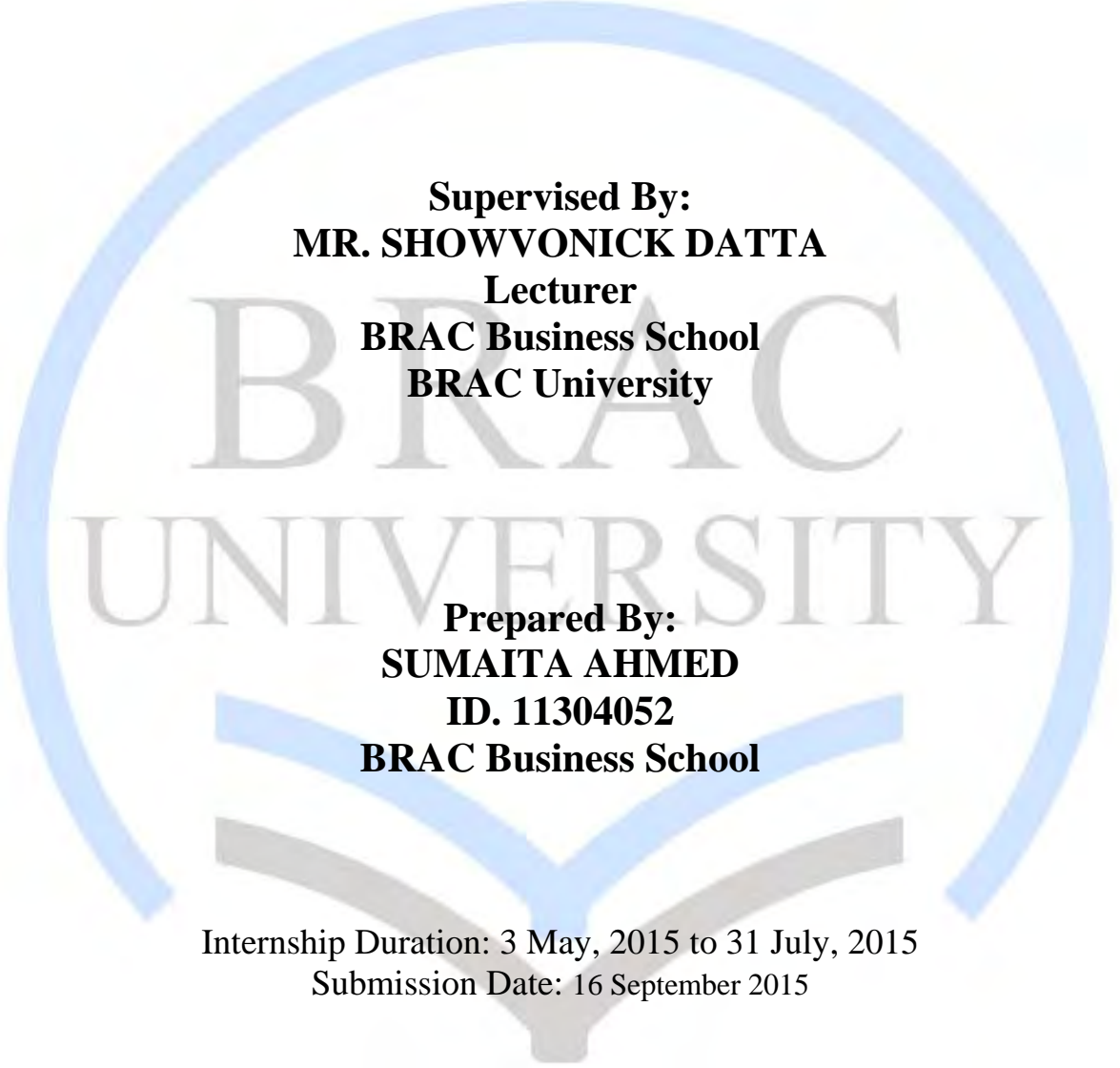# Internship Report on Microsoft Student Programs of Microsoft Bangladesh Ltd.

Supervised By:
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Internship Duration: 3 May, 2015 to 31 July, 2015
Submission Date: 16 September 2015

BRAC Business School
BRAC University

LETTER OF TRANSMITAL

15 September 2015

MR. SHOWVONICK DATTA

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Sir,

This is to inform you that I have prepared the Internship Report on the "**Microsoft Student Programs of Microsoft Bangladesh Ltd.**" which is obligatory requirements for the BBA Program of BRAC Business School. It has been a great contentment for me to have the opportunity to apply my academic knowledge in practical field.

Here I have tried to discuss on Microsoft Student Programs in Bangladesh and also try to find out the lacking of these programs. In addition, the strategies were suggested to overcome the lacking. I have tried my best to work sincerely to cover all aspects regarding the matter. Overall, this report has enriched my knowledge as well as developed my report writing ability. The report was prepared on the basis of the theoretical and practical learning & experiences from Microsoft Bangladesh Ltd.

The report is submitted to you for the evaluation of my internship from 3 may 2015 to 31 July 2015. I want to thank you for giving me this opportunity to learn and enhance my knowledge.

Sincerely

SUMAITA AHMED

ID. 11304052

BRAC Business School

BRAC University

ACKNOWLEDGEMENT

To bring this report in real form the level best effort and lots of survey and study were made. But still then there is no doubt to mention that this task would not have been possible for me without the unforgettable help, support and assistance of a number of people throughout the preparing period of this report. Words actually will never be enough to express hoe grateful I am, but never the less I will try my level best to express my gratefulness towards some people.

First of all, I would gladly like to thank BRAC Business School of **BRAC University** and **Microsoft Bangladesh Ltd.** for giving the opportunity of having an Internship Program and allow me to submit my report based on "**Microsoft Student Programs of Microsoft Bangladesh Ltd.**" I have gathered an enormous deal of experience while going through the internship period and preparation of this report.

