



Daffodil
International
University

Internship report on
“Business Development Activities of MECphee Global Education.”
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Internship Report On
My Internship Experience in “MECphee Global Education”

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This internship report is submitted to the Department of English, Daffodil International University, for the partial fulfilment of the requirement for the degree of Bachelor of Arts (B.A), in English.

Declaration of Intern_

I am declaring the report which i am giving to the English department of DIU as a “Business Development Activities” in the MECphee Global Education under the supervision of Mr. Emran khan is my original work. I also state that this report is for the partial of requirement for giving66 the degree B.A Hons in English.

A handwritten signature in blue ink, appearing to be 'Ryab' with a long horizontal stroke extending to the right.

Signature of The Intern

Certification of Supervision_

The student named Al Amin Rahman Piyash ID: 201-10-498 will fully fill out his internship under my supervision & present his final report of the course ENG. 431. He has chosen The MECphee global education for his internship. Now he is eligible to present the report of evaluation. He has been in constant communication with me during his project work. Wherever he needs any kind of help, I help him. The content of this project reports is his work, for that he works phenomenally. I pray for his overall well-being & hope he would success in his future.

A handwritten signature in blue ink that reads "Empan". The letters are cursive and slightly slanted.

Signature of The Supervisor

Acknowledgment_

At first, I am grateful to the Almighty Allah who has enabled me to complete this internship successfully & given me the capability, ability, determination, physical good and mental strength to complete this internship program effectively.

With the help & support of them, I was able to gain experience and practical knowledge and complete my internship program Business Development Activities successfully.

My special thanks to M Mahfuzur Rahman, Managing Director of MECphee Global Education (MD) who has selected me for this opportunity and has given me the essential information for my report who personally guides me in every step. Miss Meherunnisha Moon Executive, Country Manager Asif Imtiaz and I have also been guided by Sharmin Mahfuz, Director for helping me in this study abroad sector.

I am very pleased and thanks to my supervisor Mr Emran Khan. Senior Lecturer (Daffodil International University) for the guidance and the extraordinary support from his side. I found him whenever I needed him and he handled the situation very smoothly. Also thanks to my friends who have helped me.

Abstract_

The main reason of preparing the report title “business Development Activities” of “MECphee Global Education” aims to sheet specific & primary objectives through experience & study. In there report there includes understanding the working knowledge of study abroad practices with international universities located in different country. It also helps me to gain knowledge about how to work independently to write internship report with the help of them and to collect the good side of corporate life for our future life. They gave me the permission to the study abroad sector.

As an intern my primary job at MECphee office as the role of Business Development Activities. When I have completed my internship I have found that professional life is as much as attractive as it is challenging. At the time of the work I have faced many problems but by the guidance of the supervisor they were solved. After completing this internship I have found out how students use their academic knowledge in their professional life and how important it is for a person.

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Chapter:1

INTRODUCTION

1.1 Introduction_

Every consultancy is a higher education center that mainly helps students who are interested in their higher education abroad. Not all consultancies are the same. There are many types of consultancies like many of them are accredited with the British Council many of them are accredited with ICEF and many of them are accredited with both of them. The consultancy sector occupies an important place for studying abroad in every country. This sector has a huge contribution for study-abroad education in all over the world. Thus, there are many consultancies in all over the country all of them has an important role of their sides, the students who wants to study in abroad but have no idea about it they find a great help from these consultancies. Nowadays there are more than 400 educational consultancies in Bangladesh all of them have a different way of service. Students who really want to go abroad but they lack information regarding this topic can get help from the consultancies.

1.2 Origin of the report_

Final term of my honors degree, my university has given the students an opportunity to do three months of internship in various companies where we can do many kind of activities. The report which i have made is a record of my practical work in the corporate industry, a sense of punctuality, responsibility and experience of my corporate life. My internship at MACphee Global Education BD. The duration of the program was three months. My supervisor have asked me to do my study on “The Business Development officer of MACphee Global Education BD and approved a preparing report on it.

1.3 Objective of the Report_

The main reason why we educate or our education is to acquire knowledge. The knowledge we gain through our education is the reason for theoretical apply. The objectives are:

1.3.1 General Objectives_

1. By joining a company it helps me to gain real life learning and also theoretical learning what i applied in real life.
2. Understanding how the educational consultancies work and how they process step by step.
3. It also helps me to understand the office environment and the responsibilities what they gave me.
4. Have to deal with the clients and international universities which we have worked for.
5. Also I have to join the Business to Business (B2B) meetings of the company

1.3.2 Specific Objectives_

1. Use what i gain to real life what i learned in the internship.
2. The importance of educational consultancies and its benefits.
3. Understand the entire process of the company and how they work.
4. in real life the partial experience helps me a lot
5. To understand how other departments of the company are linked with one another.
6. To know the company's strengths, weaknesses and overall process.

