

Report On
An analysis on recruitment, selection, induction process & project
implementation at Northern Education Group

By

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ID - 18304127

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
February, 2023

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Sonia Zereen

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Dr. Syed Far Abid Hossain

Assistant Professor, BRAC Business School

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Letter of Transmittal

Dr. Syed Far Abid Hossain

Assistant Professor,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: An analysis on recruitment, selection, induction process & project implementation at Northern Education Group.

Dear Sir,

I am so glad to let you know that, it is my pleasure to display my internship report on ‘An analysis on recruitment, selection and induction process & project implementation at Northern Education Group’. It was a great opportunity for me to work with this large organization and to gain such real life experiences. From first to last day I tried my level best to fulfill my duties at my workplace, also follow the internship guidelines provided by the BRAC Business School.

I have attempted my best to finish the report with all essential data and most important information in most concise and complete manner possible. I believe that the report will meet the desires.

Sincerely yours,

Sonia Zereen

ID- 18304127

BRAC Business School

BRAC University

Date: 05 February, 2023

Non-Disclosure Agreement

Northern Education Group and Ms. Sonia Zereen has signed into this agreement. As a part of this organization she may work on many confidential and non-disclose able projects. So Ms. Sonia Zereen will keep all of this information strictly confidential and refrain from using it for her own purposes or from disclosing it to anyone outside the Northern Education Group. Intern can use information or any data for her academic purpose with the permission of authority.

1. The intern will be responsible for her own safety and security, medical emergencies outside Northern Education Group.
2. The intern recognizes that any academic credit or agreements for academic credit are solely her responsibilities in her dealings with the sponsoring institution.
3. The intern agrees to abide by the code of conduct and guidelines.
4. The intern agrees to keep confidential any and all unpublished information or other information she obtains through the course of the internship that knows has not been made public or should not be made public, explicit authorization from Northern Education Group and not to publish any reports on the basis of information obtained during the internship.

Acknowledgement

Having an internship in large organization like Northern Education Group is always a dream for me. Because it is a sister concern of Praasad Group of companies limited. It is such a perfect honor and pride that I have done with this wonderful internship journey in Northern Education Group. In this organization I got the opportunity to work. I got to know lots of helpful tricks and techniques of requirement and selection. Which help me in my upcoming job interview. They assign me differently types of work, which I have done successfully with due time. As a Human Resource Management student requirement, selection process and technology adaption in this particular area is part of my education. I would like to thanks my on-site supervisor for guiding me and helping me properly which was a great pleasure in my entire internship period. Also I would like to give my heartiest thanks to my academic supervisor Dr. Syed Far Abid Hossain Sir (Assistant Professor, BRAC Business School) and my co-supervisor Ms Ummul Wara Adrita (Senior Lecturer, BRAC Business School) for their continues support, encouragement for my work. I got fabulous behavior from my academic supervisors in my entire internship period. Without my academic supervisors guidance it would have not been possible for me to complete this internship report successfully.

Last but not the least, I would like to give thanks each and every faculty member of BRAC University for making me the person who I am today. Their positive behavior always help me in my personal and professional life to be a good human with everyone.

Executive Summary

The report is the reflection of fulfillment of the internship program at Northern Education Group. As an intern my job responsibilities were to assist my supervisors and line managers in various ongoing projects, CV sorting, candidate's follow-up calls and emails field visit etc. All I have done is under my visionary supervisor Dr Naheem Mahatab who is an additional director in Northern Education Group and a tremendous leader who always inspires youth like us.

The objective of the report is to analyze the impact of project implementation and recruitment. I work on both a project and recruitment area. The conclusion is provided based on the available qualitative and quantitative data which are already available to the organization. Also, during my period we have taken many feedback and surveys from the employees of Northern Education Group who are the main consumers of this project and recruitment. The effectiveness is based on the employee's satisfaction and the fulfillment of their required knowledge.

The results of the report suggested that right recruitment process is very important for this organization also right way of project implementation. After collecting data through feedback form and progressing rate data of employees from Northern Education Group and outside the organization. We could have come in by introducing that we are doing well and because of right employee selection this organization doing well in all their business sector. Here we can detect traceable impact and progress on employees. Their productivity is increasing, their skills are improving and most importantly here we are fulfilling proper human resources development practices.

The research is conducted based on both secondary and primary data provided by Northern Education Group. The data has analysis based on the feedback report after the sessions like Supportive Supervision Session, Focus team Discussion, Corporate meeting, University visit, coaching and mentoring etc. Also, the data available who was there intern previously, people who came here for a job interview.

Keywords: Growth, recognition, employee productivity, advancement, skills, quality.

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List of Acronyms

NEG	Northern Education Group
eWMS	Electronic World Marketing Summit
NUB	Northern University Bangladesh
PP	Praasad Paradise (Hotel & Resort)
PGC	Praasad Group of Companies
NIMCH	Northern International Medical College Hospital
MSW	Mirpur Shopping World
NRS	Northern Real State
PPS	Praasad Paltan Square
NREL	Northern Real Estate Limited

Chapter 1: Overview of Internship

1.1 Student Information

Student Name: Sonia Zereen

ID: 18304127

Department: BRAC Business School, BRAC University

Major: Human Resources Management

Minor: Marketing

1.2 Internship Information

Company Information

Northern Education Group

Praasad Trade Center | 6 Kemal Ataturk Avenue (10th floor),

Banani, Dhaka- 1213

1.2.1 Period of Internship

3 months (10 days was extended because of performance standard was properly fulfilled and showed desire to work)

1.2.2 Supervisor's Information

Dr. Naheem Mahtab

Additional Director

Northern Education Group

Praasad Trade Center | 6 Kemal Ataturk Avenue 10th floor, Banani, Dhaka- 1213

Mobile: +8801719993373

Email: naheem@nub.ac.bd

1.2.3 Scope of Work

Me as an intern, I had to do every day basic work. My primary task was to email sending, receiving phone calls, doing phone calls, informing our employees regarding daily, weekly

and monthly meeting updates, phone calls query updates, informing new rules and work changes based on my supervisor order. I've been given the chance to understand more about the business and the human resource management sector throughout my three months as an intern there. Furthermore, my works of entire three months are given below briefly:

Week	Task
1	This was my first week, I joined Northern Education Group as an intern. My supervisor assigned me all the activities which I am assigned for also other relevant task for my entire three month internship period.
2	This week eWMS project started and I worked for this project as well. For this project I started my work by collecting data list (email, phone number, address) of different university students and many corporate persons of Bangladesh and arranged and sort out them properly as a list.
3	For this week, I started working with the recruitment process of campus ambassador for eWMS and Northern Education group team. We shared recruitment circular on various online platform like- Facebook, LinkedIn, Instagram & different job portals. I worked for recruitment circular making with my supervisor and line manager, what will be job description and objective in the particular job position.
4	This week, I started taking interviews with my supervisor for campus ambassadors. And CV & Resume sorting for Northern Education Group team. Also informed short listed candidates for interview schedule through email and phone call.
5	Through this week I along with team visited different university and arranged meeting with selected campus ambassadors to inform their work of WMS.
6	In this week, I list down schedule for corporate meetings and I along with my supervisor attend different corporate meetings for our project work.

7	In this entire week, I communicate with campus ambassadors for follow up their work and inform their work process to my supervisor. Also new intern CV sorting work and sent them email for interview.
8	This week, I worked for WMS speaker schedule list making & took notes of speakers of discussed topic. Made promotional video for WMS with team.
9	Attend meeting with supervisor for requirement and selection of intern for Northern Education Group. And took interview with supervisor of new interns.
10	In this week, attend phone call & email sending to the registered participants of WMS for their confirmation of payment for certificate.
11	Attend Rehab Fair in the entire week.
12	In this last week, me and my supervisor explained & assigned work to the new interns.

1.3 Internship outcomes

1.3.1 Student’s Contribution

Me as an intern I was a learner at Northern Education Group first. I was a part of their project assistance and recruitment section. I believe this section goes with my study field because my major is HRM. I am much honored to be a part of this organization and participate in many different activities though this entire three month. Because of this organization my communication skill increased I proudly say. Because I was mostly assigned to the work which is communicative work. I tried my best to complete each & every work which was given to me in the entire three month.

In the internship period I work different type of sections because of a project which is (Electronic World Marketing Summit 2022). I provide other many support data collection, printing, photo copy, typing correspondences, new idea etc. As an employee of education sector I had to visit some university’s (like- North South university, Stamford University,

Independent University of Bangladesh, Green University, Asia Pacific University, East West University, Bangladesh Open University, Dhaka University, Titumir College, Southeast University, University of Information Technology & Sciences- UITS) etc for recruitment purpose and meeting along with my supervisor and team. Also I went to Gazipur along with full team for meeting purpose and data collection. The entire work was fully new experience for me and I got to learn lots of real life example through my work. I believe I will implement this experience in my future work place.

1.3.2 Benefits of the internship

I did my major in HRM, because I keen to learn and communicate with people. As a HRM student I have to learn recruitment process for my future. Also technology is everywhere. HRM also needs technology. Because HRM is not only recruiting employee. Training and grooming is a part of HRM. Here I gained proper HR practices are applied. I got exposed to a variety of work here. HRM is essential to convert an ordinary people into an effective man power. HR is one of the most important part of every organization. Implementing proper HR policy and practices is the key of growing for every organization. Proper HR practices is not only essential for every organization but it is essential for every HR graduate. Last but not the least, Northern Education Group is the first organization where I have worked. It will always give me pleasure to this organization for grooming me like this. The experience I have learned will be always help me to my next work place for quick understanding. In my personal and professional life it was helpful real life experience for me.

1.3.3 Problems and Challenge

This was my first work place in my life. In my first day I was feeling nervous in office. When I got my first work I was pretty confused & I thought I cannot finish my work. Also I was assigned for phone calls to take appointments and informed candidates for their interview schedule. In first few days I was faced problem answer to their questions. Moreover, I had no knowledge of these HR-related responsibilities or the recruiting and selection procedures because I am a new comer in the HR industry. I bumped into issues even while indexing employee files because I had no knowledge what I was doing. Because suddenly answering various questions was so difficult for me. But day by day I understood how to deal with every particular person.

I was nervous while I was assigned for corporate meetings and field visit. In my first day I was totally unprepared for meeting. Because both place and people are new to me. Then I

thought I have to execute my tasks in my way that I am comfortable and I complete my task properly. While I was visiting university and corporate meeting that time collecting data was very difficult. Also when I seat to take interview with my supervisor, I was feeling nervous but day by day I learn many tricks. This will be helpful for my future. In every level of life problem facing help us to learn in new way. In my entire internship period, I learned many new tricks and gained knowledge for the small mistake that I did unintentionally. And I am proudly say I recover from all mistake I did. My learning journey was dense and my internship journey went very readily.

1.3.4 Recommendation

Having the opportunity to internship with this prestigious organization allowed me to develop leadership skill, organization knowledge, self- steam and confidence. I got real life example while I attend meeting and take interview with my supervisor. As my major is HRM so my internship task was very helpful for me. HR team of Northern Education Group was very friendly and positive. Getting positive employee in workplace is very beneficial to boost up work. Here mainly offers internship for HRM, Marketing and Accounting sector. This organization helps to give support to their interns to involve in many different work. This organization helps in many way to interns but this organization needs to add some more activities so that intern get more help from this internship.

