



## **Internship Report on HR Management of Corporate Ask**

**Submitted to:**

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Assistant Professor  
Daffodil International University

**Submitted by:**

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ID: 213-14-348  
MBA Program

## **Letter of Transmittal**

21st December, 2022

To,

Md. Anhar Sharif Mollah, Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

**Subject:** Internship report on “HRM in Corporate Ask.”

Dear Sir,

With due respect and immense gratification, I am submitting my internship report on “Human Resource Management in Corporate Ask.” that you have assigned me as an essential requirement of the Internship program. It is truly a huge opportunity for me to compile a lot of material and properly understand the issue. The study caught my attention and was helpful and enlightening, in my opinion.

I did my very best to create a credible and effective report. The study will provide readers a thorough understanding of the general duties of corporate HRM. I look forward to your question on the report since it will allow me to expand my expertise.

I hope you will consider the mistakes that may take place in the report in the Spite of my best.

Sincerely Yours,

Israt Jahan Dina

ID: 213-14-348

Batch: 61th, Department of MBA

Daffodil International University

## **Student's Declaration**

I hereby claim that the internship work titled 'Human Resource Management at the request of a company' is a unique work which I have carried out under the supervision of **Anhar Sharif Mollah, MBA and Assistant Professor at Daffodil International University**. To do. This task partially fulfills the submitted internship program requirements. No evidence of this is currently being presented to other students for an MBA or any other degree



Israt Jahan Dina

ID: 213-14-348

Batch: 61th, Department of MBA

Human Resource Management

Daffodil International University

## **Letter of Acceptance**

This is to certify that **Israt Jahan Dina** internship report for Daffodil International University Master of Business Administration (MBA) awarding, 'Corporate Ask for HR Management', has submitted the 61st batch of Dina. **Identification: 213-14-348** under my supervision, and to the best of my knowledge, no part of this report has been submitted elsewhere for a degree, diploma, or certificate she is entitled to submit an internship report for admission for defense of the internship.

I wish her all success in life.



Md. Anhar Sharif Mollah  
Assistant Professor, Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

## **Acknowledgment**

I would like to thank Daffodil International University for giving me this internship opportunity. Thanks to Corporate Ask for giving me an internship position in HR. I would like to thank her Internship Supervisor Md Anhar Sharif Mollah Sir for guiding me to complete this report. I would also like to thank Niaz Ahmed sir, CEO of Corporate Ask and Sadman Rahman Mridul, Marketing Manager of Corporate Ask & HR Division, to keep me under their supervision and provide all necessary information to resolve this issue. Thank you for providing the information necessary to do so. Report. I would also like to thank all employees of Corporate Ask Human Resources for granting me internships at their companies and providing the necessary information. Finally, I would like to mention the wonderful work environment that helped me a lot in managing and monitoring my HR activities during my internship program.

## **Executive Summary**

Human capital is the most important resource for a company to gain a sustainable competitive advantage over its competitors. To manage these human resources, there are several practices adopted by various organizations around the world to create a competent workforce.

During my internship, I learned how an organization's HR department works and coordinates its activities to ensure that the right number of people are available for the right job at the right time. This ensures that the organization runs smoothly at all levels. You have acquired a working knowledge of how to ensure proper function.

The report opens with a summary of Corporate Ask's origins, mission, vision, goods, and services, as well as its organizational structure and hierarchy. The topic of talent management in corporate ask initiatives is covered in the next section. Introduction to the issue, hiring, choosing, training, and development are all included in this project. Each chapter begins with a thorough explanation of HR functions and is followed by Corporate Ask organizational practices, which effectively explain how HR works. The SWOT analysis of the organization's strengths, weaknesses, opportunities, and threats will be conducted in the next section of the project. This will be followed by insights and suggestions on important aspects of Corporate Ask human resource management. The conclusion and any further references come last.

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**Chapter: 1**  
**Introduction**

## **1.1 Introduction to the report**

HR is a new sector in a new era of the corporate world. HRM was once neglected in large organizations. Today things have changed and most companies value his HRM practices. The main reason is that organizations are run by people, not machines. Maintaining this talent is therefore critical to long-term business success. Corporate Ask also focuses on HRM practices. The primary purpose of my internship report is to identify areas of Corporate Ask's HR practice. As the topic of this report, I have chosen "Human Resource Management Practices in Organizations".

I tried to consolidate my theoretical HR knowledge and combine it with real-life examples I observed during my internship. I covered all major HR functions such as recruitment, selection, compensation and benefits, training and development and tried to impart my understanding of different HR functions through this project. HRM practices and policies summarize the basic structure of an organization and are used to manage and organize work. HRM practices and policies are designed to guide and engage employees through consultation and communication with individuals and teams within the organization. This includes individual management tasks and the development of new processes. On the other hand, several of his HRM implementations can also be seen as important in supporting and stimulating creativity, especially through employee empowerment and constant creation of new practices.