1.4 Scope of the Report:

I made this report by joining in “Business Development Officer” of MECphee Global Education BD activities of MACphee Global Education. This report helped me a lot to understand the environment, responsibilities, and activities of an organization.

1.5 Methodologies_

To make this report i have used information from the below sources:

1.5.1 Primary Data Resources_

In the company i have visited each and every desk to collect the data of that company, talked with the professionals and also the systemic analysis is the main resource . I have also interviewed some job seekers at DIU job utsob and also some of the employees and also the customers in person.

1.5.2 Secondary data resources_

Online sources of MECphee Global Education, and the Reports of MECphee Global Education are collected to the store.

Chapter-2

Overview of the MACphee Global Education

2.1 Historical Background_

MECphee Global Education is a UK-based educational consultancy firm, that embarked on its journey in 2012 committed to turning individual dreams into reality. We assist students in pursuing higher education in the UK, USA, Canada, Poland, Finland, Germany, Malta and UAE.

2.2 The country we work with_

1. UK
2. USA
3. Canada
4. Germany
5. Poland
6. Finland
7. Malta
8. UAE

2.3 Our Services_

1. Free assessment and documentation
2. Admission to Diploma, undergraduate ,post-graduate and PHD
3. Scholarship Opportunity
4. Interview preparation for both admission and visa process
5. Visa assistance
6. Bank Support
7. Student Accommodation
8. Pre-arrival briefing
9. Post-arrival briefing

2.4 Why choose MECphee_

1. Certified by the British Council
2. Certified by the International Consultant for Education and fair (ICEF).
3. 300+ Authorized and approved University/College and institutions
4. Spouse/Dependent Visa Support
5. Experienced team
6. Student concentric service

2.5 Mission_

Our mission is to serve a trusted partner in the pursuit of educational excellence, offering personalized guidance, unveiling the hidden world of education, and supporting individuals navigating their academic journey.

2.6 Vision_

We envision where students are our top priority and trust is our guiding principle. Our vision is to provide student-centric services that foster empowerment and confidence, setting a new standard of trust and excellence in education consultancy.

2.7 Branch Location_

- UK

215-129(2nd floor), Green Street Forest Gate, London E7 8LL, United Kingdom
+44 77551960853

- POLAND

S.C UL. NIEPODLEGŁOŚCI 70 64-100 LESZNO, Poland
+48 739 657 348

- FINLAND

Ajomiehentie 20A 00390, Helsinki 20A,Finland
00358407202202

- BANGLADESH

House 50, DNCC Building 6th floor, Road 6C, Sector 12
Uttara 1230,Dhaka,Bangladesh
+880 01817074624

2.8 PROUD PARTNERS_

SIUK,SI CANADA,CAMBRIA COLLEGE,VISTULA UNIVERSITY,UNIVERSITY OF ECONOMICS AND HUMAN SCIENCES IN WARSAW,MACROMEDIA UNIVERSITY OF APPLIED SCIENCES,UNIVERSITY OF INFORMATION TECHNOLOGY AND MANAGEMENT IN RZESZOW, POLAND,GEDU (GLOBAL EDUCATION),ECOLE DE MANAGEMENT APPLIQUE,LSC LONDON,Webster University(USA),Herzing University

2.9 ACCREDITED WITH_

ICEF, BRITISH COUNCIL

2.10 SOCIAL PLATFORMS_

FB : facebook.com/MECpheegeelBD/
INSTAGRAM: Instagram.com/mecpheegeel/
WEBSITE : www.mecpheegeel.com

2.11 Hierarchy of “MECphee Global Education”_

Board of Director

Managing Director

Country Manager

Assistant Manager

Junior Executive

Business Development Officer

Junior Business Development Officer

Research and IT

Ambassadors

Armed Guard

Cleaner

Chapter 3

Internship Activities

3.1 Internship Experience_

I have joined MECphee Global Education BD on 12th January 2025 as an intern. On the day of joining I was a bit apprehensive, as it was the first step on the corporate life. They motivated me very much during my internship and also their friendly behaviour and helpfulness boosted my confidence very much. I have become very friendly with the Business Development team and we help each other in our work. In my internship program I did not find any difficulties at all. I have found that the business development site is quite easy and it suits me very well. In my opinion as like the other companies on a educational consultancies the first and the foremost duty is to handle different kinds of clients and customers. I have learned how to deal with a customer or company, digital marketing, how to apply and which subject is will be best for a student, write SOP, how to deal with the banking section etc.

