



Inspiring Excellence

Study on the Consultancy Services of CareersHub Bangladesh

Course Title: Internship

Course Code: BUS400

Submitted to:

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BRAC Business School

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Date: 3rd September, 2018



STUDY ON THE CONSULTANCY SERVICES OF CAREERSHUB BANGLADESH

Letter of Transmittal

2nd August, 2018

Mr. Md Fazla Mohiuddin

BRAC Business School

BRAC University

Subject: Submission of internship report for completion of Internship

Dear Sir,

This is to inform you about the successful completion of the internship report. During the writing of this report, your instructions for report writing were followed to present the idea and clarify the findings. The findings from the report was an enlightening experience and allowed me to gain in-depth knowledge on the consultancy services of CareersHub Bangladesh

This report was completed after research through a comprehensive process with the necessary resources. During the preparation of this term paper, some challenges were faced. However, repeated efforts and following the instructions of the supervisors were enough to overcome them. I would like to offer my thanks for presenting this opportunity. Lastly, it is my earnest hope that you will kindly accept this report and acknowledge the effort. I will gladly clarify any queries that may arise.

Thank you.

Sincerely,

Samiul Hasan

BRAC Business School

Acknowledgements:

I would like to thank my academic supervisor, Mr. Md Fazla Mohiuddin at BRAC Business School, for giving me the approval to work on this topic. I tried to follow the guidelines set by the university and present my findings in an acceptable way.

I would also like to thank my organizational instructor, Mr. Zia Uddin Mahmud, for guiding me throughout the entire internship with utmost dedication and care. Without his valuable guidance and suggestions, I would not have been able to learn as much as I did during my time in the organization.

Furthermore, I would also like to thank my colleagues and teammates in CareersHub. From the first day to the last, I have received nothing but the utmost co-operation from all of them.

Thanks to the diligent guidance and patient understanding of everyone involved throughout the duration of the internship, the report finally came to fruition.

Executive Summary:

CareersHub Bangladesh (CHUB) is one of the leading educational and student consultancy firms in Bangladesh. The organization, originated in 2010, was initially the Bangladeshi counterpart of CareersHub Australia. It was rebranded in April 2018, to begin its operations autonomously as CareersHub Bangladesh after a structural reform.

CareersHub Bangladesh (CHUB) aims to become an organization which will enable its customers to lead a better life. It cultivates and instils a “culture of service” mindset through its operations. The three key areas of its operation are People, Process and Technology.

This report aims to analyse CareersHub’s numerous consultancy services which are divided in the categories of Corporate Training, Student Consultancy, Technological Consultancy, Business Consultancy, etc. It also highlights the different content and business development-related responsibilities entrusted to me for its PostGraduate Diploma certification, Abroad Unified Pathway Program and other educational services.

I have presented my experiences working at CareersHub Bangladesh for the benefit of anyone interested to learn about the operations of a consultancy company operating in Bangladesh. I have also attempted to share my insights about the different tools used by the company to perform its operations.

The challenges I faced during the tenure of my internship and the strategies I used to overcome those obstacles have also been presented in the report. I am hopeful that my report will be able to give the reader some unique insights about the operations and services of a consultancy firm.

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Part 1: Organization Part

1.1 Organizational Overview of CareersHub Bangladesh

CareersHub Bangladesh is an organization providing education, training, and business consultancy at home and abroad. It is a segment of AIRC Group Australia, which in turn belongs to Australian International Development Consortium and CareersHub Australia. AIRC Group is one of Australia's leading professional services organizations. It utilizes the potential of its global network to help businesses, governments, and non-profit organizations to assess and improve the way they operate.

CareersHub Bangladesh has been built on four key tenets. They are Passion, Commitment, Hard work, and Trust. Since 2010, it has been providing a diverse range of creative and innovative consulting services for its clients. The organization believes that it is crucial to cooperate with its clients deploying a pragmatic approach to resolve the issues they require assistance with.

The organization was established to help people reach their true potential for a successful life. Therefore, the company motto "You can live a better life" resonates well and holds true to the intention with which it was founded.

The Mission of the organization is to help its clients perform at the highest possible levels so they can provide exceptional value to their customers and employees through the adoption of a “culture of service” mindset.

The Vision of the organization is to inspire, motivate, and lead individuals, teams and businesses that wish to find the best course of action for increased profitability and performance.

1.2 Services of CareersHub Bangladesh

The services of CareersHub Bangladesh are focused on 3 key components - People, Process, and Technology. These services are rooted in practicality to help the clients choose the right career, organizational development, improving business operations and creating a technology roadmap.

Moreover, the organization uses its industry expertise to develop effective resource utilization strategies for its clients. It also works with the top technology vendors around the world and helps organizations integrate cutting-edge technology into their systems for increased productivity.

CareersHub Bangladesh’s services can be divided into four categories. They are:

1. Corporate Training
2. Business Consultancy
3. Student Consultancy

4. Technology Consultancy

Further descriptions regarding these services categories are provided below.

1.2.1 Corporate Training:

The mantra of the Corporate Training team of CareersHub is “We don’t train people, we develop them.” The idea is to develop the workforce, instead of simply training them.

CareersHub’s corporate training programs are designed to inspire better managers, salespeople, and leaders in the client organizations who can take charge of situations, resolve issues and lead confidently during times of crisis.

The organization offers a variety of management, performance, leadership, sales, productivity, and teamwork courses, such as:

- Building A High Performing Team
- Personal Development & Life design workshop
- Behavioral Profile Assessment
- Leadership Workshop
- Control Of Life Workshop
- Cultural Change Management
- Customer Centric Mindset
- Sales Leadership
- Team Building.

i) Training in Private Companies:

The trainees work closely with the reputed inhouse and external trainers of CareersHub. The trainees are encouraged to change the way they think, work, and interact with each other. Thus, the company ensures that its clients enjoy measurable results and return on investment through the implementation of tried and tested industry practices.

Corporate training programs develop:

- Permanent behavioral change of participants
- Measurable results against the goals and objectives
- Increasing individual’s confidence & productivity
- Improve customer advocacy
- Identifiable ROI per participant
- Confidence to offer results guarantee to first-time clients
- Agreeing on ROI and goals before the start of the training
- Results review midway through the program

ii) Corporate Training in Government Projects:

CareersHub offers many hands-on courses that introduce the concepts, methods, and technologies to maintain the global standards in the Mining industries. It has collaborated with Bangladesh Government to conduct Energy Sector training workshops and seminars to develop the skills of the government employees. Furthermore, training programs were provided to public Health sector employees to impart in-depth knowledge about the possible causes, symptoms, and prognoses of patients.

1.2.2 Business Consultancy:

CareersHub Bangladesh assists businesses to develop an effective strategy and business plan for implementation, and to measure their financial performances. These are crucial processes that need to be adopted by an organization if it wishes to be successful. One of the specialized skills of CareersHub Bangladesh is providing core business advisory and consulting services to organizations. Its services are shaped by the direction the management wishes to take their company towards and is aimed at sustainable growth.

1.2.3 Student Consultancy:

CareersHub Bangladesh offers one-stop student migration consultancy. It works with several notable foreign universities in Canada and Australia to help students get admission. The organization provides admission consulting services and educations consulting services. CareersHub advisors deliver training and support to students to build up their network of support and opportunities. They ensure that the students receive proper guidance in all stages of the migration process so that they can secure their future.

1.2.4 Technology Consultancy:

CareersHub Bangladesh also offers extensive technological support to organizations looking to improve productivity and efficiency. It is the country representative of Qlik and Fresche, which are two of the world's renowned IT solutions agencies. Other technological support includes Talent OZ for People-related solutions, SecureMI for Security-related solutions, QlikView for data analytics solutions, and IBM for automation solutions.

- i. **QLIK®:** QLIK is a simplified data visualization app. It can create interactive, flexible content visualizations that can help to make impactful decisions. Anyone in the organization can use it. The data can be imported and the app can be run on a PC. QlikView can be used to support the complete spectrum of corporate users.
- ii. **SecureMi®:** SecureMI is an extensive corporate level content-alert technology solution that prevents data leakage in the corporate offices and government offices. SecureMI discovers, protects and monitors the data of client organizations. Through content inspection of crucial information throughout the data network, SecureMI executes responses based on the detection of any illegal use and transmission of sensitive data according to the company policy.
- iii. **TalentOZ multi-tasking:** TalentOZ enables multitasking and accessibility on-the-go. TalentOZ is accessible for platforms such as mobiles, tablets, and phablets. It enables organizations to

bring all phases of the employee lifecycle under one platform that can be accessed from any device. TalentOZ helps organizations of all sizes to implement globally-benchmarked HR practices.

1.3 Organizational Hierarchy

The organizational hierarchy of CareersHub Bangladesh is described below.

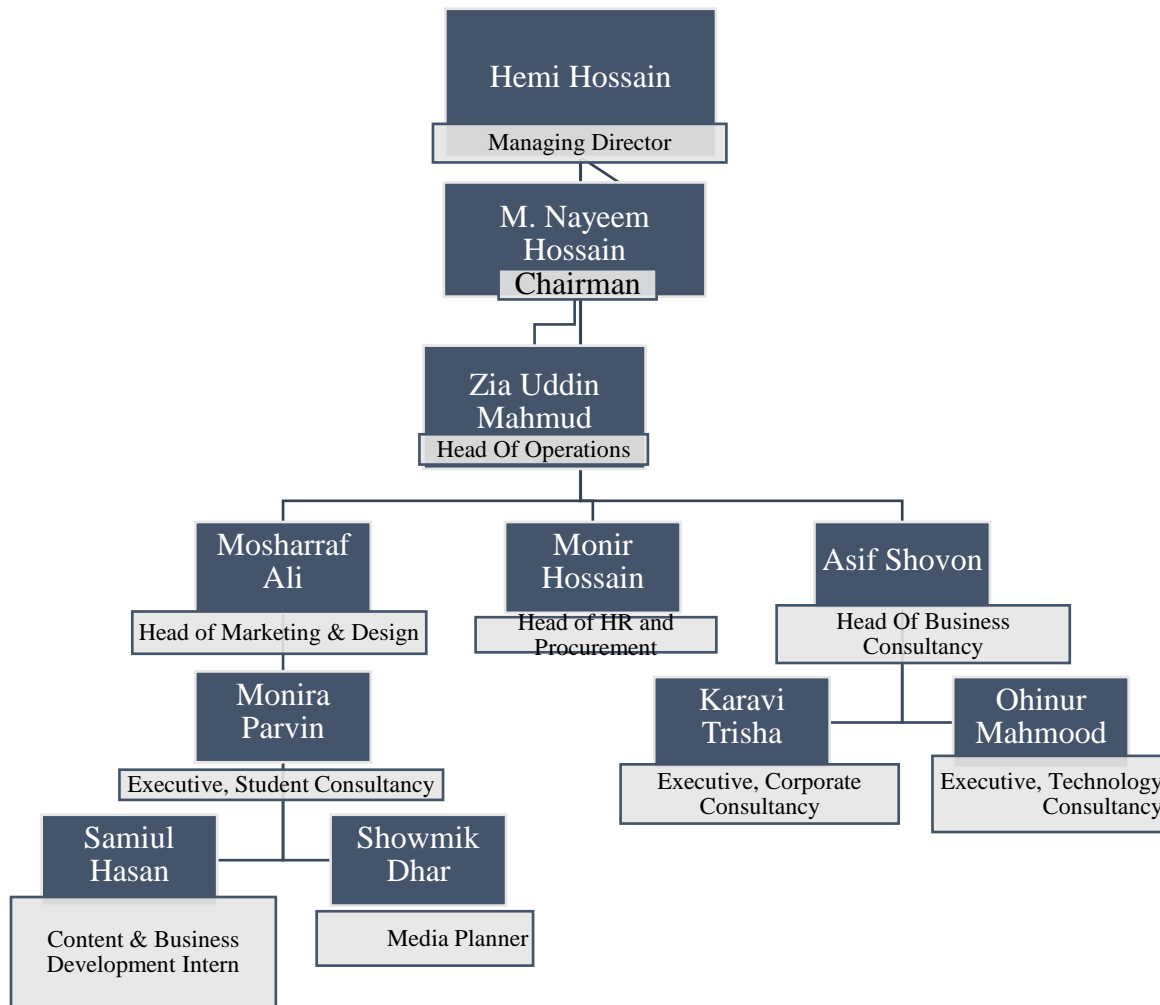


Figure: Organizational Structure of CareersHub Bangladesh

During my internship period, I was under the overall supervision of Mr. Zia Uddin Mahmud, Head of Operations. I was instructed to collaborate with Mr. Mosharraf Ali, Head of Marketing & Design, through my immediate Executive, Ms. Monira Parvin. I participated actively in Student

Consultancy, Business Consultancy, Corporate Consultancy and Technology Consultancy services by preparing digital marketing content and developing business development strategies.

1.4 Operations Procedure

CareersHub Bangladesh follows a certain operational procedure to conduct its operations. The procedure is explained through the Figure attached below.

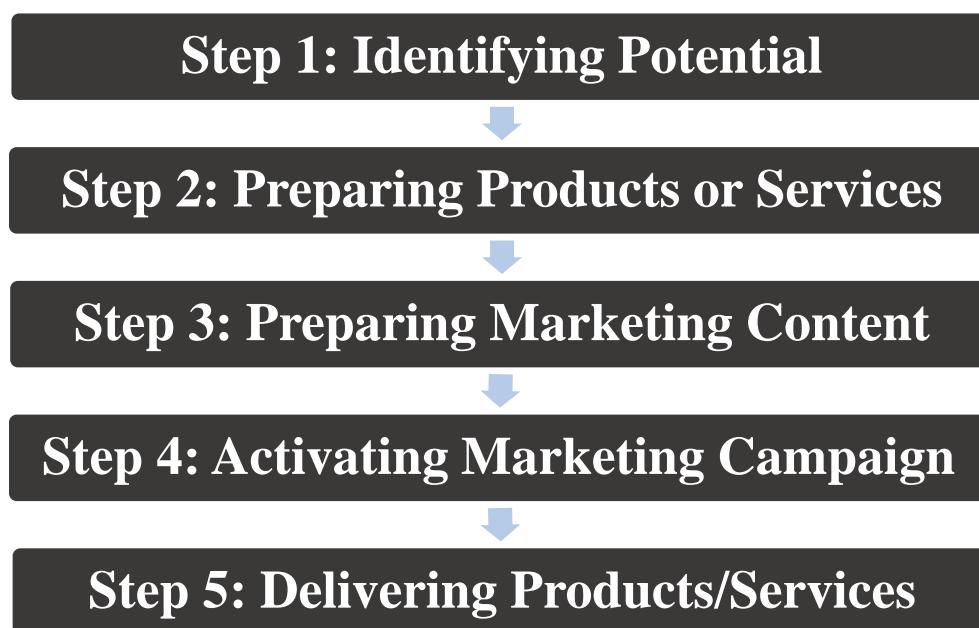


Figure: Operational Procedure of CareersHub Bangladesh

- **Step 1: Identifying Potential**

CareersHub Bangladesh conducts extensive research on the feasibility and identifies the potential market for the product or service.

For example, to assess the potential of the Corporate Training service in a particular organization, CareersHub Bangladesh utilizes the networking connections of its top management to measure the level of interest shown by the top management of the client organization. For Student Consultancy services, CareersHub Bangladesh conducts surveys to find out whether the targetted students are interested in that particular product or service.

- **Step 2: Preparing the Products or Services**

If positive feedback is received, CareersHub Bangladesh prepares the products or services for launch. For academic programs, study material and course modules are drafted. For consultancy services, the framework is prepared and finalized.

- Step 3: Preparing Marketing Content

In order to create awareness about the upcoming product or service, the marketing content is prepared. For digital marketing, text captions and images for Facebook ads, Facebook posts for informing the target audience about the product/service are prepared. For ATL marketing, banners, press releases, leaflets, flyers and brochures for distribution etc are prepared.

- Step 4: Activating Marketing Campaign

CareersHub Bangladesh activates the marketing campaign to advertise the new product/service. If necessary, paid Facebook ads are run before the product/service launch. Regular Facebook posts are published to complement the paid content along with the ATL marketing. The goal is to generate convertible leads and increase the reach of the service or product.

- Step 5: Delivering the Product or Service

After the marketing campaign has generated enough leads, organization prepares for the delivery of the product or service. The contents are put to use and the operational framework is followed.

1.5 Tools Used by the Organization

CareersHub Bangladesh deploys certain tools for the efficient operation of the organization. These are key to the smooth functioning of the organization. These tools are discussed below.