- Before assign any task give brief about the task: Interns are new in organization so they don't know about the work before. To get the work properly brief each and every task properly. It is possible for interns to feel anxious about working in a different department, as they are not sure whether they will be able to perform the job properly or not, which can be avoided when a brief is provided before they are assigned the work. When the supervisor gives a brief description before assigning, it can create confidence that the interns are capable of doing this or make him feel less humiliated. For example- when I assigned for the project of world marketing summit Bangladesh, I felt very nervous whether I will be able to do or not, because I never did this type of work before like- university visit for promoting WMS project, corporate meeting, 40000pc leaflet counting etc for project perpous. Sometimes I feel embarrassed. So briefing is important because of proper brief work can be done more smoothly for interns to increase confidence.

- Goal setting for interns by their own choose: For me internship is my first corporate job experience. I am sure like me it is same for most of the students as well. Internship is the big chance to set everyone's goal. Students may take proper decision in which field they will work near future. After short period of time they can understand which field will be suitable for them. So organizations should let intern's to take decision in which field they are interested to work. Not every organization but in Bangladesh some organization give the opportunity. It will be a scope for interns to better understand. When organization assign task based on selected department it will not help to upgrade interns work opportunity. If interns work in different departments it helps to understand their work ability for organization and interns both. So organization's let them work in different department to create or understand work opportunity for them.

1.3.5 Conclusion

Corporate Internship is very essential for every students, specifically who are business student. Because students can get real life experience from entire 3 month while working in an organization. It is every helpful for all the students for their future job life. This type of internship is not only for completing undergrad program. But internship is helpful to earn experience and also students can get to know many new work and knowledge by working under an organization. Some students never work in their undergrad life, so this type of internship is very needed to get experience and also those who are shy in their job. It is very basic stage to remove shyness from life and help to themselves to become more communicative with others. Increasing knowledge's and gaining real life example are essential for every students become getting in a permanent job. So I am pleased to get this type of opportunity. I want to give my heartiest thanks to my university and my supervisor who helped me from first to last day of my internship to make a successful internship report.

Chapter 2: Organizational Part

2.1 Introduction

Northern Education Group is mainly educational institution along with other business. This represents 10 leading Bangladeshi educational institutions. This organization help to create stronger communities, a dynamic economy and better future for Bangladesh through their research and education. Northern University Bangladesh and Northern International Medical College both are part of Northern Education Group. Not only that Northern Real Estate LTD is also a part of Northern Education Group. This organization is a group of company and they have different sections of business.

2.2 Overview of the company

This organization always try to create impact for better future for Bangladesh through their research and project implementation. They work for different project like Electronic World Marketing Summit (WMS), Essential of Modern Marketing (EOMM) and Doctorate of Business Administration Program (IDBA). This all project especially for students of Bangladesh for their betterment. On the other hand, Northern Real Estate LTD is among the foremost real estate developers of the country. Mirpur Shopping World is a commercial ongoing project of Northern Real Estate LTD. This is also a sister concern of Praasad Group of Companies. Also Praasad Paltan Square is a commercial business of Northern Real Estate LTD. Furthermore, for project purpose between Northern Education Group and many company signed MoU like- Grameenphone ltd, Matador group, GPH Ispat ltd, BSRM, SSG-Super Star Group etc.

This organization works in different of Bangladesh to create a better future for Bangladesh. Their vision is to take part in the collective efforts to enhance socio-economic development in the region by offering opportunities to obtain knowledge and skills essential for better living in the new century. This organization has a vision tag which is, 'Knowledge for Innovation and Change'. Also a mission- To offer such programs of study and related functions that will be directly linked to the socioeconomic empowerment of the people of the country. It will also conduct educational research and developmental programs of higher quality that will meet the industry needs, skill-ready world and real life situations. Northern Education Group established not only for giving educational service. Their business sector is wild. They are

maintaining each and every sector successfully. This organization arrange many project for Bangladeshi students and job holder, which enhance them to help their skill boost up.

2.3 Management Practices

HR policy and practices of Northern Education Group is very friendly as well as stick. This organization always fear when they recruited new employee for their organization. On the other hand, they are also fear in giving promotion to their employee based on their performance. Before implement a plan every department needs to seat with chairman for meeting and get plan approval from chairman. They make sure the staff members are aware of the strategic goals and goals of the organization and what is required of them in order to achieve that aim.

2.4 Marketing Practices

Marketing strategy of Northern Education Group is daily post on social media, brochures, magazine, newspaper, and video. On the other hand, for project target group of this organization is university students and corporate professionals. Main side for promotion is their Facebook post. In the event that a dispute should occur between us, we promise to work quickly to find a fair resolution that respects each party's rights and duties and is framed in the context of a long-lasting partnership. We uphold honesty, decency, responsibility, and honesty, and we offer our esteemed high-caliber solutions. Intense attention to quality control with a specific human services line. Additionally, IT improves operational effectiveness in terms of service lead times, giving an advantage.



2.5 Financial Performance and Accounting Practices

Northern Education Group is one of the big organization in Bangladesh, who is working in many different sector to create a better impact in Bangladesh. Financial performance of this organization is not regrettable. An organization's assessment of financial performance is crucial to gaining a comprehensive understanding of the business. Northern University Bangladesh (NUB) is a sister concern of this organization. New permanent campus of Northern University Bangladesh (NUB) is newly established at Ashiyan City Road, Dhaka 1230. This university try to give better education day by day. They update and add new education system for better reach to their student. For permanent campus they spend 20 corer money. Also salary scale of this organization is quite satisfied. Employee get their salary within 6 to 8 Tarik of every month. Starting position of this organization is junior executive and salary range is within 22k to 25k based on experience. And team head salary range is 150k to 175k based on experience. Based on performance this organization give promotion. So overall their financial and accounting side is not bad I think after working as an intern of this organization.