The activities which I have done through these three months would not be possible if the company's employees help me with my report. They were very much friendly and whenever I needed them they were ready to help me . So many times I have found trouble when I was working there but they were so polite that they never bothered to help me without a second thought. Mainly the people, atmosphere and the environment of the organization was so good that never ever i feel any kind of problem, As we know every where exist good and bad people like that some of the employees was a little rude with mew but the number of them are too low that i do not have to remember that.

Three months is not enough to understand and feel the educational consultancy world but I have tried my best to do used in the corporate industry. I strongly believe that the experience that I have gathered by doing three months of intern at the company will definitely help me in my future career. Finally, I want to thank all the members of the company who have helped me during this time and help me to make a memorable time for my whole life. I am continuing my job life in this company as a permanent employee.

3.2 Activities in Business Development Department_

1. How to deal with new clients
2. Business to Business (B2B) deals
3. Handling the sales of the office
4. Digital Marketing
5. How to process an application of the new students
6. Attend in international conferences
7. Convincing the clients why too choose us
8. Reporting to the head office about daily work
9. Maintain a good relationship with the customers.
10. Providing the support which customers need.
11. Assessing the new clients which country or which University will be best for them.
12. Organize Expo's or many kind of events
13. Dealing with banking sector of the students
14. Manage the Campus Ambassadors of different Universities and Colleges.
15. SOP writing.
16. Counselling the new students.
17. Give preparation for visa interview.
18. Take some IELTS classes for the students.

3.3. Responsibilities_

I have done my three months internship program at MECphee Global Education BD; Uttara Sector 12 branch. The responsibilities during my intern are given below:

1. At first my job was to know about digital marketing and observe how my seniors handle the situations.
2. Then i move to the real corporate world and have gathered knowledge about Business to Business deals and also Business to Customer deals.
3. All the campaigns of the office were held under my command.
4. All works of the Banking side i have to deal with them
5. Sometime i have to counsel the students .
6. There are many campus Ambassadors in our company who are from different universities and colleges i have to motivate them and give the proper instructions.

Chapter 4

Internship Learning

I have completed my internship in the Uttara Sector 12 branch of MECphee Global Education BD. It has been a great time and very helpful for me to understand the study abroad organization. It helps me to gain knowledge on how to deal with customers and improves my learning skills.

4.1 Soft Skill_

After completing this internship, I came to know that how much responsibility I have for a corporate life and also how important it is to deal with the customers. After joining there i came to know what to do at the office time and what to do not. The work and the responsibility during the office time has made me more active for my future life. When I joined the office, everything was new for me at that time it was not very tough for me to cover up the situation or the new place. Educational Consultancy firms are totally different from other corporate offices, here every day many students come to achieve their dreams and we help them to choose the right path.

4.2 Hard Skill_

Now I am sharing the hard skills that I have learned through these three months of internship, networking importance, Professional communication, taking constructive criticism, Making connections and Understanding the workplace environment.

MECphee Global Education, is a company which is a customer centric organization and always prioritises the customers satisfaction. That is the main reason why I was able to know and gain the customer satisfaction part very well. Business Development is the main part of the company where we know that sell is the main thing to survive a company and that sell part comes from the Business Development part. That is why i have selected the Business Development site.

Chapter 5

Recommendation and Conclusion

5.1 Recommendations_

In my opinion here are some suggestions by that MECphee will better sustain in future:

1. MECphee Global Education's information desk should develop or the company will have to add some experienced employees.
2. MECphee may have a clear written guideline for Refund policy and should include the amount of refundable money.
3. In some important departments MECphee should hire some experienced employees that will be helpful for them.
4. The company should give priority to the old employees, not the newcomers. For this I have found dissatisfaction among the old employees.

5.2. Conclusion:

MECphee Global Education BD is a self-owned company that gives a world-class service to students. MECphee Global nowadays has a great impact on the economy of the country. It is a matter of sorrow that the company is in a bad shape for the last few months but I think by taking the proper steps and the measurements it will go on the peak. By joining and working as a Business Development i have learned many things and it helps me to do my internship report. I have learned how a consultancy firm works , how to control any situation, how to deal with the customers and I think MECphee will again come back to its position if the student choosing sector would be good enough to choose the students. The management should keep an eye of that particular sector.

5.3. Reference:

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<https://cstn.wordpress.com/wp-content/uploads/2009/10/successful-timmanagement.pdf>
2. Stark, P. B., & Flaherty, J. (2010). The only leadership book you'll ever need: How to build organizations where employees love to come to work. Career Press. Barnes & Noble+7PDF Drive+7Porchlight Book Company+7
3. Mohammad Mahfuzur Rahman
Managing Director
MECphee Global Education
4. Meherunnesha Moon
Executive
MECphee Global Education BD

Chapter 6

Appendices

I have taken some pictures of my work with permission from the officials:





