



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

**INTERNSHIP AFFILIATION REPORT ON  
Business Development & Training Analysis Activities of  
Prediction Learning Associates Ltd.**

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

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Date of Submission: (26/12/2022)

**INTERNSHIP AFFILIATION REPORT ON  
Business Development & Training Analysis  
Activities of Prediction Learning Associates Ltd.**

## Letter of Transmittal

December 26, 2022

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

Subject: **Submission of the internship report on Business Development And Training Analysis activities.**

Dear Sir

It is a great pleasure to hand in the internship report titled **Business Development And Training Analysis activities**, which was assigned to me as a partial requirement for the completion of the degree of Bachelor of Business Administration (BBA).

It is my honour 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 endeavour.

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

Sincerely yours

Junayed Ahmed Thuha  
19-39797-1  
BBA Program [Major – MIS]  
American International University-Bangladesh (AIUB)

## **Letter of Endorsement**

The Internship affiliation report entitled **Business Development and Training Analysis activities** has been submitted to the Office of Placement & Alumni, in partial fulfilment of the requirements for the degree of Bachelor of Business Administration (BBA), Major in MIS, Faculty of Business Administration on December 26, 2022 by Junayed Ahmed Thuha, 19-39797-1. The report has been accepted and may be presented to the Internship Defence 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**

To begin with of all, I would like to thank all-powerful Allah, for his elegance in fulfilling my internship report timely. I would like to specific my appreciation to the Staff of Commerce Administration to keep internship credits within the educational programs of the graduation program and provide me a scope of tasting the flavor of industry-oriented assignments and the field of work with my intrigued. I am also grateful to the Faculty of Business Administration & Office of Placement & Alumni, AIUB to arrange an opportunity for providing an own interested organization and complete internship at Prediction Learning Associates Ltd.

I am also thankful to my organization supervisor Md. Ariful Islam, Business Development Head and Operations Manager of Prediction Learning Associates Ltd and my internship supervisor Md. Mehzaul Hoque Nahid, Assistant Professor Department of MIS, AIUB from the core of my heart for his kind support, guidance, constructive, supervision, instructions, and advice and for motivating me to do my internship smoothly at PLA Ltd. And special thanks to all the employees of the Training Department for providing valuable information and monitoring my tasks properly.

I am also indebted to the other officers of the office specially Parvej Ahmed, Senior Business Development and training Analyst who gave me immense support while working on preparing documents and in technical issues. Moreover, to prepare this report and other documentation regarding Internship Report and else I would show appreciation to all the officers of the Prediction Learning Associates Ltd, who always advised me and helped me through hands and pens.

## **Executive Summary**

Prediction Learning Associates Ltd is a management consulting company which is build to ensure best quality 3<sup>rd</sup> party management services for its clients. Providing HR Related business process out sourcing services is its prime target. All other functional activities derived from and flow out of the HR operations process. Prediction LA Ltd. follows HR operations process very strictly. In the company there is nothing called Management Information System. It is all about combination of HR related BPO, management consulting, screening service, business development, HR IT departments. But as time passes, the growing need for functional management information system is increasing to maximize the resources' utilization. With that in mind, present management for learning and development is recognized as a vital department and renamed it as Business Development and Training Department. Now the company follows almost every step of the HR planning process, but still little bit lacks behind. As this company is from BCIC period it needs to change constantly. Prediction LA is very much proactive in anticipating the changing environment. It is, however, understaffed. They will solve this issue and retain a traditional workforce structure if they take the required steps. They do their Training development planning in two ways: A) need basis on their need of more trainer and training. B) Stronger negotiation basis: If they think to incorporate one more segment then they recruit people for the full training event. The people of the organization are very positive in adopting the changes. They should maintain the policy and after getting the feedback they should take necessary steps according to those. The Business development and training Department consists of one Department Manager, one senior Executive and two junior executive officers.

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# Chapter 1

## Introduction

### 1.1 Introduction:

This report is based on Business Development and Training analysis activities of Prediction Learning Associates Ltd, this study was initiated as a part of Internship Program, as a partial requirement of BBA Program of American International University Bangladesh (AIUB). This report is an insight of my practical work experience at Prediction Learning Associates Ltd as an intern trainee in the company's Baridhara Branch.

It is important to share my experience in order to bring forth the overall work place scenario me as an intern faced in the job industry as a freshman. One of the main reasons for attaining the internship in the Business development and Training department of mentioned company is to gain practical knowledge related to my Major field which is Management Information System and my position as a business development and training analyst was a just that. This internship was necessary for me to get the value I wanted in professional career in the field of Management Information System as well as an analyst.

### 1.2 Objectives:

The study is to comprehend the overall operation of Business development and Training department of prediction Learning Associates Ltd (PLA). How I myself learned how to deal with day-to-day various practices of the department as an intern, like- handling clients, providing service, maintaining sound communication with the management and to take guideline from management to resolve issues. The prime objective of this report is to illustrate my experience as a business Development and Training analyst in the organization.

#### Specific Objective

Specific objectives of this report are:

1. To describe the process of conducting 3<sup>rd</sup> party corporate training procedures of PLA.
2. To explore the Business Development activities of this HR management company.

3. To demonstrate the process of bringing feasibility to company brand and services through marketing solutions using social media platform.
4. To recognize the constrains of the business development and training division of PLA and provide solutions to resolve the issues.
5. To propose an improvement plan to act as a counterbalance for those constraints in future.

### **1.3 Background of the Organization:**

#### **1.3.1 History:**



Prediction Learning Associates, a management firm, was founded at the end of 2013 and was incorporated as Prediction Learning Associates Ltd. under the Company Act of 1994 in the middle of 2014. Since its founding, it has provided services to renowned MNCs, INGOs, and local conglomerates all around the world. Currently, they have a sizable number of loyal clientele in ASIA and AFRICAN.

#### **1.3.2 Mission:**

Their mission is, “To bring opportunities and services to clients as well as job seekers in field of learning, sourcing, consulting and others which will ensure directly or indirectly positive impacts to organizations bringing long term sustainability”.