2.6 Operations Management

Northern Education Group is divided into many sections, they work for Northern University Bangladesh, Northern Medical College, Northern Real Estate and different kind of short project for students and professional's like- WMS, BIMM, EOMM etc. They are sister concern of Prasad Group of Industries Ltd The recruitment process of this organization is not easy. They give proper lead before hiring and starting a new project. They always try to analyze the scenario and try to present their work in a better way. Junior executives try to

help them to write modules of new projects. Also interns work with them for a better outcome of the work. And also other work like- PowerPoint slide making, mailing, data collecting and other basic works.

WMS Organogram

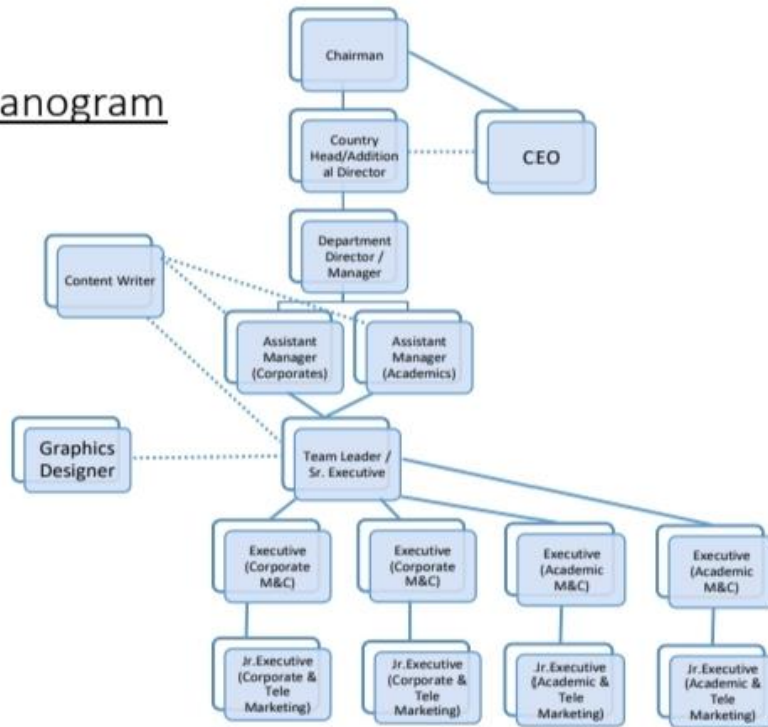


Figure 1: Organogram of NEG

2.7 Industry and Competitive Analysis

In this part SWOT analysis will be better for explain their current position. SWOT analysis is a tactical management method for evaluating a company's chances, risks, vulnerabilities, and advantages. It entails stating the venture's goal and determining the internal and outside factors that are helpful and harmful to reaching that goal. We may learn about our flaws and strengths from the study of our microenvironment, and we can learn about prospects and dangers from the research of our exterior environment. I had to conduct a SWOT analysis on Northern Education Group to determine its strengths, weaknesses, opportunities, and threats.

Strengths: Their one of the biggest strength is they always try to work for better world. They always try to hired best employees who will work hard for their success. Also innovate new ideas. And this very beneficial for their organization.

Weaknesses: Running projects are not easy. This type of work needs money to invest and manpower. Project needs to progress before its end. Without progress it will be create a big loss for organization.

Opportunities: This organization working in different sector, so from different background of employee they can hire for their organization. And they can add different technology for their work as they are working in different sectors.

Threats: This organization works in different project at a same time, so it will a thread for them to not successful in all project at a same time.

<p>S</p> <ul style="list-style-type: none"> ➤ Better outcome ➤ Hard Work 	<p>W</p> <ul style="list-style-type: none"> ➤ Project cost time & Money ➤ Organizational Loss
<p>O</p> <ul style="list-style-type: none"> ➤ Gaining idea ➤ Increase knowledge 	<p>T</p> <ul style="list-style-type: none"> ➤ Project can be unsuccessful

Figure 2: SWOT analysis of NEG

2.8 Summary

This particular chapter is about the organization part. In this chapter type of business practices like marketing, management, HR, operational practices were described. Those practices help to boost skills, abilities, confidence for professional life. Also for recruitment and getting expert employee Northern Education Group needs to apply different and unique process so that they can get it. With that they can add technology system for quick recruitment. Because now a days in Bangladesh organization's using fast recruitment process which helpfull getting best employees for particular organization.

2.9 Recommendations

Northern Education Group is one of growing platform in Bangladesh. If we think about other like- UK, USA, Canada, Australia they are very serious about their business platform. They are not only serious about their business platform but also they are serious in their study life. Proper recruitment is important for an organization. Because hiring proper employee will help to success in every sector of business. While working in Northern Education Group as an intern I found some points which they might be a problem for them in future. So for that I think there are some recommendations, which can bring more effective value to their organization. They should hire more employee for their particular work area. This will help to get work outcome early. Also they are working in different project one after one. So they need to find unique promotional activities. Promotional activities will help to reach people more. When working for a project they needs to keep in mind, which type of promotional activities will be more infective. As well as recruitment process should be more unique so this organization get more employee in a short time. They can use technology for recruitment. Moreover, for the betterment of the organization they needs to arrange training session. Because training is a one of the key to success. I think those will help to increase success for their organization near future.

2.10 Conclusion

This organization plans a unique role in business industry. Because the main goal of every organization is to get project. So this organization also has same plan. But as an intern while I worked at this organization I think they not only work for their project also they work for give benefits of the people who lives in Bangladesh. Because they have Northern University Bangladesh, which is a big source of education. Northern Medical College is also under this Northern Education Group. They working in a very important sector. Northern Education Group also runs different projects for students and corporate professionals. So, overall we can say this organization trying to create impact in Bangladeshi education system. Northern real estate is also a sister concern of Northern Education Group. Which is totally a different sector of their business. Best part for this organization is they doing well in all their business site.

Chapter 3: Project Part

3.1 Introduction

This full report is a part of my internship course or program, it is essential for completing my 4 years Bachelors of Business Administration or undergrad program. This full report is based on analyzing recruitment, project work & technology of Northern Education Group. This report is fully made based on experience in Northern Education Group, which I have gained in my entire 3 month internship period. I have gained many new ideas, knowledge's while I work in this organization. This organization was very friendly and while I worked here I got opportunity to work in a very friendly working environment. My supervisor and all the team member was very friendly which is important for every workplace. So I believe this overall experience will help me to my future work life.

3.1.2 Literature Review

Marketing and Human Resource Management both are essential in new era. We can say this two are inter connected with each other. In this new era without marketing cannot run any business in any organization, on the other hand without HR organization cannot set any rules. For every organization HR main work is to set rules and regulations. Moreover, hiring new employees, candidate selection, approval etc. Philip Kotler the father of modern marketing says marketing in a different way – value creation and delivery to satisfy target market needs at a profit is the science and art of exploring, creating and delivering value.

Furthermore, human resource management helps to understand world in a better way. Also increase communication in large way with people and create corporate connections with the world. By understanding proper human resource management an organization can create better rule in organization. Mainly HR department maintain the overall things of every organization. Recruiting, new rules implementation, promotion, different type of bill approval this type of all work does mainly HR department.

Northern Education Group always want employee who is dedicated to their work. Because dedication is one of the most important key to work and success. Below I want to add some important lines what is said by speakers from different country in the session of WMS 2022.

Tariq Qureishy said- Next 10 year will be critical for us, Health care is mostly important in this era, We always get hit from unexpected place, The more we become connected the more

we become engage, 54% of the company has massive gap with technology implementation on the other hand only 5% company don't have gap with technology implementation, from 2022 to 2025 many organization will face problem financially, Apply is using RRB cause of growing so fast.

Luiz Moutinho said – Wind power, solar energy are very important for society and new technology, Future railways needs technologies as well, More solar energy reaches earth in a hour if we compare with human helps to reach them. Air, ground are good source of power,

Karia Menezes said – Marketing is not a sustainable process, Today's change is the financial problem for companies.

Amir Shahrokhi – Two essential issues are gravity leads and lateral leads.

Irem Sefa Yayimler – Every 100 man promoted to manager on the other hand only 86 or 8.8% women promoted to manager. We can say gender discrimination still happening in the world. For the same job salary scale is for men 116-122% and women getting 100%. Here it is clear that hung gender gap. Also this speaker added that if women leads more in industry they become – more productive, more profitable, better financial outcome, take more initiative, better transformation, personal branding solution because everyone's personal brand is their own super power. In personal branding showing up is not showing off.

Above mentioned speakers lines mainly they said in the project World Marketing Summit where I worked in my internship days. Here is a little portion I added. Because the session was 48 hour long. That's why I enable to write full speech of the summit. In my internship period I worked for a project World Marketing Summit and also worked in their HR department for recruitment, selection process. I believe this internship helped me to gain knowledge and ideas for my future job life. Because internship at Northern Education Group was my first real life corporate job experience. I did mistakes and on the other hand I get over from those mistake. I have learned many new skills, work style. Also I got my coworkers very friendly. They helped me lots when they assigned me any new task. So finally, I can say my entire three month of internship was very productive and informative. Based on internship work experience it help me in my report writing. Because I can add what I worked in Northern Education Group in my internship days.

3.1.3 Objectives

Broad Objective- The broad objective is to recruit employee quickly and work on different projects.

Specific Objectives- Hire more knowledgeable employee for their organization, successfully complete ongoing project and start more project after 3 to 4 month later on, work balance between everything.

3.1.4 Significant

Northern Education Group works on different projects. Every project require new ideas. That's why this organization always try to hiring people who have different types of knowledge sharing thoughts. Because project needs to successful end of the time. For different project different ideas are required. Also then they hire any employee, every employee have to give last stage interview with CEO of this organization. In Bangladesh there is not much project implement which will be helpful for both students and professionals. But Northern Education Group works this type of project which is World Marketing Summit Bangladesh & Bangladesh Institute of Modern Marketing. Both of the project are specially design for students and professionals to enhance their knowledge. This project mainly organize from Canada but Northern Education Group is the country partner for this project. It is a big opportunity for Bangladeshi students and professionals. In this organization there is huge number of employee's works all together as a team. As well as the employee get benefits like work from home, if they are sick or any major circumstances. Most important thing of this organization is very friendly environment. Every employee are very helpful with each other. This is a one kind of key to success for organization.

3.1.5 Methodology

In this report, I collect data from both primary and secondary from previous study and while working at this organization. Also I did describe search for better understanding. Descriptive research mainly design in a different way, which help to collect data in order to describe situation. It also helps me to give idea about project implementation. For this report, I use survey questionnaires for collecting data for my internship report. I did it with proper structured and preplanned. For my internship report I made questions and selected people whom I will ask those questions. After that I send my questionnaires to my selected people to get my answers. I reach people for survey through internet and face to face interview. This

two way help me to get my answers early as I wanted. I have collected data almost 120 people and then gather all data and arrange them for my report.

Target Population: I chose different university students and some corporate persons to get my answers.

Limitation of the Report: For this report, I collect data by giving them questionnaires and face to face interview. Mainly here face to face interview was very difficult because most of them were busy and they are not available to give interview at first meet. Also some people don't like to give information, this can be regarded as an ethical violation of the company for them.

Primary sources

- ✓ Direct Observation
- ✓ Survey Forms
- ✓ Practical experiences and observation
- ✓ Meeting and supervisor instructions

Secondary sources

- ✓ Weekly report of NEG
- ✓ Official job circular
- ✓ Website of NEG
- ✓ Internet

3.2 Human Resources Practices

3.2.1 Human Resources Planning of NEG

Northern Education Group (NEG) always make plan for their every department employee. Because human resources planning is an important part for every organization to plan their work and train their employee properly. This department make rules and regulation for employees and each and every employee has to follow those rules. Northern education group employee has to follow 3 month probation period. This first 3 month they train up all new comer employees to understand better work rules. Also Human resources department monitor all employees work and based on their work this organization gives promotion and increments for employees.

3.2.2 Recruitment and selection process of NEG

As a part of this organization as intern I saw this organization follow proper selection process for each department. When they hire employee they give their circular through BD jobs, different job groups of Facebook. After screening their CV they select some candidates and call them for on spot interview. Those selected candidates has to go through two step interview, one with departmental head and other one with chairman of the organization. After that chairman approve the candidates and finally those candidates get calls for job confirmation. There is no biases happen here in the time of requirement. This organization always try to maintain honesty and good quality service. Hiring is the act of gaining, employing and keeping workers of adequate number and caliber to generate beneficial influences on the organization's functioning. When we are looking for applicants, we constantly focus on whether the qualifications of the applicant and the requirements of the position are compatible or not. In essence, they constantly strive to match the ideal individual with the right position. Furthermore, we place more focus on developing ability than on buying it. We teach our current staff in a separate training and development department in an effort to make them more effective in their jobs.



3.2.3 Performance Evaluation

For their organizational success NEG needs to evaluate their employee performance. How much improvement their employee did and what type of improvement they need. NEG works in different sectors. That's why they need to evaluate all their employee performance. This organization works for different projects, so line manager Mr, Zayed Iqbal Abir keep track of

employees all the negative and positive side of employees work and report to my supervisor Dr. Naheem Mahtab. Based on employees work performance, this organization arrange weekly meeting to implement new rules and training. In the meeting they decide what new ideas need to apply for more success as well as which work method need to remove. Also employees behave is important here. Based on employees behave this organization try to legitimize the process. Employees are ranked according to their work performance as well as behavioral. This organization monitor their employee performance very strictly. Because organizational might be depends on employees work method and behave.

3.2.4 Benefits & Remuneration

NGE provide good amount of remuneration to their employee. As well as they try to give every sort of benefits to their employee. They offer pick and drop service to their employee. Also unlimited tea & coffee. Sometimes they arrange lunch party. In cox's bazar they have their own hotel & resort named Praasad Paradise. If any employee of their organization visit this hotel & resort they try to give a discount for their employee. Also employees get education leave on many cases.

3.3 Workshop & Seminar

While I was working for project, we have to visit many different university to promote this project and inform them about the benefits of the project. From NEG organize workshop & seminar. In the seminar we try to give full idea about the project. Like- what will be the benefits, how they can join, what they will get and all. Students get proper idea about the project. This type of workshop & seminar help the students to increase their interest area to join the project.

3.3.1 Focus Team Discussion

Focus Team Discussion (FTD) help to set goal of success for Northern Education Group (NEG). As I mentioned above this organization works in different sector that's why they divide their employees in team. So that different team can work for different project and department. Focus team discussion happens when team head want to give new decision, any changes, want work update, weekly work target etc. as an intern I think it was very helpful to fulfill the requirement. All the team member can share their thoughts and ideas. This is a confidential discussion session for the organization. On the other hand, this team discussion is kind of most relax discussion, where everyone can share their thought and get new idea.

Meanwhile, after main discussion team makes fun with each other. It helps to give refreshment in work pleasure. My supervisor was one of the most charming person. He always try to motivate full team. He was very friendly and cooperative with everyone.

3.4 Skill development projects

Northern Education Group (NEG) try to work on skill development projects. Those project are helpful for students and professionals as well. A special team has been assigned to make a draft plan for implement the project. After that, chairman review the plan and if he needs any changes he do that. And then approved the full project plan. The team will start working on that. After every 1 or 2 week chairman call for meeting with full team and gets update like how much work increasing and what will be new ideas might help to get success for work.

When the team start working for project implementation senior team members try to include new information. Which help in every way to make the project successful. All projects are help for students to their future professional life. The project I worked World Marketing Summit (WMS) was a very helpful project for students. Not only students but also good professionals as well. Also Bangladesh Intuition of Modern Marketing (BIMM) is very helpful project for students. Northern Education Group works for different projects to reach their organization in a better future and, students and professional also get better skill development knowledge for their own life as well. In Bangladesh, Northern Education Group (NEG) works this type of project and it's bring hung benefits for Bangladeshi students. Because this type of project organized mainly from Canada and for Bangladesh Northern Education Group is the country partner. This organization try to reach big company to promote their project through them. Northern Education Group successfully finished their project World Marketing Summit. And currently they are working on Bangladesh Intuition of Modern Marketing, Essential of Modern Marketing and Doctorate of Business Administration Program. This all projects are very essential for Bangladeshi students. From different university both inside and outside Dhaka students can join those projects to enhance their knowledge. One of the important thing is after complete, students will get certificate from the specific project they are registered. Certificate is important for job life as well.

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- "Essential of Modern Marketing (EOMM)," which will include several case studies on business and corporate enterprises in Bangladesh to focus on the success stories and highlights in the area. The EOMM book is expected to be read by thousands of graduates and undergraduate



3.4.1 Field Work

When I was an intern at Northern Education Group I did field work along with desk work. Field work mainly I did for the project World Marketing Summit. Because Northern Education Group wants to promote the project World Marketing Summit in a very short time in every place of Bangladesh. Based on weekly meeting my supervisor set the place and divide us in a team of three to four. We as a team visit selected universities and many companies to promote the project. We promoted our project World Marketing Summit by organizing short sessions in university and organize booth where students can register live for the project and from the session they can understand properly about project. Like- what will be happen, what is the benefits, which department students can join etc. On the other hand, by giving leaflet, banner, magazine. For corporate meetings we took gifts for head of the company. We used newspaper is a promoting way. We contacted with newspapers to that we can give our leaflet with every newspaper. Our media partner was ATN Bangla and Somo TV. For me field work experience is totally new. I have experienced a lot. Field experience helped me to become more communicative with new people. I learned how to talk become more professionally.



3.4.2 Campus ambassador recruitment and their work

For different project this organization needs campus ambassador for their project to promote in different university. At first we start give campus ambassador recruitment post in social media and their university. After that students applied for campus ambassador. From lots of student we select 10 students for each university by taking online interview and assessment. Campus ambassador promote projects at their university for better reach. It's a big way of promote. Campus ambassador also push for registration to the students of their own university as much as they can. After every week all campus ambassador give their weekly task report through online zoom meeting. Based on that we team give me new task and suggest them what they needs to change and what they needs to add in their work. Working on campus ambassador is also essential for students to get experiences and also they can add this as extracurricular activity in their CV.

3.4.3 Finding & Analysis

This part is very counterproductive. I am sharing data for this part based on a project named World Marketing Summit while I was working there as an intern. Based on my request this organized shared me with some data. Because it is internal part for their organization. Most of the organization don't want to share internal information of their organization. Also while I have worked for project at Northern Education Group, I collected some information from different organization on that time they also don't want to share any internal information first but after that for work connection.

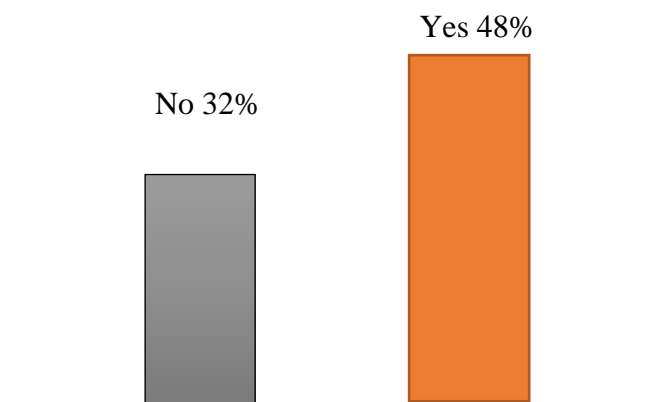


Where you got to know about WMS?



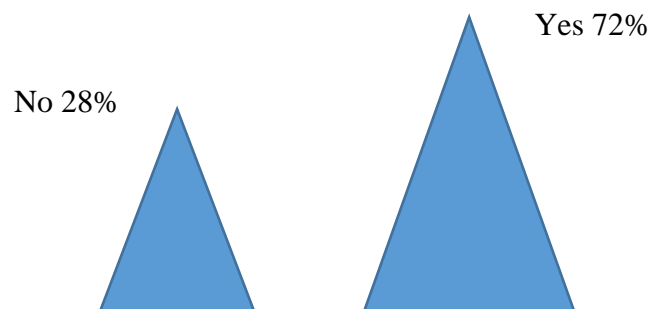
So, above chart it's showing that from where students and professionals got to know about WMS. It's important to know about something first. That's why northern Education Group promoted WMS project very seriously.

Do you want to certificate?



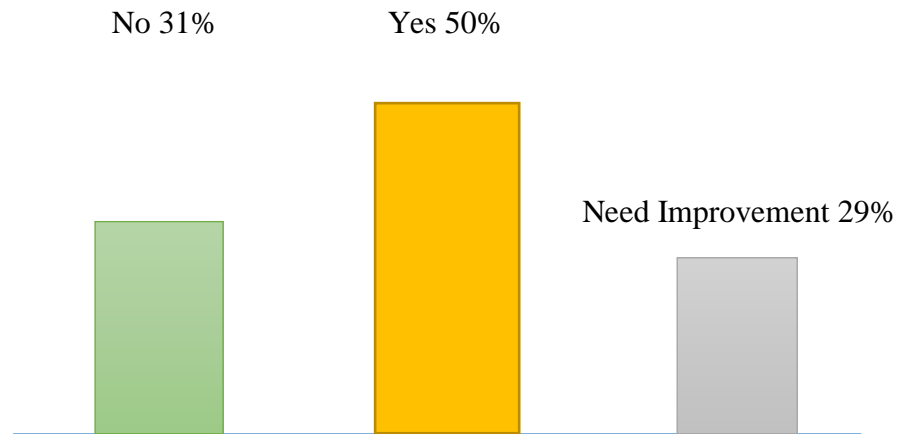
From this chart we can understand after successful project all want certificates. Because certificate is important to add in CV or resume. Less people is not interested and more people is interested to collect certificate.

Did you participant in the World Marketing Summit on Nov 6th & 7th?



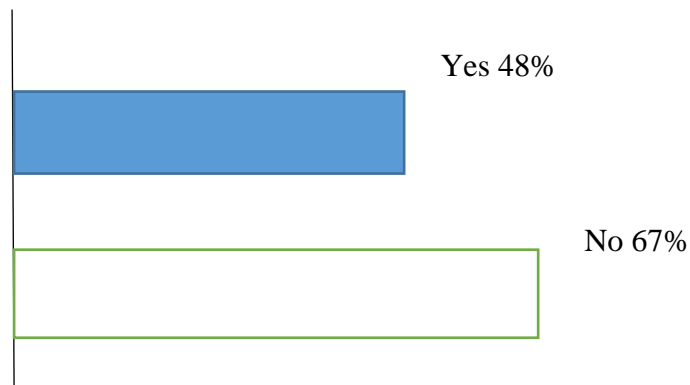
This data can get to know about after registration how much participants join in WMS. We can see from this above information that most of the people join and less people didn't join or missed it. People are interested most for join WMS. Because they are getting knowledge from world's best professional speakers. Also after summit each participants will get certificates from Kotler Impact Canada. This is one of the most precious opportunity for the participants.

Are you satisfied with the session?