I am especially grateful to **Mr Tanzim Saqib**, tech evangelist of Developer Experience for his kind information and suggestions and overall cooperation to prepare my report. My gratitude extends to him, who have helped me at all possible aspects in preparing this report. From the data collecting to the editing of this report, they have performed an unforgettable helping role.

I would like to express my sincere gratitude to my Internship Supervisor and honorable faculty of BRAC University, **Mr. Showvonick Datta** for his excellent guidance and support during the preparation of the report. In simple words, it would have never been possible for me to prepare this report without the support and instruction of my honorable teacher.

Finally, I thank the students and Faculty of the BRAC University and the Microsoft Student Partners for actively participating in my internship activities that gave me a stronger and more helpful knowledge about the entire report.

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Executive Summary

The primary objective of preparing this report is to fulfill the requirement of BBA program. This contains four credits for internship and to apply the theoretical knowledge gained from the coursework of the BBA program in a specific field.

First of all this report include about the organization Microsoft, the history of Microsoft and the product and services offer by Microsoft. In addition, the future plan and some strategies are also included here.

Then the next part of this report is about the job I have performed during my internship period at Microsoft. I have gained some knowledge and experience which can be helpful for my future from this internship.

In addition, this report focused on specific project which is about the Microsoft Student Programs of Microsoft Bangladesh Ltd. In this project, I have briefly discussed on Microsoft Student Programs, specially, Microsoft Student Partner (MSP) and DreamSpark. Moreover, the main purposes of these programs are also discussed in this report. Furthermore, this report includes the basic strengths, weaknesses, opportunities and threats of these programs.

To prepare this report I have collected some data from Microsoft Student Partners. This report explores the main sources from where students are getting the information about these programs and why they are influenced to join this MSP programs.

Moreover, using leaking bucket theory this report shows the reason why students want to switch to Google. Finally, some recommendations have suggested overcoming the problem.

Microsoft Student Programs| Microsoft

About Microsoft

History

Microsoft is a corporation headquartered in Seattle, Washington, USA. Microsoft supports the invention of, manufactures, and licenses goods and services related to computing. It is a multinational computer technology corporation. The history of Microsoft begins in April 4, 1975, when it was founded by Bill Gates and Paul Allen. Its current best-selling products are the Microsoft Windows operating system, Microsoft Office suite of productivity software, Xbox a line of entertainment of games, music and video and Bing, a line of search engines.

In 1980, Microsoft formed a partnership with IBM that allowed them to bundle Microsoft's operating system with IBM computers, paying Microsoft a royalty for every sale. In 1985, IBM requested that Microsoft write a new operating system for their computers called OS/2; Microsoft wrote the operating system, but also continued to sell their own alternative, which proved to be in direct competition with OS/2. Microsoft Windows eventually overshadowed OS/2 in terms of sales. When Microsoft launched several versions of Microsoft Windows in the 1990s, they had captured over 90% market share of the world's personal computers.

Ireland became home to one of Microsoft's international production facilities in 1985, and on November 20 Microsoft released its first retail version of Microsoft Windows (Windows 1.0), originally a graphical extension for its MS-DOS operating system. In August, Microsoft and IBM partnered in the development of a different operating system called OS/2. OS/2 was marketed in connection with a new hardware design proprietary to IBM, the PS/2. On February 16, 1986, Microsoft relocated to Redmond, Washington. Around one month later, on March 13, the company went public with an IPO, raising US$61 million at US$21.00 per share. By the end of the trading day, the price had risen to US$28.00. In 1987, Microsoft eventually released their first version of OS/2 to OEMs. Meanwhile, Microsoft began introducing its most prominent office products. Microsoft Works, an integrated office program which combined features typically found in a word processor, spreadsheet, database and other office applications, saw its

first release as an application for the Apple Macintosh towards the end of 1986. Microsoft Works would later be sold with other Microsoft products including Microsoft Word and Microsoft Bookshelf, a reference collection introduced in 1987 that was the company's first CD-ROM product. Later, on August 8, 1989, Microsoft would introduce its most successful office product, Microsoft Office. Unlike the model of Microsoft Works, Microsoft Office was a bundle of separate office productivity applications, such as Microsoft Word, Microsoft Excel and so forth. While Microsoft Word and Microsoft Office were mostly developed internally, Microsoft also continued its trend of rebranding products from other companies, such as Microsoft SQL Server on January 13, 1988, a relational database management system for companies that was based on technology licensed from Sybase.

Product/service offerings

When it comes to Microsoft products they have 13 most important Microsoft product lines and they are:

1. Windows: Microsoft's bread and butter are Windows and despite some who predict its demise, the OS is doing quite well. Microsoft revealed that it has sold 400 million copies of its latest version, Windows 7. Still, Microsoft faces challenges. PC growth is slowing and with the most drastic overhaul ever of Windows planned for Windows 8, it remains to be seen how the market responds to the product's new tile- and touch-focused UI.

2. Office: Anyone who knows anything about Microsoft is aware how important its Office franchise is to the company. Microsoft has shipped 100 million copies of Office 2010 since the product's release in mid-2010. Despite a long history of stellar growth, consumer licensing of Office dropped 8 percent last year but businesses helped drive Office revenues up 27 percent during the company's 2011 fiscal year.

3. Exchange: While a growing number of customers are offloading their e-mail systems to the cloud, only a small sliver of large enterprises are making the wholesale shift. Exchange remains the most widely adopted enterprise e-mail platform.

4. SharePoint: While it has its share of detractors, SharePoint is a billion-plus-dollar business for Microsoft because it lets enterprises share information generated from Office and other sources.

5. SQL Server: The database is a key pillar of the Microsoft Server & Tools Business. SQL Server revenues increased 20 percent in fiscal year 2011. On tap for this year is SQL Server 2012, code-named "Denali," which will push the envelope in terms of support for business intelligence features and support for big data.

6. Windows Server: As long as Microsoft is selling lots of SQL Server, Exchange Server, SharePoint and Dynamics, customers need Windows Server. Besides that, of course, Windows Server provides enterprises with their core authentication services through Active Directory and virtualization via Hyper-V, as well as providing the infrastructure for products such as IIS and Windows Storage Server.

7. Visual Studio: The latest release, Visual Studio 2010, has enabled thousands of developers to target Microsoft's latest platforms, including Windows 7, Windows Azure, and Windows Phone 7, as well as the forthcoming Windows 8. "Visual Studio 11" is now in the works.

8. Xbox: At last count, Microsoft reported 35 million members of its Xbox Live community. In fiscal year 2011, Microsoft sold 13.7 million Xbox consoles, compared with 10.3 million in 2010. Revenues for the company's Entertainment and Devices Division hit $2.7 billion, a 48 percent year-over-year increase.

9. Bing: It will be a long time, if ever, before Microsoft's search engine can unseat Google as the default search engine of choice. But thanks to Microsoft's partnership with Yahoo!, Bing has grabbed a 14 percent share of the search market, up 31 percent over FY 2010. Still, Bing and the rest of Microsoft's advertising and online business continue to lose money to the tune of $2.5 billion, based on revenues of the same amount.

10. Dynamics: Microsoft's portfolio of ERP and CRM software and services is believed to generate more than $1 billion in revenue. While Microsoft is in the process of updating the entire portfolio with cloud and social networking features, the company faces a barrage of rivals in this cutthroat market.

11. System Center: Believe it or not, the Microsoft System Center product line also brings in more than $1 billion in annual revenue. Used to manage both hardware and software running in enterprise datacenters, Microsoft just gave the management suite a major refresh. Due out in the first half of this year is System Center 2012, which will add new capabilities to operations and applications management.

12. Skype: The newest addition to the Microsoft portfolio, Skype grossed $860 million in 2010, according to its IPO filing, before the company was snapped up. Between the unified communications business of Lync and Skype, Microsoft says it intends to increase the availability of real-time voice and video communications to consumers and enterprises.

13. Windows Azure: This is the only product line on the list that probably isn't even close to generating a billion dollars in revenue. Nevertheless, the Windows Azure platform is clearly an important product line as Microsoft customers and partners transition their systems and apps to the cloud. Its success or failure will have huge implications for Microsoft.

Future plan

There was a time, not so long ago, when Microsoft and computing were synonymous. Since then, Macs have carved out their own slice of the marketplace, and devices like smart phones and tablets have muddied the boundaries of the PC's reach.

Microsoft is preparing to undo all that.

We've all heard the marketing spiel about a unified user experience across Windows PCs, phones, and tablets. Microsoft's 2015 BUILD keynote assembled all the pieces into one impressive whole. This isn't just a clever line for an ad campaign; it's a comprehensive attempt to turn Windows from an OS into multi-platform ecosystem.

Millions of people around the world use Windows for work and at home. However, with the concept of the PC becoming more intangible, Microsoft is clearly aware it could eventually be in

trouble if it doesn't expand. Windows needs to become more than just the OS most use on their PC. Microsoft has known that for years, but now it actually has a workable plan to achieve its goal.

Bringing developers on board: Microsoft wants to offer the same experience to Windows users on their phones and tablets as experienced by those on their desktop computer. A similar experience isn't enough. Only the real thing will suffice, as proven by Continuum. The devices will matter less and less, because they're simply conduits to give users access to Windows.

Just as you can upload a clip of your best performance in Halo directly from your Xbox One to your OneDrive, or sync a tidbit from OneNote across your phone, tablet and laptop, expect to see your Windows devices become increasingly intertwined. Some might find the trend annoying, but many will love how it makes common tasks easier.

Microsoft made sure to push this movement heavily at BUILD, because the developers in attendance are the ones who will make the company's vision a reality. Any platform is only as good as the software that can be used on it, and Microsoft are going wide in the hopes of delivering as much quality content to their users as is possible.

We saw plenty of different coding languages producing software for a host of devices during Microsoft's BUILD keynote, and that wasn't any coincidence. Whether it's offering up a more open version of the Office suite with support for custom-made add-ins, or providing an Android emulator as part of Visual Studio, Microsoft is designing tools to make Windows the home of development.

Beyond that, there's the key element of crossover between Windows 10 on all platforms. Microsoft wants to make it as easy as possible for development to cover PCs, tablets and phones. That goal is to make programming for Windows more appealing, and thus populate the Windows Store with the sort of apps users want to download.

Engaging the audience: With developers committed to the advantages Windows allows them, Microsoft can aggressively court consumers. A well-stocked Store will tempt Windows emigrates back to the OS, and there is already a plan to keep them on board afterwards.

Take Cortana, for instance. Personal assistant software still seems likely to capture the imagination of the mainstream, but Microsoft's version seems to have an underpinning that ties into their aim of broadening the reach of Windows as a whole. Cortana has been touted as an assistant that will learn about user's habits and interests to deliver the best possible service. We saw a slight twist on that idea in Microsoft's BUILD keynote, where Joe Belfiore explained some changes to the Windows Lock Screen.

The new Spotlight feature will expand upon promotional efforts to publicize Windows Store content. Users will be able to tell their device what interests them and what doesn't, similar to the system currently in place as part of the Windows 10 Technical Preview to customize Lock Screen wallpapers.

On the surface, it's a minor point, but Belfiore's wording when demonstrating the functionality might illuminate its greater purpose. He referred to users teaching their device about their preferences, which suggests much more of a relationship than simply checking a box in the Control Panel.

Microsoft is attempting to develop the relationship between users and the Windows OS over time. Between a work PC, a tablet for recreational use and a Smartphone, users will be able to train Windows to fit into their life just as they desire. And once that's done, it'll be hard for said users to jump to another OS.

Microsoft Student Programs| Microsoft

Description/nature of the job/s

As Microsoft is a well known brand, I was my pleasure to join there as an intern. I have joined as an intern at Microsoft in 3 May 2015. The department where I have joined was called developer experience. This department basically deals with student developer and also supports other departments.

The nature of my job is mostly to assist the head of this department about different project, market analysis, collecting necessary data from different sources and facebook page maintenance.

Specific responsibilities of the job

- **Study on Microsoft Student Programs:** I have collected different information about Microsoft student programs. My supervisor from Microsoft Corporation has guided me about this aspect. I have collected information from secondary resources like facebook and their website.

- **Take responsibilities of different event:**

Microsoft has taken part in two different events at MIST (Military Institute of Science and Technology) and ULAB (University of Liberal Arts Bangladesh). Before the event, I was responsible for collecting and preparing agenda of the event. Moreover, I was responsible for the check-list or in other term whether all the necessary elements were ready for the event or not.

- **Give presentation during the events:**

I have prepared my presentation on Microsoft Student Programs. At first I had to give demo presentation on those topics in front of my supervisor and finally I have given presentation during the event called "CodeSpark" at MIST (Military Institute of Science and Technology) and ULAB (University of Liberal Arts Bangladesh).

- **Record Necessary information during meeting and event at Microsoft office:** I have attended in different events and meetings. During the events I was allowed to give my individual opinion. In addition I was responsible for recording necessary information during different events and meetings. Finally, I have recorded all the information all together and send those data to the head of the department.

- **Social Networking site maintenance:** Microsoft has a facebook page called Microsoft Developer. This page is designed basically for student developer. I was one of the admin of that page. My tasks were to give different post in different time according to the instruction. In addition, maintain the page content. For instance, if there was any unnecessary or irrelevant content post by the audience then my responsibility was to remove that post immediately.

- **Market research:** I have done research on two different aspects:

  - **Youth organization:** The main objective of the research was to find out the potential youth organization in Bangladesh. In addition, I had to find out the reason why they were impactful for the upcoming programs of Microsoft. Finally,

I had to make a list of those organizations including their web address and facebook page.

- o **Application list:** Through a market research I had to find out the high rated application list submitted from Bangladesh in windows store. I had to make a list based on seven different categories: Education, Entertainment, Games, life-style, Business, productivity and new.

- **Learn web-designing:** With the help of MVA (Microsoft Virtual Academy) I have leaned HTML and CSS language. By using those languages I have learned to develop and design a web-site and it was an essential part of my internship.

- **Writing blog on web-designing:** As a part of my internship program I have written two blogs. One was on "how to create an web-site" and another one was "how to publish your website"

Windows Women:

যাত্রা শুরু মাইক্রোসফট উইমেনের

● আহসান রনি

"Windows Women" is a new project of Microsoft Bangladesh Ltd. The main purpose of this project is to increase the participation of Bangladeshi women in computer training and to influence other to use genuine version of Windows Operating system and Microsoft office.

So far, there are ten women from the different part of Bangladesh who has been acknowledged by Microsoft as Microsoft Brand ambassadors. Each of them is an entrepreneur.

In addition, there are some student Microsoft Brand ambassadors. However, this was not officially declared. They will be acknowledged soon.

Beside my internship, I have got this opportunity to be a student Microsoft Brand ambassador and a part of windows women project.

CHAPTER 1: DESCRIPTION OF THE PROJECT

Objective of the project

<u>Primary Objective</u>

The primary objective of preparing this report is to find out the reason "why Microsoft student partners are switching or have intention to switch from Microsoft to Google."

<u>Secondary Objective</u>

- To discuss Microsoft Student Programs
- To find out whether the initiative and activities of these programs are focused on the purpose.
- To explore the satisfaction level of the students of these programs.
- To observe the possible future opportunities and threats of these programs.
- Based on findings and analysis, to give overall comments.
- To recommend some solution if any major predicament is found

Methodology

Type of report

This report is exploratory in nature- focusing on both qualitative and quantitative analysis and description.

Population and sample

The population is the entire Microsoft student Partner in Bangladesh. However, for some limitation it was difficult to collect information from all of them. So, in this project around 30% students were considered as sample size.

Source of data collection

<u>Primary source:</u>

- Data has been collected through telephone interview.

- Same questions have been asked to all the students.

- Some data are collected through informal conversation.

Secondary sources:

Secondary data has been collected from official website of Microsoft, Microsoft Student Partner and DreamSpark**.**

Limitations

The report faced many problems during its preparation, which has limited purpose of the report. The limitations are:

- It was not possible to collect data from all of the MSP.

- I believe some of the students did not response correctly as I was from Microsoft. So, it was difficult for me to convince them to give me the right feedback.

- In addition, for the limitation of time it was difficult to cover all the Microsoft students programs. Thus, I have covered only two programs. Moreover, I focused on Microsoft student partner programs most.

- The internship has been made for three months long duration but it is very much difficult to set true practical experience with current world circumstances in this short span of time.

CHAPTER 2: MICROSOFT STUDENT PROGRAMS

Microsoft always gives many opportunities for the students. In addition, Microsoft believes that students are the future developer and user of technologies, software, applications and games. Thus, world-wide there are some programs designed by Microsoft especially for students. Similarly, in Bangladesh, Microsoft helps and gives opportunities to students to build their knowledge about technology through some programs.