#### **1.3.3 Vision:**

Their vision is to, “Serving the world for accomplishing sustainability through in matters people”.

**1.3.4 Values:** Honesty & Integrity, Building Trust, Service Mind.

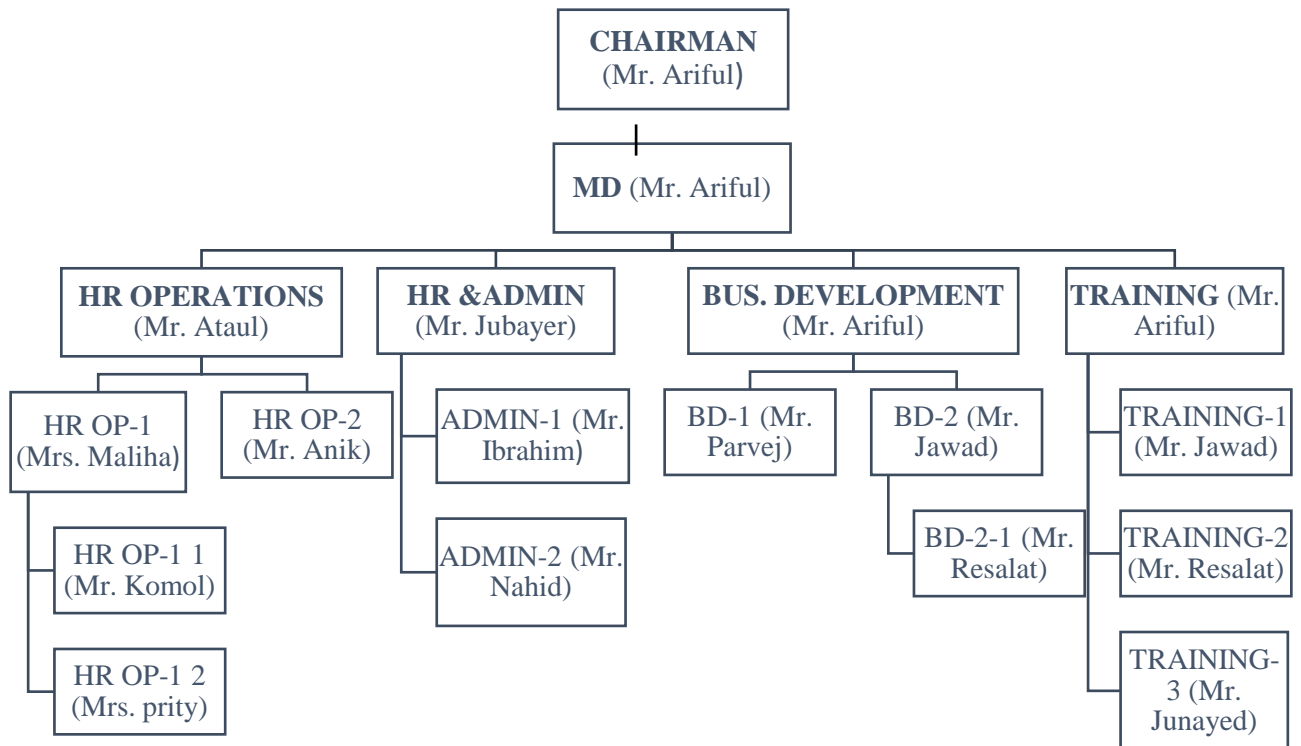
### 1.3.4 Organization Structure:



**Figure 1: Organogram of Prediction Learning Associate Ltd.**

Prediction LA follows an organizational structure where-

- Chairman is the head of the organization.
- Managing director is the head of operational activists.
- Deputy managing director look over all the departments and his reporting boss is MD.
- Department managers handles their department related activists and reports to Deputy MD.
- Senior executive officer follows dept. managers instructions and reports to them.
- Executive or junior executive officers follows and assists senior officer on their projects
- Trainee officers works under a junior executive and assists and learn from them.



**Figure 2: Organogram of Prediction Learning Associate Ltd. (Baridhara Branch)**

- **Chairman:** MD. Ariful Islam
- **Managing director:** Same as
- **HR operations manager:** MD. Ataul Islam
- **HR and admin manager:** Mr. Jubayer
- **Business development manager:** MD. Ariful Islam
- **Training Manager :** Same as

## **1.4 SWOT Analysis of prediction Learning Associate Ltd:**

### **Strengths**

1. Exclusive focus on HR related Business process outsourcing.
2. Very strong coordination with local MNCs and INGOs.
3. Assets like- skilled executives, reputation, number of loyal clientele, cash in hand.
4. All the departments are attached in a single area, which enables better coordination.
5. Competitive advanced like- strong reliable network in HR industry and years of practical experience on the field of third-party HR service providers.