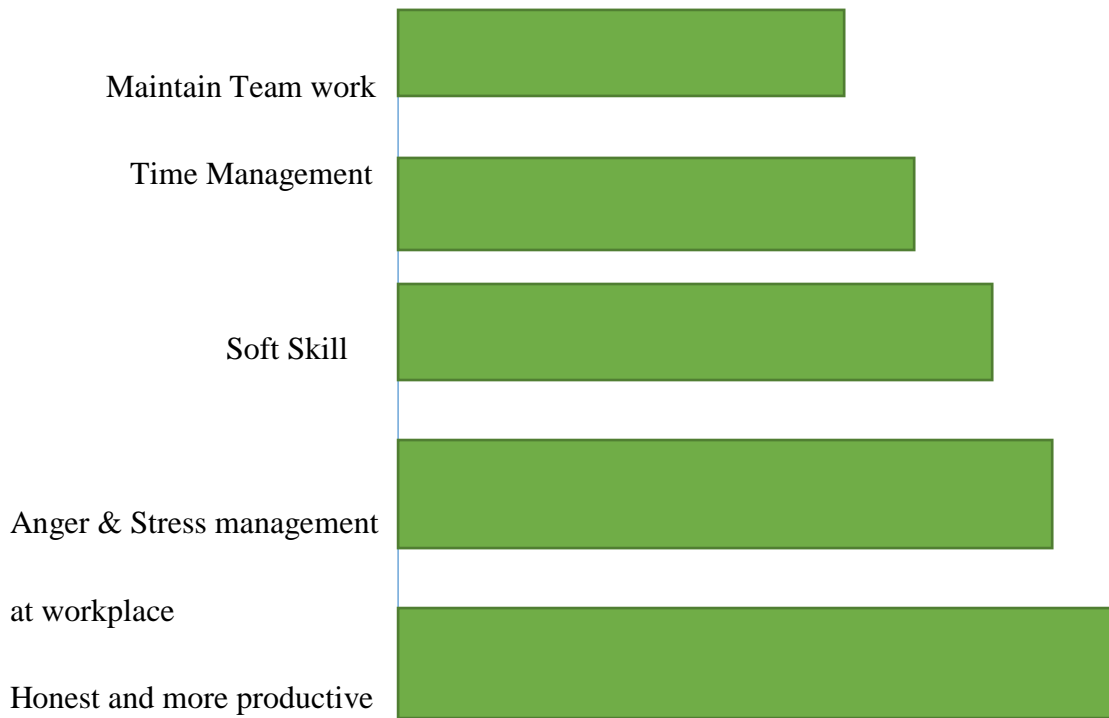
World Marketing Summit happened on November 6th & 7th. From different country 110 speakers join this session to share their knowledge about sustainability & marketing. Every year speakers try to add new information and make it more informative, so that participants can get new idea.

Did you joined last year WMS?



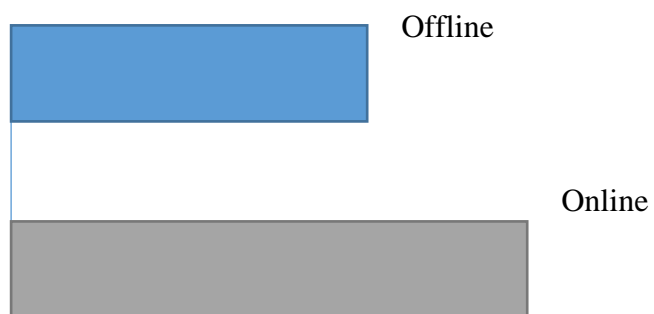
This data help to understand how much people know about last year WMS. I mentioned one of the chart in above, which says in WMS 2022 participants join more if we compare with last year. So it is clear that, of course World Marketing Summit (WMS) is very pleasant for participants, that's why this year more participants join in WMS 2022.

What type of topic you want in future WMS?



This data chart help to understand Northern Education Group to organize more productive sessions for students and corporate professionals. This type of data information help both participants and organization. Here participants can share their needed skill area and organization will easily understand to arrange skill development session for all.

Which session you prefer most online or offline?



In the chart we see most of the people want online session more than offline session. Because offline session is more time consuming. Also time and venue is not suitable for all time for everybody. That's why most of the time participants miss offline session. Online session is more easy to arrange and as well as participants can join easily from anywhere and anytime. Also offline session is more money consuming. On the other hand, in online session speakers can join from any foreign country at any time. So that's why overall participants more like online sessions rather than offline session.

3.4.4 Conclusion

Here I want to conclude my full writing based on the topic 'An analysis on recruitment, selection and induction process and project implementation'. I can see how they recruited their employee very closely and further selection process of their organization. Also when I joined as an intern, I think I am lucky because a project was just started which is World Marketing Summit 2022. So I got the opportunity to work on that project. In my full internship period I got the opportunity to work with this full project with my team. Because of this project I attend fieldwork as well as corporate meeting and university to promote this project and get sponsorship. I am pleased to work each an organization where every employee are very helpful and communicative.

3.4.5 Recommendation

My last recommendation is, every students need to take internship very seriously, because it not only essential for their graduation but it is helpful for connecting with corporate world very closely. Some organization offer permanent job for interns after internship. I feel honored. My managerial skills, corporate expertise, consciousness, ability, and assurance all evolved as a result. HRM is the greatest location for students majoring in HR since it gives them the chance to closely study a variety of HR-related topics. On the opposite side all organizations need to help their interns while they work. All employees from all department and supervisor need to create friendly relationship with interns, so that interns may not feel awkward or stressed in the work place.

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5. Appendix A.

Where you got to know about WMS?

- Facebook group
- University club
- WMS Facebook page

Do you want to certificate?

- Yes
- No

Did you participant in the World Marketing Summit on Nov 6th & 7th?

- Yes
- No

Are you satisfied with the session?

- Yes
- No
- Need Improvement

Did you joined last year WMS?

- Yes
- No

What type of topic you want in future WMS?

- Maintain Team work
- Time Management
- Soft Skill
- Anger & Stress Management at workplace
- Honest and more productive

Which session you prefer most online or offline?

- **Online**
- **Offline**