In my project I have discussed about two of their programs: Microsoft Student Partner (MSP) and Dream-spark.

Microsoft Student Partner (MSP)

The Microsoft Student Partners is a worldwide recognizable program to sponsor students majoring in disciplines related to technology. The MSP program enhances students' employability by offering training in skills not usually taught in academia, including knowledge of Microsoft technologies.

The program is available in most countries including, and all students in college and university level are eligible to apply. If accepted, Student Partners are assumed to further share the knowledge among the academic community by, for example, arranging courses, giving presentations and initiating projects.

The MSP Program was initiated in 2001, and operated in 15 countries for five years. In late 2006, the program was expanded to 50 countries worldwide, and as of July 2010, there are more than 2800 members worldwide across 101 countries and regions.

Purpose:

The MSP program is an educational and promotional program to sponsor undergraduate and postgraduate students majoring in disciplines related to technology, typically computer science, computer information systems and information technology. MSP program aims to enhance students' employability and increase students' awareness of Microsoft technologies. Student Partners are offered training especially in product-specific skills not typically taught in academia.

The program aims to increase awareness of Microsoft products, programs and initiatives. Consequently, the program helps expanding the user base of Microsoft products, and results in better availability of properly educated workforce in those technologies.

Activities:

Student Partners are given access to the latest Microsoft software, development tools, reference material, industry events, and training opportunities. MSPs are assumed to further share the knowledge among the academic community by arranging courses; giving presentations and lectures; and initiating projects among the students. MSPs are also used to promote incentives, for example, the Microsoft Imagine Cup.

DreamSpark

DreamSpark is a Microsoft Program that supports technical education by providing access to Microsoft software for learning, teaching and research purposes. DreamSpark can kick-start student's career, giving them the best professional-level design and development tools—at no charge—to literally make their dreams come to life.

Thus, to get the real coding experience student need to build powerful apps, games and web sites so that they can be confidante and self-motivated.

Benefits one can get from DreamSpark:

- DreamSpark is simple and it's all about giving students Microsoft professional-level developer and designer tools at no cost so that students can chase their dreams and create the next big breakthrough in technology - or just get a head start on their career.
- DreamSpark helps educators teach the latest technologies and experiment in research. Microsoft knows that to make learning more motivating, relevant, and engaging for today's students requires a diverse set of resources. DreamSpark gives educators the resources to ensure their classrooms always have the latest technologies to challenge, motivate, and keep students engaged in new ways.
- DreamSpark is also a subscription for Academic Institutions and it provides a cost-effective way to put Microsoft developer tools, platforms and servers in labs and

classrooms, and on their students' and faculty's computers for learning and research purposes. It reduces lab costs and teaching budgets.

- Deep resources, expert help, tutorials, sample code, how-to's, coding camps and contests to help you get your first app published
- Free membership in Xbox Live game portal, Windows Phone Developer Center and Windows Store

Microsoft Virtual Academy (MVA)

With the subscription on DreamSpark a student can get free registration on Microsoft Virtual Academy (MVA). Microsoft Virtual Academy (MVA) is a web-site from where registered students can join online courses, get expert's help as well as certificate on individual course.

The courses are basically technical courses, for example; web-designing, coding language, game development etc.

Overall Purpose of Microsoft Student Programs:

➤ **Promotional Activities:** Through these programs Microsoft expect student to promote their product. When it's about Microsoft many of the people think that it's only about windows and Microsoft office. However, there are also other products and services offered by Microsoft. Therefore, Microsoft expects these programs would help the organization to promote their other products and services positively.

➤ **Developing application and games for windows store without any cost:** MSP's are committed to Microsoft to develop and submit their applications and games. For that, they don't get any financial benefit. On the other hand, when user download those applications and software Microsoft get some benefit which helps them to increase their brand value.

➤ **Positive word of mouth communication:** Through these programs Microsoft want to build a positive word of mouth communication. So that, other people, more importantly, next generation can know the values of technological knowledge. Moreover, they can be loyal to Microsoft and influence other with their positive word of mouth communication.

- ➤ **Decrease piracy in Bangladesh:** In Bangladesh, most of us use pirated version software and application. However, it's a loss other company. As a result, Microsoft wants to convey this message that piracy is illegal and it can be harmful for or day to days working and personal life as well. Therefore, these programs help them to spread this massage easily.

CHAPTER 3: FINDINGS AND ANALYSIS

SWOT analysis of Microsoft Student Programs

Based on the findings, some of strengths, weaknesses, opportunities and threats have been discussed here:
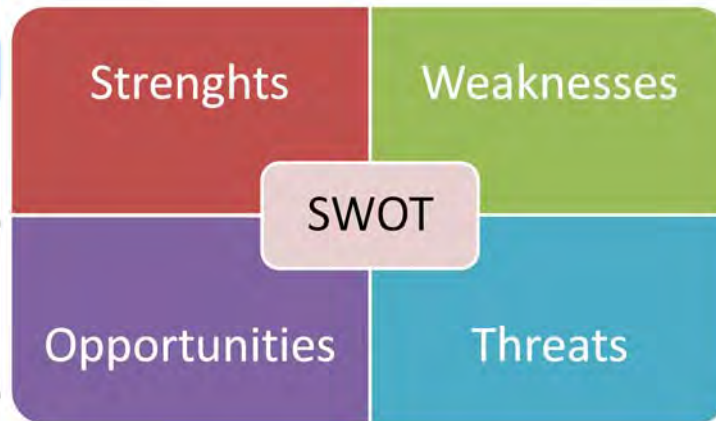
Strengths

➢ Students are satisfied with service of DreamSpark. In addition, as from DreamSpark student can get chance to download the software and application without any cost, student are so much satisfied with this service.

➢ In addition, some of the students are now started to using actual version of windows and other software instead of pirated version. So, from this news it can conclude the purpose that to decrease piracy, is actually fulfilled.

➢ MSPs are satisfied with the training that provided by Microsoft and also satisfied with the working environment. Thus, it is strength for these programs.

Weaknesses

➢ Some students are leaving because they think that working pressure is very high and it could be harmful for their study.

➢ Moreover, their social networking site is not that much active. As a result, students are not getting the right information at right time.

- Though they have invested on the events but student are not influenced by their events. Rather friends are the most influential figure for them. Thus, their events purpose is not successful.

Opportunities

- Students are ready to share about DreamSpark among their peers and family as well. Thus, it can be a future opportunities for Microsoft.
- As Bangladesh have already the law of anti-piracy, student can now understand the importance of Microsoft Student Programs, especially, DreamSpark.

Threats

- Some of the students are creating negative word of mouth communication because of the working pressure they have experienced as a MSP.
- Google are trying to give some opportunities for the students in Bangladesh such as, Google android learning jam. Moreover, Google android developer group is already present in Bangladesh and some of the students already switch in Google. So, it is a threat for Microsoft.
- In addition, online courses are not that much famous in Bangladesh. Consequently, students are not interested in Microsoft virtual academy.

Other findings

Source of information

The purpose of the research was to find out the sources those used by Microsoft to convey the message of Microsoft Student programs, how much productive those sources are. Microsoft in Bangladesh is using three main sources by which they want to share the information about their program so that student can join. Those three sources are: events in different universities, friends, and social networking site.
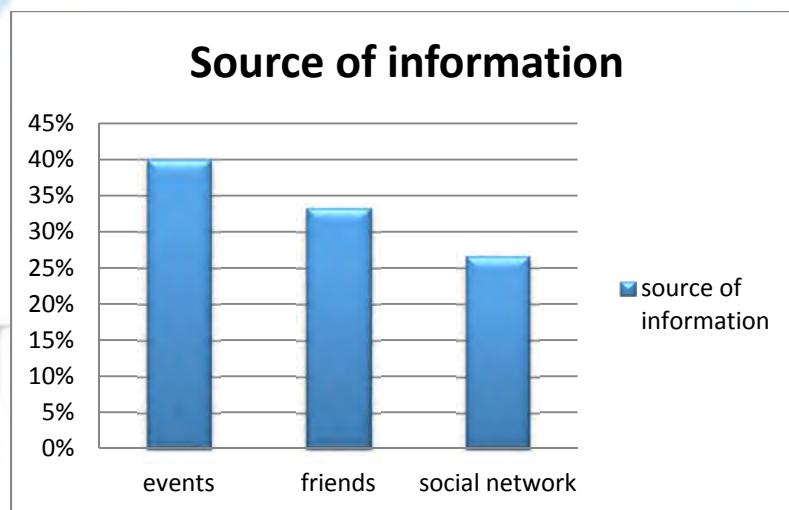
According to the chart it has found that about 40% students get the information from the events, 33.33% from their friends and 26.67% from their social networking site.

Thus, Microsoft needs to give more focus on their events. In addition, positive word of mouth communication should be created as students also get this information from their friends. Finally they should find out some solution to increase their social networking activities.

Influencing issues

There are some major issues those have found which persuade the student to join Microsoft as an MSP. From my working experienced in Microsoft, I found that three things can influence most: events, friends and faculties.
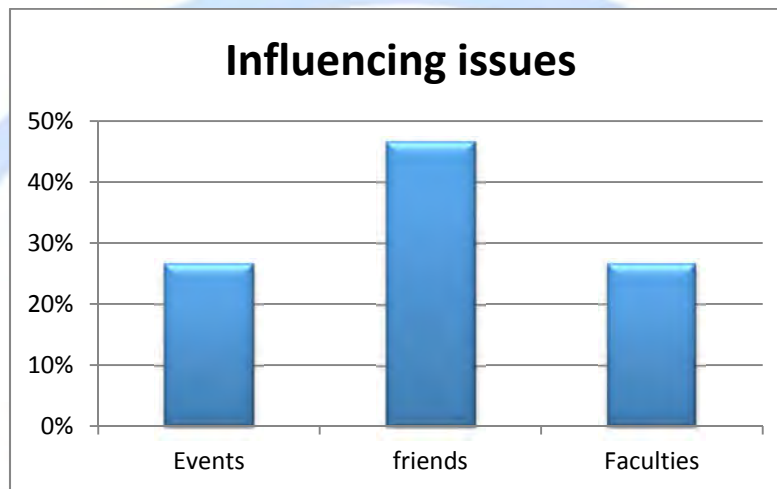
About 47% students are influenced by their friends. On the other hand, events and faculties have similar result.

Therefore, again creating positive word of communication is a precious issue. In addition, Microsoft need to influence the faculties as well because as a student I assume that its student mindset that faculties are expert and experienced so if they want us to move forward then we think that definitely we will be benefited.

Knowledge and training provided for Students, working environment and time that student have to spend as an MSP

As an MSP as well as from Dream-Spark students gets technical knowledge and training. However, whether these training are fulfilling their purpose or not and in my research I wanted to observe that as well. In addition, the working environment is good enough or not and whether the students are satisfied with the time they need to spend as an MSP. I wanted to explore all of these matters in my research as well as their level of satisfaction.
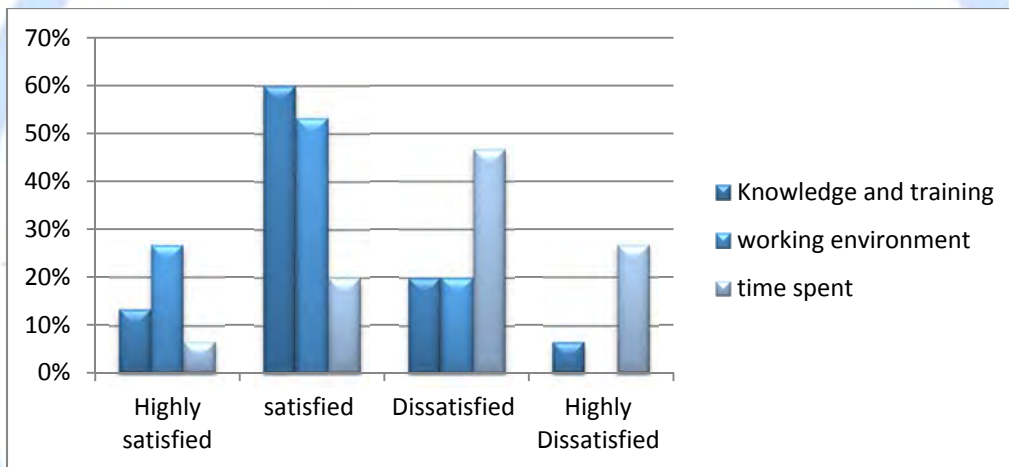
From the chart, it can conclude that students are satisfied with the knowledge and training that provided by Microsoft. However, students might need to spend much time on the work and that might be harmful for their academicals study. Thus, some of them are not satisfied of this MSP program.

Possibilities of switching:

From this research it has found that Google are trying to give some opportunities for the students in Bangladesh such as, Google android learning jam. Moreover, Google android developer group is already present in Bangladesh. Thus, whether these issues are influencing students or not and this is one of the objective of my research.
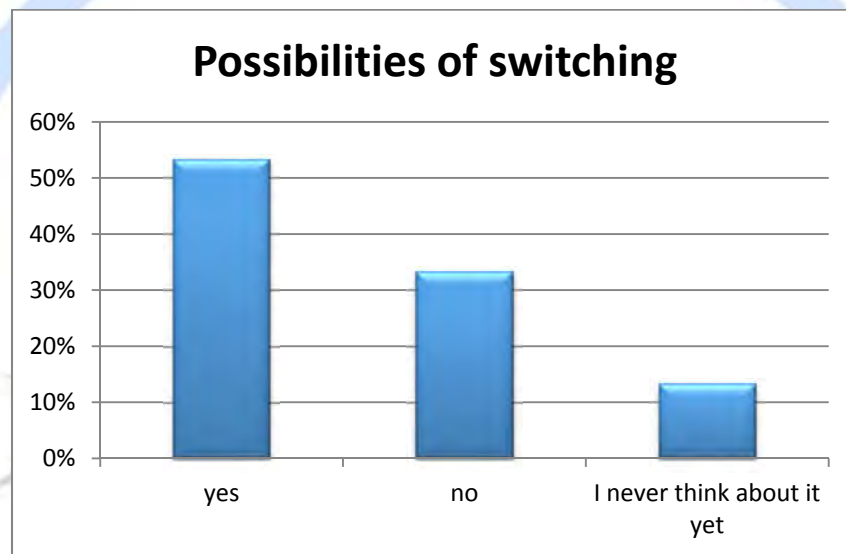
This chart is showing that there is high possibility of switching and it can be a threat for MSP program in future. In fact, some of the students are already leave Microsoft and join Google. Thus it is high time for Microsoft to give more concern on this issue.

Encouragement of Dreamspark:

As it has been already mentioned that dreamsprak is for all student. However, whether the service of dreamspark is known to the student other than MSP or not. This is one of the purposes of this research.
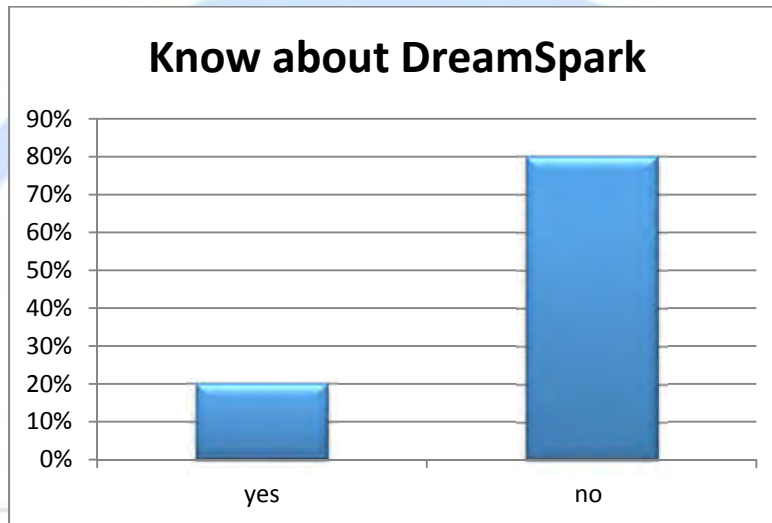
About 80% of the MSP did not know about DreamSpark before joining MSP. However, as this service is for all students. Thus, Microsoft should use other media and promotional activities to endorse this service for all students around the country.

CHAPTER 4: DISCUSSION AND RECOMMENDATIONS

The Leaky Bucket Theory

The "leaking bucket" concept models a business as a bucket and customers as the water in the bucket. Therefore, a leaking bucket refers to a business that is losing customers and market share. According to Anne Miner, founder of Calgary, Canada-based consulting firm The Dunvegan Group, "businesses must acquire new customers to compensate for the loss or leakage of existing customers. Leaking bucket marketing is part of a company's overall customer retention strategy." (Basu, 2010)
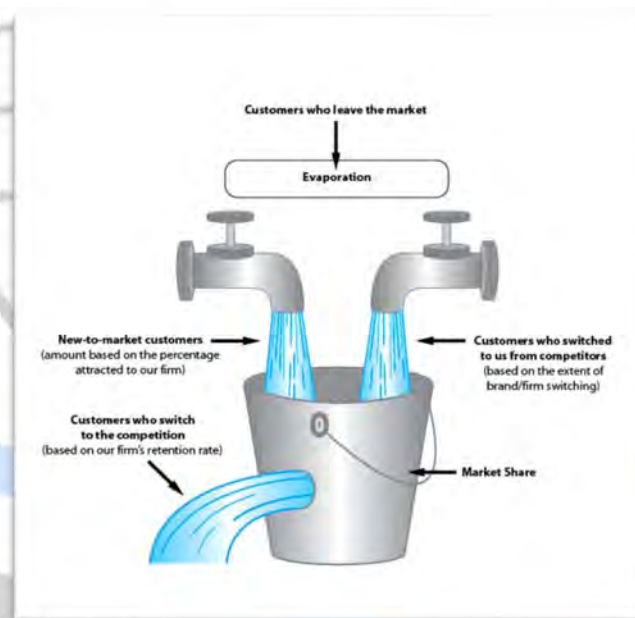
Thus, I have observed that MSPs are switching or have intention to switch to Google. The main reason behind this is the working load of Microsoft. Moreover, students do not get any financial benefit from this program. Therefore, according to leaky bucket theory it can state that Microsoft is losing their member. In addition, some of the students are leaving due to higher education or full time job. So, it is high time they should try to fix their leaking bucket. Here, I have recommended some strategies so that they can solve the problem:

Fixing the Hole

This solution is very simple. As I have already found that students are not satisfied due to working load, Microsoft need to make sure the working load should not be very high and they need to make sure this with their existing student partners. In addition, Microsoft can give them other benefits like reward for best performance. Thus, Existing student will be happy and do not want to switch to Google. According to the Canadian-based consulting firm The Dunvegan Group, "cost five times less than the cost of acquiring a new customer." (experian corporation , 2009)

Increasing the flow of new MSP

To the flow of new MSP, Microsoft needs to focus on their event. They need to make sure that students are getting right and convincing message from their events. Moreover, as it is already found that almost 47% students are influenced by their friends, Microsoft should concern on positive words of mouth. In fact, faculties are also influenced their students to join Microsoft, therefore, Microsoft could communicate with them and convince them as well.

Speaking with previous MSP

Another strategy can be speaking with previous MSP and try to find whether there is any other problem or not. Moreover, Microsoft can try to explain why the work load was high and also take some suggestion from them. By doing this dissatisfied students will have a feelings that they were the important part of the organization and finally their negative word of mouth communication will convert in positive word of mouth communication

CHAPTER 5: CONCLUSION

Microsoft students programs are really helpful for students and these programs are giving future opportunities for the students in Bangladesh. In addition, through these programs students are getting chance to enhance their resume for future and they are also gets the experience to work with flourishing people of Microsoft. Thus, it will be beneficial for their professional life as well. However, for some difficulties students are not getting the right message and could not understand the importance of these programs offered by Microsoft, consequently, some of the students are creating negative words of mouth communication. As a result, from the perspective of Microsoft, the organization could miss the future opportunities in Bangladesh. So, it is high time for Microsoft to concern more about this matter and tries to make sure that previous MSPs are not making any negative words of mouth communication and existing MSPs are satisfied with the service they are getting from Microsoft student programs. Finally, Microsoft needs to influence more students to join their programs through other way of communication other than the traditional way.

CHAPTER 6: RECOMMENDATION

➢ Google has its own brand value like Microsoft. However, Google has not yet started such program like Microsoft expect Google android learning jam which is very new in the market. Thus, Microsoft still have chance to convince the students. For that they should make the working environment friendlier and involve themselves more on organizing different events and workshop in universities.

➢ In addition, they need to make sure that the existing MSPs are satisfied and make them to create positive words of mouth communications. Moreover, MSPs should spread the news of Dreamspark and other exciting program offered by Microsoft. Thus, other students will be convinced and join Microsoft.

➢ As online courses are not very much famous in Bangladesh, Microsoft must make sure that the importance of online courses through their events and campaigns in universities. In fact they can puss the MSP to do some online course so that they can get a positive experienced and make themselves convinced to share the summary to others. As a results, student will be influenced by their friends and understand the value of online courses.

➢ Finally, it is high time for Microsoft Bangladesh to choose other media for communication. For instance, newspaper, billboard, TVC. Because from these media parents can also know about these programs, therefore they can also persuade their children to join Microsoft student programs.

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Appendix

Questioner

1. From where you came to know about MSP?

Events	Friends	Social Network

2. Which thing influence you most to join MSP?

Events	Friends	Teacher

3. The knowledge and training you get as an MSP.

Highly Satisfied	Satisfied	Dissatisfied	Highly Dissatisfied

4. Working environment.

Highly Satisfied	Satisfied	Dissatisfied	Highly Dissatisfied

5. Working pressure.

Highly Satisfied	Satisfied	Dissatisfied	Highly Dissatisfied

6. If you get almost similar opportunity from Google then would you switch there?

Yes	No	I never think about it

Give an overall feedback about MSP

DreamSpark

1. Before joining MSP did you know about Dreamspark?

Yes	No

2. Have you download any product from Dreamspark ?

Yes	No

3. Are you satisfied with the service?

Yes	No

4. Do you suggest other to register and download product from there?

Yes	No

5. Have you done any course from MVA?

Yes	No

6. Give an overall feedback about Dreamspark