### **Weaknesses**

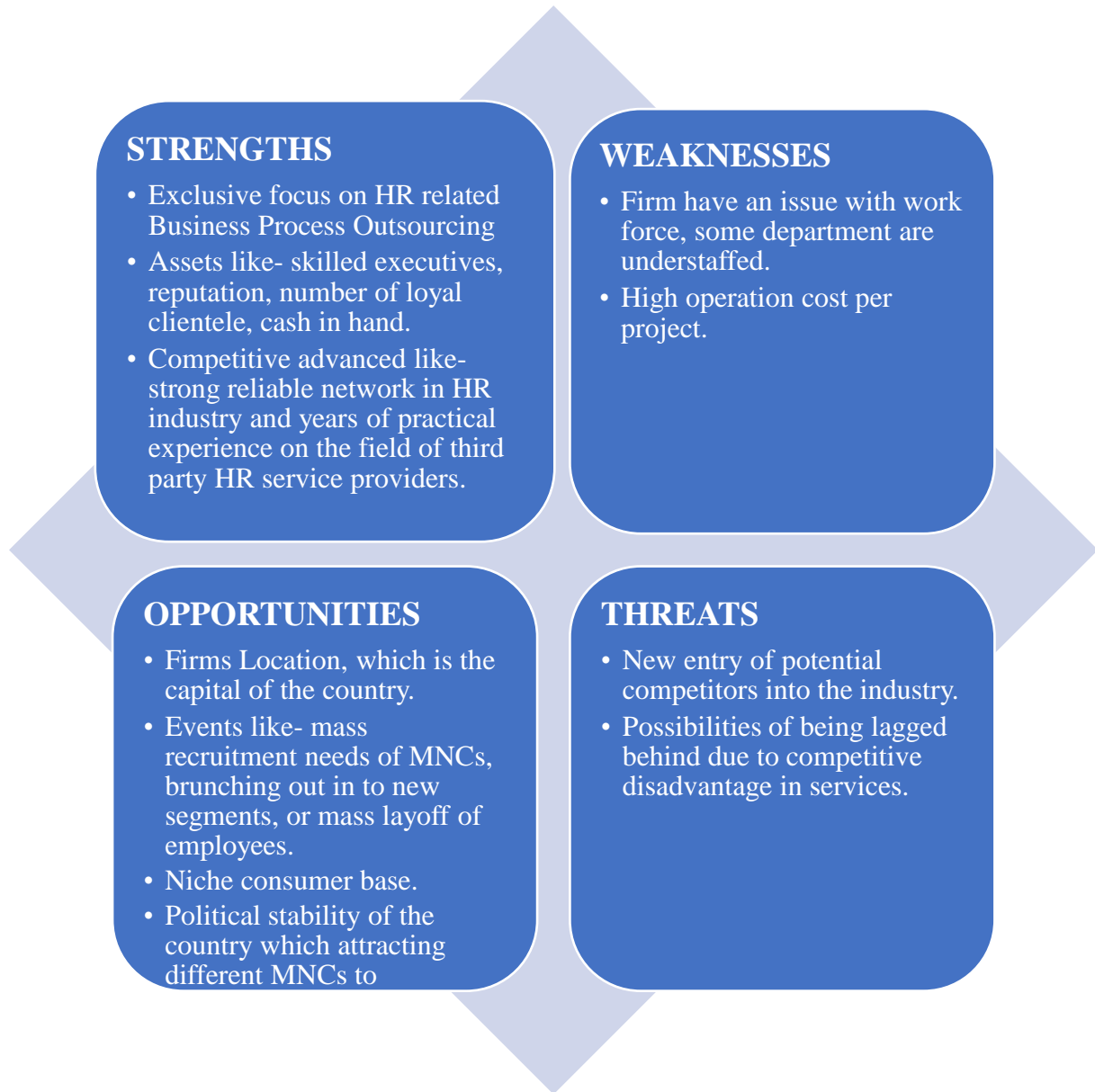
1. Firm have an issue with work force, some departments are understaffed.
2. High operation cost per project.
3. Less marketing of the services.
4. Inadequate service per client.

### **Opportunities**

1. Firms Location, which is the capital of the country.
2. Niche consumer base.
3. Events like- mass recruitment needs of MNCs, brunching out in to new segments, or mass layoff of employees.
4. Political stability of the country which attracting different MNCs to established in the country.

### **Threats**

1. New entry of potential competitors into the industry.
2. Possibilities of being lagged behind due to competitive disadvantage in services.



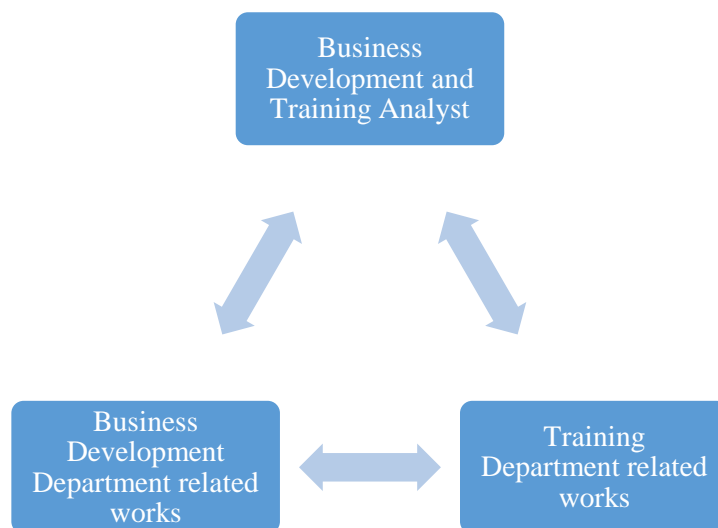
**Figure 3: SWOT Analysis of Prediction LA**

# Chapter 2

## Activities undertaken

### 2.1 Work Related Activities:

As an academic student from the MIS department of AIUB, I luckily got the job in Business Development and Training division of Prediction Learning Associates Ltd. Therefore, my undertaken activities were significantly related to my major field's courses like- Information Engineering and Knowledge Management course. However, I have examined the full Management Information System courses in my concentrated field; my department collaborates with the other divisions as well. As a Business Development and Training analyst, I got to work for two separate departments with some unique set of responsibilities. I have done the following tasks so far:



**Figure 4: Undertaken activities.**

### 2.1.1: Training Department related work:

Being a Training analyst, my responsibility was to find public and private organizations in need of training on various professional and non-professional topic. PLA offers their clients highly customizable training packages, for example we have had training organise for CP Bangladesh ltd on negotiation skills for manager level employees, Nestle BD on diversification in workplace, a local NGO on rohingya language, also submitted proposal to SSL COMMERZ to organise a training event foe their C level management. As a part of training department, I also undertook other responsibilities like-

- **Preparing Training database:** I had to prepare and maintain a training database, the database consists of information like- trainers of different topic, training managers of different corporate companies, which companies have taken our training services and upcoming training. I had to regularly update the database in order to avoid any overlapping training events.
- **On boarding corporate clients:** I had to approach training managers or learning and development manager of different companies from different industries. I use to look for them on LinkedIn and after connecting with the managers; I would talk with them over phone call and inquire about their training need and training requirements. I would then create an email chain with necessary details of our training services and send it to them. Also giving follow-up calls to potential clients was my responsibility.
- **Trainer search:** when I use to get a training requirement from any training manager then I would search for a suitable trainer according to their training requirement. After founding a suitable trainer, I had to brief them on the training topic and requirements. If he was willing to take the training session then before hiring him for the training session I would start negotiating with him about the his service charge for taking the session, if he agrees with my terms I would hire him as the trainer for the session.
- **Making training proposal and submitting:** After selecting the trainer, I would design a customized training module according to clients training requirements. After the module was finished, I would make training proposal important with details like- module, trainer profile, the budget and the venue etc. next I would submit the proposal via email to the client and wait for their response.



- **Organizing training session:** if our proposal for conducting the training session got accepted by the client we would organize the session for them. We would select the venue, fix the time and date, keep track of the participants and manage the overall session on behalf of our clients.
- **Maintaining Trainmaster.org online training platform:** one of my important responsibility has to maintain our company's online training platform called TRAINMASTER.ORG, it's an online educational platform for learning professional skills. Its target audience are service holder individuals who wants to learn any new skills to increase his performance in professional life. We would hire our specialist trainers of different topics, record their lectures, and upload them in the trainmaster.org site, this platform is accessible to all and quite low cost compare to other online educational platform.

**2.1.2: Business Development related work:** In my internship, I had this unique opportunity to work in Business Development department of prediction learning associates ltd.; as a business development analyst, I have undertaken these responsibilities-

- **Analysing tenders:** I would surf sites like tenderbazar.com, e-gp tender notice, bdjobs.com for procurement notices. I would select procurements under Open Tendering Method (OTM) and compile them. Then I would have to analyse and separate them in to 3 categories-
  1. Expression of interest(EOI)
  2. Request for proposal (RFP)
  3. Request for Quotations (RFQ)
- **Analysing tender schedules:** After instructed by my supervisor to work on a tender I had to analyse the Terms OF Reference (TOR) or Tender Schedule. By doing this I would try to find out the selection method of the tender, criteria for the tender submission, what are the necessary documents need to participate in the bide and our eligibility of taking part in the bide.
- **Making tactical proposal:** If a tender were selected then supervisor would guide me on making a tactical proposal according to the Terms of Reference or TOR. Making of tactical proposal was different for different type of tenders, in accordance to their selection process some would requires complete budget with their tactical proposal.

- **Corporate vendor enlistment:** In case training related tenders I would also have to look for corporate vendor to collaborate with us in order to win the bid and get the procurement.
- **Tracking and submitting tenders:** After completing all the necessary documentation, obtaining legal paper works and securing all the necessary seal and signature, I would accompany one of the senior officer to submit the tender to the designated location.

**2.1.3: Social media campaigns:** I have initiated some social media campaigns for Prediction Learning associates Ltd.; it was a lead generation fb ad campaign with customized selection and filtering to reach a clientele of Bangladesh, Sri Lanka, and India. Campaign was aimed to gain a pool of interested potential clients in need of recruitment services.

## 2.2: Other Activities:

As an intern I some time worked in project from different department, for example-

- I worked with HR operations department on one of their project. It was a recruitment project for Transcom Consumer Products ltd. We searched and handed their HR department with relatable candidates.
- Another under taken activity for HR operations department was creating payroll profile for our outsourced work force in burger paint. It was mainly IT department project.

Recruitment activity for Transcom consumer product ltd.

- Activity done with HR operations department

Creating Payroll profile for outsourced workforce and uploading it in the server

- Activity done with IT department

**Figure 5: Other undertaken activities.**

# Chapter 3

## Constraints/Challenges

### 3.1 Observed in the Organization:

According to (Nahid & Farhana, 2021) Employers in Bangladesh's business community look for qualities in their interns like a commitment to continuous learning, general skills, time management, teamwork, attention to detail, networking, involvement in extracurricular activities, professionalism in attitudes and behaviours, and academic success. While working in Prediction Learning Associated Ltd as an Intern, I have observed some constraints, and for it, my daily work hampered. Below some facts highlighted:

- **Issue with printer machine:** The number of printer machine is insufficient for an office with this many departments. Quite frequently, printer machine has problems even gets out of commission the normal workflow is interrupted by that.
- **Working hours:** Office timing of Prediction Learning Associates Ltd. Is 9 hours 6 days a week, as newcomer on the job industry I found it very challenging to cope with the stress of working 54 hours weeks.
- **Inadequate personnel in training department:** Training department of prediction LA is a promising department of this HR management firm but this department is very understaffed. Because of that, a small number of personnel have to take excess workload.
- **Office size:** Prediction LA has many departments working together in a not so big office area. If the department could have some more space between each other, it would be less challenging to work.
- **Office politics:** It was one of the major challenges for me to face. As I am an freshman with very basic idea about corporate world internal office politics between the executive level employees was evident which put some unnecessary stress and effected my productivity quality.

### 3.2 Mismatch and Missing Skills in Academic Preparation:

#### 3.2.1 Mismatches

I have experience some mismatches while working in the company. I will focus on those points now:

- **Inadequate technical Knowledge:** while working for a corporate office I felt that the knowledge I have about using application and software in student life are very base level. I had to learn advance MS power BI, MS project, adobe tools etc. to be able to work adequately. In addition, there were video editing sound editing, design tool I had to begin learning in order to improve my work quality. What I am trying to say is as a student of university I did not understand the importance of having some level of knowledge about how to use different type of tools can help me in my job life.
- **Lack of practical use of theoretical course:** In my internship, I did not feel the impact of all those theoretical courses, but having a background as a MIS major helped to understand the task and aid me in analysing them properly. However, I found less practical use of the theoretical courses I studied.
- **Large Difference of corporate culture from my theoretical and practical knowledge:** While working in Prediction Learning Associate Ltd. I have experience large difference between my theoretical knowledge and practical corporate work culture. For example, as a university student I had an understanding if I do my studies and assignments right on time without making any mistake, I would get positive appraisal from my faculty and even a good grade, I thought it is the same in the corporate setting. When I started working in a corporate office, I found reality was much different and as an intern my work was under appreciated.