- Facebook Pixel: Facebook Pixel is a very important tool for the operations of CareersHub Bangladesh. It is a code that is placed in the website which helps the organization to track lead conversions from Facebook ads, optimize the advertisements to be more efficient based on the collected data. It also helps to select the targeted audience for future ads and re-market the products of the organization to solid leads. Through the use of cookies, Pixel monitors the actions taken by the website visitor on the website and Facebook ads.
- Ontraport: Ontraport is a powerful visual marketing platform. It can be used to get a visual representation of how an organization works. CareersHub Bangladesh uses Ontraport to map its entire customer journey. It gives an accurate picture of when and where CareersHub's potential customers are being converted and what activities are successful or not. Furthermore, it also allows CareersHub Bangladesh to build entirely new campaigns from square one or choose any previously prepared template. Thus, the company saves a lot of time and effort by not having to prepare repetitive content every time.
- LeadsBridge: It is a one-stop lead generation platform which offers a range of tools to connect the sources of CareersHub Bangladesh with a variety of platforms. With the LeadsBridge software, CareersHub ties all of its lead generation tools such as Ontraport and Facebook Pixel to create a unified free-flowing system. By doing so the company can operate its Facebook

advertising and website lead generation as a single unit. LeadsBridge brings all the generated leads in a single platform, making the work of the organization efficient.

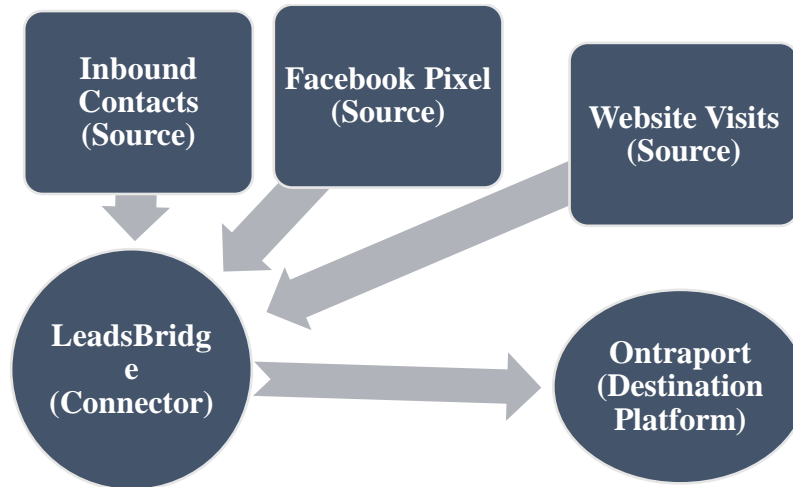


Figure: Relationship between the Tools Used By CHUB

How It Works:

After the launch of a marketing campaign or advertisement the organization tracks the lead generation through various sources. Using the Facebook Pixel, the company can monitor the rate of Impressions (Likes, Comments, Reactions, and Shares etc.) and Actions being conducted by the potential clients. It helps the organization to set the scope of its product and adjust the targeted audiences of the advertisement. The organization also creates a database of the Inbound Contacts. The Inbound Contacts are potential customers who contact the organization through phone calls, SMS, or office visits. The company also monitors the number of potential customers who visit and interact with the official website of the company. Whether or not they click on the advertisement or the landing page of the website is monitored and a database is creating by dividing them on the basis of “level of interest.”

The “level of interest” is the willingness of the potential clients to avail the products or services of CareersHub Bangladesh. The connector module, LeadsBridge makes it possible for the organization to be able to combine all three streams simultaneously and place them on the Destination Platform, which is Ontraport. After all the database is projected to Ontraport, the organization can then move on to aggressive outbound marketing to convert these potential leads into customers and clients. This is done through phone calls, appointments, email marketing and a number of other strategies.

Part 2: Project Part

2.1 Introduction

2.1.a. Rationale of the Report:

CareersHub Bangladesh is an education, training, and business consultancy company. The concept of consultancy firms is a relatively recent segment in the business sector of Bangladesh. There is a lot of room for improvement in terms of quality of service and authenticity.

There is a shortage of relevant studies about these organizations in the context of Bangladesh industry. I have tried to develop a comprehensive report on the structure and operations of a consultancy services organization in the nation. This report intends to explore how a consultancy organization operates in Bangladesh using digital marketing tools. I expect that this report will help CareersHub Bangladesh internal team, organizations similar to CareersHub Bangladesh, and future firms seeking entry in the education consultancy industry to understand the procedures and help to add value to similar future initiatives.

2.1.b. Background of the Report:

CareersHub Bangladesh is operated by an international board comprised of multinational board members. The organization is part of the AIRC Group which also manages multiple companies. Working in CareersHub Bangladesh provided me with a unique opportunity to experience corporate practices of a globally-renowned consultancy organization.

Furthermore, as an intern in this organization, I was exposed to many unique challenges which were not present in other organizations. As I was curious to understand how an organization that operates in other countries as well as Bangladesh conducts its operations, it was a logical choice in my mind. This was why I decided to choose this organization for my report.

2.1.c. Objectives of the Report:

The general objective of this report is to demonstrate how a multinational consultancy firm operates in Bangladesh and adds value to its customers' lives.

The specific objective of this report is to demonstrate the usage of the various digital marketing tools which are crucial to the organizational performance and relating the work experience with academic learnings.

2.2 Literature Review

This report is a depiction of my experience as an Intern at CareersHub Bangladesh. The internship program is a hands-on work opportunity offered by employers for students who seek practical usage of their academic knowledge. It is beneficial to get an idea about that particular career path, to apply academic learning in a real-life environment and gain valuable work experience. (Loretto, 2018).

My role in the organization was to prepare customer engagement content about its various services and developing a strategy for efficient marketing using digital media platforms to build organic relationships with the organization. Marketing is the process of creating and capturing value by building strong customer relations. (Kotler & Armstrong, 2016).

Like every organization in the present day, CareersHub Bangladesh is also harnessing the power of digital marketing through social media. The 2010 Social Media Marketing Industry Report 2010 states that, most marketers (around 56%) use social media for six hours or more weekly. One-third of marketers report to spending at least eleven hours per week. The study discovered the top four social media sites used by digital marketers to be respectively Twitter, Facebook, LinkedIn and blogs.

The focus of this report is the operations of CareersHub Bangladesh, a consultancy organization. Consultants offer a variety of services to their clients that help them to gain specific knowledge and advice over certain situations. According to Consultancy.uk, a consultant is “a person who provides professional or expert advice in a particular field of science or business to either an organization or individual.” The definition of consultants indicate that a consultancy can be 'an individual company, or other organization providing services on a commercial basis to help students and their parents gain places on study programmes overseas' (Krasocki 2002, 3).

3. Activities Undertaken:

As mentioned earlier in the Section 1.3 of the report, I was involved in the digital content creation and business development duties of CareersHub Bangladesh. As a Digital Content and Business Development intern for the duration of January to July 2018, my core responsibilities were:

- a. Planning and preparing marketing content for CareersHub Bangladesh Facebook page and website.
- b. Preparing relevant content for the consultancy services provided by CareersHub Bangladesh.
- c. Handling customer queries and complaints management.
- d. Co-ordinating with design team to prepare consistent content for brand recognition.
- e. Preparing the market development plan for educational products such as Postgraduate Diploma (PGD), Abroad Unified Pathway Program (AUPP), and Student Migration.
- f. Preparing Email marketing sales funnel using Ontraport targeting potential clients.
- g. Running Facebook advertising campaigns to convert leads.

Apart from these, I was also responsible for several secondary responsibilities in the organization. These are mentioned below.

- a. Maintaining business correspondence with the client organizations and individuals important to the business of CareersHub Bangladesh.
- b. Distributing internal communications messages such as memos, reminders, meeting minutes, etc.
- c. Representing the organization in seminars, job fairs, workshops, etc.
- d. Planning and organizing services launching ceremony.
- e. Providing assistance during consulting sessions with clients.

The most important products and services of the Student Consultancy were the Postgraduate Diploma Certification program (PGD), Abroad Unified Pathway Program (AUPP) and Student Migration (SM). My contributions to the following causes are discussed below.

3.1 Postgraduation Diploma (PGD) Certification:

The Postgraduate Diploma (PGD) certification program is an Australian certification program brought to Bangladesh in collaboration with the renowned [Australian Institute of Strategic Leadership and Business Management \(AILM\)](#).

The PGD program is offered for two courses - Human Resource Management and Supply Chain Management and follows AILM approved curriculum, study material and faculty members.

The PGD program was inaugurated in January 2018. The PGD1 Batch was concluded on July 27th. Apart from that, PGD2 and PGD3 are the currently running batches.

Postgraduate Diploma Certification (PGD) Structure:

The program offers three different class timing for its target demographic, working professionals.. The Regular timing offers Friday classes of 4 credit hours, the Alternative timing offers Saturday classes of 4 credit hours, and the Corporate timing offers evening classes that divide up the weekly credit hours. The total cost for the PGD on Human Resource Management is BDT 40000 and for PGD on Supply Chain Management is BDT 45000 (initially BDT 60,000). The program runs over a duration of 6 months with Midterm exams after 3 months and final term exams at the end of the course.

❖ My Contributions for the PGD Program:

The PGD program required a diverse range of content to function properly. As the Digital Content intern for the organization, I was responsible for providing all of these content on a daily basis. A list of my contributions in various forms of digital content is given below.

a. Brochures:

Simple, attractive and informative brochures were needed for distribution at various event to build awareness about the program. Brochures contained the details of the programs offered by the organization and the contact information of the organization. It was a challenging task to prepare brochures with eye-catching designs but conversational tones for the benefit of the customers.

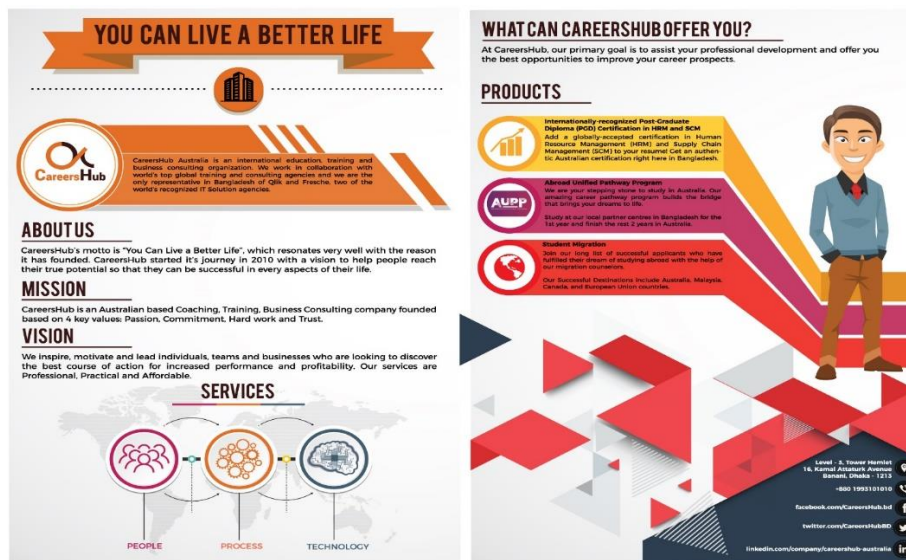


Figure: Brochure Samples created for NUB Job Fair 2018

The brochures I prepared for distribution to students at the “Northern University Bangladesh Job Fair 2018” is given above. As per the directive, I tried to ensure that the brochure was simple enough to understand everything about CareersHub and its PGD, AUPP, etc programs.

b. Prospectuses:

Prospectuses were provided to potential clients interested in the services of CareersHub. The PGD prospectuses were very crucial in converting potential leads to program participants. It is because the interested people were eager to see how the full details of the program structure as well as the faculty panel who would be conducting the program.

I was directed to prepare prospectuses containing full program details including the faculty panels, course modules, overview of the course, etc. The designs I visualized focused on highlighting the credentials of the PGD faculty panel. This was done because of customer surveys I collected, which helped us pinpoint that most of our potential customers were interested to know who would be teaching in the PGD program. The customers pinpointed it as the most crucial factor behind them choosing or not choosing our postgraduate program.

The sample of one of the prospectuses I designed for the Postgraduate Diploma Certification on Supply Chain Management is given below.

SUPPLY CHAIN MANAGEMENT

MD. ARIF KHAN

- Certified Trainer of WTD/UNCTAD/ITC - Switzerland
- CIPS - UK on Supply Chain Management
- Senior Trainer of DCCI Business Institute on Supply Chain Management

Mr. Arif Khan is a professional Consultant (Business, Learning & Career) of Sullivan Consulting and Learning services and Chief Supply Chain Officer of FMS Group (Supply Chain, Commercial Marketing). Mr. Khan is senior Trainer of DCCI Business Institute on Supply Chain Management since 2006. He is also conducting trainings in leading Corporate, Training organizations and Institutes in Bangladesh. He was awarded as 'Top teaching award' while worked in a cross cultural environment at NTI International University - Malaysia.

MD. ARIF ANWAR

- More than 15+ years experience.
- MCIPS (Member of the Chartered Institute of Procurement and Supply), UK
- Diploma in International Purchasing & Supply Chain Management, ITC Geneva

Mr. Arif Anwar has more than 15+ years (including 5 Yrs + in Teleron Global Sourcing) of proven track records in Sourcing of Multi-Million Dollar Projects, International Negotiations and Contract Management Business, Learning & Career of Sullivan Consulting and Learning services and Chief Supply Chain Officer of FMS Group (Supply Chain, Commercial Marketing). During his work tenure he has travelled many countries and gathered practical knowledge on individual and Business Culture of diverse group of people, organization and country. He has worked with many top successful business entrepreneurs and leaders in Bangladesh and abroad.

MD. MIKANUR RAHMAN

- 20 years of experience
- Recruit, Train, Lead, Appraise and motivate
- International Certificate in Purchasing & Supply Chain Management

Mr. Mizanur Rahman has 20 years of multidimensional experience both in operational & strategic level of Planning, Purchasing (local and international), Sourcing, Logistics, Commercial, Contracts and in Supply Chain Management with reputed companies in FMCG, Pharmaceuticals, Manufacturing, Telecom and in Aviation Industry. He worked in the core team to formulate the corporate, business level, & functional level strategies of various brand companies of the country like SZUJANI, AIG, NAWANA, ROBI and GMD Airlines.

72 HOURS

6 MONTHS

ONLY FRIDAY CLASSES

ADMISSION +8801993101010

Certification from Australian Year Approved International Training Organization (AITO)

Locally Recognized Certificate

Retired Professional Trainers

FIRST TIME EVER IN BANGLADESH

AUSTRALIAN INSTITUTE OF STRATEGIC LEADERSHIP AND BUSINESS MANAGEMENT & CANADIAN UNIVERSITY OF BANGLADESH PRESENTS

INTERNATIONAL PROFESSIONAL POST GRADUATE DIPLOMA: SUPPLY CHAIN MANAGEMENT

Course Fee: Tk. 60,000/-
Admission: Tk. 10,000/-
5 equal installments of Tk. 10,000/-

careershub.australia
www.careershubaustralia.com.au
info@careershubaustralia.com.au

CANADIAN UNIVERSITY OF BANGLADESH
Inspiring Applied Knowledge

I used this information during the designing process, and was able to recruit many potential leads into our program. Indirectly, this helped to create a positive word-to-mouth reputation for the brand and increased brand awareness.

c. Facebook Posts:

Most of CareersHub Bangladesh's digital marketing was conducted through its Facebook page. As the social media manager of CareersHub, I had to create a content plan and publish posts regularly.

Since the majority of the marketing of the PGD program is done through Facebook, it is important to consistently push posts detailing the benefits of the program for the potential participants. I prepared a combination of informative and engaging posts, both text and visual content, and published them in the Facebook page. Moreover, I also prepared special weekly blogs for the website of the organization. I strictly followed a schedule to publish these posts, so that the potential participants of the program never missed out on any updates regarding the program.

Some samples of the digital content prepared by me for Facebook page of CareersHub Bangladesh is provided below.

5 WAYS A POST GRADUATE CERTIFICATION CAN BENEFIT YOU

- 01 Can advance your skills set and knowledge in your chosen field.
- 02 Helps you transition into a new field of employment.
- 03 Satisfies your academic curiosity in your preferred career path.
- 04 Improves your job prospects & separates you from the crowd.
- 05 Impresses future employers & lands better jobs.

Logos: CANADIAN UNIVERSITY OF BANGLADESH, CareersHub

6 Key Actions to Advance Your Supply Chain Management Career

- 01 Evaluate your skills & choose the right ones to highlight
- 02 Increase networking with professionals in SCM
- 03 Learn to use relevant software & technology
- 04 Develop your soft skills
- 05 Promote your strengths.
- 06 Practice your Communication & Listening Skills.

Logos: CareersHub, CANADIAN UNIVERSITY OF BANGLADESH

WHY CHOOSE A CAREER IN SUPPLY CHAIN MANAGEMENT

- HIGHLY PAID JOBS** (2)
- QUICK CAREER ADVANCEMENT SCOPE** (4)
- 1.4 MILLION JOBS** (1)
- DIVERSE RANGE OF EMPLOYMENT** (3)
- FOR EVERY 6 PROFESSIONALS ONLY 1 IS AVAILABLE** (5)

Logos: CareersHub, CANADIAN UNIVERSITY OF BANGLADESH

Contact: Tower Hamlet (Level 3), 16 Kemal Ataturk Avenue, Banani, Dhaka 1213, info@careershubaustralia.com, www.careershubaustralia.com

d. Customer Query Management:

Inteacting with the queries and complaints of the potential customers is a crucial part of building a transparent and trustworthy relationship with the target audience. During a running ad campaign, it was specially more important to answer all queries and handle complaints as soon as possible because it was crucial to maintain the “Highly Responsive” status of the company’s Facebook

page as well as ensuring 100% of all comments, messages and phone calls were addressed. Occasionally, I had to attend the appointments of office visitors and answer their questions. My goal was to convince the potential customers about the superior quality of our Postgraduate Diploma program and how earning this certification could add value to their lives.

During my tenure I was able to interact with several high-profile professionals with immense work experience. Interacting with them was also a unique learning opportunity for me.

e. Email Marketing:

Email Marketing was a very crucial contributor to the success of the PGD program. It is a commonly used tactic by the organization to always maintain the top-of-mind awareness of the working professionals we targeted for recruiting in the Supply Chain Management program and Human Resource Management program.

Client Potential Category

PP- Primary Potential
 CP- Client Potential
 HP- Half Interested Potential
 IP- Interested Potential
 FP- Future Potential
 TP- True Potential
 NP- No Potential

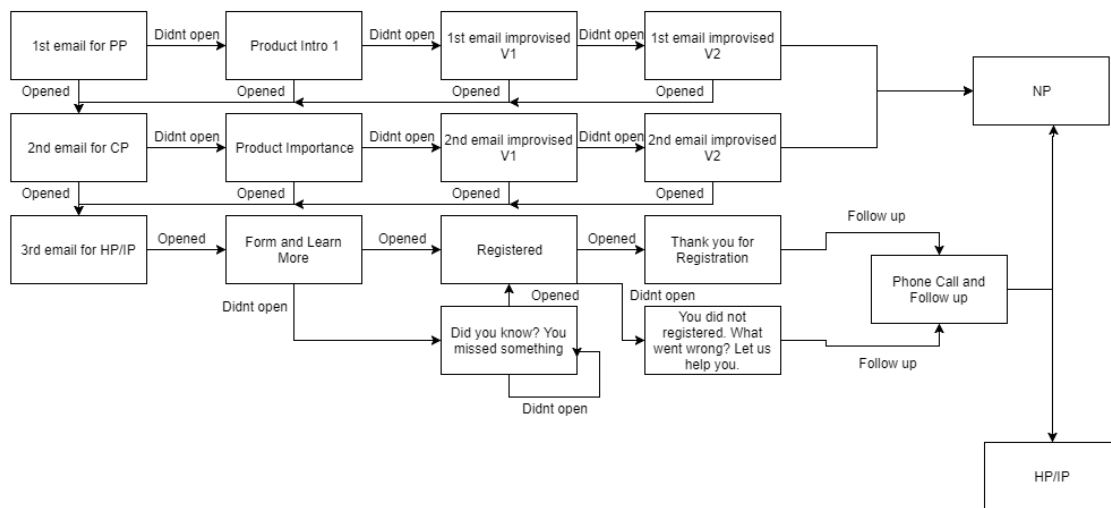


Figure: Email Marketing Sales Funnels created for PGD program

I was instructed to create engaging, informative content for the sales funnels of potential leads created by the Ontraport software. A database for the different potential leads found using our digital tools was prepared by Ms. Monira Parvin and Mr. Ohinur Mahmood. After they sorted the leads on the basis of potential, my job was to prepare different email templates curated for different potential customers based on the levels of interest they showed for CareersHub's services.

f. Facebook Ads:

Part of my responsibility as Digital Content intern was to assist running monthly Facebook targetted advertising campaigns to boost customer interest in the services provided.

During the internship tenure, I was part of three ad campaigns aimed at creating awareness and converting leads for the PGD program.

Samples of the visual content of the Facebook ad campaigns prepared by me are given below.

ADMISSION +8801993101010

Certification from Australian Govt. Approved Registered Training Organization (RTO)

Globally Recognized Certification

Renowned Professional Trainers

organizer
CareersHub

Tower Hamlet (Level 3)
16 Karnal Akash Avenue
Banani, Dhaka 1213
www.cfm.com.au

Commission from Australia Govt. Approved Registered Training Organization (RTO)

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My challenge was to find the right balance between Reach-oriented content and Conversion-oriented content in the ads within the stipulated budget of BDT 5000 per month. Depending on the

situation I had to change the target audience of the ad campaign to maximize the impact and reach the potential customers who were willing to enroll for the PGDHRM and PGDSCM programs. Our marketing team was able to achieve a total of 372 solid leads within the first three months and a total of 256 leads were generated within the latter three months.

Table 0-1: Gross Revenue Stream of PGD program (January-July)

Batch Number	No of Participants (PGDHRM)	Revenue from PGDHRM	No of Participants (PGDSCM)	Revenue from PGDSCM	Revenue
PGD01 (February)	11	BDT 440,000	9	BDT 540,000	BDT 980,000
PGD02 (April)	8	BDT 320,000	6	BDT 360,000	BDT 680,000
PGD3 (August)	Currently recruiting	-	Currently recruiting	-	-
TOTAL	20	BDT 760,000	15	BDT 900,000	BDT 1,660,000

*N.B: The financial data has been rounded off for convenience.

Along with the marketing team, we were able to convert 19 leads into customers for the first batch PGD01 in February. Among these numbers, 11 participants were enrolled in PGDHRM and 9 participants were enrolled in PGDSCM. In the second batch PGD02 in April, we enlisted a total of 14 participants. Among these numbers, 8 participants enrolled in PGDHRM and 6 participants enrolled in PGDSCM program. The third batch of the program, PGD03 is set to begin from August, 2018.

CareersHub posted a profit of BDT 2.5 lakh from the PGD1 batch. The organization hosted a grand Certificate Giving Ceremony for the first batch on July 27th, 2018 at the Prasaad Trade Center in Banani.

Currently, the organization is doubling its efforts to recruit more participants for the PGDSCM program. There has also been talks of introducing another certification on Digital Marketing due to the high demand in the market.

Summary

After the completion of the PGD1 batch, the PGD program has proved to be CareersHub Bangladesh's most profitable educational product so far. It is the source of the lion's share of the organization's revenue and considerably strengthened the brand recognition of the organization in

the minds of the target demographic. By leveraging the high interest about the PGD program, the digital marketing team of CHUB was able to increase roughly 7000 Facebook page Likes taking the total number to 10112 from 3500.

Based on the feedback received from the potential customers of the PGD program, three different class timings were introduced to make the program more accessible for the working professionals who are unwilling to sacrifice their weekends. It is hoped that the introduction of the flexible timing will attract more customers for the organization in the future.

3.2 Abroad Unified Pathway Program (AUPP)

Abroad Unified Pathway Program (AUPP) is a unique Bachelor's degree credit transfer program that makes earning Bachelor's degree in the fields of Information Technology (IT) and Business Management (BBA) more affordable and less time-consuming.

For the students of Bangladesh, two biggest obstacles for overseas studies are lack of proper guidance and high expenses. AUPP will significantly reduce the hassles of overseas studies and make education affordable. CareersHub Bangladesh, in collaboration with ATMC, inaugurated this program on 24th February, 2018 through a launching ceremony at the Bangladesh Institute of International Higher Studies located at the Prasaad Trade Centre in Banani, Dhaka.



Figure: Announcement post of AUPP

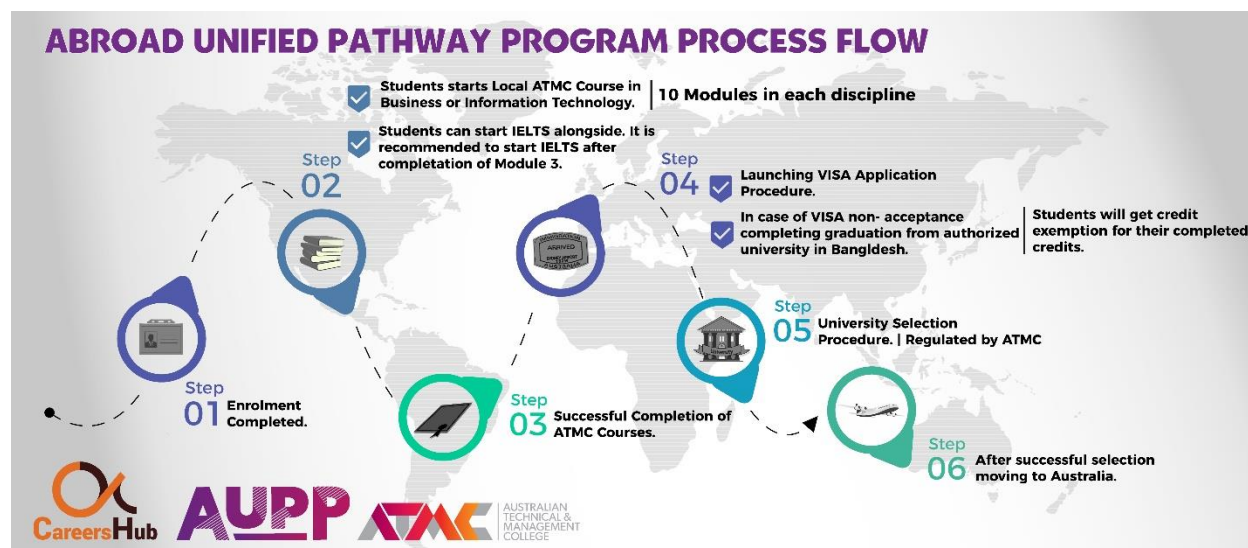
AUPP is running successfully for 14 years in India. Fifty centres are operational in India, offering 20 courses, and migrating 2100 students to Australia until now. The goal of the AUPP project is to emulate the success of the Indian model and create a similar success story in Bangladesh. Thus, the organization hopes to offer the students a cost-effective trustworthy credit transfer program which will allow the students to experience overseas education at a fraction of the cost.

AUPP Program Structure:

The credit transfer process follows six key steps.

Step 1: The students begin the program in one of the AUPP-approved local universities selected by CareersHub.

Figure: AUPP Process Flow



Step 2: The students study in the local university partners for one year to prepare for life under Australian curriculum.

Step 3: Once the students finish the year of studies, they appear for a qualification test at the end. Passing this test, they are eligible to apply for Australian student visa for migration.

Step 4: If the visa application is successful, students prepare for migration to Australia to complete their graduation within next 2 years. CareersHub Bangladesh ensures one year credit exemption for students who are unsuccessful in their visa applications in the local AUPP partner universities. All students are eligible to receive AUPP certification after graduation.

Step 5: The students are sorted into Federation University Australia, Charles Darwin University, and University of Sunshine Coast by AUPP on the basis of their first year results.

Step 6: The students join the Australian campuses and complete their graduation saving time and money.

Benefits of AUPP

As an integral part of the Business Development initiative for AUPP, I had to highlight the benefits of this unique program to the potential customers.

AUPP allows credit transfer from Bangladesh to Australia. Furthermore, students can graduate in 3 years and join the workforce with Australian certification.



Figure: Benefits of AUPP Facebook Content

The program is a much cheaper option for financially-restricted students who need to pay for just two years of abroad stay instead of four. Moreover, students can work 20 hours per week beside studies, 40 hours per fortnight during academic break. They are also eligible for 2 years work visa after graduation.

❖ My Contributions to AUPP Program

During my internship tenure at CareersHub Bangladesh, I was part of the strategy team tasked to prepare a business plan for launching AUPP in the Bangladeshi market and start the digital marketing campaign to inform the public about the program. I have detailed my contributions for the cause down below.

a. Preparing the paperwork for the AUPP program partnerships:

In collaboration with Mr. Piyush Pandey, Project Officer of AUPP India, I drafted the AUPP Student Prospectus, Services Agreement Contract for the agreement with CareersHub Audited Centers (CHAC), Termination of Agreement Protocol, Instructor/Faculty Profiles, Student Program Expenses Projection and Business Plan Agreement between AUPP and CareersHub Bangladesh. These were crucial documents which were necessary to finalize the deal between CareersHub Bangladesh and AUPP.

I followed the guidelines of my organizational supervisor, Mr. Zia Uddin Mahmud and also the AUPP representative, Mr. Piyush Pandey to complete these assignments.

b. Digital Marketing through Facebook Posts and Website Content:

In order to drive up the interest of the potential participants of the AUPP program, I was tasked with the preparation of relevant digital content. The objective was to explain the structure and

benefits of the AUPP program in a simple way for the general public. To maintain the same level of consistency in terms of post design and visual quality, I collaborated with the marketing team to suggest a design template for the AUPP marketing. Since the introduction of the new template, the reach and impressions per post has been on the rise. The reaction to the program in the general public has been very positive so far.

I also collaborated with the IT team to prepare a landing page for AUPP specifically on the CareersHub Bangladesh to cater to interested individuals.

c. Preparing the Business Plan to Collaborate with S@ifur's:

CareersHub Bangladesh required a reliable local partner to provide the infrastructural support to spread the reach of AUPP all over the country. For this reason, the organization chose S@ifur's as a potential partner for the AUPP program.

Since S@ifur's has a strong nationwide network and is operational in almost every strategically important region of Bangladesh, to be able to partner up with S@ifur's would be a huge step towards establishing AUPP in Bangladesh.

While preparing the draft, I focused on the major benefits the partnership will bring for both S@ifur's and CareersHub Bangladesh.

Benefits for S@ifurs: In my proposal for S@ifur's I highlighted the fact that this partnership will be an excellent chance for S@ifurs to work with an internationally operating organization. S@ifur's will also be able to increase their revenue streams through CareersHub's services. By helping CareersHub use its existing infrastructure, S@ifur's can learn some unique marketing strategies of its international partners. Ultimately, S@ifur's will be able to increase its services portfolio and gain access to a different target demographic unlike before. Lastly, I made sure to express that the partnership with AUPP will improve S@ifur's brand image and give the organization various opportunities for future collaborations.

Requirements of CareersHub Bangladesh: In order to make the deal go through, I was also instructed to convey the requirements of CareersHub Bangladesh properly.

CareersHub expects AUPP to be run at the Dhaka, Chittagong, Khulna, Rangpur, Mymensingh, Bogra, Savar and Rajshahi main branches of S@ifur's, which will be considered mother franchises (Category A) for AUPP. CareersHub wishes to use the S@ifur's franchises as the file opening and information centers for Student Migration.

Key S@ifur's branches in Dhaka, Chittagong, Khulna, and Rajshahi will be used as the venue for PGD classes. It is expected that the other branches of S@ifur's will give interested students information about the products and services of CareersHub such as AUPP, PGD, Student Migration, consultancy etc. CareersHub also expects that S@ifur's promotional content will contain the logo and brand name of CareersHub Bangladesh during the duration of the partnership.

Furthermore, a separate FM radio segment on Radio 90.4 FM will be dedicated for discussing AUPP and other CareersHub services. S@ifur's will provide the venue for the training of local trainers who will be trained to conduct PGD classes.

d. Preparing Business Plan for Student Recruitment:

The AUPP program was inaugurated in February, 2018. For the program to be successful, the organization needed to prepare a business plan for the year 2018 to recruit students to the program. Once again, I was instructed to prepare a plan for the best way to market the program to the potential students.

In the marketing plan that I drafted, I suggested three different strategies to market the AUPP program.

The primary target of the AUPP program is students looking to start their undergraduate education this year. The students who are appearing for HSC and A Level examinations this year make up the lion's share of the target segment. To draw the attention of these students, CareersHub Bangladesh will target 10 of the most prominent colleges in Dhaka like Notre Dame College, Saint Joseph's college, Dhaka Residential Model College etc. and 5 of the city's most reputed English medium schools. To build up some initial awareness about the AUPP program, CareersHub will distribute flyers and brochures to the parents of the students appearing in the HSC examinations. It is a good strategy to let the parents of the candidates know about the program since they will be the sponsors of their children.

Another strategy to raise awareness about the program among the students is to conduct seminars and workshops at the pre-selected colleges and English medium schools in Dhaka. These seminars will provide CareersHub Bangladesh with the perfect opportunity to interact with the potential students and answer their questions. Besides, it will also give the students a chance to get to know the program more.

Lastly, CareersHub Bangladesh needs to conduct an extensive social media campaign for the AUPP program to be effective for the company. The campaign should encompass everything from Facebook organic posts, paid ads, as well as SEO. Through the combined efforts of these integrated outlets, the company can bring out the best from its marketing efforts.

As of the writing of this report, the partnership agreement between S@ifur's and CareersHub Bangladesh has been reached. The plans are in motion to launch AUPP in the country by the end of this year. The marketing campaign is already running to raise awareness and connect with the interested customers. Several seminars and programs has been arranged in some selected schools and colleges to share information about the AUPP program. 15 interested students were briefed about the AUPP program in the CareersHub office. The organization hopes to start establishing the infrastructure as soon as possible.

3.3 Student Migration Consultation:

One of CareersHub Bangladesh's most important services is Student Migration. CareersHub has been assisting students of Bangladesh to realize their dreams of studying abroad since its inception. The organization prides itself in assisting the students of Bangladesh to become more aware of educational opportunities overseas and providing the best advice for them. The company's team of experienced counselors are capable enough to assess the educational background of the potential customers and find the right institution for them to study in. Apart from that, the organization also keeps a close eye on the expenses for the clients. Since cost is a major factor in terms of overseas studies, the organization makes sure the clients are informed about their best options with regards to their financial capabilities.

CareersHub Bangladesh provides student recruitment and education consulting services in collaboration with its international stakeholders to overseas students. The company mainly provides student migration services in Australia, Canada, Malaysia and European Union countries. Australia is the third most popular destination for international students who wish to study abroad. Canada is especially popular among the students of Bangladesh who wish to study abroad because of the comparatively cheaper tuition fees and multi-cultural society. Malaysia is also a cheaper alternative to many of the traditional destinations for overseas studies.

The organization has partnered up with several reputed institutions in these countries to offer the students the best possible assistance in terms of education, VISA processing, financial advice and so on.

Some of the institutions that are associated with CareersHub Bangladesh's Student Migration services are Australian Technical and Management College (ATMC), Federation University Australia (FDU), Charles Darwin University (CDU), University of Sunshine Coast (USC), Monash University etc.

Student Migration Consultation Process of CareersHub Bangladesh:

The following table describes the process of the student consultation services of CareersHub Bangladesh.

	STEPS	Process	Status	Notes
Initial Assessment	STEP 1	Assess Student		
	STEP 1.1	Assess GTE (Genuine Temporary Entrant)		
	STEP 1.2	Assess SVP (Streamline Visa Processing)		
	STEP 2	Choose degree,college, semester dates		It is important to figure out what the student wants to study and giving them a few choices before providing the entire list
	STEP 3	Choose college or university		
Offer Letter	STEP 4	Provide info regarding semester start dates		
	STEP 5	If student passes the assessment, Obtain Student Documents (ref to checklist)##		
	STEP 6	Process offer letter - provision offer letter financial letter		
	STEP 6.1	Ensure all documents are ready		
	STEP 6.2	Complete Application form		Form 157A [Must be signed by all applicant(s)]
	STEP 6.3	Complete other forms		
	STEP 7	Submit all documents & Application		
	STEP 8	Notify students		Student will get email confirmation
	STEP 9	University will issue Offer Letter		
	STEP 9.1	Students to pay the college fees (College SWIFT and Bank account number will be provided)		Generally it takes 4-8 weeks
	STEP 9.2	Students to pay for the health cover		
STEP 9.3	University will take skype interview		Students interview questions*, if interview passed conditional	
COE VISA	STEP 10	Univeristy issues COE		
	STEP 11	Process visa		COE, passport, health insurance, financial documents, 157(a) form
		if single,		
	if married,			

1 Student Migration Process of CareersHub Bangladesh

Step 1: The counselors assess the previous academic results and other documents of the student. The student is given a Genuine Temporary Entrant (GTE) identification number after opening an account with BDT 5000 with the organization. After that, the student is placed into the Streamline Visa Processing (SVP) list which tells the company that the student is ready to begin processing.

Step 2: The counselors help the student to figure out and choose the preferred program, degree, and semester dates.

Step 3: After that the student works with the counselors to figure out the college or university he/she prefers.

Step 4: The counselors then find out the semester start dates and inform the students.

Step 5: After the student passes the assessment, the counselors collect the student documents.

Step 6: The process for getting the offer letter from the desired university of the students' choice is started. The counselors check that all the documents are in place. The students then complete the admission application form along with other forms.

Step 7: The forms and documents are submitted to the university authorities for assessment.

Step 8: Students are informed about the submission of documents.

Step 9: The university will issue an offer letter for the students if the assessment is successful. The entire process may take 4-8 weeks. CareersHub will provide the bank account number for the

student to pay the university fees. After that, the university sets up a Skype interview for the student.

Step 10: If the student passes the Skype interview, the university issues a certificate of no-objection (COE).

Step 11: If everything including the certificate of health, COE, and application form is in order, the VISA processing for migration can finally begin.

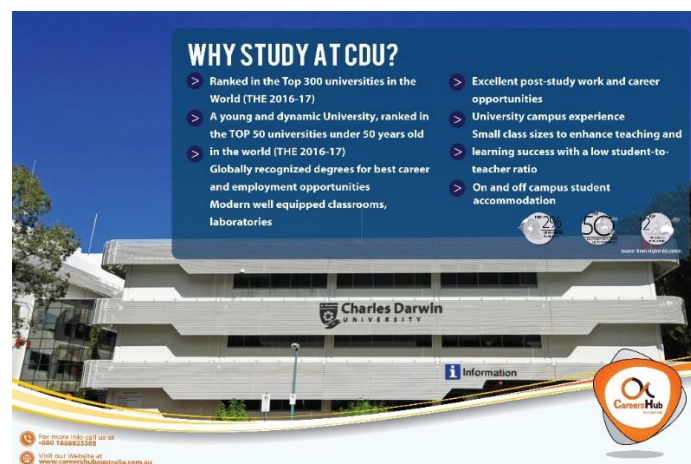
Thus, it can be seen that, through a rigorous process CareersHub Bangladesh makes sure that the students get the best opportunity to study overseas.

Contributions in Student Migration services:

To make sure that the Student Migration services are functional and effective, there needs to be a constant stream of content to advertise the service to the target audience. Besides this, there also needs to be a sustainable plan to keep the interest of the audience. I was entrusted with the following responsibilities in the student migration service.

a. Creating Content for the Website and Facebook Page of CareersHub Bangladesh:

Posting regular content in the website and Facebook page of CareersHub was necessary to drive up the interest of the students in the Student Migration services of the organization. Since the market for overseas education consultancy in Bangladesh is quite competitive, it was necessary for the content to be noticeable and distinctive. Therefore, to make sure the content was spot on, I prepared a list of the most in-demand universities in the countries the organization provides migration services in. After that, in collaboration with the marketing team, we planned a schedule of posts for each week so that the customers can expect a steady stream of relevant content coming their way.





The content was comprised of text captions and visuals primarily detailing the benefits of choosing the listed countries and universities for overseas education. Furthermore, the visual content was created in different styles for different countries. This was done to help the consumers to avoid confusion about their preferred countries and universities.

Samples of the Student Migration posts I prepared for the company are given above. As mentioned earlier, the design template and text is different from each other for differentiation purposes.

b. Identifying and Contacting Potential Leads

In order to help CareersHub stand out to the customer in the competitive student migration market, I used the Facebook Pixel to track Facebook users who visited CareersHub’s website and Facebook page. Using their public profile information, a database was created. Further on in the process, the leads were differentiated on the basis on level of interest. I had to prepare content for email marketing targeted to these leads. Also, to keep the brand awareness about CareersHub alive in their minds, I had to run Facebook ad campaigns targeting the potential customers.