## **1.2 Scope of report**

This report was produced through employee interviews. The prospectus provided by the asset manager also assisted in the preparation of the report. Writing this report gave me the perfect opportunity to familiarize myself with Corporate Ask's HR practices.

## **1.3 Purpose of the report**

### **General goals:**

The main purpose of this report is to analyze 'Personnel Management and Enterprise Requisition Practices'.

**Specific goals:**

- ❖ To determine how Corporate Ask maintains the recruitment and selection process;
- ❖ To highlight the rewards and benefits offered by Corporate Ask
- ❖ Analysis of overall HR operations in this organization
- ❖ Identify the strengths and weaknesses of the corporate ask and recommend the steps necessary to overcome the problems.

**1.4 Sources of information**

**1.4.1 Primary data:**

Primary data were collected through face-to-face interviews and virtual meetings.

**1.4.2 Secondary data:**

Sources of secondary data for this report are:

- ❖ Corporate Ask Annual Report.
- ❖ Various texts and magazines.
- ❖ Corporate Ask website.

**1.5 Restrictions**

- ❖ Restrictions on Employment of Personnel.
- ❖ Lack of human resource management practices.
- ❖ HR was reluctant to provide information due to difficulty accessing confidential data and information.
- ❖ Some previous statistical data are not available.
- ❖ There were insufficient secondary sources of information to complete the report.

**Chapter: 02**  
**Background of the Company**

## 2.1 Organization Background

The company offers customized resume writing, cover letters, video resumes, BD job profiles, LinkedIn profiles, personal profiles and company profiles to support their customers.

A content-based resume increases your chances of actually getting an interview call. Resume sentences become SMART and resumes become performance-based. All types of CVs (Europass CV, Canadian format, Global format, Info graphic CV, etc.) can be generated by your company.

The company has served over 18,000 customers since his 2016. Analyze each individual's KPIs and arrange individual sessions. They analyze their customers in detail and personalize their content. Nearly 98% of the company's clients find a job or go on to a better career after building a professional resume.

### Key Facts:

Some important facts about Corporate Ask are given below:

<b>Name Of the Company</b>	<b>Corporate Ask</b>
Date of Commencement	2017
Register Office	House: 61/7, Road: 04, Block: B, Section 12, Pallabi, Mirpur-Dhaka
Web Page	<a href="https://www.corporateaskbd.com/">https://www.corporateaskbd.com/</a>
Managing Director	Niaz Ahmed
Marketing Manager	Sadman Rahman Mridul
Social Media Manager	Ibne Zadid

## 2.2 Organization Vision

Their vision statement is-

The mission of the organization in this 21st century, the corporate world has become more professional in its work and in what is expected of its employees. Therefore, we are always looking for accurate and meaningful resumes, resumes, company profiles and trainings.

## 2.3 Organization Mission

An achievement-based professional Resume with Unique content. We provide help to both Fresher's and Professionals

## **2.4 The Values**

- ❖ Customer Focus
- ❖ Reliability
- ❖ Teamwork
- ❖ Respect for individual
- ❖ Quality

## **2.5 Services**

Since 2016, Corporate Ask has been providing the best service to our customers. Corporate Ask is one of the best companies in this industry. We provide content-based resume writing, cover letters, BDjobs profiles, LinkedIn profiles, company profile updates, and more for a better professional career. We also provide training to better understand careers.

## **2.6 Key strengths**

- ❖ Strong brand value
- ❖ Talented dealer team with market expertise
- ❖ Dedicated research team focused on ecosystem value creation
- ❖ A well-structured performance management model that drives the business
- ❖ Growth and Quality
- ❖ Reliable and easy-to-use online trading infrastructure

**Chapter: 03**  
**Literature Review**

### **3.1 Human Resources Management**

HRM is workforce management with an emphasis on the company's human resource, its employees. Employees are sometimes referred to as human capital in this sense. The objective is to properly employ people, minimize risk, and maximize return on investment, much like other business values.

Our corporate success is a function of each individual's HR role. The success of a company's business plan and profit growth are directly correlated. Human resource management (HRM) is all about providing people direction since people are the lifeblood of every firm. The greatest methods and services in HRM are offered to businesses to increase productivity and teamwork.

HRM refers to the management of all human resource decisions within an organization. It focuses on making the most of the human resources available to an organization and improving employee performance to achieve organizational goals. HRM ensures seamless and effective application of internal policies and processes. HRM exists to maintain a balance between employee needs and satisfaction and an organization's profitability and ability to reach its goals.

In reality, however, HRM is a tool for optimizing human resources, promoting personal development, and meeting government obligations. Larger organizations usually have an HRM department whose primary goal is to align company goals with employee goals. In order for companies to achieve their goals, they need employees to support them.

To understand HRM, you have to think about how HRM works. The functions of HRM are administration, management and consulting.



### 3.2 HR Functions

HR Managerial functions includes:



Figure: 01

#### 3.2.1 Planning

HRM's planning functions ensure the optimal mix of employees and positions to avoid organizational bottlenecks and oversupply. The HRP process consists of four main steps. Analyze current staffing needs, anticipate staffing needs, anticipate staffing needs, and align his

first three steps with business objectives. Managers need to plan ahead so that their subordinates can get things done. Having a plan that gives the organization goals is also important. A plan also helps you identify best practices for achieving your goals. Additionally, some successful managers spend a lot of time planning. When it comes to human resources, planning involves defining a human resource program that will help you achieve your organization's goals. These programs include company hiring needs, job requirements, account plans, and recruiter forecasts.

### **3.2.2 Organizing**

Organizing is a function of HRM that involves developing an organizational structure to ensure the achievement of business goals. Structure is usually represented by an organizational chart. An org chart is a graphical representation of the chain of command within an organization. After setting goals and developing plans and programs to achieve them, HR managers must design and develop an organizational structure to carry out various activities. Developing an organizational structure includes:

- ❖ Grouping of HR activities into jobs or positions. Assignment of different activity groups to different people
- ❖ Delegate authority according to assigned tasks and associated responsibilities
- ❖ Coordinate the activities of various employees.

### **3.2.3 Directing**

This includes activating different levels of employees to maximize their contribution to company goals. Maximizing employee potential through constant motivation and leadership is at the heart of this function of HRM.

- ❖ The HR manager can plan, but the smooth execution of the plan depends on the motivation of the employees. The leadership function of human capital management involves encouraging people to work enthusiastically and efficiently to achieve organizational goals. Simply put, the executive function of human resource management is to guide and motivate people to carry out human resource programs.

- ❖ HRM can motivate employees through career planning and payroll management, employee morale development, relationship building, security requirements delivery, and employee benefits development.
- ❖ To do this effectively, HRM must identify employee needs and the means and methods of meeting them. Motivation is an ongoing process as old needs and expectations are met and employees develop new needs and expectations.

### **3.2.4 Controlling**

Control is the regulation of activities according to a plan drawn up based on the company's goals. This is his fourth function in HRM and completes the cycle. Managers monitor results and compare them to established standards. It also fixes any discrepancies that may occur. Management is one of the key functions of HRM and helps to assess and manage the performance of the department in relation to various operational functions. This includes assessments, audits, statistics, etc.

Managers can utilize performance management systems to streamline processes, provide fresh ideas, and make other choices that support employees in achieving their objectives. This aids in the organization's success and top performance. For instance, a sales manager may assign sales goals that must be attained within a specific time frame. Along with the numbers, performance management systems provide managers with guidance on how to help their sales reps succeed.

### **3.2.5 Organizational Development**

Organizational development is a critical science-based process that helps organizations build capacity for change and create greater impact by developing, improving, and enhancing strategies, structures, and processes.

OD's goal is to develop aspects that help companies succeed in the market.

This distinguishes between organizational development and random change processes. OD focuses on building organizational capacity to assess and optimize current capabilities.

HR organizational development involves changing and improving processes and structures in the area of HR responsibilities. This includes processes and systems related to performance management, talent management, diversity, benefits, and more.

### 3.2.6 Organizational Development Process

Unlike human resources, the conceptualization of organizational development was based on the need for systematic ways to apply behavioral science to help organizations improve individuals and processes. To work better with OD, at its core, seeks to represent and promote meaningful and purposeful change in an organization.

There are many things in the organizational development process. Here we break down the main aspects of the OD process into seven steps. These procedures describe how OD relates to the Human Resources function. This cycle includes problem identification, data collection, analysis, presentation, and new policy implementation.