### 3.2.2 Missing Knowledge to acknowledged by the university

My internship in management consulting company has given me insight to the fast-track world of corporate business world and allowed me to gain some knowledge about the culture there. Initially it was difficult for me as found myself with not knowledge about how to react in certain scenarios. I think university should address the issue of some missing knowledge present, which makes it hard for internship seeker like me to adjust in the corporate environment of an office. I will elaborate some points where I struggled to adjust-

- **Different industry visits:** By working in training department, I had to interact with many individuals from different industries, but as a university student, I have not had the knowledge that this many different types of industries are present with a huge presence in our country. I think from

BBA department planning and going to visit such different diversified industries would be big knowledge gain for us

- **Could add short technological skill courses:** In BBA faculty we have some technical application courses but I thing adding some more courses or integrating topics like- use of cloud storage, advance web searching, using digital channels for productive business means would help us in a practical office work.
- **Giving more attention on learning effective business communication:** Initially I faced significant setbacks due to not being able to communicate with my office colleagues and potential clients in a professional manner. One of the main reasons for that is in university our business communication course was theory based, because of that I could not use it knowledge practically.

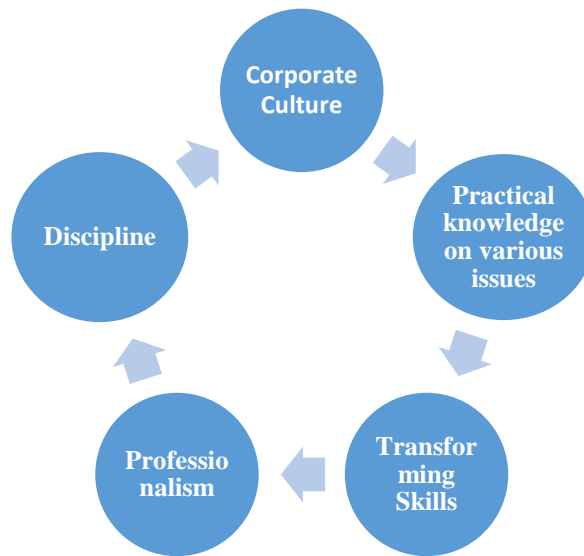


**Figure: 6 Missing knowledge on academic preparation**

# Chapter 4

## Lessons Learned from the Internship Program

### 4.1: Lessons learned from organization:



**Figure: 7 Lesson learned from organization**

My internship period in Prediction Learning Associates Ltd. Has taught me a many skill. They were willing to teach me and I kept an open mind learned as much I can from my supervisor and other colleagues. Here are some of the skills I learned while working in PLA-

- **Written and verbal Communication skills:** Before joining the internship, program in I didn't experience the effectiveness of written and verbal communication. In corporate world being able to properly communicate through writing and verbal method is a must in order for career development. I have acquired this skill by writing lot of business e-mails and taking phone calls with training managers from different industries.
- **Discipline:** I had to be in office at 9am and leave at 6pm; 6 days a week. It made me in to a disciplined person. Even after the completion of I try to continue waking up early and stay productive during the day.

- **Networking:** working in training department has taught me how to stay connected with people and create and maintain a professional network.
- **How to adapt to new teams and working environment:** I am very grateful to my supervisor and department colleagues who were really welcome toward me that's is why I developed a positive mind-set about the work environment and now I can adapt pretty easily in any new teams and work environment.
- **Leaving ego at home:** PLA follows a very dynamic corporate culture because of that supervisor is tough on me for even simple mistake. However, gradually with the support of my senior officers I learned control my ego and leave ego at home.
- **How to take constructive criticism well:** I use to do small mistakes come time as a result I had to face criticism from my supervisor. However, by learning to control my ego I then learned take criticism constructively.
- **Analytical skills:** By working approximately 10 to 15 procurement tenders and analysing the TOR regularly, I have developed a good analytical skill.
- **Note taking skills:** as I said before prediction learning associates ltd. follows a dynamic corporate culture, in order to keep up with the instruction and guideline provided by the instructor I had to maintain a diary and learned a new skill that is note taking.
- **How not to take no for an answer:** in order to on-board client or negotiating with trainer about their payment I have developed a skill of not taking no for an answer.
- **Decision making:** I had to make a lot of decisions while talking with client or trainers over the phone, by making split second decisions for some time; I am able to important decisions really quickly
- **Data visualization:** After regularly analysing tender schedules and making budgets proposal for the training session I use to present number in excel using graph and chart visualize the data. For easy understanding.

#### **4.1.1: Corporate Culture:**

In prediction learning associates ltd. A corporate culture is followed where the emphasis is placed on results. To attain the success measures the organization has established, leaders are harsh and demanding, and employees are intensely goal-focused. It was a high-pressure environment; all employees were highly motivated to achieve the assigned KPI. It felt fine at the beginning of the internship but gradually I was starting to feel stressed and the constant pressure was making me feel burned-out.

#### 4.1.2 Practical knowledge on various issues:

By working for this HR management consulting company, I also gained some practical knowledge those are-

- **Practicing business communication:** working on a HR management consulting company I was continuously practicing business communication. I have written many official emails for training department. And with the guideline provided by my supervisor I use to write Expression of interest (EOI).
- **Training capability:** After conducting some training sessions for our corporate clients and video recording the trainer for our online platform lectures, I was able to record my own training video on Excel for beginner. That event gave me a huge confidence over my training capability.
- **Proper utilization of different application software and tools:** After joining the internship program, I was introduced to many known and unknown applications, software, and tools. After starting to use them for my professional purposes, I got to learn about their advance use and functions.
- **Management skills:** After working for 3 months with business development department I gained a sense of management I my life, for example, when I want to start something new immediately, I start planning and organizing that plan in my head.

