Report on

City Bank: An Analysis of Employee Banking Department

By

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An Internship Report Submitted To the BRAC Business School in Partial Fulfillment of the Requirements for the Degree of Bachelors of Business Administration

BRAC Business School

BRAC University

April 2020

Declaration

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

Student's Full Name & Signature:

Arefin Nabi
15304054

Supervisor's Full Name & Signature:

Fabiha Enam

Senior Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Fabiha Enam
Senior Lecturer,
BRAC Business School,
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Miss,

It is my pleasure to showcase my internship report regarding ‘An Analysis of Employee Banking Department of City Bank’. To complete my Bachelor Degree of Business Administration I had to conduct a 12-week internship program from City Bank Limited and under your supervision and guidance I have successfully completed my internship report. I was an intern of Employee Banking department in Retail Banking Division and during this time I was able to learn about the practical implications of departmental activities.

The report focuses on my learnings, experiences during the internship period and I have put much emphasis on the work flow of Employee Banking Department.
I have attempted my best to finish the report with the necessary information and recommended proposition in a significant compact and comprehensive manner as possible.

I firmly believe that the report will meet the desires and appreciate my efforts that has been given while making this project successful under your active supervision.

Sincerely yours,

____

Arefin Nabi

15304054

BRAC Business School,

BRAC University

Date: April 01, 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between The City Bank Limited and the student of BRAC University named Arefin Nabi for the commitment of avoiding the unapproved divulgence of confidential data of the organization.

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City Bank Limited

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Arefin Nabi

Acknowledgement

Firstly, I would like to thank the Almighty Allah who has granted me the strength and capacity to finish this report within dedicated time.

I want to thank my supervisor, Miss Fabiha Enam. She has constantly guided and helped me to create the report in the most adorned manner and monitored my activities which helped me to convey the best endeavors.

Next, I want to express gratitude toward, Mr. Mahbubul Hoque (Associate Relationship & Service Manager of Employee Banking Department) who has supported me vastly during the temporary time frame and encouraged the arrangement of composing the report completely.

I would likewise pass on my true appreciation to Mr. Muhammad Sultan Bayzid (Senior Manager, Acquisition & SAVP of Employee Banking Department) and the various representatives of City Bank who have helped me all through my work and made my experience of working in City Bank a phenomenal one.

Executive Summary

In the current circumstance, the financial sector is very much competitive, much similar with the scene of a car race, trying to show up at the leading positions of the banking. Most of the banks at present gives emphasis on earning and generating opportunity to keep faithful, loyal clients. In the business, human accept that addressing customer's need is an inescapable method to accomplish immense salary. In my report I am endeavoring to focus on the working methodology of employee banking, advantages to the representatives and manager.

The main section of this report centers around the introduction which joins incorporates student information, internship information, and internship outcomes. On a very basic level, this part involves the job responsibilities I was assigned. This report furthermore includes the advantages to the understudy and the organization, troubles faces during internship and suggestions.

The second section broadly talks about organization’s overview, operations and a strategic management practices. This part is a story of banks foundation, its strategic, and its guiding principle that shape the bank. It involves the primary businesses, inspection of external environment and critical findings and probable solutions to overcome shortcomings.

The last fragment is about the analysis of employee banking. This part makes reference to its objectives, values that the division makes for its bank, how it adds to the bank, its basic finds and suggestions.

Table of Contents

Table of Figures

Chapter 1
Overview of Internship

1.1 Student Information:

I, Arefin Nabi (ID-15304054*)*, an undergrad student of BRAC Business School, (BBS*)* major in Finance and Human Resource Management, made this report for the fulfillment of the Undergraduate Program. This report could be a broad approach towards making the change from a student to a corporate life. This gives organization's actual experience and overview. In addition, it expresses genuine work encounters. This also indicates the student has successfully monitored the collection of data around the company.

1.2 Internship Information:

1.2.1 Period, Company Name, Department, Address:

II started my internship in the Employee Banking Department in Retail Banking Division in January 2020, at City Bank Limited. It is situated at Lotus Kamal Tower-1, Nikunja-2, Khilkhet, Dhaka-1229. My Internship period ended in April, 2020.

1.2.2 Information of Supervisor's:

Md. Mahabubul Hoque, Assistant Relationship and Service Manager, Employee Banking was my supervisor during my internship period. Sometimes, I was doled out to any task as the bank may consider fit and essential during working days of my three months.

1.2.3 Job Responsibilities:

Before my internship, I have gone to bank being client but from my learning encounters I have taken in an extraordinary role around a bank work. At the point when I joined as an assistant, I found that how each single work is wrapped around by the officials so cautiously and efficiently. Working plan along with the tasks were doled out to me each day. I was relegated in this office for filling out client account opening forms and collecting records, dispersing check book and debit or credit card, communicating with client, putting data information in the Excel sheets and finding information from city bank program named Finacle. Now and then I had to visit a few client's office, corporate office of City Bank and keep up sound relationship with clients and work with various extraordinary persons.

Visiting Client's Office

I had to visit a few workplaces to gather the account opening forms and provide cheques and card. And communicate with client if they are willing to take services.

Client's Name and Id Entry

Collected forms number beside company's title had to put in excel record. The excel record had the data of customer's title which is the identity document (ID) numbers.

Verifying Document and Detecting fake identity document (ID) information

Customer's records such as national identity document (NID), Birth's Certificates and Travel permits must be confirmed. Photographs of Client and Candidates had to be checked appropriately. Indeed, the visibility of chairman's seal in character certificate had to be checked. To be qualified to open an account, customer's pervious records and his/her copy account had to checked. If there were any issues, the form had to return back for clarification.