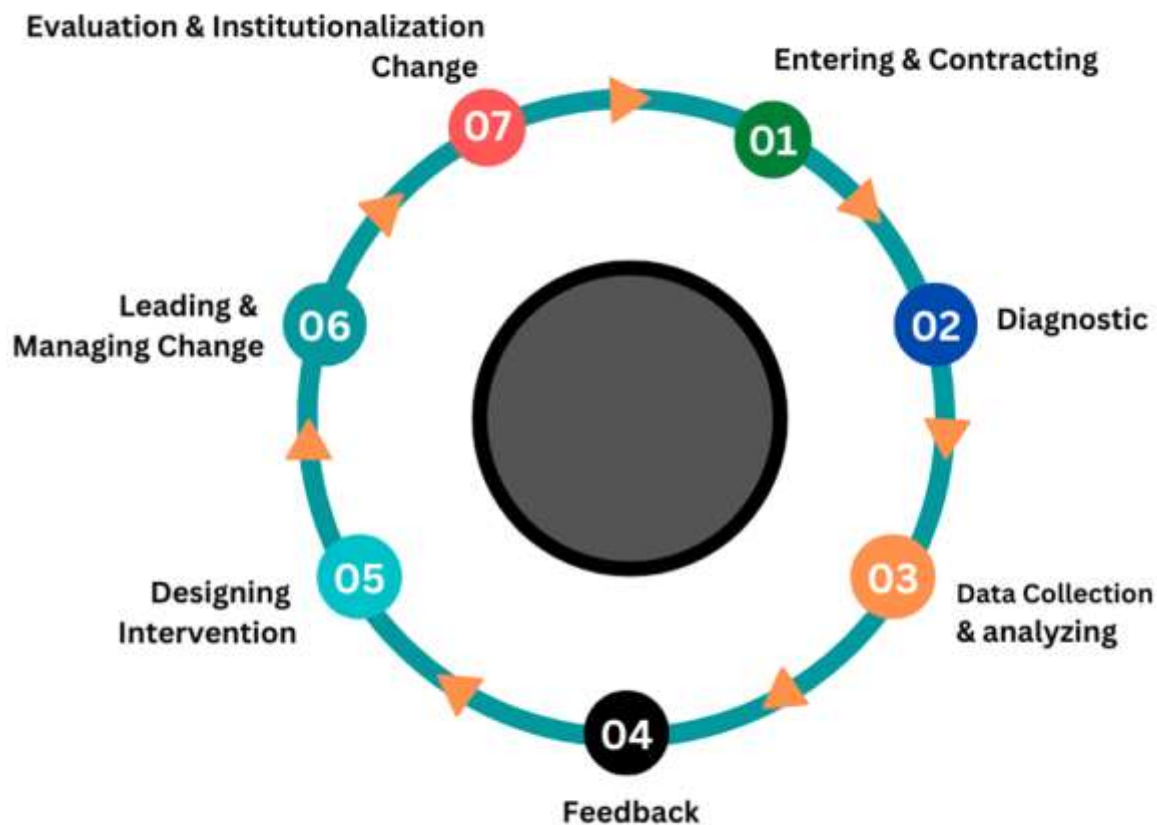


Figure: 02

### **3.2.7 The Role of HR in Organizational Development**

Organizational development has the power to dramatically improve the well-being of organizations and their employees. For this reason alone, organizational development everywhere deserves consistent effort and attention from its leaders. In today's modern business marketplace, organizations that are ready and willing to make changes anytime, anywhere to meet demand and increase their chances of long-term success will undoubtedly sustain growth and success. Organizations should strive to build effective employee experiences that help attract, retain and engage the right people. It starts with establishing an effective integrated approach to HR and OD practices. As you can see, there are many OD interventions related to HR. Policies such as performance management, goal setting, evaluation, and people management practices are all essential to effective organizational development. However, while HRM focuses specifically on people's practices, OD takes a more holistic approach. His his OD can be used at all levels of an organization using tools such as organizational design, individual and group interventions, work design and more traditional human interventions. These levels are organization, group, and individual. But while the focus is always on strategic issues, HR is often more operational. OD features are sometimes included in HR features, but not always. It can be part of a service department, corporate strategy, or an internal consultant. External strategy consultants also frequently use his OE techniques in change management projects.

Both HRM and his OD are rooted in a business strategy that represents the organization's mission, values and vision. Both outline the actions needed to implement this strategy in their respective areas. In his 1960s he coined the term OD to describe the behavioral aspects of people within an organization. Understanding OE means being able to identify which elements of the core HR functions need to be focused on to make the overall organization more efficient. OD offers an integrated way to meet these challenges

**Chapter: 4**  
**HRM of Corporate Ask**

## **4.1 Human Resource Management of Corporate Ask**

During my internship, I was mostly recruited in the HR department. Corporate Ask always determines the tasks to be completed and the number and type of employees required. Determining the structure of an asset manager therefore helps determine the skills, knowledge and competencies of its executives. Make sure there are enough people on hand to satisfy the demands outlined throughout the strategic planning process. We think that excellent work results from quality workers who are driven and eager to face obstacles in order to offer better services.

## **4.2 Human resource Department (HRD)**

Corporate Ask HRD seeks strategic collaboration with various business units to identify and respond to evolving business needs. The HRD at Corporate Ask promotes an environment that emphasizes diversity, high levels of individual and organizational productivity and performance, continual innovation, and top-notch customer service. We are committed to keeping a great work-life balance and building a superb culture of customer service. Additionally, we foster a climate of cooperation and collaboration with a daily focus on the caliber of our work by promoting employee engagement.

## **4.3 Major Functions of Corporate Ask HR**

Corporate Ask HR Strategic Partner helps the organization recruit, develop, and retain personnel in a positive work environment with lots of opportunity to learn, grow, and exceed. This adds to the company's quality and exponential growth. Increase. To make the most of the company's human resources, hire the top applicants and the appropriate quantity of personnel. - Assess employee training needs and build a qualified and qualified workforce - Employees - Appropriately rewards individual performance - Creates and documents HR policies that are beneficial to both employees and the organization - Ensures services, policies and programs by HR members Coordinates and oversees the implementation of, identifies opportunities for improvement and resolves conflicts - designs, guides and manages succession planning, job rotation, identification and retention of key employees.

## 4.4 Major Focus Human Resource

Strategic Partner by acquiring, fostering, and keeping talent while placing a specific emphasis on 7 (seven) key areas:



Figure: 03

### 4.4.1 HR Planning & Talent Acquisition

#### (Recruitment/selection)

In addition to finding the greatest applicants for the job, it's critical to place individuals in the appropriate roles at the appropriate times. This necessitates a focus on the effectiveness of our hiring and staffing procedures, and we are always looking for methods to improve our hiring procedure. We also acknowledge the necessity of using extra analytics in our hiring processes in



order to comprehend employee wants and the strength and efficiency of our hiring practices. To guarantee that positions are filled with the best competent candidates, Corporate Ask uses a recruiting and selection procedure. Corporate Ask offers all job candidates equal employment chances regardless of their race, religion, gender, age, handicap, or any other factor recognized by local law. Employees can also work in a flexible manner thanks to it. Only factors relevant to the work are used in hiring and selecting employees. The use of fair, diverse, and transparent recruitment and selection practices is constant. This procedure conforms to all applicable state laws, rules, and regulations.

**Recruitment processes:**

Corporate Ask's hiring process is very clear, simple and modern. When the hiring process begins, HR first places an online ad on her company's Facebook page (bdjobs.com website). After receiving the application by email, Corporate Ask will first arrange a virtual interview via Zoom or Google Meet, select suitable candidates, and then conduct a written examination of the candidates. Candidates who were shortlisted in the written test were invited for an interview. After the final interview, the executive committee will adopt. If you are selected, we will send you a notification of the offer. Corporate Ask is a very flexible workplace with equal opportunities for all applicants. The recruitment process means selecting the right people for the right positions at the right time, and nearly every organization faces this critical task. The quality of work done can be as high as the skill of the people doing it.

Corporate Ask recruitment is done through following steps:

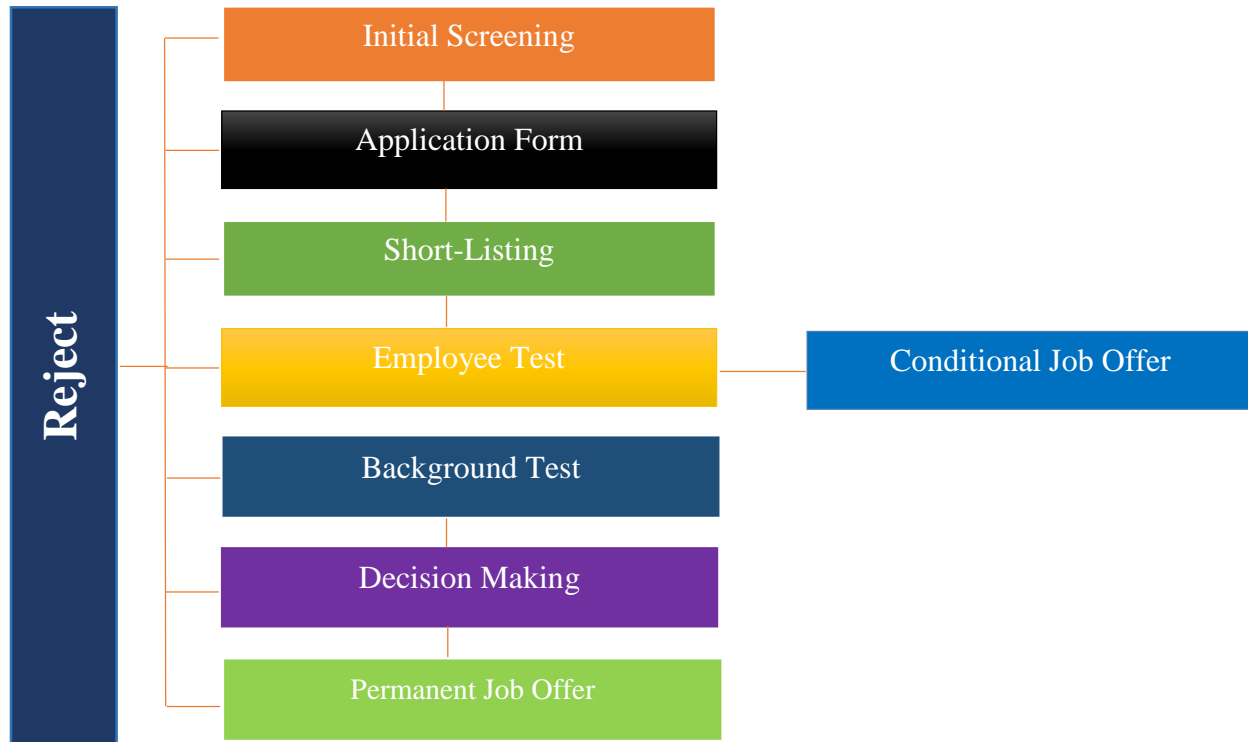


Figure: 04

**Finalization of Recruitment:**

The final selection of candidates will be made by the Final Jury. The Human Resources Director sets salary levels based on the selected candidate's professional qualifications and experience in the relevant field. The organization is not very big, but the hiring policy is perfect for this situation. However, the company is growing day by day. And they're trying to develop their HR department. Companies must recruit employees through newspaper advertisements, possibly interns, and website applications. Please also use the Campus Recruitment System. Like this system, it helps you select smart, fresh and talented employees. Therefore, the company should take steps to complete the process as soon as possible.

Corporate Ask Conducts two forms of recruitment, they are:

- ❖ Internal Recruitment
- ❖ External Recruitment.

For Internal Recruitment Corporate Ask follows some methods, these are:

- ❖ Job posting
- ❖ Referrals from other departments

For External Recruitment Organizations rely on-

- ❖ Advertisements
- ❖ Field recruiting

## 4.5 Here is sample of Corporate Ask's Offer letter:



House 61/7, Road 4, Block 8, Section 12,  
Mirpur 1216

**Date:** October 25, 2022  
**Name:** Israt Jahan Dina  
**Mobile:** 01621330827  
**Email:** dina14-348@diu.edu.bd



Dear Israt Jahan Dina,  
With reference to your interview dated 2<sup>nd</sup> October 2022 the company management is pleased to appoint you as "**Human Resource (Intern)**" for Corporate Ask with effect from the date of your joining under the following terms and conditions.

### APPOINTMENTS, SALARY, REPORTING AND PROBATION PERIOD

You would be designated as "**Human Resource (Intern)**" and the appointment shall be effective from your Date of joining which is 06<sup>th</sup> October 2022.

- For the purpose of assisting the intern to obtain work experience. The company hereby appoints the intern and the intern hereby accepts such appointment. The intern will commence an internship with the company from October 06, 2022, to January 31, 2023, for the period of four months (Non-Paid Internship) and shall perform such duties as the company may require.
- You shall be governed by the service rules and regulations of the Company, as amended by the Management, from time to time including the code of conduct, the terms of which are hereby incorporated by reference. You shall abide by and carry out operational instructions/procedures as contained in the Company's guidelines and other administrative instructions as may be issued by the Management from time to time.
- Company has reserved the right to terminate the contract of Internship with 7 days written notice, at any time during the contract period.

### **Confidentiality**

You shall not, except as authorized or required by your obligations in terms hereof, reveal to any person or entity any of the secrets or confidential information, the information contained in any manuals or dealings or any information concerning the organization, business, finances, transactions or affairs of the Company. The Company hopes that your association with the company will be successful and rewarding.

Best Regards,

**Niaz Ahmed**  
Founder & CEO  
Corporate Ask

I have read and understood the contents of the above communication in full and confirm that I agree and Accept employment on the terms and conditions set out herein.

\_\_\_\_\_  
**Israt Jahan Dina**

#### 4.5.1 Personal Profile Management of Corporate Ask:

They maintain employees' personal profile with hardcopy of documents for example: CV, NID, Educational Certificates and other necessary documents.

#### 4.5.2 Leave Management:

Leave management, as the term suggests, is the management of leave requests from employees. Sometimes called leave management, all-inclusive, sick/spa leave, parental leave, etc. The ultimate goal here is to make it easy for employees to enjoy benefits without disrupting work. Corporate Ask Leave Management is granted in the following ways:

<b>Earned Leave</b>	20 days in a year as per service rule of Corporate Ask.
<b>Casual Leave</b>	10 days in a year.
<b>Sick Leave</b>	14 days in a year
<b>Maternity leave</b>	24 weeks for each issue up to two children.
<b>Leave without Pay</b>	15 days once during the service life.
<b>Paternity Leave</b>	5 days.
<b>Study Leave</b>	As per the rule of the organization

#### 4.5.3 Training & Development in Corporate Ask:

All workers are subject to Corporate Ask's training policy, which aims to guarantee that the right instruction is given to support people in achieving suitable performance levels. Employees are encouraged to take charge of their own growth because we appreciate the options for training and development. We put a lot of time and attention into the professional and personal growth of our staff members since we view them as our most precious asset. By offering the appropriate training and seminars both locally and globally, we help our staff perform at their highest level. You will be presented with a number of training opportunities after being selected for the Corporate Ask to assist increase employee performance. They arrange for their employees' internal programs and even online training. Employees get internal training in their offices, as well as specialized online training for employees in Dhaka or overseas.

These types of training conducted by corporate Ask trainers typically employ these trainers on a contract basis. About the training at Corporate Ask, he breaks down this training his program into his five steps.

#### Identifying Training Needs

- ❖ Establish Specific Objective
- ❖ Select Appropriate Method
- ❖ Implement Program
- ❖ Evaluation and Feedback

#### **Step-1: Identifying Training Needs**

Training demand is the difference between standard performance and actual performance. So we try to bridge the gap between standard performance and actual performance. This gap clearly shows the need for employee training. Therefore, gaps are identified at this stage to determine training needs.

Corporate Ask analyzes training needs and applies two primary techniques to determine employee training needs.

