

Report On
**Application of training and development theories in
Homeschool**

By

Mir Rahat Mahmud
I.D – 17104019

An internship report submitted to the Brac Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

Brac Business School
Brac University
June, 2021

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Mir Rahat Mahmud
I.D - 17104019

Supervisor's Full Name & Signature:

Mr. Feihan Ahsan
Lecturer, Brac Business School
Brac University

Letter of Transmittal

Mr. Feihan Ahsan
Lecturer,
Brac Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “Application of learning and development theories in Homeschool

Dear Sir,

With due respect, as a student of Brac University, I would like to state that, I have completed my internship in Homeschool and submitting the internship report on “Application of learning and development theories in Homeschool. This internship report summarizes my practical effort that I have performed during my internship program. This report contains every information regarding the organization and my job responsibilities that I have been performing with utmost honesty and integrity.

I am grateful and would like to thank you and Brac University for providing the best opportunities for me in this pandemic. I have tried my level best to make the report flawless. If you have any queries, I will be pleased to clarify that. I ardently hope that my internship report meets your desires.

Sincerely yours,

Mir Rahat Mahmud
I.D - 17104019
BRAC Business School
BRAC University
June 16, 2021.

Non-Disclosure Agreement

This agreement is made and entered into by and between Homeschool and Mir Rahat Mahmud, the undersigned student of Brac University to undertake the internship project described in this report based on the assurance of avoiding the unapproved disclosure of any confidential data of the organization.

Acknowledgement

A good internship report is made by the support of many people within the organization. Without their immense support, this report would not have been done flawlessly. It is because of their knowledge and their sharing ability due to which I could write the internship report with accurate information.

First of all, I would like to thank Almighty Allah for His grace and kindness and keeping me safe and sound in this pandemic due to which, I could finish my internship report.

Secondly, I would like to thank my internship supervisor, Mr. Feihan Ahsan, who has been providing constant support to me. He has been very lenient towards me regarding the deadline. Moreover, I would like to express my heartiest thanks for giving me freedom to express my interest in writing the internship report, providing clear set of instructions and guidelines.

Lastly, I would like to appreciate the co-founders of Homeschool who has selected me to do a job with huge responsibilities. I would like to thank Mr. Al- Mahmud, one of the co-founders of Homeschool who has given my extended support for my internship report. I would also like to thank the IT team head Mr. Nurul Amin who has been always helping me in my difficult times in website issues. I have been given multiple practical tasks to do and they have helped me to learn new things and provide guidelines to do task easily. Finally, I would like to express my best devoirs to my beloved parents and teachers for their admiration and encouragement.

Executive Summary

This internship report is processed to meet the demand of Bachelor of Business Administration, Brac Business School, Brac University. I did my internship at Homeschool which is an online education center. Homeschool is Bangladesh's ed-tech company and the creator of Bangladesh's one of the advanced school learning platform. This report discusses about the organization and its different sections. The main part of the report discusses about the application of training and development theories in Homeschool. Throughout the report, the importance of training and development has been reported. Different theories have been applied keeping the organization in mind. The benefits of training and development in Homeschool has been elaborately explained. Moreover, interviews have been taken of employees working in Homeschool to make an in-depth analysis on the overall organization and training and development. Finally, for every organization that wants to benefit and get the best out of the employees, training and development should be a part of their business strategy.

Keywords: Internship; Homeschool; organization; training and development.

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List of Acronyms

1. BBA – Bachelor of Business Administration
2. HR – Human Resource
3. HRM – Human Resource Management
4. CIM – Computer Information Management
5. MIS – Management Information Systems
6. BBS – Brac Business School
7. PE – Performance Evaluation
8. SSC – Secondary School Certificate
9. HSC – Higher Secondary Certificate
10. CEO – Chief Executive Officer
11. CV – Curriculum Vitae
12. TNA – Training Needs Analysis
13. KSA – Knowledge, Skill, Attitude

Chapter 1

Overview of Internship

1.1 Student Information

Name: Mir Rahat Mahmud

I.D: 17104019

Program: Bachelor of Business Administration (BBA)

Major: Human Resource Management (HRM)

Minor: Computer Information Management (CIM)

To present me clearly, I Am Mir Rahat Mahmud. I have joined Brac university in spring 2017 in order to pursue me under graduation in BBA at Brac Business School. I have completed my major in HRM and minor in CIM, also known as MIS.

1.2 Internship Information

1.2.1 Internship Information

Organization Name: Homeschool (homeschool.com.bd)

Job Position: Content Director & HR (Recruitment)

Job Type: Permanent

Joining date: June 7, 2021.

Job location: Remote Office (Home office)

Office Address: House – 7, Road -14, Sector-6, Uttara, Dhaka

1.2.2 Supervisor Information

Job Supervisor: Mr. Al – Mahmud

Designation: Co-founder (Homeschool)

Contact: support@homeschool.com.bd

1.2.3 Job Scope

Homeschool is a startup which has started in December 2020. It has not been operational yet. Because of this, I have greater number of duties and responsibilities which are do not fall under my designated position. Here, I would like to provide all the duties and responsibilities that I have been performing in Homeschool.

- Create a routine for every class (6-12) based on the syllabus.
- Collect all the online books and identify the important chapters that are required to put more emphasis on.
- Create a student friendly routine so that they can attend the online sessions.

- Discuss with the teachers regarding the timings of the classes.
- Create and maintain an evaluation form for the student to provide feedback about the teachers every weekend.
- Evaluating the feedbacks received from the students and making a report.
- Communicating with the Co-founders regarding the student feedback and taking action based on the report.
- Updating co-founders of any changes made in the routine.
- Making sure every student is able to join the online sessions by providing them links.
- Maintaining the social websites of the organization.
- Preserving the C.V of the potential teachers.
- Creating a recruiting process for the teachers.
- Providing guidelines to the teachers given by the co-founders.
- Dealing with the marketing of the organization and providing valuable suggestions.
- Train both teachers and students about conducting and doing online sessions.

1.3 Internship Outcomes

1.3.1 My Contribution to the Company

My journey with Homeschool has not been long. But by this time, I believe I have contributed to the company to some extent. First of all, when I joined, I have been asked to think about a plan regarding the payment of the teachers. Then by brainstorming for some time, I came up with the idea with per month salary system instead of per hour payment which has been accepted graciously by the co-founders. Secondly, I have created a routine for class 9-10 and class 11-12 based on many criteria's that were provided by the co-founders and teachers. The routine met the demands of both students and teachers. Afterwards, I have contributed in the HR sector as the co-founders asked me to recruit 5 teachers who fulfills the requirement set by the co-founders and me. I have also contributed in the recruiting process by setting up questions for the potential candidates which they have to answer in order to go the next step of the recruitment process which will be discussed later in the report. Moreover, I have also set up some mandatory tasks that every teacher must do like providing notes of every chapter that has been taught. I have also been involved in strategic decision of the company. I have also contributed in marketing where I have posted job advertisements, responded to the potential teachers and also solved different issues they had while applying for the job posts. Moreover, I have also been involved in content writing which are posted in different social websites to attract students. While the co-founders have been busy in financing, I have been assigned to look at all the operational works and I have successfully performed all those tasks which ultimately contributed to the company.