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

- **Leadership skills:** Through working on the business and training department of the company I had to go to meeting with the procurement providers to inquire about the procurement specifications and organizing corporate training sessions has impact on my leadership qualities. Now I am not hesitant to take the lead in any project.
- **Interpersonal skills:** This internship in this particular department has grown my interpersonal skills. Now I am a more active listener, I try to understand what the other person is feeling in order to provide them with the best service for them.
- **Effective communication skills:** working for three months in a corporate company have my communications skills sharper and more effective. Now a days I am more effective and confident in communicating with people.



- **Problem solving skills:** Facing different type of complications in work place have made my problem solving fast and effective, cause in order to meet deadline I had to think fast to resolve the issue in hand.
- **Organization skills:** working for two department at a time have made me naturally organized about my work and life in order to avoid the stress.

**4.1.4 Professionalism:** During my internship period with Prediction Learning Associates Ltd. I have learned how professional individuals behave, act and carry themselves. Although my time was very limited in the organization to comprehend professionalism properly but I was inspired by my supervisor Md. Ariful Islam, for me he is a true example of professionalism.

He briefed me and motivated me to -

- Work proactively, find and resolve issues on my own.
- How to separate work and personal life.
- How to behave professionally with external and internal individuals.
- How to handle clients in a professional manner.
- How to deal with setbacks like a professional corporate individual.
- How to be present in any kind of situation good or bad.
- How to cope with the pressure and stress of daily work like a professional individual.
- How to deal with C level management of the company.
- Moreover, the manners and etiquettes of a true professional individual.

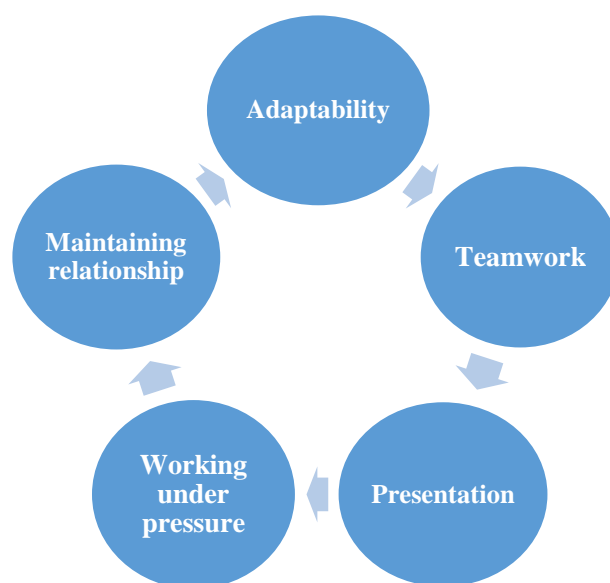
In this short period, I tried to learn as much as I can about professionalism on a corporate level. I know my lesson is not over about this lifestyle but I am confidently looking forward to my next opportunity to learn more about this matter.

## **4.2 Lessons learned from the university**

As a student of AIUB, I have spent 4 years in the university. In those 4 years, I have learned many lessons and skills from the university. Some of those are given below-

- **Adaptability:** In university I have learned how to adapt to a new environment with new people totally out of my comfort zone. It was little hard in the beginning but within learn to adapt with the environment and this lesson helped me in my internship period.

- **Teamwork:** I seriously understood how to work in a team in university through various group projects and assignments. It builds a strong understanding of how to work with a team, which helped me in my time of internship when I had to work with different teams.
- **Presentation:** Another important lesson I learned from university is how to prepare and give presentation. Various group and single presentation had built my confidence, which was very helpful in my internship program.
- **Working under pressure:** Another quality I have gained from my 4 years in the university is to be able to work under pressure and finish the task in hand. It was very useful at the time of my internship. Cause the pressure of work-related project were much more then university.
- **Maintaining relationship:** In university I have meet many new people and learned to build and maintain different type of relationships. By implementing which I am maintain my professional relationship and network.
- **Taking action:** Taking action was another important lesson I learned in AIUB. It helped me work proactively in my work place.
- **Professional writing skills:** By doing university's assignment, reports etc. I got the sense of professional writing, which helped me in my period of internship when I had to write proposal, e-mails, and report in a professional style.
- **Meeting deadlines:** one of the significant lessons I got from the university was to meeting deadlines. It helped me accomplished tasks on time in my workplace.