Form Fill up for client

Step by step I filled up saving accounts, current accounts and deposit plus scheme (DPS) forms and also filled up their Individual forms, Transection Profile forms and Know Your Customer (KYC) form for betterment of client.

Inputting data of cheque book

I typed in the name, cheque number, and serial number in the MS Excel each day. There are two sorts of cheque book, one is common account and another one is City Alo for ladies. Once I am done giving the sections, I used to advice administrator about cheque book sections have been completed.

Sorting out cards and cheque books

I detected particular company's cards and cheque books number, name and serials numbers in the MS excel sheets. At that point, card and cheque book were isolated by company's name. Then, card was to put together with cheque books and afterward pin codes were stapled to in the form of bundle.

Delivery of pin codes

Pin codes are very delicate information of the cards. Except these pin clients cannot pull back cash from the card. Pin are too conveyed in the fashion as the cards by interns.

Ordering cheque books

If any client requested or missed out getting cheque books, at that point I had to put information in Finacle software for the process of getting cheque book..

Printing and Photocopying

I got to photocopy, printing and checking different basic records on a normal premise for illustration: national identification numbers (NID), Birth's Certificate, travel permits, and taxpayer identification number (TIN) Certificate etc.

Emailing

I have sent different archives and data to my bosses, other office and a few workplaces through mail for communication purposes. Aside from the over exercises, I had to run errands for colleagues some of the time. Be that because it may, I always kept up a good relationship with the bank representatives and moreover I got my learning environment which induced me to create extra walk amid internship's period. Learning outcome from my internship of Employee Banking at City Bank has been clarified as follows.

1.3 Outcome of Internship:

1.3.1 Commitment of student to the company:

An internship program brings young and fresh graduates to the company that most likely it wouldn't have found through ordinary utilizing procedures. For the most part, approximately 65% of paid and 39% of unpaid internship positions ended up full time work. This can be on the grounds that undergrads as of presently have a thought of portion of the organization. In expansion, they are comfortable with the business' pattern, demographic, and structure. Having an intern viably familiar with the organization methods, and playing out an awesome work as they advance, makes them a conventional candidate to utilize. Most vital commitments by an intern are clarified underneath:

Diminish Worker Workload:

Over-burden happens when a task at hand is performed by a couple of people. Utilizing assistants is an uncommon way to induce one or two of extra sets of hands at work. Minimizing work pressure eases the burden of present employees and avid clashes.

Productivity and Retention:

Besides being an additional help with work, I frequently accompanied huge amounts of vivaciousness and enthusiasm. Usually, fresh minds are keen to learn, enthusiastic to work, and mostly seek for the opportunity to demonstrate their skills with the expectations of being recruited by the organization. This sort of energy increase productivity adding to the organization culture and improving the general workplace. Any new thoughts and positive conduct come from interns to current employees in such a way company will see better creation levels, a lot more improved works and see productivity for some time.

1.3.2 Student's Benefit:

Internship at City Bank has brought huge change in my knowledge with respect to the banking profession. Amid my internship period at the City Bank, I have seen the change in my aptitudes, and capacities. It has brushed up my aptitudes and capacities with respect to data entry, analysis, and assessment. My change within the region of IT has expanded more recently. I have additionally improved my aptitudes within the region of compelling communication, time management, problem-solving capacities, and choice making traits, basic considering capacities, group working and so on. It has familiarized me with the corporate guidelines, values, ethics, convictions, recognitions, culture, and conduct. I have figured out how to bargain with a broadened working environment viably utilizing passionate insights and execution fabulousness. It improved my kindness, control, vitality, self-regulation, motivation as fair as my aptitudes. However, it can't be totally explained in words as the involvement with City Bank Ltd. has been a booster and helped reinforcing my character to a more noteworthy level. Down the lines, improvement in my employability abilities through my internship at City Bank is something more than I expected and worth more.

1.3.3 Troubles faced during the internship period:

I didn't go up against any noteworthy challenges amid my internship period as the organization is well organized and my supervisor along with bank representatives were agreeable and amicable. Since it could be a financial organization, so there were a number of limitations to pick up, as in getting to a few techniques and financial data. The organization keeps up security, so collecting information was a tad bit of troublesome.

1.3.4 Suggestions:

My relation with City bank is stacked with worthwhile and a little of gloomy experiences. I have found a few co-operative workers at the City bank. My administrator was exceptional, and his headings were outstandingly valuable and fruitful. Corporate guidelines, values, work environment, culture of City Bank are irrefutably better than any monetary organizations in

Bangladesh. City bank is a mind blowing spot for the understudy to have corporate perceptions and improve learning. Genuinely I can feel alter in my communication abilities and IT abilities. With a basket full of great involvement, I have a small horrendous experience within the City bank. I anticipate something more creative assignments rather than filling out forms. I expect the bank can allow me more ground to explore creative learning.

Chapter 2
An Assessment of the Organization

2.1 Introduction:

The City Bank was built up in the year 1983 and from that point it has been changing its financial strategy to stay up-to-date with the time. Having consistent advancement in corporates and commercial banking division, City Bank always looks forward to expanding the financial segment in Bangladesh. The Bank has consistently been included itself into different activities in the domain of financial sector. The City Bank is the pioneer of computerized banking in Bangladesh. In order to keep pace with the nation's quick developing economy, the bank has quickly changed throughout the years. The City Bank give a varieties of product and services and responses for necessities of the populace.