1.3.2 Benefits for me

As an employee of Homeschool, I have been enjoying benefits that I have never experienced before. First of all, I have received a practical task which has benefited me as I have learned new things while completing those practical tasks. Moreover, I have also gained research experience while making the guidelines of the teachers. Furthermore, while doing this job, I have also decided my career goals which is to be a faculty/teacher. Apart from that, from this internship, I have learned about job ethics and manners that should be maintained while doing a job. With the help of this internship, I have been able to create a strong resume/CV which is going to benefit me in the job market. Moreover, this job also provides me a share in the organization which is going to benefit me financially as well. Finally, with this internship, I can secure some good relation with people from different sectors. By doing that, I can get benefited as I am going to create a professional network. By creating a professional network, I can get job and business opportunities.

1.3.3 Difficulties faced during internship

- It is always difficult to adjust with the colleagues/seniors right from the start of the internship/job. Since I am an introvert, I have faced difficulty in dealing with them at the very beginning.
- Since Homeschool is a startup, it has limited employees which made every employee including me, work beyond the designated timings.
- As it was remote office job/internship, late night meetings used to happen which lasted for hours.
- Since this is a startup company, there were difficulty in acquiring information for the internship report since there were very less information available.

- Less interaction has been made with the supervisor as this is a home office job/internship.
- As I was handed a big job position in Homeschool at a young age, many clients/teachers did not take my commands seriously.
- I was not unable to acquire all the financial information's that I would have wanted to implement in my internship report.

1.3.4 Recommendations

Currently, homeschool is not recruiting interns. In order to make sure that students have a better experience from internship at Homeschool, following steps can be taken:

- A better introductory session can be taken so that the interns have a clear idea about the organization.
- A PE should be made for the interns so that the better interns can be rewarded and the interns who does not perform well can be reported.
- Since Homeschool is based on remote office, internships should allow some practical jobs in the office in order to allow interns to get more practical experiences.
- Interns must be provided with a minimal amount of salary to keep them interested and rewarding them for their hard work.
- Interns should be provided with few training facilities which will be related to the work that they will be performing during their internship period.

Chapter 2

Organizational Overview

2.1 Introduction

In this coronavirus era that people are currently in, many profitable and non-profitable institutions have incurred great losses. During this pandemic, one online platform that has gained so much attention is online education. Due to closure of educational institutions in the country for the past 1-year, online education has been emerged as the alternative of physical classes and education. As online education platforms have been in high demand, homeschool has entered the market which is very attractive.

Since Homeschool is a start-up, it has limited amount of information to gather. Moreover, there are no such guidelines or trainings set for the future employees. This is the reason why I have decided to write my internship report on “Application of learning and development theories in homeschool”. By doing so, I can set the guidelines and trainings that an employee should perform and also make HR policies that can be implemented in homeschool.

2.1.1 Objective

The primary objective of this report is to achieve Bachelor’s degree in Bachelor of Business Administration under the supervision of BBS, Brac University. Without this report, the internship and ultimately the under graduation would not be complete.

The secondary objective to write about the organization part is to identify different sectors of the organization and also to let the supervisor know about the organization that I have been working on. Moreover, another important objective is to give an overview of the online education industry. Furthermore, from this part, market trends and practices can be identified.

2.1.2 Methodology

In order to know about the homeschool, I had to do a primary research on the overall company and mostly in the HR activities. As there were limited employees and I had a lot of queries, I created a set of questionnaires and provided to the co-founder of homeschool. The information that was provided by the co-founder was then analysed. I have also collected the similar information from the other co-founder and other colleagues. This was done to make in-depth analysis on the information's. Moreover, as this is a start-up, there were fewer secondary data that were available in the organization or in the internet. Since this part is completely based on the organization, no other person was contacted.

For the information regarding the online education industry, internet has been the main source of information. The secondary data were taken from both internal and external sources. The secondary data are:

- Different online education websites.
- Different journals and articles regarding online education sector.
- Various newsletters and articles.

2.1.3 Scope

The part of the report is intents to identify and investigate the impact of the current structure of homeschool. From this part, the origin and background of the organization “Homeschool” can be learned. Moreover, the vision of the organization and its strategies can also be understood. The current situation of the online education sector and the position of Homeschool in the market can also be known through this part. Research work has been done

to find out the strengths and weaknesses of the organization. Furthermore, from this part, different factors which is helping and harming the institution can be identified. A brief detail about the online education sector in Bangladesh has been provided with thorough analysis and in-depth knowledge gained from different sources. Lastly, a recommendation has been provided regarding the organizational structure, HR team, marketing practices etc.

2.1.4 Limitation

There were many constraints during while collecting information's and doing research for this part of the report which is the organizational overview.

The limitations are:

- Many information regarding the organization has been provided by the few interviewers since there were less employees leading to low interviewers. These interviewers might not provide all unbiased information.
- Some of the information regarding the organization has yet not been published or set by the co-founders which I have provided as a suggestion here. This is done with the consent of the co-founders of homeschool.
- Since this is a remote office, there was no face-to-face communication and I did not get any proper idea regarding the working environment apart from the information that the interviewers have provided.
- I have got restricted amount of time while writing the report as I have got my internship just 1 month before the internship report submission deadline.

2.1.5 Significance

From this report, I will be benefited as I will be able to complete and receive my degree completion certificate. Moreover, from this study, the organization can get an instant report that they can provide to the future investors and can provide it to the future employees to gain a better idea about the organization. For the other audiences who will read the report, they will know how the online education sector is and how homeschool is currently positioning in this sector. Moreover, there are very few articles and researches regarding the online education sector and how the teachers are actually prepared to teach the students excellently. From this part, a reader can know everything about an organization that has a vision of first online university in Bangladesh.

2.2 Overview of the company (Homeschool)

2.2.1 History & Background

The coronavirus pandemic that has started in late 2019 has wracked the economy of the world and every business has been affected. But the online sector has been making money through this pandemic and has been one of the emerging sectors. As many organization have been formed in the online education sector, homeschool has been started with the aim of providing something new to the students and the potential customers.