#### **These are:**

- ❖ Task analysis
- ❖ Performance analysis

#### **Task analysis:**

The first step in training is determining what training you need. New employee training A key role in needs assessment is to identify tasks and break them down into subtasks. Then teach each subtask to the new hire. Job analysis is therefore an in-depth examination of a job to determine the required skills so that a suitable training program can be put in place.

**Performance Analysis:**

Evaluate whether there are performance gaps and determine whether these gaps need to be addressed through training or other means (such as staff rotation). Use performance analytics to easily identify your employee's training her needs.

**Step-2: Establish Specific Objective:**

After identifying training needs, the most important task for an organization is to set training goals. The main goal of training is therefore to close the gap between standard performance and actual performance. This can be achieved by setting training goals. Setting specific goals will make your exercise program more effective.

**Step-3: Select Appropriate Method:**

Once you have identified your training needs and set specific goals, the most important part is choosing the right method. Companies will always demand training programs and will always try to choose the effective method. Choosing the right method performs the actual function. In this step, we execute the plans and programs we have created to achieve the desired performance. This trains employees to perform better in organizational activities.

**Step-4: Implement Program:**

Choosing the right method performs the actual function. In this step, the plans and programs prepared by us are carried out to achieve the desired performance. This trains employees to develop for better performance of organizational activities.

**4.5.4 Evaluation and Feedback:**

Finally, training benefit ratings relate to the impact of training on employee performance. Finally, weaknesses in the training program are identified and feedback mechanisms are created for future improvement. For this purpose, we collect information from participants regarding classrooms, meals, accommodation, etc. The information obtained is evaluated and analyzed to identify weaknesses in the training program and be used for future improvements.

**Asses' program success-according to-**

**Reaction:**

Record learners' immediate reactions to training. To learn. Use feedback devices or pre- and post-tests to measure what learners have actually learned.

**Action:**

Note the supervisor's reaction to the learner's performance after training. This is the path to the degree to which learners apply new skills and knowledge to their work.

**Result:**

Determine job performance improvements and assess required maintenance.

**Training target settings:**

After analyzing your training needs, you should set specific and measurable training goals. Goals indicate what a trainee should be able to achieve after successfully completing a training program.

**4.5.5 Techniques of training program:**

Once your employee's training needs have been identified, training objectives determined, and the program designed, you can implement the training program. Corporate Ask follows two of the most popular training methodologies:

- ❖ On the job training
- ❖ Off the job training

**4.5.6 On the job training:**

On the job training is like learning a job by actually doing it. Almost all employees, from mailroom clerks to presidents, receive on-the-job training when they join the company.

**On-the-job management development techniques followed by Corporate Ask:**

On the job training is one of the most popular development methods. Some of important techniques here include:

- ❖ Job Rotation
- ❖ Coaching



- ❖ Internship Training
- ❖ Job instructions
- ❖ Committee assignments

**Off-the-job training:**

In this type of training the employees can fully concentrate on learn as there will be no work pressure.

**Off-the-job management development techniques:**

Here are several off-the-job training methods which corporate ask use to train employees. Some of the important techniques here include:

- ❖ Case Study
- ❖ Lectures
- ❖ Incident Method
- ❖ Conferences

**Corporate Ask's training benefits for the employees:**

- ❖ Team Building
- ❖ Improved Employee engagement
- ❖ Increased Productivity
- ❖ Enhance management
- ❖ Reduce Layoffs
- ❖ Trainees learn actually doing the job
- ❖ Get quick feed-back about the correctness of their performance
- ❖ Flexible method.
- ❖ Better Communication
- ❖ Computer and software skills
- ❖ The normal operation of organization remains undisturbed
- ❖ Trainers who provide training are well qualified and experienced.
- ❖ The training program is properly drafted and well organized.

## 4.6 Training and Evaluation Form and Feedback

We really appreciate your participation in this training program. We would really appreciate your thoughts and suggestions if you could take a few extra minutes to complete the questions below. Your comments will be helpful to the human resources department as they assess our future training requirements.

**Date:** \_\_\_\_\_

**Trainer:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Topic:** \_\_\_\_\_

**Venue:** \_\_\_\_\_

**Title of Training:** \_\_\_\_\_

**Instruction:** For each questions indicate your response below and tick mark the appropriate option.

How would you rate the overall quality of this training program?     Excellent     Good     Fair

How well did the trainer state the objective?     Excellent     Good     Fair

How effective were the handouts?     Excellent     Good     Fair

How convenient was the location?     Excellent     Good     Fair

Did the training cover your expectation?     Excellent     Good     Fair

Is the trainer communicated properly?     Excellent     Good     Fair

What was the most interesting thing you have learned from this training?

What would be your suggestion to make this training more effective?

#### **4.7 Performance Appraisal & Management:**

Clarifying objectives and goals during performance evaluations helps both individuals and employers foster a culture of open communication. The best performance assessments include interactions between management and employees and offer constructive criticism and suggestions for improvement.