**Figure: 8 Lesson learned from university**

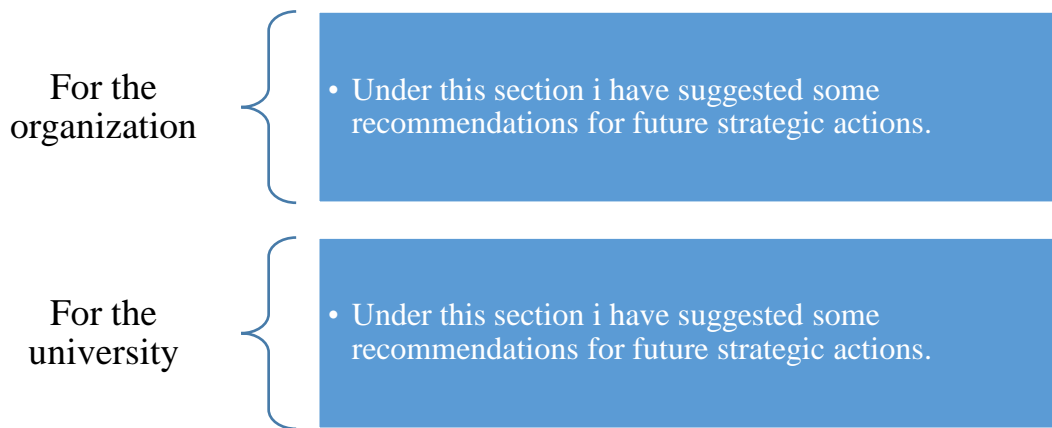
# Chapter 5

## Concluding Statements

### 5.1 Concluding Statements:

My major field was Management Information System, and my concerned department of internship office was related to it. Therefore, it was lively to work with related field to my major considers. The total report may be a verification of my 13 weeks internship involvement at Prediction Learning Associates Ltd. The company given me charming work I required related to my major field. The Business Development department of any company always has concerns to toughly analyze and lot of documents preparing, and my Training department related work was where I could implement my technical part of my major field. It made a distinction me to total my report for the 3 credits internship inside the semester. I have sincerely completed all the prerequisites to make the paper satisfied as well as to initiate distant better; a much better; a higher; a stronger; an improved; a distant better working environment in future. Beginning my career as a parcel of the related field as well as disconnected field will besides energize me in a perfect world to meet my future points for building career. I have sincerely completed all the requirements to make the paper accomplished as well as to get a better working environment in future. Initiating my career as a part of the related field as well as unrelated field will also encourage me hopefully to meet my future aspects for building career. As it is an official requirement to get my final grade to be a graduate, it will motivate me to be energetic in 1st working life as an employee also. As the company developed sufficient to supply all the offices to their officers, interns, and specialists, it will always energize me to feel enthusiastic within the next callings. My excitement for the Business Development and Training analyst begun within the university that driven me to select the said company. In addition, the company has the complete resources to provide any enthusiastic person all the guidance to learn practically. The ending of my internship part is finished. However, I gladly feel that it is my new beginning.

### 5.2 Recommendation for Future Strategic Actions:



**Figure: 7 Suggested recommendation for future strategic actions**

As I have completed all the necessities at office and university, I have seen numerous focuses to be amended. So, the proposals for both are fragmented. The vital activities can be taken in like manner. In spite of the fact that I am not able to suggest such word as an undergrad understudy, I have composed these since I see that these should to be corrected.

### **5.2.1 For the Organization**

As an intern, I have faced some constraints/challenges. I have recommended some actions that the organization can implement to overcome the limitations/challenges to a certain extent. The point are highlighted below:

- In the office there is not enough printer machines. As more than two departments work in the close approximate, they all try to use them as a result printers become out of commission easily. PLA should provide more printers for their employees to work efficiently.
- Work hours are long in the organization they work 6 days a week 9 hour a day. It's excess for everybody. It is very stressful for the employees considering the traffic jam of Dhaka city. Organization should prepare their office time by keeping in mind their employees.
- There is a shortage of working personnel in Training department and because of that other have to drag excess work load. Prediction LA should requite capable officers to fully utilize this promising department.
- Office area of prediction LA's Baridhara branch is not inadequate for all the department to work together. If they move to a bigger space the office environment would significantly improve.

- Office politics is another example of the bad office environment of the office. Management should identify and take necessary steps to protect the internal stability of the organization.

### **5.2.1 For the University**

- I faced some difficulties during my internship due to having a beginner level technical knowledge, university should start giving students knowledge and practice on advance levels of technical knowledge for application software and different tools use.
- On my internship program I did not found much impact of the theoretical courses, university should focus more on practical or assignment base courses to insure greater usefulness of the student on the job field.
- I my experience I found a large difference between theoretical and practical knowledge, university should implement a curriculum to mitigate this difference for the students.
- University should arrange take their students of business school on regular field trip to different industry in order to create the awareness about the different and divers' industries in our countries
- For BBA students' university could introduced short technological skill courses like- how to use cloud storage, advance web searching, how to use digital channels of productive business means. It would help them when they graduate and enter the job market.
- I personally faced some setbacks on my internship period for the reason I could not effectively communicate with clients. Business communication course of our university is a theory base course if university turn it in to a practical, assignment and case study-based course then I hope student would be benefited by learning effective business communication.

# Chapter 6

## Proposed Improvement Plan

### 6.1 Proposed Improvement Plan for the organization

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
Employees tend to leave because of that Some department are understaffed	Start recruitment process with attractive package to acquire adequate personnel for the departments.	Identifying the cause of staff leaving and resolve that issue as soon as possible	HR & admin department will work on the issues to resolve the problem and management will provide guideline.	Identify the problem in effected department and solve the issue	Will gain some adequate officer how can put in quality work to improve the overall department service of the firm.

Lack of Office space	Office area is small for too many department, need to find more suitable office space for improving the work quality	After selecting suitable place for new office, the shifting process of the office have to be gradually.	Admin & accounts department take the lead on this they could asses and evaluate properly. After that higher management could take part in the decision making	A significant financial investment is required for this shift.	Outcome would be a more light and relaxed office environment where everyone can contribute their best for the company
Employee Office politics	This issue should be address openly, in order to put a stop to this matter.	Troubled individuals will be identified and would have to be remove from their position.	This operation will be solo responsibility of the organization's admin; higher management would observe closely.	Extra manpower will be required for the admin to smoothly conduct the operation.	The overall environment of the office will gain a positive impact; every employee would be cooperating to each other. In long term which will improve the service quality of the company.

Corporate culture of PLA	The corporate culture followed by the organization creates stress and pressure for the employees.	In order to truly change PLA to new heights and insure employees to stay There corporate culture have to be changed.	For this task all of the department have to coordinate with each other and finally pressure the management to change the corporate culture of the company	I don't think any company resource would be needed To change the corporate culture.	It would definitely improve PLA's service quality. And as employees would be less stressed and pressurized they would not think about shifting
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## References

### Web References:

Nahid, M. M. H., & Farhana, N. (2021). Investigating BBA students' conceptions and perceptions of internship: A case study from Bangladesh. *AIUB Journal of Business and Economics*, 18(1), 113–132. <https://ajbe.aiub.edu/index.php/ajbe/article/view/100>

## **APPENDICES**

### **Appendix A: Résumé**

# JUNAYED AHMED THUHA



## Contact

Phone: +8801626418039

E-mail: junayedahmed@gmail.com

Address: Block# F, Road# 05, House# 349,  
Bashundhara R/A, Dhaka-1229.

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## Career Objective

I believe in the importance of achieving productive and beneficial outcomes for both the organization and myself. I am looking for possibilities to do a line of work that I am passionate about while also showing my own potential tastefully. My deductive reasoning, arithmetic, and problem-solving abilities are exceptional. To enhance my learnings, expertise, and skills, I would like to find a challenging position at a recognized company. I will make every effort to be the best in my line of work.