Homeschool is Bangladesh's ed-tech company and the creator of Bangladesh's one of the advanced school learning platform. Homeschool offers highly personalised and effective learning programs for classes 1 – 12, and aspirants of competitive exams like SSC, HSC, O

Levels, A Levels etc. It has been launched in December 2020. It has not been operational as yet as the company is looking to create every part of the organization in a working manner. The company have recently recruited content director who will be looking to start the operations. Currently, Homeschool is focusing on the SSC and HSC students who will be giving the board exams.

2.2.2 Slogan, Mission, Vision

Slogan: 1. Homeschool is the best after school learning experience.

2. Homeschool for Bangladesh.

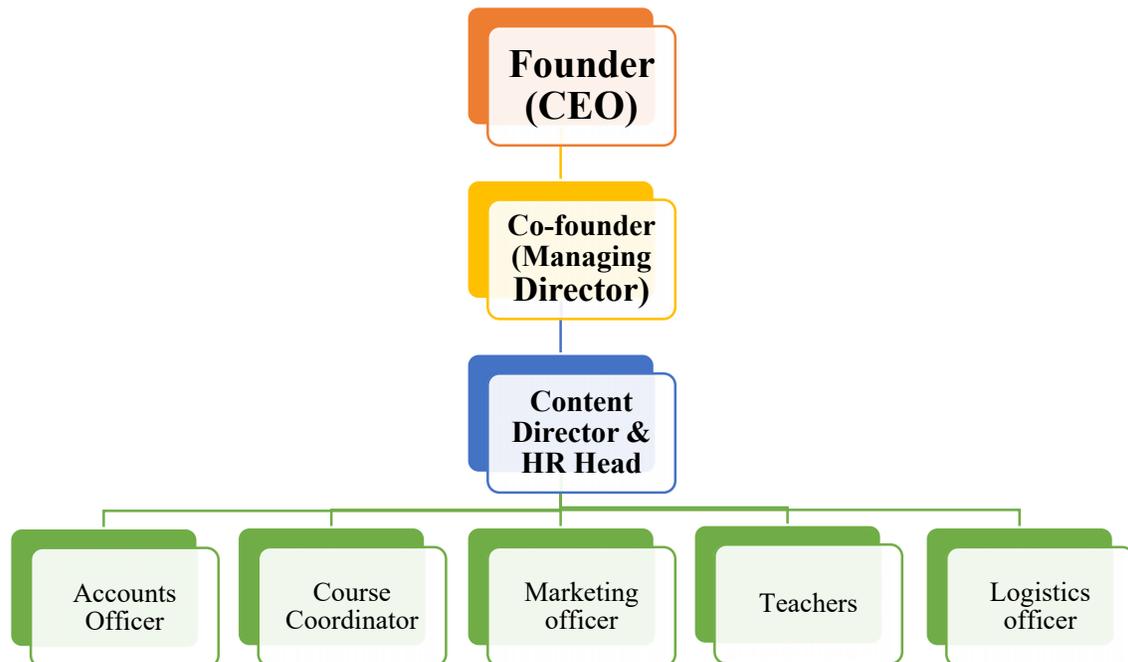
Mission: We aim to prepare students not only for the academic exams but also help them grow for a prosperous future career. We would also like to make sure every parent is tension free regarding the study of the children by joining us.

Vision: Our vision is to be the first online school and university in Bangladesh by 2026.

Core Values:

- Providing high quality service to the students.
- Being committed to solve problem of every student.’
- Having patience
- Showing respect towards teachers and students.
- Showing integrity.
- Accountability.
- Having passion towards the job duties and responsibilities.

2.2.3 Organogram of Homeschool



2.2.4 Main activities of Homeschool

Homeschool is an online education platform that provides many more extra features that other educational institutions have not provided yet. Homeschool has decided to expertise not only in online classes and board exams. The activities or services that homeschool provide are:

- Online classes
- One to one special class.
- Courses on different topic.
- Online exams
- Quiz
- Make Up class
- Providing notes
- Evaluation of students and teachers
- Parents meeting every month.

2.3 Management Practices in Homeschool

Human Resource Management is the greatest asset for any company and homeschool is no different. Although it is an online based company, human resource is the most important part of their business. This is because in homeschool, the organization cannot even work for a single day without its teachers. The HR process of homeschool are given below:

2.3.1 Staffing:

In homeschool, there are 15 people working. This is because homeschool has not been operational yet and still in its preliminary stage. However, homeschool has now been recruiting new stuffs and teachers in order to start their journey. Homeschool has a plan to employ 40 employees where most of the employees will be appointed as teachers. The 2 co-founders have 2 offices for homeschool as one is situated in banasree, Dhaka and the other is in Uttara, Dhaka.

The HR planning and strategy is planned by the CEO and Managing director and then handed over to the content director and HR head who then selects an employees based on the criteria's they set. In the final interview, an employee is selected by the choice of CEO and managing director. They make the final call on the interview. When an employee is selected, the content director becomes the supervisor and makes him/her understand everything regarding the duties and responsibilities. Afterwards, the course coordinator looks after every teacher while content director evaluates the evaluation form of the teachers and reports to the CEO and managing director.

2.3.2 Recruiting Process:

The recruitment process starts with CV collection and some questions are asked to understand their capability to express themselves. It is also done to understand whether the candidates have good English writing skill or not. Moreover, the capacity to understand a question is also seen within this questionnaire. The set of questionnaires are provided at the end of the report. Afterwards, the selected candidates are emailed and contacted in order to go through a written test / online presentation. By doing so, the capacity and ability to teach a student will be identified. Finally, if they pass through the online presentation / written test,

they are called for final interview where the CEO and managing director judge the candidate and give the final call.

2.3.3 Performance Appraisal

The promotion and pay rise depend on the evaluation form which is reported to content director. The content director evaluates every employee through the evaluation form which is filled by the colleagues and students. If content director decides that the employee deserves a pay rise, he/she suggests to the managing director and CEO. Again, the final decision is taken by mutual understanding of CEO and managing director. Along with promotion and pay rise, an employee can earn respect and get motivated for the reward that the employee has received for his/her great work.

2.3.4 Compensation

Homeschool follows a standard compensation package rules for every employee that are and going to work on this organization. The compensation package includes:

- Overtime payment system: An employee is allowed to have a maximum number of 20 hours as overtime. An employee must inform at least 2 days (working days) before the employee wants to do overtime. This is done so that employees do not do overtime on fixed days. They are paid 200 per hour.
- Short term leave: Employees get a paid leave of 24 days (working days) and they can avail this at anytime with a notice before 24 hours, except for emergency.
- Long term leave: If an employee faces a long-term injury and sickness, they may be paid half salary for the next 3 months under humanitarian grounds.
- Employee of the month reward: Evaluation of every teacher is done every month based on the feedbacks received from the students through evaluation form.

