



**Faculty of Business of Administration
AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH
(AIUB)**

**INTERNSHIP AFFILIATION REPORT ON
A Study on General Banking Activities of Bank Asia
Limited, Principal Office Branch**

An Internship Report Presented to the Faculty of Business Administration in
Partial Fulfillment of the Requirements for the Degree of Bachelor of Business
Administration (BBA)

Supervised By

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INTERNSHIP AFFILIATION REPORT ON
A Study on General Banking Activities of Bank Asia
Limited, Principal Office Branch

Letter of Transmittal

11th August, 2022

Mr. R. Tareque Moudud
Director
Office of Placement & Alumni (OPA)
American International University-Bangladesh Kuratoli, Dhaka.

Subject: **Submission of the internship report on A Study on General Banking Activities of Bank Asia Limited, Principal Office Branch**

Dear Sir,

It is a great pleasure to hand in the internship report titled A Study on General Banking Activities of Bank Asia Limited, Principal Office Branch, which was assigned to me as a partial requirement for the completion of the degree of Bachelor of Business Administration (BBA).

It is my honor and privilege to work for a leading organization in Bangladesh and to gain an in-depth knowledge on different areas. Throughout the study, I have tried my level best to accommodate information as much as I could, which I thought were relevant and informative. I tried my level best to make this report concise and informative.

I am grateful to you for your generous guidance and kind cooperation at every step of my endeavor.

I would be grateful if you would kindly accept the report and forward it to the respective department of AIUB.

Sincerely Yours,

MD. NASIR AHMED JOY
19-39988-1
Faculty of Business Administration
American International University-Bangladesh (AIUB)

Letter of Endorsement

The Internship affiliation report entitled A Study on General Banking Activities of Bank Asia Limited, Principal Office Branch has been submitted to the Office of Placement & Alumni, in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA), Major in Management Information System, Faculty of Business Administration on 16th May, 2022 by MD. NASIR AHMED JOY, ID: 19-39988-1. The report has been accepted and may be presented to the Internship Defense Committee for Evaluation.

(Any Opinion, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions).

Md. Mehzabul Hoque Nahid

Internship Supervisor

Acknowledgement

In the beginning, I would like to convey my sincere gratitude to the Almighty, the supreme authority of the Universe, for giving me the ability to gather knowledge throughout my life.

Then of all, I express my profound thanks to my supervisor Md. Mehzabul Hoque Nahid, the guidelines and co-operation he has provided to prepare the total report without whose help, the report would be valueless. I would also like to express my heartiest gratitude to Bank Asia Limited, Principal Office Branch, for giving me the opportunity to complete my internship program in his Branch. I am also grateful to the Manager of Operation Mr. Md. Muzibur Rahman of this branch for his constant help and support during my working period at Bank Asia Limited. I would like to express my heartiest thanks to Mr. Mostofa Saif Iqbal, Assistant Officer for his guidance to know about the General Banking of “Bank Asia Limited.”

I have got full support from them. They provided me with all the information I have asked for and involved me in their practical work. Thus, after completing my internship I have gathered practical knowledge and experience in banking activities.

I would also like to thank all officials of Bank Asia Limited, Principal Office Branch for their cooperation, kind support, and affection. There were neat and clean office premises and a superior working environment.

In the end, I must mention my heartiest gratitude to the American International University, Bangladesh for providing me an opportunity to complete my BBA degree and gather practical experience and enrich my knowledge.

Executive Summary

As a financial Institution Bank plays a very important role in the sector of the Economy. Sir John Pagette said, “Bank is such a financial institution which collects money in current, savings or fixed deposit account; collects cheques as deposits and pays money from the depositors account through cheques.” The primary duty of the Bank is to pay interest at lower rates to the depositors and receives interest on loans and advances from them at higher rates. In a country banking sector is considered one of the stable financial institutions.

The internship program is the combination and reflection of realistic learning along with academic Study. The study is not complete without practical experience, this internship program helps to experience the practical scenarios of theoretical studies.

This report is based upon my three months internship in Bank Asia Limited, Principal Office Branch as a partial requirement of the BBA Program. In this report, I am focusing mainly on the general banking of Bank Asia Limited, Principal Office Branch. The banker–customer relationship is the focal part of attention for the bankers. General account opening, requirements of opening accounts, different types of schemes, Encashment of different types of deposit, cheque clearing and collection section, local remittance department, Cash Department, Accounts Department for voucher storage, and Human Resource related Issues and customer services are included as general banking activities. As an intern, I got the opportunity to work in the different areas of general banking. Mainly I was assigned to the management of work at the front desk. Cheque book delivery, desk pass service, inward register entry, ATM card, and pin delivery, and customer services related issues like helping them to fill up the account opening form and to provide various information about the deposit products of Bank Asia Limited was the basic job responsibility of me during my internship.

Like many other organized sectors, Bank Asia Limited also has multi-layer manpower for its various requirements of professionals and support staff. The bank has some reasonably educated security guards and a highly educated and trained professional. They are very cooperative, well-behaved, and helpful so, I never felt any hesitation to ask for any information from them. In this

comfortable working environment, I have learned all the official activities in a professional manner which will definitely increase my professional skill.