In order to maximize the impact, some promising leads from the database were contacted over the phone by me. During my conversations with them, I had to clarify the student migration process. By drawing customers for consultancy sessions in the CareersHub office, my KPI was measured.

c. Representing CareersHub Bangladesh in “Northern University Bangladesh Job Fair 2018”:

One of the biggest responsibilities handed to me during my Internship tenure is representing CareersHub Bangladesh in the “Northern University Bangladesh Job Fair” organized by Northern

University on 3rd February, 2018. The venue of the event was at the BIIS, Prashaad Centre, Banani. This was the first time the organization participated in an event like that.

The “NUB Job Fair” was organized to let organizations interact with the students and fresh graduates of the university and allow them to discuss about the services provided by the companies. It was also a good chance for the students to interact with the professionals and ask them questions about corporate requirements from fresh graduates.

I was tasked to interact with the students who attended the event, collect their CVs and conduct spot-interviews. Mr. Zia Uddin Mahmud, Head of Operations of CareersHub also conducted a Workshop on Interview Skills. He discussed the ways of leaving the best possible impression on the minds of the interviewers.

At the end of the day, I managed to collect over 200 CVs, gave the Job Fair participants a clear idea about CareersHub and described the process of overseas migration for students through CareersHub.

Apart from this I have also arranged and actively participated in several other internal and external events as part of CareersHub. Some of the notable events are AUPP Inauguration Ceremony, “Seminar on Supply Chain Management – The Art of Excellence in Supply Chain,” Certificate Giving Ceremony of PGD1 Batch, and “Intensive Business Mastery Program for Entrepreneurs and Start-ups with Hemi Hossain.”

Within April to July, CareersHub has helped 8 students to get admitted in different universities in Australia and 2 students in Canada. The organization has also overseen a profit of BDT 8 lakhs from the student migration consultancy.

4. Constraints and Proposed Course of Action for Improvement

In this segment, the challenges faced by me during the internship tenure at CareersHub Bangladesh will be discussed. Furthermore, the proposed course of actions which can be undertaken by the BRAC University authority to improve similar problems in the future will also be discussed.

4.1 Challenges Identified in the Organization

While completing my Internship tenure, I faced a number of challenges. These are mentioned below.

1. Excessive flexible structure: CareersHub Bangladesh had a fluid organizational structure which means that the employee tasks often interchange and overlap with one another. As a result, employees were often confused about their role in the organization and the parameters of their job responsibilities.

2. Lack of manpower in some crucial departments: The organization was severely lacking manpower in some very crucial areas such as Digital Content Writer and Business Development Executive. Since the company is a relatively new branch in the country, unlike its Australian counterpart, some positions have yet to be filled. As a result, I was instructed to carry on with the role of both Digital content and Business Development role. As a result, I was often confused about my role for the company. Shortage of manpower in the creative department meant that a bottleneck was caused in terms of productivity on some busy days.

4.2 Academic Preparation Mismatch with Organizational Duties

1. Digital Marketing concepts and principles are not covered in the BRAC University syllabus: Before joining CareersHub Bangladesh for my internship, I completed my Majors in Marketing and Human Resource Management. I completed the courses on Marketing Research, Brand Management, Consumer Behavior, International Marketing and Advertising. My role in the organization was of the title “Digital Content and Business Development intern.”

As Digital Content intern, my job was to provide text and visual content for marketing the products and services of CareersHub Bangladesh through Facebook posts and advertisement campaigns, Search Engine Optimization (SEO), Blog-writing, and Website Optimization. These are relatively newer categories of marketing, or more accurately, digital marketing. The current syllabus of BRAC University covers very little to no part of these newer segments of marketing. As a result, I had to rely solely on the experience from my previous part-time job as a freelancer SEO writer to complete my assignments. In most cases, I had to do my own research on the internet to figure out the best way to give the output which my organization expected from me. I believe that the current syllabus is adequate for the more traditional marketing jobs present in the market. However, it is not yet adequate for the new e-marketing or digital marketing jobs present in the market. Since the marketing related jobs are rapidly becoming more and more technology-oriented job descriptions, I believe this is an area where the BRAC University management can bring some improvements.

2. Lack of knowledge about software tools used by the organization: During my early days in the internship, I struggled to grasp the uses and features of the different software tools used by the organization. CareersHub uses several software tools such as Facebook Pixel, Ontraport and LeadsBridge to operate on a daily basis. These tools are quite useful and are crucial for increasing the productivity of an organization with so much emphasis on digital marketing such as CareersHub Bangladesh.

Unfortunately, I had no idea about how to operate these software tools like email marketing tools. Although the academic syllabus of BRAC University extensively covers the concepts of traditional marketing, there is not much coverage on the practical usage of these software tools. Even with my prior experience of working as a freelance SEO writer, I had to learn the use of these software tools anew.

I also had no experience of running a Facebook advertisement campaign, which is a crucial skill if your job description includes Social Media marketing. This was one of the major

challenges I faced during my internship tenure. I believe introducing a refined curriculum for the modern challenges of marketing can help bridge the gap between the mismatch.

In conclusion, it can be said that, for future job requirements of companies similar in operation to CareersHub Bangladesh, interns require to be adept in some of the more modern skills and practical know-how of corporate software tools. The University management can help the students by incorporating new concepts in the syllabus and preparing more practicality-oriented courses.

5. Lessons Learned From The Internship Program

My tenure as a Digital Content and Business Development intern at CareersHub Bangladesh left me with many invaluable experiences. These experiences will act as lessons which I believe will help me in my future career.

1. Implications to Organizational-Affiliation

One of the most important values instilled in me by my organizational supervisor and my colleagues at CareersHub Bangladesh is the importance of teamwork and job-sharing. During my university years, I have studied the importance of teamwork in different courses. But at CareersHub, I finally got the firsthand experience of confronting a problem with the help of a team. I learned that no matter how complicated the problem might seem, with the right frame of mind, a team can overcome it.

My organizational supervisor, Mr. Zia Uddin Mahmud was a big influence in a short period of time. From him I learned about the practice of delegation of duties and the values of being responsible and accountable for one's own actions. Mr. Mahmud displayed the qualities of a great boss and confirmed my belief that, a great boss acts more like an extra team member instead of acting like a dictator. I was greatly inspired by his work ethic and his accountability. I believe that his lesson will help me become a better employee.

2. Implications to University's Internship Program

BRAC University's internship program really was an eye-opening lesson for me. In this tenure, I learned to maintain communication with both entities – university and workplace, and experienced the life of a working professional firsthand. I am very pleased to have learned through trial and error, the importance of being meticulous in my duties and responsibilities. I have also practiced the behavior of organizing my information into efficient structures which allowed me to increase my efficiency and made me become a more effective team member in a system.

Thanks to BRAC University's internship program, I was able to witness the inner workings of an internationally operating company. I am very grateful for this opportunity and will keep these lessons in mind for my future betterment.

3. *Others*

Apart from my organizational and educational experiences, I was able to better understand the human psyche of a team of well-versed individuals. I have learned to accept criticism and minimize oversight during work. I also believe that, being in a team has helped me realize some of my hidden flaws and shortcomings in terms of interpersonal interactions.

I consider myself to be a more confident individual now that I have completed my internship tenure.

6. Concluding Statements

a. Summary

At the end of the internship period, I realize that it is a massive opportunity for the students of BRAC University to apply their conceptual knowledge to solve real-life problems. In my time at CareersHub Bangladesh, I have been able to learn about how an international company operates with a multinational board of directors. I have understood the skills needed to run a company like this and the experience to manage different problems as they arrive on the way. Furthermore, I have also learned about the operational procedure of different services of CareersHub and how to make these services appear more desirable to the customers. Moreover, the opportunity to work closely with some of the most prominent minds in the city has opened new horizons for my learning. I firmly believe that with the knowledge I have gained from CareersHub Bangladesh, I will be able to build a good career.

b. Recommendation for Future Strategic Actions

In fine, I would like to bring attention to the fact that marketing is evolving rapidly in the present times. It has shifted greatly towards online based marketing. As my time in CareersHub showed me that Social Media plays a great role to influence potential customers, I would suggest that the university authority looks towards improving the curriculum to include more modern marketing concepts including social media, SEO, website optimization as well as Facebook marketing. I believe that doing so will give BRACU students an edge in the job market.

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