Employee who have best feedback mark gets a reward of 10% of the salary and is announced as the employee of the month.

2.3.5 Diversity in the workplace

Homeschool has an interest in recruiting youth persons with little or no experience since the higher management thinks that the people of this categories will give their 100% to get the job and retain the job. However, there are other diversities like gender, religion, educational qualification etc. The diversity that is present in the workplace of homeschool is

Employees by age group

Age Group	No. of employees	Percentage
16-20	3	20%
21-25	6	40%
25-30	4	27%
35-40	1	7%
40+	1	7%
	15	100%

Table 2.3.5 1 Employees by age group

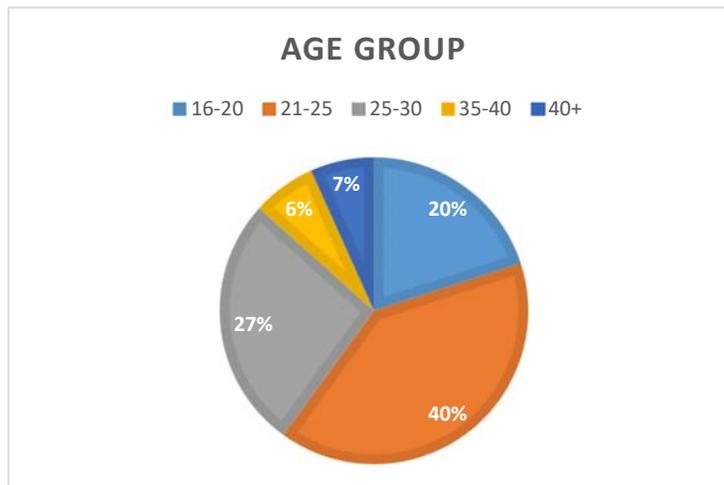


Figure 2.3.5 1 Age Group

Employees by gender

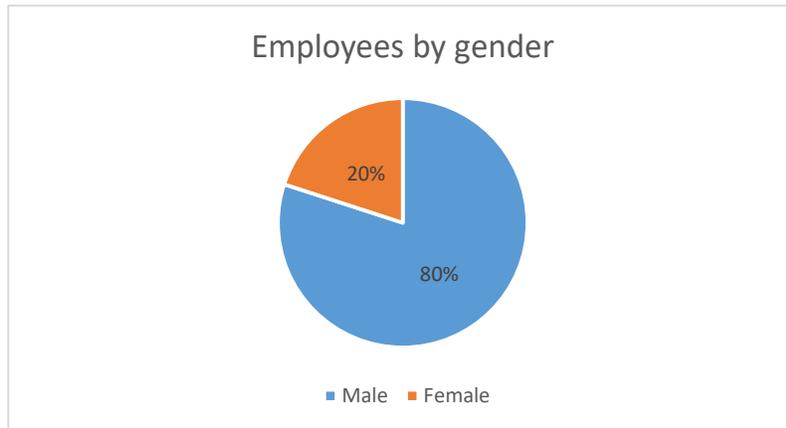


Figure 2.3.5 2 Employees by Gender

Employees by Religion

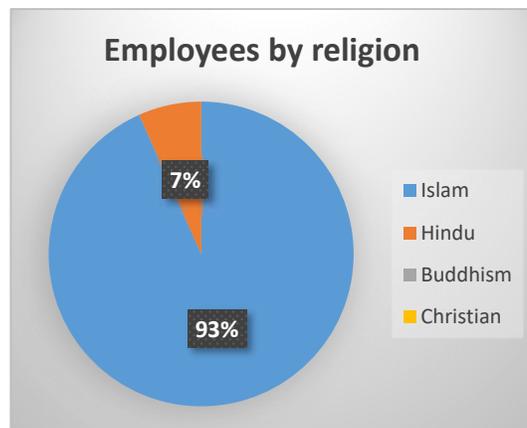


Figure 2.3.5 3 Employees by Religion

Employees by education qualification

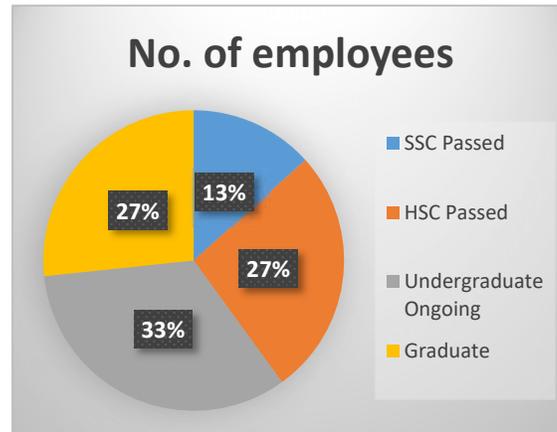


Figure 2.3.5 4 No. of Employees

From the above charts, we can understand that, people whose age is in between 20-30 have more employment opportunities than people with higher age. Secondly, it is seen that male workers are preferred more or working more in homeschool. Thirdly, homeschool has more employees who follows Islam. This is justifiable since Bangladesh is an Islam based country. Lastly, we have seen the educational background of the employees where we can say that, current students have more opportunities in homeschool.

2.4 Marketing Practices

For every business, it is important to have a good marketing plans and strategies. Having a good product/service is not enough if you cannot let the people know about it. With the marketing practices, homeschool tries to reach students and their parents. Let us know the 7P of marketing for Homeschool.

2.4.1 Marketing Mix (7P)

- **Product/Service** – Homeschool is selling a service which is online education. They provide teachings to student of class 6-12 currently. Basically, they are selling their online classes to the customers i.e., students and their parents. It can also be said that, they are selling educational courses.

- **Price** – Homeschool is currently working on SSC and HSC batches. In SSC and HSC courses, one course contains all subjects. The total cost for a SSC crash course is BDT999 taka. This is a discounted to get the attention of the people and to capture the market. Homeschool has provided a competitive price as they plan to invest more in the teachers.



Figure 2.4.1 1 Marketing Post

- **Place:** Homeschool is an online educational service. The place of promotion that they have chosen is also online based. They will be promoting and providing service in Facebook. They will also be promoting in google ads. Most of the parents are now looking for online tuitions due to coronavirus pandemic. So, parents and students both look for online social medias and educational website where job posts are given. Homeschool posts ad on those pages and every social media that the potential customers use.
- **Promotion:** As mentioned, homeschool targets the social media as the place where the potential customers meet. Homeschool promotes through page boost in Facebook.