2.1.1 Objective:

The City Bank consistently puts its priority in expanding its employee and clients' devotion. It has got one of the incredible option for the job finder in the banking and financial division of Bangladesh. Present day organization frameworks and special methodologies have urged them to pick up this position. In addition, employee banking is seen as the most promising piece of a business. Considering this perspective in the realm of competition and globalization this report targets investigating the followings:

- To shed lights on different divisions of the City Bank.
- To demonstrate Management and Marketing Practices.
- To describe Operation Management and Information System Practice.
- To demonstrate a clear understanding of the Employee Banking department of City Bank.
- To understand operations.
- To understand the procedure of online transfer and city touch.
- To identify client related issues.
- To deliver some recommendations and solutions for the identified problems.

2.1.2 Scope:

This report puts light on the managerial strategies and plan of action, risks and opportunities, core business strategies, operation and information system practices of the City Bank. The report covers the experience of the City Bank joining with the information technologies. The overall evaluation of the strength, weakness, opportunities and risks will give a broader picture of the bank in financial industry and their impacts in its long term value creation.

2.1.3 Methodology of the Report:

This report was done with the help of both primary and secondary data from different source. Brief overview of the source are given below:

Primary Source:

The primary data source include observations during the internship period, supervisor's guidance and supportive information, assistance and guidance of the employees and executives at City Bank and so on.

Secondary Sources:

Secondary data sources for the report include corporate web page of the city bank, reports published by bank annually, different books, journals, corporate websites, magazines, online portals, newspapers, etc.

2.1.4 Limitations of the Report:

It is my first time of enrollment in an entry level position and making this internship report. Having said that, I have experienced some constraints that have emerged from the absence of expertise and external sources. Apart from that, limitations of the studies are stated below:

Privacy Concerns: Corporates information is classified. So, I had restrictions to access those.

Sudden Outbreak of Covid-19: Due to the outbreak of COVID-19 I was not able to collect relevant data and may not complete the report in a proper way.

Limitations of Time: As City Bank is an enormous association working from 1983 (City_Bank, n.d.), limited time has always been an obstacle in conducting a profound analysis for the report like this one.

2.2 Overview of the company:

The City Bank Ltd. is the leading commercial bank operating in Bangladesh. Staring its journey in 27th March, 1983, it has now become a top bank among the five most established commercial banks in our country according to (City_Bank, n.d.) . In Dhaka city the main branch was situated at B. B. Avenue Branch as per (City_Bank, n.d.). The entrepreneurship of 13 risk taker businessman made the foundation of the bank possible.

City Bank follows unique, centralized, branch based business model. As per (City_Bank, n.d.) ,the bank operates its business and head its branch operations vertically from the top managers focusing on business divisions like Corporate and Investment Banking; Retail Banking; SME Banking; and Treasury and Market Risks. Under a progressing internet banking stage, these four business divisions are maintained properly. Such business segment and working model assure explicit treatment to the bank's customer.

The city bank presently has 132 branch and 20 small medium enterprise administrations spread over of the country that incorporates a verifiable Islami Banking branches (City_Bank, n.d.). Right now it has its own 338 ATM booths and 1150 ATMs offering series of actions to other bank in a few spots; SMS Banking; Internet Banking, and so on (City_Bank, n.d.). It sometimes early commenced own customer care call centers. It is the chief bank in the country to have given dual currency credit cards. It is a crucial individual from VISA universal and it issue both BDT and USD card confines in a solitary plastic (City_Bank, n.d.). VISA Debit Card is another renowned thing which the bank is pushing hard so as to exclude the lines at the branch made by its astonishing base of 1,700,000 retail customers, plus or minus a couple (City_Bank, n.d.) .

City Bank offers an altered and inviting client care. The bank has a service model named CRP based on satisfying client through setting benchmark for its administration quality. City Bank launched American Express Credit Card and American Express Gold Credit card in November 2009 (City_Bank, n.d.). It is a neighborhood manager of brand and is liable for assignments that support in giving new Master card, including charging and bookkeeping, client help, crediting the board and charging approvals, just as advertising the card in the country. The two cards are all inclusive cards and recognized by a large number of traders working on the American Express worldwide dealer arrange in more than 200 countries including Bangladesh (City_Bank, n.d.).

City Bank additionally offers selected advantages for cards holders in association with the American Express. This will give access to American Express cards holder to appreciate amazing investment funds on retail and impeccable devouring at the most flawlessly awesome foundation in this geographic region. It similarly gives awesome advantages throughout the world with no less than 130000 offer at over 100000 merchant in 76 country (City_Bank, n.d.).

2.2.1 Mission:

Mission of the organization is to focus on the particular emphasis with which it seeks to achieve vision. According to (Annual Report, 2018) statements of mission are as follows:

• Offer a wide range of products and services that differentiate and excite all segments of the customer.

• Be the "Employer of Choice" by offering an environment in which people excel and leaders are created.

• Continuously challenge processes and platforms to enhance efficiency and effectiveness.

• Promote innovation and automation with a view to ensuring and enhancing service excellence.

• Demonstrate respect for the culture, good government and respect for those that we do.

2.2.2 Vision:

The organization believes that its vision is the future where they imagine themselves. Its vision is continually widening and incredible setting pace for company and providing typical guidance to the representatives as to where it needs to be. Managements re deigned vision to shape the way to be eternal. According to (Annual Report, 2018) the statement of vision quotes- ‘The financial supermarket with a winning culture offering enjoyable experiences’.