Every management team has some limitations. Sometimes, I also had to handle obstacles that I have been faced during my internship period. Organizational error is the subject of concern for bank officials but my personal challenges can be improved by my own effort and academic knowledge.

Table of Content

Cover Page	i
Title Page	ii
Letter of Transmittal	iii
Letter of Endorsement	iv
Acknowledgement	v
Executive Summary	vi-vii
Chapter 1: Introduction	1
1.1 Rationale of the Study	2
1.2 Objectives	3
1.3 Background of the Organization	3
1.3.1 History	4
1.3.2 Mission	5
1.3.3 Vision	5
1.3.4 Organizational Structure	6
Chapter 2: Activities Undertaken	7
2.1 Worked related activities	7
2.1.1 General Banking Department	7-8
2.1.2 Closing Accounts	8
2.1.3 Issuing Cheque Books	8
2.1.4 Receive Cheque Requisition	8
2.1.5 Make Current Accounts KYC	8
2.2 Other Activities (Collect & Give Documents)	9
Chapter 3: Constraints/Challenges	10
3.1 Challenges/problems faced during the tenure with the company	10
3.2 Challenges as an Intern in Bank Asia	11
Chapter 4: Lessons Learned from the Internship Program	13
4.1.1: Corporate Culture (type of working culture you followed within the organization)	14

4.1.2 Practical knowledge on various issues	15
4.1.3 Transforming Skills (e.g. leadership, communication, interpersonal, problem solving. Etc.)	15
4.1.4 Professionalism	17
Chapter 5: Concluding Statements	18
5.1 Concluding statement	18
Chapter 6: Proposed Improvement Plan	20
6.1 SWOT analysis	20
6.2 Proposed Improvement Plan for Your Organizations	23

References

Appendices

Appendix A: Résumé

Appendix B: Joining Letter

Appendix C: Account opening form

Chapter 1

Introduction

This report is based on “A Study on General Banking Activities of Bank Asia Limited, Principal Office Branch” which was initiated as a part of the Internship Program, as a partial requirement of the BBA Program of American International University, Bangladesh (AIUB). It has been my practical work experience at Bank Asia Limited considered as an internship at Principal Office Branch.

An important part of a state's economy is made up of the banking sector. The banking industry has evolved from financial institutions that were primarily engaged in deposit collection and trade finance into a competitive multi-player market where many financial institutions, commercial banks, and specialized banks are operating with a variety of alluring products and services. The focus of my report is mainly on different activities of general banking of Bank Asia Limited, Principal Office Branch and improving Customer Relationship for contributing to the total profit of the branch hence the Bank.

This report consists of six sections, in the first part of the report is an introductory portion along with the Background of Bank Asia Limited. In my internship report, I have enlightened the theoretical outline of the study, which includes definition, fundamentals of Banking Operation, and SOWT analysis & findings. Chapter two describe the whole general banking operation and chapter three describe the limitation and findings. The part of Lessons learned and professionalism is defined in chapter four. The conclusion & recommendations part has been specified in chapters five and six. In this report, I tried to illustrate the whole operation of general banking and make it easily understandable.

Here, I have pointed out the Strength, Weaknesses, Opportunities, and Threats regarding general banking issues and tried to suggest some recommendations relating to that problem in my recommendation section.(Hossen 2021)

1.1 Rationale of the Study:

At present Days there are a number of private commercial banks in Bangladesh and new banks are also forming every year which increases the competition in the banking sector. Because there are not as many investors as there are banks, the deposit crisis problem persists, and the bank is unable to lower the deposit rate in a market that is very competitive, which has an impact on the rate of interest for borrowers. In order to advance my professional career, I wanted to finish my internship program at a reputable bank. I was given the chance to complete my internship at Bank Asia Limited. My destination was the Principal Office Branch. It was a three-month curriculum for practical orientation. After completing the report, the BBA program can be finished. This is the final component that must be completed in order to satisfy all program demands. This report's objective is to outline Bank Asia Limited's overall general banking activities, strategies, rules, and regulations. In the modern world, a student cannot become perfect and competitive with the outside world through academic education alone. The internship is crucial for gaining real-world knowledge, experience, and ideas. I've chosen Bank Asia Limited's General Banking division. As a portion of the BBA program, as approved by the supervisor, the report titled "A Study on General Banking Activities of Bank Asia Limited, Principal Office Branch" has been created.

Fortunately, I have got an opportunity to involve in Bank Asia Limited, Principal Office Branch to complete the internship program. Unfortunately, the scope of the study is limited to this branch only but not also to the others branch of Bank Asia Limited. Mainly I was involved in general banking. So, I have focused the report on "General Banking Activities". As an intern, my scope was limited because there is no policy to permit interns to access banking software but there was a huge scope to gather information in various sections of general banking except banking software.(Mim 2021)

1.2 Objectives

The Objective of the study is to illustrate the overall Operational procedure of the General Banking Division of Bank Asia Limited, Principal Office Branch.