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## Educational Background:

**Bachelor of Business Administration (BBA), 2019-2022, CGPA- 3.25**

American International University-Bangladesh (AIUB)

**Major: Management Information Systems (MIS)**

### Key area of study

Business Communication

Strategic Management

Human Resource Management

Information Engineering

Business Graphic and Animation

Data Warehouse and Data Mining

Research Methodology

**Higher Secondary Certificate (HSC), Board: Dhaka, 2017, GPA- 3.00**

Mymensingh Commerce College

Group: Business Studies

**Secondary School Certificate (SSC), Board: Dhaka, 2015, GPA- 3.56**

Nawab Habibullah Model School & College

Group: Business Studies

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**Computer Skills**

- Microsoft Office (MS Word, PowerPoint, Excel) ; Graphic Designing (Adobe Photoshop, Illustrator) ; Web Development (HTML, CSS)

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**Language Proficiency:**

- Bangla- Fluent ; English- Conversational

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**Personal Information**

- Name : Junayed Ahmed Thuha
- Mother's Name : Selina Begum
- Father's Name : Farid Ahmed
- Present Address : Block# F, Road# 05, House# 349, Bashundhara R/A, Dhaka-1229.
- Permanent Address : H#41, Baghmara Road, Mymensingh
- Mobile number : +8801626418039
- Email : Junayedahmed@gmail.com
- Date of birth : 06- April- 1998
- Religion : Islam
- Nationality : Bangladeshi
- Sex : Male

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**Co-curricular Activities**

- Research on 'Impacts of covid-19 on psychological health'.
- Winner of 'AIUB Brainbox 2019'.
- Runners-up in project competition organized by the social science Department of AIUB.

**References**

**Md. Mehzabul Hoque Nahid**  
Assistant Professor, Management Information System  
American International University-  
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Email: [khurshed@aiub.edu](mailto:khurshed@aiub.edu)

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**Appendix B: Joining Letter:**

APPOINTMENT LETTER

01 September, 2022

Junayed Ahmed Thuha; junayedahmed@gmail.com  
Son of Farid Ahmed & Shelina Begum, NID: 3763329491, DOB: 06 Apr, 1998

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Current address: Block# F, Road# 05, House# 349, Bashundhara R/A, Dhaka-1229.  
Permanent address: House# 41, Vill: Bagmara Road, PO: Mymensingh Sadar-2200, MCC

Dear Mr. Junayed,

I am pleased to offer you the following position with our organization.

**Job Title:** "Intern - Business Development & Training"

**Date of Commencement:** 01 September, 2022

**Job Responsibilities:**

As an Associates you have varied duties within the company as was mentioned to you during the interview.

You will be required to fulfill different tasks including but not limited to as follows:

Summary: Perform activities which may add value to look for new client on board, and increase visibilities as part of your continuous sales and business development efforts through branding.

- Preparing Trainer Database.
- Contact Companies, Clients for providing corporate customized training.
- Organize Public Training
- Finding participants for public training.
- Maintaining Trainmaster.org online training site.
- Design 1/2 training online module/month and upload into the system/site, [www.trainmaster.org](http://www.trainmaster.org)
- Responsible for Digital Branding/Marketing through PLA's social media channels.
- Planning and initiating social media campaigns to increase social media engagement.
- Responsible for planning and initiating email marketing campaigns.
- Responsible for corporate vendor enlistment, tracking and submitting Tenders, especially government tenders.
- Analyze and bring marketing solutions to bring the feasibility of the company brands and products in the competitive markets through PLA's social media channels.
- Additional responsibilities as per the request of the management.

**Key Performance Indicators**

1. On boarding potential clients, 2 new clients every three months.
2. Gain conversions from social media and SEO campaigns.
3. Organizing public training and corporate training.
4. Designing training module and execute for [www.trainmaster.org](http://www.trainmaster.org)
5. Expand Marketing Channel etc.

It is important to note that we expect our employees to work as a team and to commit themselves to the objectives of the company, helping their coworkers and showing a high level of proactivity. The change of responsibilities and work station may be incorporated.

**You will report to:** Mr. Md. Ariful Islam with dotted reporting to Business Development Head/Operations Manager.

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**Hours of Work:**

Working hours is from 9:00 am to 6:00 pm, 6 days a week and on Friday will be your day off. However, due to the nature and responsibilities of your job, the Company reserves the right to vary your working hours at any time and to change your day off. All hartal days will also be considered as usual work days.

**Probationary Period:**

The trial period consists of 7 months, which may be shortened or extended depending on your performance. Either side requires one month notice in lieu salary to terminate the employment agreement.

**Remuneration Package:**

BDT 5,000.00 consolidated gross (base salary) per month and thereafter there will be annual reviews. Probation evaluation review depends on performance but we expect a salary raise depending on your accomplishments. All TA/DA will be reimbursed at actual according to the company policy and practice.

**Other facilities:**

Entitled for two Eid bonuses of one-month basic salary (50% of gross) each after completion of one year, & Income tax from all your income will be borne by you.

**Confidentiality & Code of Conduct:**

All information you will gather from time to time with us is totally confidential and should not be revealed to third parties. All spreadsheets, design work, creations, patterns, styles shall remain the property of Prediction Learning Associates Ltd. and copyright rules will apply as applicable.

You will be holding a very responsible position and it is essential that you maintain the highest standards of dignity, dress sense, behavior, attitude and public relations. You should not act in any manner that could damage Prediction LA image in any way.

**Service Agreement:**

In line with labor laws of Bangladesh and Prediction Learning Associates Ltd. employment terms, you will also need to agree upon to the conditions laid out in the standard local law of the country which is an integral part of this job offer.

**Other points:**

We expect all our staff to be very dynamic, efficient, pro-active, self-motivated, decisive and use their own initiative to solve problems in order to fit in our team.

We wish you every success in your job.

Yours sincerely,

Prediction Learning Associates Ltd.

Mr. Md. Ariful Islam  
Managing Director  
Prediction Learning Associates Ltd.

Signed with date in acceptance of the above offer  
Junayed Ahmed Thuha