report digs into Akij Assets Limited's HR practices. Our purpose is to see how these procedures affect employees and enterprise productivity. It examines such matters as recruitment, performance management, staff training and employee engagement respectively. And yet it also seeks to help make some minor adjustments to the HR framework at Akij Assets Limited in an effort of improve. It works toward more effective and efficient human resources at Akij Assets Limited.

2. **Primary Sources of Data** - Through in-depth interviews with HR staff and employees, HR activities, and observation of daily operations, I acquired this data. Discussions and meetings reveal HR procedures and employee experiences. Looking at the processes and practices of the company. Having in-person discussions with workers and personnel in Akij Assets Limited's People & Productivity division. Also, reviewing Akij Assets Limited's administrative records and paperwork.

3. **Secondary Sources of Data** - Secondary data can be acquired by analyzing internal company documents, HR reports, and employee records as an HR intern at Akij Group. Furthermore, a thorough comprehension of the current HR procedures and practices is achieved by examining company policies, training materials, and previous performance appraisals. Having HR site within the ERP software was used to collect information on the company's primary HR duties. The company's official website provides basic company information, such as the mission and vision. Various textbooks and HR management websites provide insights into the conceptual framework of human resource management.

4. **Data Analysis** - This internship report analyzed primary and secondary data to fully understand HR operations at Akij Assets Limited. Primary data was collected through direct participation in HR activities, in-depth interviews with HR staff and employees, and daily operations observations. Meetings and discussions expanded HR practices and employee experiences. I also read

administrative records and company papers to understand procedures and rules. Internal documents, HR reports, employee records, corporate policies, training materials, and performance reviews were examined for secondary data analysis. The software used by Akij Assets Limited's HR department, the company's intranet and anywhere I could find related books and articles about human resource management all contributed to an understanding of Akij's HR framework, policies and practices. By integrating these information sources, I was able to grasp the HR environment and whether it was effective.

5. **Reliability and Validity -** Reliability and Validity - Multiple data sources, including in-depth interviews, observations made during the study, and internal document records ensured that the results were triangulated and mini-ally correct. Diverse sources of information in many cases could help increase reliability and also reduce subjectivity. As a result, reliability was greatly improved. To view from multiple angles, different departments' representatives were selected as the participants. The privacy and anonymity of the subjects were protected; it was also learned ethically for their consent. Factors such as these collectively improve the robustness and reliability of research results.

6. **Limitations** - Striving for accuracy and comprehensiveness, my analysis included this stage. In it my superiors in the company backed me all along the way, helping me a great deal. However, when I gathered information and put together my report, some encounters occurred. They are –

- The short timeline makes it challenging to get comprehensive data on each of Akij Assets Limited's 31 business units.
- Officials and employees were unwilling to reveal crucial and specific information in order to protect the organization's privacy.
- I have never been employed at a corporation before, so it was a big change for me to understand corporate office technology and manage the complexity of HR administration.

3.3 Findings and Analysis:

The findings of this study are a comprehensive examination of the HR procedures and practices at Akij Assets Limited. They were obtained from primary data sources as well as secondary ones.

1. **<u>HR Policies and Procedures:</u>**

I. Talent Acquisition: The recruitment process is meticulously organized, involving multiple interview phases and a comprehensive screening process. Nevertheless, there is a requirement for more efficient and streamlined methods to decrease the time-to-hire.

II. Performance Management: Performance appraisals are conducted on a regular basis; however, the feedback mechanism necessitates enhancement to guarantee actionable insights and employee development.

III. Training and Development: Although the organization provides a variety of training program, employees have expressed a preference for more advanced and focused opportunities to enhance their skills.

IV. Employee Engagement: While team-building activities and consistent communication are implemented to engage employees, there is potential to improve employee recognition and reward systems.

2. **<u>Employee Experiences and Feedback:</u>**

I. After asking the other workers and having conversations with them, it was discovered that the human resources department seemed to provide employees with a sense of support, particularly in the areas of professional development and dispute resolution.

II. A number of workers have voiced their desire for more open and honest communication regarding the policies of the company and the prospects for career growth among them.

III. Based on the observations, it was determined that although HR procedures are in place, there is room for improvement in the uniform application of these policies across all departments.

3. Efficiency and Effectiveness:

I. In spite of the fact that the Human Resources department is successful in managing everyday operations, the study of internal papers and administrative records revealed that there are inefficiencies in the handling of data and the preservation of records. These inefficiencies might be addressed by making better use of enterprise resource planning software.

II. Despite the fact that the company's training materials and performance evaluations demonstrate a dedication to the growth of its workforce, they might be improved by regular updates and customization in order to better correspond with the most recent industry standards and the requirements of the workforce.

4. Impact of HR Practices:

1. The HR practices at Akij Assets Limited foster a supportive and growth-oriented environment, which positively impacts the overall organizational culture.
2. The feedback from the workers suggests that more efficient HR procedures have contributed significantly to an increase in employee retention and morale remaining at high levels.
3. By making HR methods dovetail with the company's strategic goals, certain operational goals of a business are thus achieved. This in turn makes for better overall productivity and efficiency of work.

In conclusion, the results suggest that Akij Assets Limited has implemented effective HR procedures that have made a substantial contribution to the company's success. However, there are numerous opportunities to improve these practices. The HR department can enhance its influence on the organization by addressing inefficiencies, increasing communication, and updating training program (UKEssays, 2018).

3.4 Summary and Conclusions

The HR procedures and practices at Akij Assets Limited were comprehensively analyzed in this report, which employed a combination of primary and secondary data sources and qualitative research methodologies. In-depth interviews, participation in HR activities, and observations of daily operations were employed to gather primary data. Secondary data was collected from internal company documents, HR reports, employee records, and a variety of HR-related resources.

Summary:

I. HR Procedures and Practices: The organization maintains an organized recruitment process, conducts consistent performance evaluations, and offers an assortment of training program.

Efforts to engage employees are evident, but there is potential to improve the recognition and reward systems.

II. Employee Experiences: The HR department generally provides employees with support, particularly in the areas of professional development and conflict resolution. Nevertheless, a few individuals expressed a desire for more open communication regarding career opportunities and policies.

III. Efficiency and Effectiveness: Although the HR department effectively administers routine operations, there are inefficiencies in data handling and record-keeping. ERP software and other HR technologies may be enhanced.

IV. Impact of HR Practices: HR practices have a positive impact on organizational culture, employee morale, retention, and alignment with business objectives.

Conclusions:

The HR department at Akij Assets Limited is essential for the maintenance of workforce efficiency and the cultivation of a supportive organizational environment. Although the company's current HR procedures are robust and significantly contribute to its success, there are opportunities for improvement. After making these improvements, Akij Assets Limited will be able to reinforce its HR functions. Thus, the company's strategic goals can best be supported and it will continue to stand as an industry leader; we can do this utilizing advanced technology phishing prevention methods such as communications, practice simplification through new technologies and what was mentioned above in training programs.

3.5 Recommendations

Based on the findings and analysis of HR procedures at Akij Capital Limited, we would like to give the suggestions that follow now for making the HR department more effective and efficient:

1) Reduce Time to Hire: Make searches and interviews more powerful by employing new screening and interview procedures. Certain aspects of the hiring process should be automated by integrating the latest sophisticated HR software into company systems, with initial screenings for candidates and interview scheduling among them!

2) Enhance Performance Management: Check effectiveness through feedback that gets results for employee development. Train managers regularly and rigorously in giving constructive feedback that is both clear as well as consistent with the establishment of explicit performance objectives.

3) Improve Training and Development Program: Provide classes targeted to different groups of employees, and be certain to keep updating in-house training materials so they correspond with current industry standards and best practices. Think about establishing a mentor program to foster professional growth and the transmission of knowledge.

4) Develop Employee Engagement and Recognition Systems: Transfer the reward mechanisms to some that work better; Improve how well rewards are given for contributions and achievements Clarify company rules and procedures, career advancement channels, etc. Strengthen teams by continued training in their participation as well as access to clear information about company policy issues.

5) Improve the Utilization of Advanced HR Technologies: Investments can be made in integrated HR management systems which serve several HR functions, covering payroll, attendance monitoring, etc., (and) staff performance appraisals; and enhance the use of ERP software to help tidy up information storage and management.

6) Encourage Continuous Improvement: HR policies are constantly examined and improved to ensure that they reflect changes in the company's strategic objectives and the varied needs of its workforce Make a point of obtaining regular feedback from staff concerning HR practices and processes Encourage workers to pursue professional accreditations and offer continuous training opportunities so that everyone is encouraged.

Only by rolling out these measures can Akij Capital Limited go about increasing the efficiency and effect of its human resources department. This will ultimately ensure greater satisfaction all around for everyone involved with the process including staff and also ensure your company's success in the long term.

Chapter 4

Discussion & Conclusion

4.1 Findings

Human Resource Planning:

Akij Assets Limited (AAL) has by and large adopted a top-down human resource planning methodology. This involves the cooperation of various departments within the organization’s structure. As far as this overall plan is concerned, the Chief Executive Officer (CEO) and Chairman act as its primary decision-making authorities on manpower planning. But, given its actual involvement at an operational level, it would appear likely that the firm's HR department will exert a major influence over what should happen in practice. AAL may assign particular components of HR planning to specialized teams, although the specifics are still uncertain. For instance, the marketing or sales team may work in conjunction with HR to anticipate personnel requirements under projected sales growth. Similarly, the HR department may independently oversee corporate-level HR planning, which encompasses broader workforce strategies across AAL's diverse business units.

Employee Relations:

Managing and maintaining the ever-changing employment relationship is the focus of employee relations (often called employment relations) at Akij Group. In doing so, the terms and conditions of employment, the pay-work agreement, and employment practices are defined and kept up to date. Additionally, the agency is responsible for addressing concerns on employment, giving workers a say, and encouraging honest and open dialogue. These actions make up how Akij Group communicates with its workers, either one-on-one or via their respective unions. Employee relations at Akij Group also cover industrial relations, which include management's interactions with unions, collective bargaining, dispute resolution, and collective agreements. This all-encompassing method guarantees a peaceful and fruitful workplace by encouraging mutual regard and understanding between the company and its employees (Ridwan, Raisa, Chaity, Siam, & Iftekhar, 2018).

Skewed Male-to-Female Employee Ratio:

Equality and Diversity At present, there is a male-to-female ratio that is significantly skewed at Akij Assets Limited. The long-term viability of AAL depends on its continued pursuit of programs that increase gender and ethnic diversity, even though full gender parity may be an elusive target.

Work-Life Imbalance:

A Potential Risk to Productivity. The absence of dedicated employee engagement programs at Akij Assets Limited has resulted in an environment in which employees encounter significant challenges in achieving a healthy work-life balance. In the absence of initiatives that encourage activities beyond the workplace, employees may find themselves perpetually preoccupied with work-related duties, even during their personal time, as they frequently spend 10 to 11 hours at the office. This can result in burnout by increasing tension and making it difficult to disconnect from work. However, a workforce with such high turnover does not benefit the company as a whole. Not only will the work output of a workforce that feels tired and lacks motivation, be lower than it would without such conditions; but in addition, people's sense that they are worthwhile doing anything at all diminishes. Working at Akij Assets Limited (AAL) feels like no place else. With AAL's commitment to achieving higher consistency of conduct and professional qualification in all of its personnel, the connection has been made.

4.2 Recommendations

Here are a few suggestions for enhancing HR functions which I developed after giving it some thought and exploring the company's culture and protocols.

i. **Orientation Program:** All Newcomers to the land of Elysium Akij Assets Limited (AAL) require a more comprehensive orientation program than its focus on institutional rules and procedures. This recommendation calls for an enriched program enhancing corporate climate and characteristics, core principles, and AAL's high aspirations. Such a program will enable workers to gain a more profound understanding of AAL's history, culture, and values in the long run. This system can promote greater employee engagement and more closely associate its staff with the company's mission by giving recruits the more thorough background indicated above. A solid orientation program can also establish clear expectations by defining performance criteria, strategic objectives, and standards of conduct for employees. Finally, by emphasizing AAL's unique characteristics and goals, a lasting impression can be formed on would-be workers so that they become rooted in loyalty and devotion.

ii. **Diversity and Inclusion:** Realize Potential To build a diverse and inclusive workforce, Akij Assets Limited must broaden its scope to cultivate talent by collaborating with organizations dedicated to diversity. Both genders are welcome and will be presented opportunities in the workplace at AAL. Inclusive job postings must be developed accordingly; besides these, it becomes our duty to actively engage underrepresented groups such as women through partnerships between female universities and colleges and specialized forums. As for age diversity, age awareness can help to reduce age discrimination in hiring and promotion practices; members will learn more through networks with Chinese students for example that there are many opportunities available for corroboration in the field of industry between mainland China, Hong Kong, and even Taiwan. According to research, ethnic diversity affects the group dynamic in many positive ways: Sales, productivity growth rates, market share expansion rate and innovation rate (the last four all measured over three years ending 1992). Moderate gender diversity increases competitiveness whereas a higher level or excessive number of different genders on a team worsens business performance.

iii. **Promoting Employee Engagement:** A Multi-Pronged Approach at Akij Assets Limited, employee wellbeing takes precedence, so the company must engage in employee engagement programs. Drawing on consistent feedback mechanisms, such as employee surveys or focus groups, a program of this kind would gain a deeper understanding of employee needs and concerns. Secondly, AAL could proactively contribute its efforts toward seminars and events at the enterprise level in which employees participate. Such an indoor sports event could also help address possible problems before they become more serious causes of disquiet for employees. Furthermore, through offering employee wellness programs, such as stress reduction seminars, health clubs or counseling services, AAL demonstrates concern for its employees ' well-being. This builds better morale and greater efficiency in the enterprise. The last thing these supplemental recommendations are designed to do is to create a working environment at Anhui Assets where people are valued and ideas can find fertile ground so that not only will AAL attract the highest caliber of workforce possible but it will retain them for their contribution to future development.

4.3 Conclusion

Epitomized by the success of Akij Assets Limited (AAL), a company that is part and parcel of this organization's economic sphere; makes up one branch out of 31 SBU so the corporate influences are varied When needs are met and super profits attend innovation, a new door opens for choice in business. Focusing on the personnel management system, which is a critical part of its business mix and can provide core competencies to make it an influential market player, is the subject of my internship report. The theoretical basis and actual performance of modern staff management are both studied in its present practices as well as whether improvements can be made. With an annual retention rate above 6 percent, AAL is providing growth opportunities for all of its employees. This is a testament to the company's dedication to collective achievement and security, encouraging people who work hard. Corporate expansion and a culture of mutual commitment are just two examples illustrating AAL's ongoing progress. It has been truly inspiring to see My experience at AAL has made me understand HR theory better and has increased my enthusiasm for HR work. What I hoped My internships gave me the confidence to know that in the coming years, I can impact the future success of HR. In businesses like AAL, I also hope to create exceptional workplace experiences by promoting innovation and emphasizing the individual's potential.

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