Specific Objectives

Specific objectives of this report are:

- To demonstrate the entire branch general banking procedures of Bank Asia Limited.
- To determine the Specification of General Banking Activities.
- Explain the procedures and requirements to open different types of accounts
- To identify the challenges/problems of the General banking section and provide suggestions to solve the problems.
- To propose a strategy for the solution of those problems for future predictions.

1.3 Background of the Organization:

In the financial sector, Bank Asia is a company having its headquarters in Dhaka's Rangs Tower Purana Paltan (Present Karwanbazar) that was registered under the Corporations Act of 1994. On November 27, 1999, the banking institution officially opened for business. As of December 31, 2021, the financial institution's total equity amounted to tk. 6,444.33 million. There are currently 127 (one hundred twenty-seven) branches of the financial organization. The financial institution handles all types of banking agreements to aid in the development of the nation's commerce and alternative markets. Marketers can also take advantage of Bank Asia's capabilities to develop creative projects and boost business segments. The contributors are well-known figures in the fields of transformation, business, and industries. The bank is managed and operated by a group of remarkably skilled and experienced individuals from the financial and banking industries. The bank's management team constantly focuses on information and foreseeing customer needs. The bank is open from 9:30 a.m. to 7:00 p.m. on Sunday through Thursday, during which time it also offers banking services from 10:00 a.m. to 4:00 p.m. On Friday and Saturday, which are government holidays, the bank is closed.(Ahammed 2019)

1.3.1 History:

Bangladesh's economy has grown quickly during the 1990s. A period of financial activities saw the emergence of modern and horticultural advancements, international trade, the settling of shunned Bangladeshi migrants, local and distant interests in development, correspondence, power, food preparation, and benefit venture. A demand for account goods and administrations was generated by urbanization, changing lifestyles, and financial advancements to support new activities. To meet this requirement, a group of reputable national agents banded together in 1999 and founded Bank Asia Constrained.

In 1994, as a part of the Organizations Demonstration, Bank Asia was founded as an open constrained organization. With Tk. 218 million in paid-up capital and Tk. 800 million in permitted capital, the bank started operations in November 1999. The bank's paid-up capital was Tk. 1116 million as of December 31, 2006.

In a short period of time, Bank Asia has established itself as one of the quickly developing neighborhood private banks. It currently has a network of 26 branches and serves a number of significant business houses while increasingly converting to retail money holding. The other important conduit for its conveyance is the mutual ATM System. Eleven other banks including Bank Asia each have 25 ATMs, according to ETN. Since its modest beginnings in 1999, it has created history by safeguarding the Bank of Nova Scotia's business activities in Dhaka, the first time in Bangladesh's managing an account history. By acquiring the Bangladeshi business of the Pakistani bank Muslim Business Bank Ltd. (MCB), it repeated the execution once again. In our capital business sector's history, the Bank was once again in the news a year ago, this time due to excessive participation in the First Sale of Stock of the Bank's Shares, which was a record (55 times), and its Shares demanded a respectable Premium.

Benefits and obligations have changed dramatically. The Bank's total assets reached Tk. 30,478 million in December 2006, an increase of around 30% over 2005. Shops had expanded to Tk. 25,289 million in December 2006, up 37% from 2005, while Advances had increased to Tk. 22,255 million, up 25% from 2005.

Without leaving the bank helpless, Bank Asia has effectively entered the domestic currency market as well as the global coin market. Notable growth in the bank's interest in Treasury Bills and other

assets created major prospects for better compensation in the management of persistent loan fee decay.

By utilizing its Web Savings Programming and cutting-edge IT infrastructure, Bank Asia maintains its competitiveness. It is the first local bank to offer cutting-edge services including SMS account management, and behind the ATM Organize the Stellar Web Keeping money software permits direct connecting of a customer's record without the need for a different record.

Bank Asia has been successful in developing a simple enrollment strategy to find the top performers. It masterminds preparing initiatives on a constant basis in its efforts to strengthen the Bank's HR.(Hossen 2021)

1.3.2 Mission:

The bank promises to fulfill its clients' multiple demands by assembling goods at a smaller price using suitable technology and offering on-time service, ensuring long-term growth, acceptable return, and output to the welfare of the country with a driven and professional workforce.

1.3.3 Vision:

The vision of Bank Asia is to fully mirror and establish the national goal of achieving a poverty-free Bangladesh by the turn of the century. The goal is to build a society where, in addition to reducing poverty, human dignity and rights are given the most attention.