2.2.3 Value:

Their values characterize the manner in which they think, work and act. They accept that they can understand their vision and mission when they see the outcome from the customers’ consent. As per (Annual Report, 2018) banks’ value are stated below:

• Results-Driven

• Engaged’ and ‘Inspired

• Accountable’ and ‘Transparent

• Courageous’ and ‘Respectful

• Customer Delight

2.2.4 Primary Businesses:

City bank is top tier private commercial banks in Bangladesh, with established corporate banking leadership and a growing focus on small and medium-sized enterprises and consumer enterprises. In addition, the Bank is among the few banks in the nation to offer conventional and Islamic banking product and service. It gives a verities of credit services to every customer area. From student banking to priority banking to Amex credit cards, City Bank offers a wide range of banking assets (Annual Report, 2018). At this platform, the product's basket include: saving and current account; personal loan; Atm card, credit card, prepaid card, online banking program, Corporate banking; small enterprise banking, investment banking; treasury, finance, supply chain, agent banking service, Citygem priority banking, City Alo-women banking.

2.2.5 Networks:

According to (Annual Report, 2018)The City Bank is narrowly separated by divisions: corporates, commercial sector, the retail sector, SMEs, agent banking service, cards divisions. The corporate banking division has 4 groups and under these groups there are twelve relationship unit (Annual Report, 2018). Among those nine are in Dhaka and three are in Chittagong. To promote and fully endorse business divisions, it has 3 products solution based unit: structured financial unit (SFU), transaction banking (TB), corporate business strategy management (CSBM), financial institution (FI) as per (Annual Report, 2018). Despite the fact, activities of the organiztion are spread out geographically in Dhaka and Chittagong, it has branch all over Bangladesh, affiliated with different bank and network.

2.2.6 Rating of the Bank:

Credit rating is done by the credit rating agency of Bangladesh, on the basis of the financial statement. It is granted with rating Ba3 by the famous rating agency Moody (Annual Report, 2018). The national rating Ba3 is identical to the rating done by Moody. (Annual Report, 2018).

2.3 Management Practices:

2.3.1 The Responsibilities of Board Committee:

To assure proper responsibility and straightforwardness through due perseverance, the bank has two boards which are answerable for most of the undertakings, execution and vital choices of the Bank to be regulated and facilitated by the specific audit committee and the executive committee.

2.3.2 The Responsibilities of Executive Committee:

The executive committee has increasingly broad obligations and capacities. The committee build and audit the general credit and loaning procedures of the Bank and uphold the Bank's normalized and least credit prerequisites. Approve any alterations and corrections made to the credit proposition at first affirmed by trustees.

2.3.3 The Responsibilities of Management Committee:

In a feasible corporate governance structure, bank the executives has a severe order, under the organization of managing director and chief executive officer, to do each day exercises for the prosperity of the accomplices and investors. The management of City Bank Limited is chaired by the managing director. A couple of organization trustees have been shaped to manage the budgetary action and overseeing dangers. The trustees are management committee, asset liability committee, risk management unit, investment committee and purchase committee. Overseeing director drives the three most critical committees, management committee, asset liability committee and investment committee.

2.3.3.1 Management Committee:

Management committee is seen as the most imperative choice and strategy making authority of the Bank which includes chief executive officer and head of business unit. The work of the committee are analyzing month to month business and money related execution and monthly business review and investigation of corporate, SME, treasury unit and retail.

2.3.3.2 Asset Liability Committee:

Asset liability committee is full drawn in with making methodologies, procedures and repairing as of late taken techniques to adjust to current market circumstance.

2.3.3.3 Risk management unit:

Bank Risk Management Unit ensures proper and occasional distinguishing proof, the administration of dangers uncovered by the Bank.

2.3.3.4 Investment Committee:

The five person's board deals with enthusiasm for capital market. They direct and screen to ensure that the venture choices produced are placed into results as indicated by endorsed technique and speculation strategy. This chamber routinely screens bank's assets of offers and capital market exposures and ensures keeping speculation inside suggested limit (almost 25% of endorsed Capital) set by Central Bank.

2.3.3.5 Purchase Committee:

In the acquisition system of the Bank the five individuals performs the task. They do an imperative job in the obtaining of land or properties.

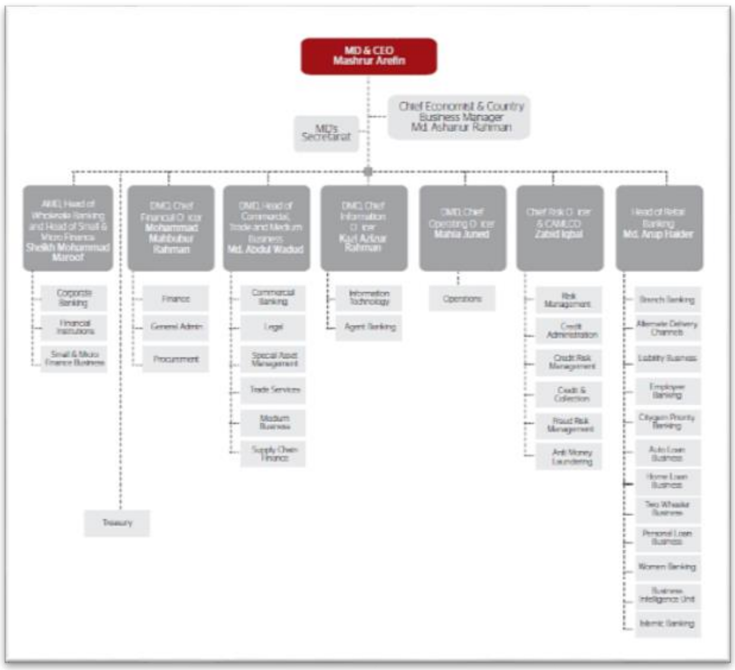

Figure I: Hierarchy of the organization

2.4 Branding of the Bank:

This bank keeps up and advances a solid brand picture in the business offering an extraordinary support which puts spot light on uniqueness of the bank. The proper utilization of the country's digitization is helping the Bank growing and it will continue promoting and branding.

2.4.1 Social Campaigns:

The presence of a National Great Point of Purchase was ensured to make top notched. Pohela Boishakh occasion, Citygem stall at Chittagong Club and 'Grow your wealth' occasion are arranged in association with City Bank (Annual Report, 2014). City Bank has always arranged campaigns for Valentine's Day, Bangla New Year (Pohela Baisakh) and Eid occasions (Annual Report, 2014). The campaigns focused on advising clients on various selective offers that can be accessed with

American Express Cards from City Bank. Four distinguished Eid campaign, Amex Selects campaigns, Iftar campaign, Eid Merchant campaigns, and Citymaxx Eid campaigns were propelled both across the line and under the line media under Brand Team supervision (Annual Report, 2014). For example, the inauguration of the Amex B2B card, 1.0 million CASA campaign, strategic campaigns, like the Radisson Blue water garden brasserie and Silverspoon Chattogram one for one buffet campaign execution, Platinum Diners' free campaigns, Malindo Air campaigns, Amex Platinum cards special waiver campaigns, Citymaxx branch campaigns have been effectively organized by the brand group (Annual Report, 2014).

2.4.2 Contribution of Brand and Communication Team:

The bank's marketing division ensure 48 Media coverage if any event takes place. The team made arrangements of more than twenty three marketing function like Annual General Meeting, Conference of Branch Managers. Media and PR bunch have made essential media presence in national dailies with various gatherings of bank authorities. In Hong Kong, the MD and CEO of Bank was broadcast live by top television network 'Bloomberg', which was a glorifying moment for the team. (Annual Report, 2014). This was additionally empowered by Media and PR group.

2.4.3 Promoting Golf Competition:

As in previous years, City Bank also funded golf tournaments such as City Bank American Express Dhaka and Chittagong Open (Annual Report, 2018). The game was sponsored by influential golfers from both Bangladesh and abroad.

2.4.4 Presence in Social Media:

The bank has presence in all the social media to uphold and increase its brand image. City Bank has its own enriched web site. According to (Annual Report, 2018) in Facebook's followers base crossed 1.2 million and LinkedIn's page followers' base are expanding by 500.0%. It is also launching another new City Sapphire web site (Annual Report, 2018). In 2018, the City bank has been recognized as a pioneer in Digital Marketing in the South Asian Region Featured by Facebook (Annual Report, 2018).

2.5 Financial Performance & Accounting Execution:

Its Finance teams are to be viewed as country's top quality financial analyst and esteemed leader in fast moving financial sector. The division offers most distinctive annual budgeting and planning. The group additionally gives budgetary and the significant information to stockholders and partners. From the start of the year, the committee anticipated that the nation's money market will confront a divergence in loan fees, a shift in consumer behavior and a rise in administrative necessities. It has set strategies so that the organization is very much ensured and prepared to adjust to alteration, while engaging to keep up with its market position by making an incentive for clients and investors.

Strategic Decision	**Results**
Capital planning and issuing Bond	The value of the shareholder’s investment rose. Increased Capital and transformation from base II to Base III. Reducing capital cost result growth in business.
Becoming simpler and more efficient	Adoption of automation in Purchasing, Budgeting, Regulatory reporting. Simplifying regular administrative activities and calculation of vat and Tax. It also minimized the illegal activities.
Delivering sustainable growth	It improves the study about the market and precise knowledge about the product. A developed management information system leads the company steady growth with the industry.
Budgeting effectiveness, Balance sheet’s management and Controlling Cost	Enables the management in pursuing successful asset liability committee and asset-liability protection. Effective cost management system and transparent procurement procedure. Centralized monitoring system for budgeting and cost analysis.

The Bank will be moving toward the subsequent stage of our arrangement from a place of solidarity. The bank has a ton to do in the years to come. The organization give trust to the account holder in the bank's capacity to accomplish the objectives, while having shortcomings in the administrative and financial. The team is very potential to enable the bank to move towards advancement and to turn into the best client bank in business, while simultaneously ensuring feasible returns for stockholders and building good rapport with regulators.

2.6 Information System and Management of Operation:

The operation unit has various divisions and fills the place of support unit of all business wings. Automated process and improved work structure in this division make operational exercises obviously progressively proficient and viable, along these lines fortifying the intensity of the bank in the commercial banking sector.

Objectives: Implementation of the Bank's basic mission and vision.

2.6.1 Service:

Service team plays an imperative task since its commencement in giving a scope of administrations to clients. Service team places a significant spot as a critical division in the Bank's operation widening the scope. Service team comprises of a solid work force group to help all parts of the Bank, Agent Banking, Employee Banking, Corporate Wings, and different business or support units. The division has constantly emphasized on customer fulfillment, while ensuring authoritative congruity with every administrative body.

Ideology: Maintaining standards and dynamic level of control with top notch consistency. The Department of Service Delivery will utilize Liability Workflow to give quicker client care.

2.6.2 Branch:

In 2007 City Bank introduced branch operation manager. Prior to this, it used to work in a normal/customary way. They likewise went about as in-charges for some branch previously were general banking in charge. Existing second managers hold the position as branch operation manager in numerous branches. Others used to participate in the team. Branch operation manager had the full capacity of approving transactions. Moreover, they also handle reporting, auditing and anti-money laundering and so on. Operation manager had several groups, group members used to answer to their group head and group heads were answerable to their branch manager. This approach was made observing the framework of Head Office. Group head who directed their individual groups end up being more effective. An operating culture which nurtures the spirit of compliance is the ideology of branch operation. The internal competition among branches bring profits for the bank.

2.6.3 Card Division:

Cards are a significant segment of cutting edge organization framework as they give credits, while simultaneously updating the picture of the bank in light of fact that individuals use them to meet everyday purposes. Card’s operation acts as a back office of the card company to assure consistency in activity. Furthermore it plays out these functions: Capture the information on the Card and keep the client data. Enhancing, printing, coordinating, dispatching and conservation of records, notification and charging, card upkeep and other administrative activities. It holds a significant position in issuing cards and dealers obtaining business. It has the right to issue and acquire the American Express brand. City Bank issues and acquires AMEX, VISA, and MasterCard. It is continually attempting to assure that acceptance of card increases. It wants to bring Union Pay International that will permit us to significantly unleash business opportunities

2.7 SWOT Analysis:

SWOT analysis has been implemented at City Bank to give investors an understanding of core management planning under swot, an abbreviation for strength, weakness, opportunity and threat. Added together, swot offers an analysis of strategic advantages and possibilities, thus encouraging us to concentrate on improving our strengths and capabilities, and transforming vulnerabilities into capabilities. Therefore, if we regard the city bank limited as an organization and break down its power, vulnerability, potential and challenge, the following points would emerge:

Strength:

The strength lies in their efficient management. It makes them more trustable among their customer. They maintain a good cooperation between their departments. Quick Banking facilities, Membership facilities, Innovative financial services and plans have made them possible to establish themselves as a top brand in the industry. With a strong network between local and international they have managed to hold a strong financial position.

Weakness:

In the junior level employees there is a lack of motivation due to proper training and job rotation. That’s why management is facing lack of motivated and experienced employee. However they holds a strong position in urban area but very weak in rural area. They are facing problems to manage asset expense and non-performing loan.

Opportunities:

By utilizing their brand value they can gain a huge market in the industry. Their investment in SME sector will lead to a vast development in sale and trade finance. They are adopting new innovation to transform socio cultural and demographic factors.

Threats:

A big volume of bad debt is killing banking industry. Aggressive financing in the SME sector by new commercial banks results losing customers. New compotators backed by huge foreign investment making it difficult to survive.

2.8 Recommendations:

The administration of The City Bank Ltd. appears to be different in relation to the other, yet there are scopes for progress.

1. To have increasingly effective and great financial experiences for clients, inside environment the bank should be made good basically.
2. The organization need to assure huge improvement to improve the connection among bank representatives and clients.
3. Call Center administration is deficient and clients' involvement is much needed.
4. To gain client faithfulness and to improve the nature of its administrations by giving importance on clients' desire.
5. Moves to be taken to help working environment for satisfaction of employees.
6. Customized products and services needs more attention.
7. Should set up more ATMs booths and assure their smooth service.
8. The bank need to build up sound connection with customer for better business support.
9. To compete with other banks more planning is needed.
10. Organization’s charge is moderately high contrasted with different other bank.
11. CBL ought to enlist increasingly skilled workers who can convey about the products across the country.
12. Workers ought to have proper information on products and offices to pass on the customer in ideal time, right offices according to their prerequisites.
13. As per client experience, the bank takes long time to process and dispensed the loan. Straightforward way ought to be found to restrain the length for credit process.

14. . More staffs are needed for service that must be assured.
15. As to customers, state of the bank is okay yet the service of cash counter should be all the more quick. Additionally more consideration ought to be given to the customers when they want special bundle.

2.9 Conclusions:

Since the financial sector, the private banks specifically, are doing a remarkable business, unmistakably current individuals are stressed over ensuring their valuable assets and they want access to the highest caliber and ideal administrations. Accordingly, over the most recent couple of years more commercial bank has risen and these institutions have made this money related sector serious competitive. Along these lines, bank presently need to make sense of their activity and conduct their activities as indicated by business needs. It depends on the traditional financial strategy. The sector extended the expansion of this business world to cover any sort of budgetary administrations anyplace in world. In spite of the fact that they give their clients a scope of items and administrations, It continually attempting to put mindfulness on client’s need. City Bank helps Bangladesh’s economy through the remittance. The bank gives finance loans, working’s capitals loans to its corporate’s client to assist the individuals.

Chapter 3
An Analysis of Employee Banking Department

3.1 Introduction:

We clearly understand that, technology with the blend of financial services creating new opportunities for the future generations. It is really amazing to see that technology bring financial service to non-banking population. In this way, fin tech is empowering banking sector. Along these lines, retailisation of banks has made significant advancement and management try to add up localized, fresh, skilled talents to the vast opportunity pool of robust infrastructural network. With safe quality resource, the bank now have a settled retail business. It entail home loan, individual loan, card, and so forth. Therefore, the organization is rescaling its business in a maintainable and manageable way. Important consignment allows to cement banking rapport, while discharging colossal chance to pitch strategically. Agent banking, employee banking and digital banking are a portion of sections that allow organization us to move forward.

3.1.1 Department’s Background:

The employee banking is the greatest of all departments with noteworthy clientele, including critical business channel that entails branch, Citygem Priority banking, service delivery network, employee banking, student banking, City Alo women banking and sale office. The retail banking division is the essence of the organization and is a critical platform to support and enhance the reach among clients. The Bank's operation and administration create and serve a gigantic customer base. Bank started its operation in 1983, retail banking was a bit of decentralized branch containing 8 branch and 176 representatives (Annual Report, 2018). New Retail Banking wing of the Bank has developed into an undeniable element after the reorganization. Its retail banking division stimulated its activities in 2008 under the organization of the board giving much emphasis on the mainstays of: service of client, profit and client base (Annual Report, 2018). The appearance of the Bangladeshi economy towards mid income nation is the result of progressively noticeable proficiency, enticed by the expansion in the degrees of education. This has significantly affected the female population of the nation, introducing an age of woman business people, ladies in administration and ladies pioneers in various fields. The organization perceives the rising of this potential and motivated by the evolving landscape, has propelled a woman banking City Alo. The

Bank attempts to be a partner of women particularly focusing on the necessities of women customers and sophisticated service.

3.1.2 Objectives:

The retail banks objective is to improve life styles of mid income families by giving assurance of free straightforward credit. Thus the retail banking division alone participating in the Scio-financial improvement of the country. Also management focus on to ensure access of credit card by mass people. The retail banking division constantly try to improve loan portfolio to mitigate the risk exposure. Through quicker and higher yielding credit activity the retail banking division focus to grow profit of the bank and decrease pressure on liquidity.

3.1.3 Significance:

Despite challenges, retail business has surpassed desires with BDT 14,819 million in asset, ballooning of 8,250.0 million tk, included the market's most noteworthy development in home and car loan with development of 4,590.0 million Tk and 830.0 million Tk receptively according to (Annual Report, 2018). Deposit portfolio remained at 131,190.0 million Tk, comprising a development of 6,987.0 million Tk in the last year's base by (Annual Report, 2018). The retail division bestowed 3,204.0 million Tk to the Bank's absolute incomes for the year with structure containing 2,644.0 million Tk as interest income and 560.0 million Tk as non-interest income by (Annual Report, 2018).The bank is putting much emphasis on plummeting cost both in businesses and operation this year, which will have affirmative bang on the profit.

3.2 Methodology:

The following portion includes all the sources that has been used and these are:

Primary data sources were collected during the internship period through observation. Supervisor's guidance and supportive information were also utilized to fulfill the report.

For this part, secondary data sources were collected from the corporate website of the organization and annual reports of bank from various years.

3.3 Analysis of Employee Banking:

Numerous retail items are provided by the employees of employee banking which is considered as sophisticated stoppage. It not only disburse salaries but also eases the burden for the client. The core function of employee banking is opening accounts for clients’ salary and made access for the account following employers' necessity. At a significant lower rate it likewise offers loans, credit cards etc. to the clients. The customers are selected by a huge number. The procedures to on board clients are convoluted. The clients' organization come in contract to flow the remuneration fund to payroll account of bank which makes definition of on boarding. The EB department works with a few different departments. The employee banking team has on boarded 29 client organizations with 9000 employees in total as per (Annual Report, 2018). According to sources (Annual Report, 2018)this team alone have disbursed, give or take BDT 430 m, monthly salary. Top notched Multi-National Companies (MNCs) will be partnered in the coming year if the clients make business profit for the organization. This is a safe and secure method of banking for the workers.

3.3.1 Significance of the Department:

The Employee Banking department plays a vital role for the bank for the services it is capable of. Firstly, the bank can have access to a lot of funds from a single organization if it stops targeting a single person and go for the whole organization. This approach reduces consumption time and energy for the department. For this reason the bank will have more deposits in accounts if it facilitates a huge amount of salary savings accounts for any organization. In this way, the department exposes to lower risk than one on one monthly deposit scheme ensured by single individual. The bank makes sure of the record of its each customers who are offered special pricing rate. The dissimilarity between retail and corporate is, retail items are inclined towards individual loan, credit card, deposit scheme etc and the corporate banking are inclined towards organization like corporates loans, overdraft, financial service etc. corporate banking and retail banking is the connecting point of employee banking. The retail bankers help individual customers and the employee banking offer assistance in overdraft of salary accounts to the clients' organization. The bank thus turn organization into the banking partner. Moreover, opportunities for both the bank and the clients come up as relationship solidifies more.

3.3.2 Facilities provided to the Employee & Employer:

Facilities enjoyed the Employees:

There is no minimum balance is required to open an account. The customers have to pay yearly maintenance fee only. The facility of visa, master card debit and credit card are availed by all. According to the Employee Banking rules, minimum payment has to be made on Debit Card & Cheque Book. All the customers can access to ATMs all over the country all the time. Customer will receive full free email statement, SMS and internet banking. Total city touch facility is availed by all. Lending rates sometimes compromised if the customer is well acquainted. Attractive pricing is offered on salary accounts for customer loyalty. Sometimes different promotional offers are provided on Eid shoppings or on fancy dining. Even sometimes rebate payments are also offered. By City Touch app any individual is allowed to recharge to any mobile operator. Customers can pay their electricity bill, water bill through internet banking. Funds can be transferred to any account and that applies for Bkash and Rocket account too.

Facilities enjoyed by the Employers:

The team of employee banking make sure of quick and secure flow of salary into clients' accounts. Employer's Accounts and Finance office encounter less administrative work hassle. The cost salary processing is much less compared to others. A dedicated Relationship Manager is assigned to solve all the problems related to client's necessity. Customers can take out their salaries from any branch in Bangladesh. Thus, there is good chance of building up a good rapport with bank. For this, bank sometimes reduce loan interest depending on the relationship with the organization.

3.3.3 Employee banking department's working method:

The employees of employee banking make the product mix working together with different divisions. Once the approval from concerned members are made, the products are then brought to the sales group who visit the market to sell the products. The employees' sales team give a go about an organization, when any client organization is interested a product mix. With the help of the customer relationship management team, the employees of product team examine the organization's overall financial condition. When the customer relationship management teams' examine is made sure, the employees of employee banking talk with the client organization to find out their average salary payout. According to the categorization plan the employees of employee banking categorize the client organization which is a most important portion of the procedure. When the product team takes decision to on-board any organization, the employees of employee banking approaches the bundle mix to the client. The bundle mix is made of salary accounts, personal loans, debit cards & cheque books. To avail different items like credit cards, an application has to be made to employee banking employees. The employee banking employees collects all the important forms and documents that is a mandatory procedure to get salary in clients' account. After collecting all the documents and form fill-up, these are then moved to the account services division. Account service division takes the responsibility to make remuneration account for every worker of client organization. When accounts are made, the customer relationship management office examines all the related documents and loan application forms to come up with the decision who will be eligible for it. The confirmed documents along with the accounts number are then submitted to the asset operation office to issue cheque book, credit card. The employees of operation sends cheque book and debit, credit card to employees of employee banking. Then the employee banking team sends all the items as in cheque book, credit card to client organization. If anything is necessary further client organization contacts with the employee banking.

3.4 Findings:

City bank is a financial service organization that has been in the business for a long period of time. So they have a good reputation in the market and a good image to hold up. The findings that were noticed during my internship period are as follows:

<u>Absence of Man-Power:</u> To fulfill the tasks of 300 customers, there is not enough employees in the City Bank employee banking, and it likewise hampers the reputation of bank when a given task is not properly done.

<u>Absence of Work Life balance:</u> Work life balance sufficiently chooses the amicability in office among people. At Employee banking the representatives work more than 8 hours/day. As a result of this gigantic work pressure, the employees invest most of their energy at the work.

<u>Improvise the Salary Structure:</u> Employees overwhelmed with work when the worker are on boarding any new organization. Update in pay structure can be a good source of inspiration.

<u>Centralized operation:</u> The Bank’s operation is way too centralized. Main office constantly pressurizes and controls the back office. Permission is must be needed from head office to issue anything. The Head Office then gives approval to decision. Sometimes this kind of dependence is burdensome and puts barrier in the flow of work.

<u>Outdated PCs:</u> PCs are constrained in number. Likewise it works gradually. Some of the applications are obsolete and needs immediate update. The web speed is low which hampers the progression of work.

<u>Absence of lounge area:</u> The customers the spot for stopping/sitting zones are not satisfactory, consequently, customers need to hold up by standing or by having a worker's seat.

3.5 Recommendations:

The City bank has extremely advanced operations in the Bangladesh undoubtedly. In any case, advancement and improvement is a consistent procedure. Consistent up-gradation can prompt further prestigious achievement. Considering these I have tried to provide certain recommendations for the city bank. These are as per the following:

- They can introduce the emotional intelligence framework in their practice. It will enhance job satisfaction, motivation, efficiency, mindfulness, and productivity by decreasing turnover and wavering.
- Their payroll policy should be revised to attract more qualified employees for their department
- They should increase motivational training and development for increased engagement and mindfulness.
- They must increase their man power in order to achieve efficiency and productivity. Extra pair of hand will reduce the stress of work.
- They should have a separate room for the guest and also conference room needs to be more spacious.
- They should diversify their employee base since there are only 20% of female employees in their employee banking office.
- External recruiting ought to be supported which might as well proved as good blend of innovation and management.
- Issues regarding IT and web connection should pay attention to.

3.6 Conclusions:

For improving employee banking platform, a lot of opportunities can be created by utilizing latest technologies that attracts local people living in the remote corners of the nation. Managements are engaged with this because they want to expand the reach of employee banking. To serve the necessities of clients in a responsible and risk-efficient way, managements are working on Employee Banking day and night.

In conclusion, the general concentration at the Bank will involve more intensive cost defense activities, for example,

• Use of mobile application to flow funds quickly

• Hiring cost-effective and performance-oriented manpower

• Use of programming software to mitigate process-related delays

The bank always gives effort to provide best client service, which is the prime factor in reducing costs. Furthermore, taking care of utility costs and decreasing various expenses related with activities gives a lot satisfactory outcome. This displays managements pledge to spare expenses and run an effective game plan that is reasonable over the long haul. This report is centered on the working process of employee banking and some significant changes in operation could make the administrations logically scintillating and redesign the banks picture among the customers. With the current execution of the Bank and with little improvement will clearly make City Bank remarkable among other Private Banks in Bangladesh.

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