They invest most of their promotional expenses in page boosting. Through page boosting, Facebook users can get the boost through Facebook ads and homeschool will be available in their suggestions too. By doing so, homeschool is able to grab the attention of the users. Moreover, homeschool also uploads short videos of their teachers who will be teaching the students. Because of that, parents and students can get a better idea how the teaching quality is going to be.

- **People** – Homeschool involves every employee for its marketing as they believe every employee is a part of the successful organization and looks for word-of-mouth marketing. But for the marketing, marketing officer and relationship officer is given the responsibility.
- **Physical Evidence** – The physical evidences of homeschool are – logo, homeschool official website, zoom application for online class, Facebook for group discussions and announcements and lastly business cards of homeschool.
- **Processes** – After interacting with a potential customer, the customer is asked to do 2 free classes to make sure that the quality of education that we are providing is unique and interesting. After that, payment is required to do further online classes. Notifications are sent before every exam to the students and their parents too. The results are also published in social websites along with the solution. Parents meeting also takes after every 2 months which encourages student to work hard on their studies as a good feedback can give them happiness and make their parents proud.

2.4.2 Market Structure

There are 4 types of market structure among which, Homeschool follows monopolistic competition where they plan to provide similar but better service than the other competitors. By doing so, Homeschool may cost more but the service will be good enough and worth the money that is going to be invested by the student and their parents.

2.5 Financial Performance and Accounting Practices

Homeschool is an online education which is dedicated to provide quality education but for a price. Almost all organization are created to provide product/service and to earn money. Without profit, no business would sustain in the long run. Since homeschool has not started their operations, let us look at the financial condition and they are currently in and will be when homeschool will be operational.

Currently, homeschool is suffering a loss as they are burning their cash in making their operations run. They have also rented 2 offices which are costing them a monthly BDT 30,000 taka. Along with that, they have employees where some of the employees work on salary and others on company share. Homeschool has to pay a salary of around BDT 40,000 per month. Moreover, their promotion expenses are around 10,000 BDT per month. This are the current expenses that are occurring in homeschool per month. The future expenses are mainly faculty payment where it will be near 80,000 per month.

Their source of income allocating students to join their course. The way their financial plans have been, they have a plan to reach the break-even point by 2024. Homeschool has an investment of around 3 crores currently. They have appointed an account officer who will be

looking after the financial and accounting sector and will be reporting to the CEO and managing director. The accounts officer will be liable to maintain accounts for all employees and students, maintaining the treasury, banking and treasury management. Along with that, homeschool has a plan to have their company named in the stock market. In that case, accounts officer will be maintaining the stock market issues also.

2.6 Operations Management and Information System Practices

The operations management and information system are two integral parts of homeschool. First of all, through operations management, homeschool can identify which items in the organization needs to be upgraded like computers, smart board. Homeschool also plans to increase the communication coordination among the employees and customer through operations management. Moreover, official website is an important tool for homeschool. With the help of Information system, it plans to upgrade and make it more customer friendly. Homeschool also wants to add the payment process in the website. This department is looked by the CEO himself as he is an established IT officer. Apart from that, logistics team will be assisting in this sector.

2.7 Industry and Competitive Analysis

Industry and competitive analysis is required to find out the strengths and weakness of one's own organization and also the competitors. By finding out the weakness of the competitor, homeschool can use that as a strength. Let us know about the SWOT analysis of Homeschool.

2.7.1 SWOT (SWOC) Analysis

Strengths

- Online education has been in high demand.
- Saves time, money.
- Has a one-to-one teaching facility.
- Availability of make up class.
- Has multiple teachers for each subject
- Price is comparatively less compared to ghooori learning and 10-minute school.
- Provides screen sharing opportunity for students.
- Campaigns in rural areas leading to more students.

Weaknesses

- Not well known to people yet.
- Strong network connection along with electricity is required which is not accessible in rural areas leading to loss of students.
- Feedbacks provided by the students may be biased leading to termination of a capable teachers.
- Not able to be operational fully in this pandemic yet.
- Not enough investment to do campaigns in the rural areas all over the country.

Opportunities

- Crash course availability in different timeframe (1 month, 3 month)

- Recent failure of crash course of 10-minutes school as students' interaction were not made properly.
- To be operational at the right time (in the pandemic).
- Daily classes with different slots making frequent student meetings.

Threat (Challenges)

- Can be replaced by private tuitions once the lockdown eases.
- Too many competitors who are already established
- May lead to cyber bullying.
- Parents may be concerned regarding the health of a student (Eyes can be affected) which may ultimately lead to student loss.

2.7.2 Porter's Five Forces

Competition in the industry: HIGH

There are many online education centers in Bangladesh that are thriving in the market already. The rivalry has been very high as one competitor is looking at what other is doing new so that the company can implement too. Homeschool being new in the market, will have greater rivalry in the market from Robi 10-minutes school, ghoori learning, bohubrihi, online coaching centers etc. Thus, it can be said that, there is high competition in the market.

Potential of new entrants in the market: LOW

There are already around 10 online education institutions who have been functioning and is still in the market with huge investment. This is a market where one must investment to enter.

Without investment and uniqueness, penetrating this market will be very tough and others will not be interested as well since the lockdown is close to ease down and schools and colleges may open anytime soon.

Power of Suppliers: LOW

In the online educational sector or known as E-learning, there are no suppliers of goods/services. Here teachers can play a role of supplier since they provide teaching to students and students provide money for that. In Bangladesh, there are many students who are qualified for teaching and looking for a part time job. So, if a teacher urges for a pay rise, he can be replaced with hours.

Power of Customers: HIGH

As there are many options available for a customer since there are many E-learning institutions, customer has a high power. They can switch from one institution to another with less cost. Since there are many institutions, a customer can bargain and get the best for them at the lowest cost.

Threat of Substitutes: LOW

With online education already being a substitute for schools and colleges, there are no threats for online education to be replaced. Even when the pandemic ends and the schools and colleges re-opens, not every student will be going to coaching centers due to fear of coronavirus and also the habit of doing online sessions. Online sessions are more comfortable than coaching centers.

2.8 Summary and Conclusions

From this part of the report, we came to know about the history and background of homeschool where we have seen that how coronavirus pandemic has helped to begin a new startup. The main activities that homeschool intent to perform has been mentioned in the report. Afterwards, we identified the management practices that they have been practicing like recruiting process, staffing, giving compensation etc. Moreover, the report states the marketing strategies and its implementation for homeschool. The advertisement policies have been mentioned in the report and also the promotional activities. Furthermore, the financial condition of homeschool currently has been mentioned where it has been noticed that how much they are burning cash currently. Apart from that, the report contains future financial aspect where homeschool expects to reach break-even by 2024. Lastly, the industrial and competitive analysis of homeschool has been mentioned where it is found that although homeschool has competitive advantage over other competitors, some competitors are a big threat for homeschool in the market.

2.9 Recommendations

- Better marketing is required in order to grab the market.
- Huge investment can kill the competitors.
- More employees should be appointed for ease of work.
- Can use one-to-one tuition as a prime business source.
- Can expand their business by providing home tutors.
- Can have BCS coaching and university admission online which has high demand.
- Can choose rural area as their target market.
- May have a better pay structures to lure the best teachers.

Chapter 3

Application of training and development theories in Homeschool

3.1 Introduction

3.1.1 Background

In Bangladesh, there are huge numbers of organization, business but very a smaller number of businesses have training and development program. It can be said that, only the big companies and MNC's have training and development facilities. But training and development requires to be implemented in every organization who believes that an employee must learn in order to give more to the company. An employee's training and development is as important as the development of the organization. For an organization like homeschool, it is necessary to have training and development programs since the job is entirely based on online and not everyone has an idea to work online. There are some pre-requisites which are required to be followed for conducting online classes. Moreover, homeschool do not expect any employee who have the knowledge of everything. Training will make an employee learn new skills and also increase their previous skills that they inherit. This will ultimately be beneficial for homeschool as homeschool is going to provide trainings that are required in their own job. Development of an employee allows them to level up. Homeschool wants to bring something different in online education sector and make the learning easy and interesting. Lastly, homeschool requires to follow a guideline in order to provide training and development to its employees.

3.1.2 Objectives

Primary Objectives

- To analyze the training and development needs of homeschool and propose a set of training and development for its employee in Homeschool.
- To identify which training and development shall be more beneficial through researches and interviews of current employees.

Secondary Objectives

- To conduct an organizational research to find the issues that are currently occurring due to lack of training and development.
- To make sure that with the help of training and development, an employee full productivity is gained.
- To provide a clear idea regarding the implementation of training and development.

3.1.3 Significance

In homeschool, it is seen that, employees were struggling to deal with the computerized stuffs and also while taking demo classes, there were seen a gap of proper understanding between the teachers and students.

The study will help homeschool greatly. By going through this report, homeschool can have the idea of necessity of training and development and which training and development are most required for the employees for a better outcome. Afterwards, training and development will have every employee who will have new technical skills and other skills which they can

implement to get better results leading to rewards. Moreover, he can use the training and development skills as an opportunity to add in the CV, making their CV even stronger.

3.2 Methodology

For the study of “Application of training and development”, both primary and secondary sources have been used.

Primary Sources

- Qualitative research has been done for the study on the report regarding the TNA and organizational needs.
- Many interviewers from homeschool have provided their views regarding the training and development. The interviews were taken verbally with a fixed set of questionnaires asked to all. They are-
 - Al – Mahmud (CEO)
 - Faisal Ahmed (Managing Director)
 - Nurul Amin (IT & Website Developer)
 - Maksudur Rahman (Accounts officer)
 - Maymuna Akter (Teacher)
 - H.S Hasib (teacher)
 - Mahmudul Hasan (Computer operator)
 - Ziaur Rahman (Marketing officer)
 - Mosammat Faria (teacher)

- Abrar Rashid (teacher)

Secondary Sources

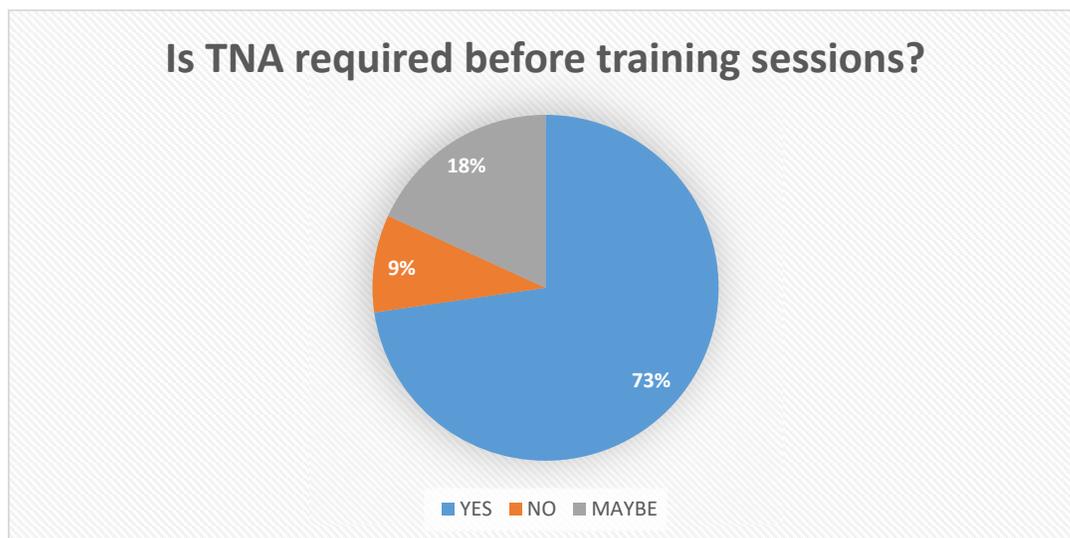
- Different training and development theories available on internet for implementation.
- Articles regarding training need analysis.

3.3 Findings and Analysis

3.3.1 Training Needs Analysis

In order to suggest or provide any training and development, an organization must find out the reasons behind the failure or unproductivity of an employee. Providing a training to an employee who is already good at it won't help the employee or the organization. According to me, TNA is must before preparing for training as homeschool cannot prepare individual training facility at the moment as it is costly. They may have to go for training based on the areas where majority of the employees are weak.

When I have asked the question regarding the TNA before training, the answer is:



According to the interviewers, there is a requirement of TNA.

TNA Model

TNA Framework

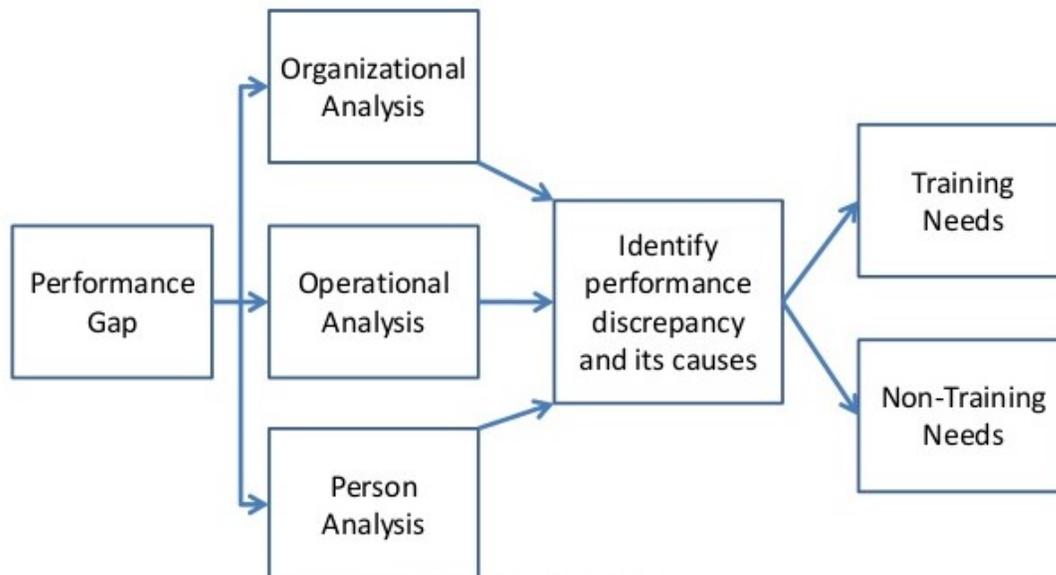


Figure 3.3.1 | TNA Framework

Performance Gap: First of all, homeschool have to find out whether each employee is meeting the expected performance. This can be done through the evaluation form that they receive from students every month. If there is a performance gap, then it is to be identified in which part the employee is lacking. Otherwise, the employee does not need any training for now.

Input Phase

- **Organizational Analysis:** In this analysis, homeschool should look the organization mission, vision and other factors that can affect an employee's performance. Unrealistic expectation can often lead to poor performance.

- **Operational Analysis:** In this analysis, the job that employees are performing are scanned. It is basically going through the job description. and seen if the employee has the required KSA to do the job or not.
- **Person Analysis:** In this analysis, it is seen if the employee has the required KSA to do the job or not. It is the analysis of job specification.

Process Phase

In this phase, the expectation from the employees and their actual performance are compared. This is generally done by higher management (CEO and Managing Director)

Output Phase

From the results of the process phase, it can be said that whether the problem is in the employee's ability or the expectation is higher. Through training, an employee's KSA can be improved.

3.3.2 Training on KSA

For every job KSA is a must. One of the main reasons for poor performance is lack of KSA required for the job. For homeschool, an employee must have:

- Excellent knowledge regarding the academics.
- Must have excellent compilation skills and good automaticity skills.
- Having a great and learning attitude.

If these qualities are missing or found less in an employee, he should be trained.

In the interview, questions regarding the KSA were asked, the responses are:



Figure 3.3.2 1 Response of Interviews

Here, employees want to show that they are knowledgeable and do not need training since they consider it will take extra time.



Figure 3.3.2 2 Response of Interviews

Most of the employees believe that more skills will provide them to do their job more efficiently.



Figure 3.3.2 3 Response of Interviews

Training on attitude is new on Bangladesh and employees seem uninterested to perform training on attitude.

3.3.3 Training Development Process (ADDIE Model)

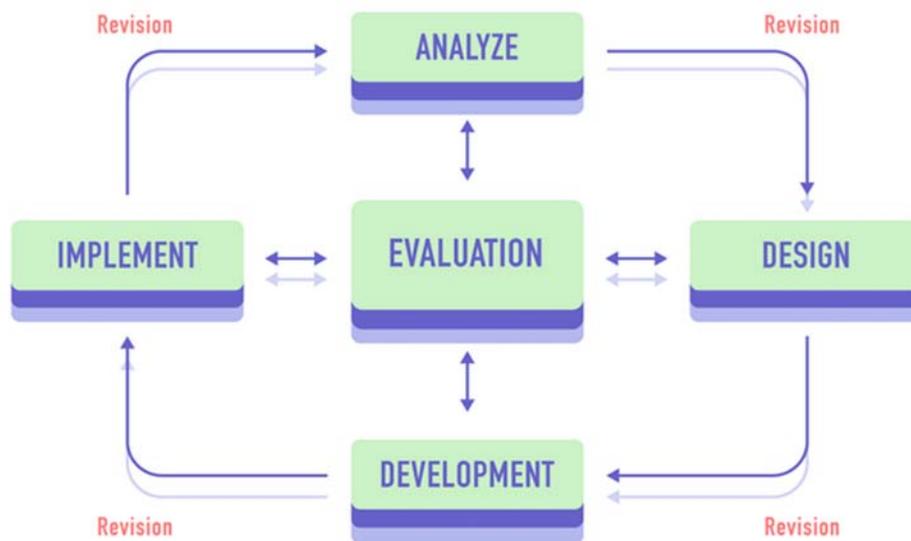


Figure 3.3.3 1 ADDIE Model

Analyze – TNA is done in this phase.

Design Phase – Homeschool should take the result of analyze phase and implement in this phase. The main objective of the training should be decided here.

Development Phase – In this phase, homeschool should prepare the materials that are required for the training like projector, table and desks etc.

Implementation Phase – The training program is run for the first time and homeschool should try this to see if the training is alright and everyone is adjusted to it.

Evaluation Phase – Here, each employee and the organizational objectives should be evaluated to see if there is improvement in the employee’s performance and whether they have reached the objectives.

The interviewers were asked if they wanted a separate training to be developed. They responded:

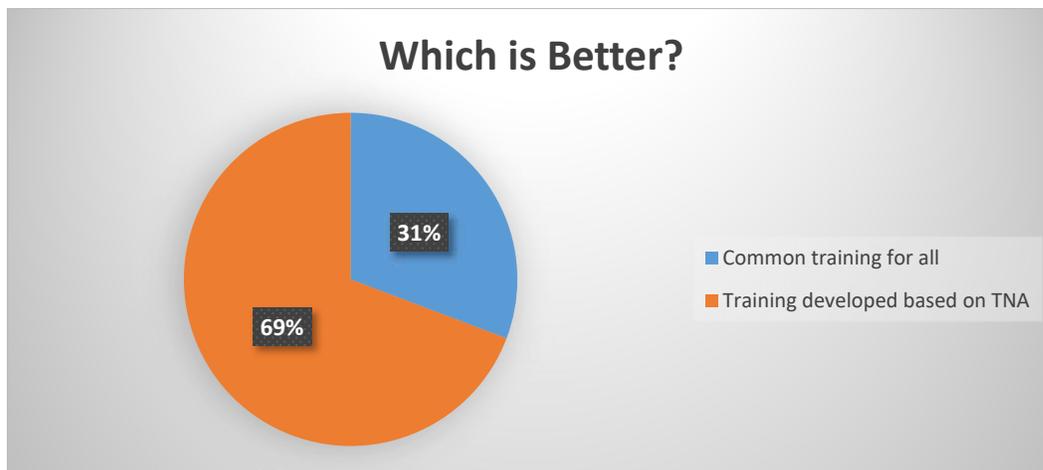


Figure 3.3.3 2 Responses of interviews

3.3.4 Training in Homeschool

Homeschool is an online educational institution which requires to train employees with some certain trainings. These trainings are:

- Understanding features of online video chat applications (Zoom, Google Meet)
- Presentation skills

- Guidelines on writing notes for students.
- Give respect and earn respect.
- Understanding the online education system.
- Building communication skills

In interviews, when a question was asked regarding a training they would like to do, most of the interviewers answered

3.3.5 Training Methods

For the training that homeschool wants to perform, they have to approach cognitive methods more than behavioral methods. The training method that homeschool should use are:

- Lecture – Lecture method is similar to teaching method. Homeschool can use them to train the employees in order to get quick result in low cost. But the lecture must be a discussion where both sides can communicate with each other and sort out their different views.
- Demonstration- this type of training method shall be used understanding the features of online video chat applications to make sure the employees have a better understanding than lecture method.
- On – the job training – On the job training needs to provide to the employees since they would not like to give extra time and spend money for something which the organization is doing for their benefit.

Mentoring is an option as when a training is done once, the trainer comes from outside organization may not be required. In that case, the employees who has done training can act as a mentor and train the future employees leading to lower cost and better relationship between the employees.

In interviews, when a question was asked regarding training method they would like to do, most of the interviewers answered that they would on the job training and mentoring.

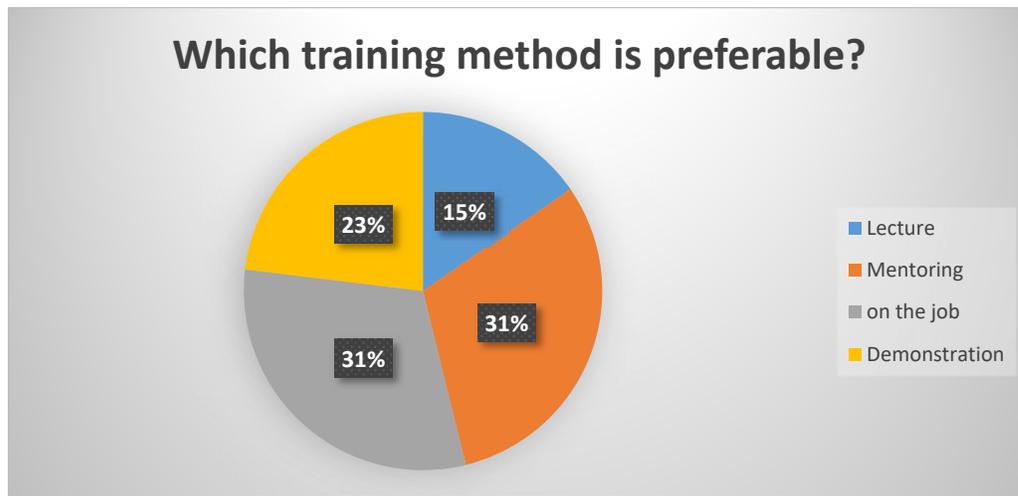


Figure 3.3.5 1 Response for interviews

3.3.6 Other learning and development methods

Homeschool have many options in implementing learning methods. Homeschool should look to implement learning methods which are:

- **Experiential learning** – No teacher can claim that they are perfect in teaching. But with the experience, a teacher/employee reaches near perfect. Homeschool should allow teachers who are performing well to allow more videos of their teaching. By doing so, teacher can expertise in doing online presentation and teaching.
- **Cognitive approach** – through the usage of this learning method, employees need to be active and self -directed. Trainings are done based on a particular topic like facing problem in online presenting.
- **Gagne’ Brigg’s theory** – This theory can be followed by homeschool management team to gain the learners interest and make sure the trainers are learning what the trainees want them to learn. The theory states –

- Making a good start of training with fun and enthusiasm.
- Announcing the objectives to the employees.
- Trainer allows to revive past memories of employees regarding the training topic.
- Providing the training materials to the employees.
- Allowing trainee to replicate what trainer has asked to.
- Providing feedback regarding the demonstration to the trainee.
- Giving the final report to the CEO and Managing Director of homeschool by which they will do employee retention, termination and transfer.

3.4 Summary and Conclusion

From this portion of the report, we have understood about the training and development theories that can be applied in homeschool. First of all, the report states the reasons behind selecting this topic as project part. The importance of the report has been discussing along with the primary and secondary objectives behind this report. Secondly, the process of collecting information has been mentioned where it has been seen that, numerous interviews has been taken and research has been done to know the current training and development methods and application of its theories. The TNA model has been outlined for homeschool through which the training requirements are identified. Next, training to improve the KSA of an employee has been acknowledged. The training requirement of homeschool currently has also been mentioned and the training methods through which such trainings can be done has also been identified. The interview question and charts has also been explained and provided to give a glimpse of what employees want. Lastly, the learning methods has been explained

which can be used by homeschool to make sure the employees learn and make a successful training.

3.5 Recommendation

After analyzing the training and development methods and implying it in homeschool, I would like to recommend homeschool to apply these findings in their organization. Moreover, by doing so, homeschool can make sure that the employees have the capacity and is giving their 100% in the job and has the similar vision. Training cost might burn cash to some extent like bringing trainer from outside department, but it will be beneficial for them in the future and it also boost marketing. By implementing this training and development programs –

- Employee productivity can be achieved.
- Employee can find out own weakness and can learn.
- Employees can be connected well with modern technology.
- Employee relationship will increase
- Company may have higher retention.

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Appendix A.

Interview Question (for training and development)

1. Do you think there is a requirement of a training need analysis before providing trainings to the employees?
 - a. YES
 - b. NO
 - c. Maybe

2. Do the company expect more from the employees?
 - a. YES
 - b. NO

3. Do you think you have enough knowledge regarding your job and need no training?
 - a. YES
 - b. NO

4. Do you think you have enough skills regarding your job and need no training?
 - a. YES
 - b. NO

5. Do you think you have good attitude regarding your job and need no training?
 - c. YES
 - d. NO
6. Which is more beneficial?
 - 1 Similar training for everyone
 - 2 Individual training based on weakness.
7. Which method would you like to have for training?
 - a. Lecture
 - b. Demonstration
 - c. On the job training
 - d. Mentoring