1.3.4 Organization Structure:

Organogram of Bank Asia Limited, Principal Office Branch:

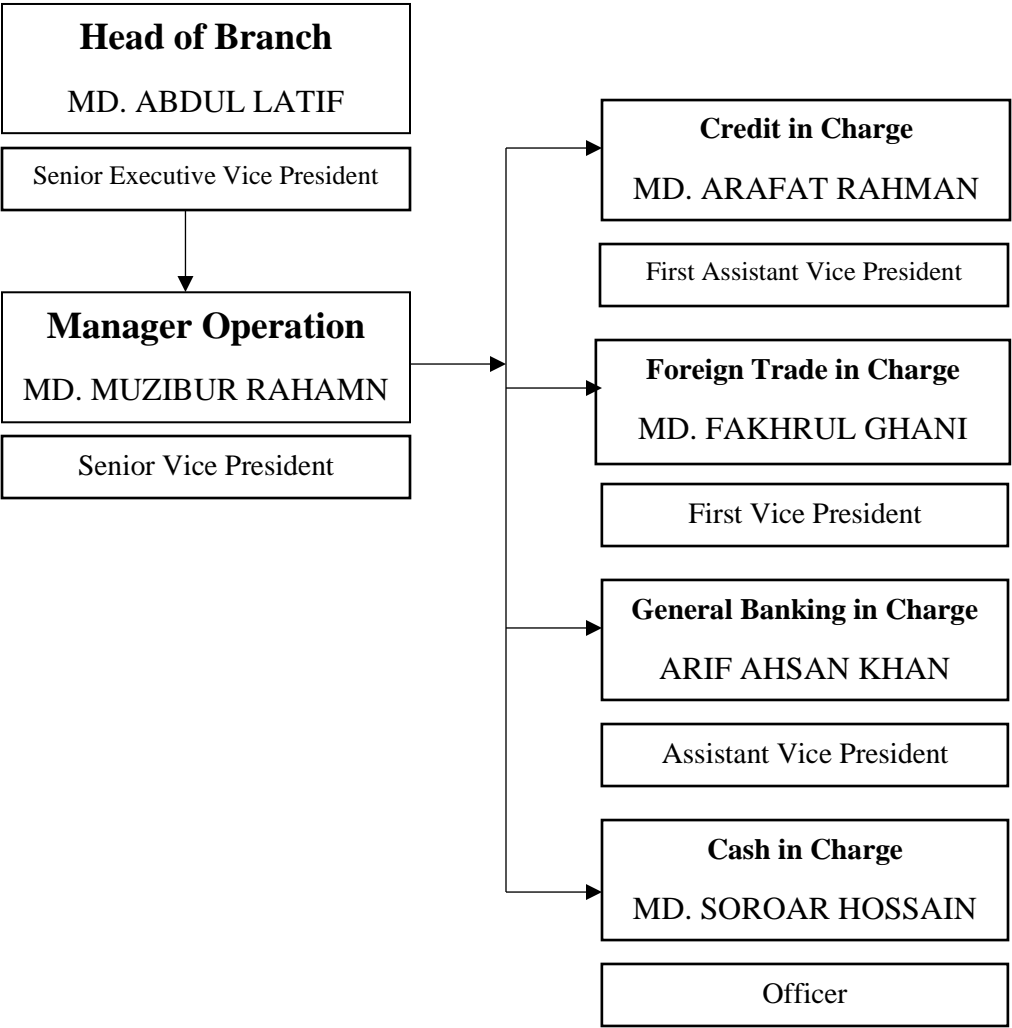


Figure 1: Organogram of Bank Asia Limited, Principal Office Branch

Chapter 2

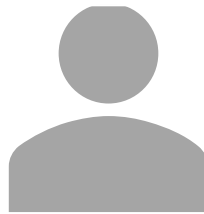
Activities Undertaken

2.1 Work Related Activities:

There are four departments in Bank Asia limited. General banking, Credit, Cash & Foreign Trade. As I am doing my internship as a banker so I have to work in general banking sector.



**General
Banking**



**Closing
Accounts**



**Issuing Cheque
Books**



**Make Current
Accounts KYC**



**Receive Cheque
Requisition**



**Collect & Give
Documents**

2.1.1: General Banking Department

All banking operations are overseen by the general banking department.

This is the busiest and most significant part of a branch because it is where stores are prepared, money exchanges are conducted, and clearing, settlement, and bookkeeping exercises are completed. It provides day-to-day service to clients. The front desk is important in everyday

banking. Customers accept their deposits and rely on cheques to meet their cash requirements. A consumer can also open new accounts, transfer money, request bank drafts and pay orders, and so on. I believe the experience I got during my internship will help me develop in my career.

2.1.2: Closing Accounts

Customer accounts are closed for many reasons. I help customers to fill up the accounts closure form.

2.1.3: Issuing Cheque Books

A fresh cheque book took at least seven working days to be issued. When it came to issuing a check book, there were a lot of processes to take. We must notify clients in order to obtain proper reacquisition, and then we must deliver within one week. My day-to-day responsibilities included receiving customer checks, validating account opening forms, and informing our clients by phone when their cheque books arrived at our bank.

2.1.4: Receive Cheque Requisition

A cheque demand is gotten from the client for giving another cheque book containing a particular number of pages specified by client. One or two times I got the cheque demands for the duration of the day and sent it to the head office toward the day's end.

2.1.5: Make Current Accounts KYC

KYC means Know Your Customer. Now a days, it is very import part for a bank. Current Accounts mainly open for business purpose. Bank wants to know what kind of business account holder do. Account holder submit their Trade License, TIN, BIN, NID, Memorandum of Articles (only for limited company business). Here I do their Current Account KYC in Omnie (Banks' Software). KYC makes accounts High Risk or Low Risk. If any Current Account shows High Risk then I search their forms is their Business Trade License updated or not & also search any documents missing or not. If missing then I inform Operation Manager. Then he manages and give me print

out. After I get all documents, I attach to their forms. Every one-year Bank Asia makes all accounts KYC in their system.

2.2: Other Activities:

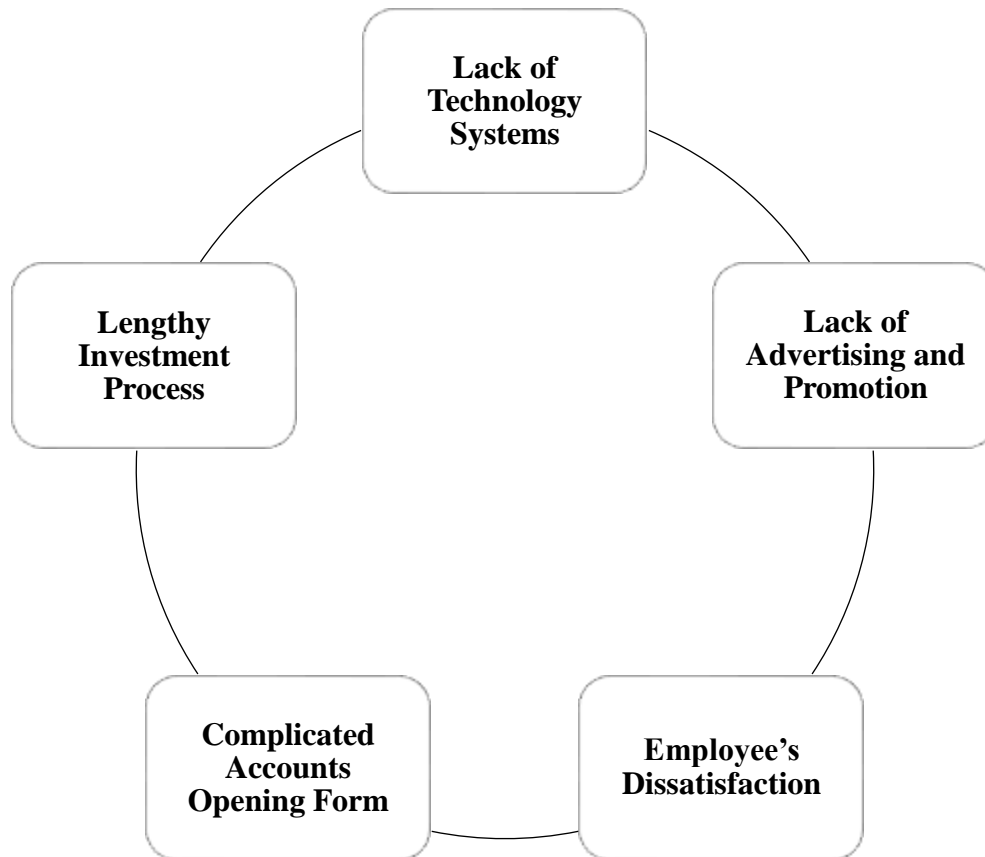
Collect & Give Documents

Sometimes I collect documents from customers and give them Junior Officers to do customer need. Sometimes customer want their Accounts Balance Statement, I print those papers and give them. Sometimes customers want to know some information, if I know then I meant them or do not know then I asked officers and then meant them. Sometimes customers want to open new account or make a deposit account, they need book to write and I write for them.

Chapter 3

Constraints/Challenges

3.1: Challenges/problems faced during the tenure with the company:



Lack of Technology Systems

The technology that the Bank Asia is using for their banking system is not updated. Currently, there is some international bank in Bangladesh, they are very fast and very updated. Bank Asia is backing away from them because of a lack of technology. Still, they are using 2nd generation software system. Also, sometimes their technology server is down and employees cannot work properly.

Lack of Advertising and Promotion

Advertising and promotion are very weak in Bank Asia Limited. Bank Asia does not have any effective marketing activities means that they have no marketing department at all, in the marketing section they do only office work not any advertising or promotional activities, which creates problems in advertising. I think other banks have better marketing strategies.

Employee's Dissatisfaction

The main causes of dissatisfaction among the employees are lacking promotion and a longer probationary period. Those who take entry as probationary take one year for becoming permanent. In salary, the late increment is another cause of dissatisfaction.

Lengthy Investment Process

In Banking System Loan is incredibly a long method. But it is lengthier in Bank Asia, the reason is branch managers do not have the power to give loans. Because the bank has to verify many things before giving a loan to anyone. As a result, managers must submit proposals to head office for each loan. The company's management does not want to take any chances.

Complicated Accounts Opening Form

Accounts opening is quite complicated in Bank Asia. Customers often do not understand themselves. I think it's one of the problems of the bank.

3.2: Challenges as an Intern in Bank Asia:

No Entry to All Departments

As I join as an intern, they would prefer not to give me all the departments. That's why I am not able to learn many things.

No Permission for Cash Area

Because I have joined as an intern, they don't allow me to go to the cash area due to security. That's why I didn't see the cash area.

Lack of Training System for Interns:

Interns do not have any training system. In the bank they have such countless areas thus numerous intricacy it will be extremely simple for us to adapt theoretically all the work by training system.

3.2.1: Mismatches (gaps between theories and practices)

My major is MIS but here I worked in the General banking AML and Customer Service department and it is quite a mismatch for me.

I have learned theoretically but here I can see theory is not so important.

3.2.2: Missing Knowledge and Skills

After completing the internship program, I realized that the university should include some essential knowledge in their academic course for the BBA degree.

- ✓ AIUB should provide business seminars on a regular basis so that students can improve their knowledge of corporate life by listening to the speeches of successful corporate idols.
- ✓ University should include some fieldwork to gain practical experience.
- ✓ The university should develop new courses in response to the updated job market demand that is directly related to organizational work.
- ✓ The university can arrange a workshop to visit various organizations and their activities.(Jahan 2014)

According to (Nahid and Farhana 2021) employers from the business world in Bangladesh expect qualities such as Continuous learning abilities, generic skills, time management, teamwork, attention to detail, networking, extracurricular activities, professional attitudes, and behaviors, and

academic achievements from their interns. I have acquired these soft skills during my time as a student, which have helped me to handle the hurdles I have encountered throughout my internship and impress my employers. In addition, I regularly attended seminars on career options, job fairs, and a symposium on industry-academic partnerships, which helped me get the proper perspective on how to seek the right job and overcome selection barriers.

Chapter 4

Lessons Learned from the Internship Program

4.1: Lessons learned from the internship program

I was assigned to the general banking section, so all I have learned is focused on general banking. The lesson I have learned from the organization in my internship program is given below:

Organizational Information

After completing my internship, I gained knowledge about the organization's history and background. Vision, Mission, Core Values, organogram and strength, weakness, opportunities and threat of Bank Asia Limited.

Banking Procedures

I have learned account opening, how to write account opening book, KYC in their system, make balance statement, etc.

Rules & Regulations

I have learned different rules and regulations of Bank Asia Limited, Principal Office Branch including banking activities.

Customer Service

I have faced different types of customers in different situations and learned how to handle different types of customers in different situations.

Data Collection

I have also been taught how to collect and gather several information from different sources and how to synchronize that information in reports.

4.1.1: Corporate Culture

During my internship period, I realized that student life and corporate life are totally different. The culture, the attire, the behavior, and the way of communication are not similar to the academic culture.

Adopt the corporate culture, it took few days for me and then I was able to adjust. If the University could introduce a corporate environment in the earlier days of my study then it would be much easier for me to adopt the corporate culture.

From my point of view, the corporate culture of the organization is given below:

Corporate Behavior

Corporate behavior is important in firming up connections within Organization between individuals, teams, and in the organization as a whole. All the Executive, Officers and staffs of the branch are well behaved.

Etiquette and Manners

Here are some actionable things I have learned that will help me present real office decorum:

- Maintain Discipline.
- How to Dress appropriately for the corporate workplace.
- To consider own body language.
- How to Offer a polite greeting.
- How to make a conversation.
- The importance of keeping the workplace clean.

4.1.2 Practical knowledge on various issues

The Practical Knowledge I have gained from the organization is described below:

Business Communication

This internship program trained me to maintain E-mail communication for Official purposes. As it teaches how to write different types of letters. Sometimes, many official drafts of the letter were prepared by me and finally checked by the manager.

Way of Communication

I have learned how to create good communication with people from the organization.

Record Keeping

In Banking Industry, every piece of information is valueless without written documents. So it is very important to keep a record with the signature of the authorized officer. I have learned how to keep a record of data and information.

4.1.3 Transforming Skills (e.g. leadership, communication, interpersonal, problem solving. Etc.)

Hard Skills are job-related skills that a candidate must possess before being hired. Furthermore, hard skills are easily teachable as well as learnable. Hard skills are also referred to as technical skills.

Soft skills are a personality-based competence of an individual in the job that is difficult to teach and absorb all at once. People skills and emotional intelligence are other terms for soft skills.

Both the hard and soft skills I gained during my internship program will be useful in my future profession. I have attentively studied Manager's leadership ability, and the interpersonal relationship among the officers is highly valued. Communication and customer engagement skills are critical in a customer-oriented service-based firm such as a bank. I've witnessed the officer's efficient and speedy problem-solving abilities.

In my opinion, I have discovered another ability that will be useful in my future job.

Data Analysis Skills

Using data analytics is a very effective way to have influence in an organization. In a meeting other people also have opinions, but if someone able to furnish data to support the arguments and recommendations then the person will be influential in that meeting.

Negotiation Skills

Whether I am just beginning my professional journey as an intern, it pays to be an effective negotiator. To succeed, therefore, I must be it helps me bending myself so that I can deploy different type of skills depending on the situation and whom I am dealing with.

Effective Communication

Understanding and adapting the styles of communication of customers is very important in customer service operation

Decision-Making Skills

Strong decision-making skills are important in order to face complex challenges in the workplace. I have seen this quality among the officers of Bank Asia how they make a quick decision to provide the fastest customer service.(Rahman 2020)

4.1.4 Professionalism

From Ask Any Difference (2019) People refer to internships and apprenticeships as work-based learning and training, respectively. Typically, internships last between three and six months. On the other hand, apprenticeships may take years to complete. A full-time commitment is also necessary for apprenticeships. An apprenticeship will result in a formal job offer from the same business.

Receive in-depth instruction for the position during an apprenticeship, and afterward, take over the position without the designation of an apprentice. Employers also provide a larger wage. Companies typically offer competitive wages because they have invested time and money in their employees. The firm goes above and beyond to teach the employee and even extends an offer of a full-time position at the conclusion.

On the other hand, internships have less structure. They mostly concentrate on entry-level, more generic employment. He or she will gain a broad understanding of how several departments function without being given any significant duties. They are therefore best suited for college-bound or high school-aged kids. Despite the fact that they do not always result in full-time employment, internships can be excellent ways to expand your network.

The development of a trained pipeline of talented workers to meet the demands of my existing and future workforce in a range of industries, including trades and technology, requires both internships and apprenticeships.

I consider myself quite fortunate that the company offered me an apprenticeship after I finished my internship.

Chapter 5

Concluding Statements

5.1 Concluding Statements:

There are a number of both private and nationalized banks in Bangladesh's banking industry. They are engaged in their activities and have a significant economic impact on the country. However, various obstacles impact their business. No organization in the entire world is free from difficulties. To increase profitability and gain a competitive edge, every business must work very hard.

Bank Asia is one of the oldest non-public commercial enterprise financial organizations in the banking region of Bangladesh. It has One Hundred and Twenty-nine branches the financial institution has the large potentiality to supply to its role by utilizing its 5000+ personnel all over the country.

The management team of Bank Asia has started taking some strategic actions to help the bank become a powerful and forward-thinking organization. It is still working to improve the compatibility of both its operations and its products. In order to continue income growth in the future, new deposit schemes have been established. Bank Asia continues to create new products as it has in the past, despite the unstable business and economic climate.

From the above discussion, it is now concluded that Bank Asia Limited, Principal Office Branch, Dhaka making effort in all areas of operations of general banking practice, and in recent years it also has been yielding better performance in the area of deposit collection, export, foreign remittance and to meet its purpose of profit earning and rendering social services.

I had the chance to exercise professionalism during this internship program, including adaptability, discipline, communication, and punctuality. It was a little intriguing to see what the employees were going through. I learned how to cope with complicated coworkers that consistently demotivate individuals with incorrect attitudes. On the other hand, it has also been noted that few people are assuming leadership positions, supporting one another, and improving the atmosphere.

They offer the newcomers a lot of assistance. There are usually a few customers who cause problems for the bank. It's quite challenging to manage those customers wisely. The employees always pay attention to the consumers first. They pay great attention to resolving the client's issues. Learning how to cope with challenging clients was fantastic. My future career, where I will be able to apply my knowledge and experience with the right abilities and professionalism, will greatly benefit from what I have learned.

Chapter 6

Proposed Improvement Plan

6.1 SWOT analysis of Bank Asia Limited:

Strengths

Sustainability
Range & Spread
Broad Range of Portfolio
Automation of Activities
Diversified and Highly Skilled
Workforce

Weakness

Limited Delegation of Power
Lack of Promotional Activities
Limited ATM Booths

Opportunities

Moderate Growth Rate
Expansion to Other Global Markets
Interest Rate
Low Inflation Rate

Threats

Global Competitors
Increased Marketing Efforts
Uncertain Conditions
Financial Risks
Cyber Security

Strengths

- By bringing innovative sustainable projects, the group is working for the sustainable development of southeast Asia. Such long-term developments demonstrate the group's loyalty to the country.
- Bank Asia has 129 branches in Bangladesh, ensuring that its services are widely available to a large number of consumers throughout the country.
- Bank Asia's greatest strength is that it provides a comprehensive range of financial and consulting services to its customers, including investment banking, asset management, and private banking.
- The successful automation of banking activities, combined with a well-developed IT structure and infrastructure, has improved overall efficiency.
- Diverse people, opinions, and ideas have contributed to Bank Asia's development of a strong, dedicated, and connected staff. Additionally, the organization has spent a significant amount of money on employees development and mentoring.

Weakness

- Limited delegation of power.
- Lack of promotional activities.
- Islamic Banking window is initiated in some other branches of this bank as a result in the perspective of Islamic minded people of our country are not interested to deposit on the private bank.
- They have limited ATM booths. This is the main weakness of this bank.

Opportunities

- Following a period of moderate growth, a financial uptick and an increase in client spending give a chance for Bank Asia to attract new clients and improve its market share.
- The company is planning to grow into further developing countries. This provides them with an opportunity to expand their customer base.
- Lower interest rates than in previous years allow Bank Asia to undertake expansion initiatives that are financed with lower-interest-rate loans.

- The low inflation rate can improve the market and provide Bank Asia customers with credit at a reduced interest rate.

Threats

- If Bank Asia wants to extend its business around the world, it must be careful about the policies it takes, how it provides its services in foreign markets, and how it markets itself, as existing local banks are what people trust.
- Because of the rise of digital marketing, competitors are sending a growing amount of promotional communications. It fills the space, resulting in a loss of clients. Bank Asia is well-versed and trying to implement a number of the most recent digital marketing skills in order to stay ahead of the competition.
- The volatile market climate makes it difficult for any organization, not just banks, to be watchful and take precautions before a crisis happens. Another example of an uncertain scenario is the Covid epidemic, which caused most businesses to shut down completely, and only visionaries were and can take advantage of such conditions.
- Because the company operates in multiple countries, it is exposed to currency swings, which are worsened in a range of industries by the world's dynamic and unpredictable political climate.
- It has been one of the most significant risk factors in the financial sector. Financial systems must be able to survive this cyber-attack by improving IT monitoring and management.

6.2 Proposed Improvement Plan for Bank Asia Limited (Principal Office Branch):

Existing Problem/Weak Areas of the Organization as identified in the AR	Actions to be Taken/Proposed Solution to the Problem	Strategy (Mode of implementation or ways of addressing the problem)	Office/Personnel Involved (Who will implement and who will benefit/affected by the Action/Solution)	Resource Requirements (Manpower and Financial)	Expected Concrete Result/Outcome
Audit Complain	Branch should minimize the audit complain of general banking	Every department of GB should remain alert to minimize the audit complain	Manager Operations	Branch should assign an officer to supervise the audit related issues	The Complaint box should be nil
Complicated Business Delegation	Proper distribution of Business Delegation power	Authorization power should be also distributed among mid-level Officers of GB	Manager Operations	Branch should increase the number of Senior officers in GB	Delay time of authorization of posting will be minimize
Lack of Technology Systems	Update Technology	Bank Asia should use the latest banking technology to provide better services to the customers.	IT Division	IT department should update their technology in 3/4 generations	It will make a big impact on their banking service. They work will be easier.
Limited ATM Service	Increase ATM Booths	They need to increase their ATM booth service.	ATM Operation Department	Should add more ATM booths.	Customers can easily takeout money form anywhere.

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APPENDICES

Appendix A: Résumé

Curriculum Vitae

MD. NASIR AHMED JOY

Contact

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Sobujbagh, Dhaka-1214, Bangladesh

Phone : +88 01521203172

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Career Objective

I want to implement my academic knowledge, and intelligence and explore myself for that very institution that hardly takes part in society for a brighter tomorrow and helpful to build a professional career.

Work Experience

- Internship at Bank Asia Limited, Principal Office Branch (General Banking) (May- August, 2022)

Education Qualification

- **American International University- Bangladesh** (Dhaka, Bangladesh)
20th January, 2019- Present
Bachelor of Business Administration
CGPA: 3.69/4.0 (up to 10th Semester)
- **Govt. Science College** (Dhaka, Bangladesh)
Higher Secondary Certificate in Science Background
Passing Year: 2017
GPA: 4.75/5.0
- **Motijheel Model High School and College** (Dhaka, Bangladesh)
Secondary School Certificate in Science Background
Passing Year: 2015
GPA: 5.0/5.0

Extracurricular Activities

- Campus Ambassador (February 2020 -Present), Psycure Organization, Bangladesh.
- Campus Director & Panel Member (March 2019 – Present), Skill Hunt, Bangladesh.

Professional Qualifications, Workshops, Achievements & Skills

- **Professional Qualification:**
 - Developing Digital Startups, Skill Hunt, June 2020
 - The Fundamental of Digital Marketing, Google Digital Garage, May 2020
 - A course on Advance Excel, Skill Hunt, June 2019
 - A course on Advance PowerPoint, Skill Hunt, October 2019

- **Workshop:**
 - Effective Communication Skills & Networking, Youth School of Development, August 2019
- **Achievements**
 - 5th Runners up BIZ-EVO 1.0 (Business Competition), Intra University, April 2019
 - 4th Runners up Project Competition (Social Science), Intra University, May 2019
- **Skills**
 - **Language Proficiency**
Bangla, English- Excellent in reading, writing and speaking.
 - **Technology**
Office Suit: MS Word, MS PowerPoint, Database: MS Excel, Tableau, Make Website.

Personal Information

Name : Md. Nasir Ahmed Joy
 Father's Name : Abdul Awal
 Mother's Name : Nupur Akter
 Present Address : 1/21 East Bashabo, Kadamtata Road, Sobujbagh, Dhaka-1214,
 Bangladesh
 Permanent Address : Village: Abura, P.S: Palong Model Thana, P.O: Chikandi, Shariatpur,
 Bangladesh
 Phone : +880 1521203172
 E-mail : nasirahmedjoy320@gmail.com
 Date of Birth : 3rd August, 1998
 Religion : Islam
 Nationality : Bangladeshi
 Gender : Male

Hobbies and Interests

Travelling, Music, Nature and Environment

Reference

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