Using the Corporate Ask Performance Assessment, a top tool, businesses may assess employee performance and determine how best to plan career advancement. The main purpose of Corporate Ask's performance assessment system is to optimize the achievement of corporate objectives while providing each employee with advice on how to further their own career ambitions. The technique for staff assessment is ideal for evaluating the abilities of all permanent workers. The distribution of assessment forms that have been approved by high management kicks off this lengthy procedure. Performance Evaluation Based on Job Goals in Performance Management Performance Bonuses and KPI-based Performance Evaluation for Business Employees were introduced. Performance Administration There is a strong HR culture at Corporate Ask. As a neighborhood business, we have created our own rating methodology. Utilize several assessment styles to gauge employee performance. Observations and Participant Journals These two techniques will be applied for evaluation. Performance evaluations of employees are conducted after evaluation utilizing several matrices. The employee's educational or training needs are then assessed. Corporate Ask is dedicated to an impartial review procedure. She evaluates her employees twice a year. First, employees evaluate themselves, and the final evaluation is done through discussions with their superiors. If an employee disputes his or her evaluation, he or she can indicate so on the evaluation form.

#### **4.8 Promotion:**

Promotion opportunities are the lifeblood of staffing and retention. Without proper use of incentives and coaching, employees may refrain from maintaining a relationship with the company for a period of time.

Competitors steal top talent from other companies by offering individuals higher salaries and benefits. Employee promotions and bonuses make employees feel no need to leave their employers. At Corporate Ask, promotion means management's commitment to recognize and reward excellence.

Motivate employees to engage in promotion opportunities within the company. It also contributes to employee satisfaction and retention. Employee development considers all factors necessary to determine the best qualifications and skills to fill a position. Employees can be promoted according to the following criteria:

- ❖ Performance
- ❖ Seniority
- ❖ Time since last promotion
- ❖ Benefits and Capabilities
- ❖ Leadership quality
- ❖ Attitude and Behavior

One of the rewards is recognition of contributions that exceed employee expectations. It may or may not have monetary value. At Corporate Ask, employees receive special rewards from management to motivate and encourage them to do better. These changes are not necessarily accompanied by formal title changes. Employees are granted higher salaries, bonuses, or stock options. New benefits vary by position and are at the discretion of the line manager. Corporate Ask keeps team members' up-to-date promotion plans on file and discusses future career moves in performance reviews.

#### **4.9 Compensation & Benefits:**

Corporate Ask's Human Resources and Compensation Committee is a forum for discussing various HR issues within the company.

The committee's primary role and function is to assist Human Resources in developing and maintaining a fair and transparent process for setting policies for the company's overall human resources strategy. The Commission's mandate is to give companies wide leeway to operate, ensuring equality of opportunity and transparency in relation to:

- ❖ Good recruitment
- ❖ Rewards based on merit, qualifications and ability
- ❖ Appropriate training and development opportunities

- ❖ Performance evaluation and promotion based on individual performance and contributions

In addition, the Committee considers all other performance-related issues related to company performance and comparable market statistics. Compensation and Additional Benefits Corporate Ask ensures competitiveness in the market with attractive compensation and additional benefits.

### **2022 Compensation and Benefits Survey**

A combination of compensation and benefits consists of four main components:

- ❖ Fixed salary
- ❖ Equity pays off
- ❖ Health benefits
- ❖ Vacation and sick leave

### **4.10 Team Management:**

Every organization consists of many employees who are assigned specific roles in the workplace. Team management is basically leading a team. Team building exercises, all issues between team members must be resolved, the best skills must be used, and business goals must be achieved as part of team management.

While working as a personnel officer, I had to look after her team of 12 people. There were different types of employees working in different fields. It included social media managers, graphic designers, event organizers, content writers, and more. It was a great experience for me to work with such a team for the first time. His members of my team were very supportive, but there were still some conflicts, but as an HR manager, it was my great responsibility to manage them.

Team management is an important skill that every manager needs. Organizations need to identify leaders who can manage, guide, and maximize team performance. So I learned a few important things from my experience leading a team. Here are some tips and strategies for effective team management



Figure: 05

### **Employee Relation & Workplace Environment:**

fostering a healthy work environment The creation of a healthy workplace is one of the objectives of Corporate Ask. Individuals and the corporation as a whole will benefit from this. In order to guarantee work-life balance, employees enjoy convenient working hours. Corporate Ask makes ensuring that workplace health and safety adheres to corporate health and safety guidelines.

Additionally, it establishes guidelines for health and safety training and creates, coordinates, and implements initiatives to avoid diseases and injuries at work. The Human Resources and Compensation Committee also examines any unique accident-related issues involving employees and their families to make sure that compensation is a possibility. Environment at Work Corporate Ask emphasizes clear internal communication, the open exchange of ideas, fairness, dedication, teamwork, and the highest levels of competence and morality in the workplace. Corporate Ask is dedicated to establishing a welcoming workplace free from discrimination based on gender, age, ethnicity, religion, or any other factor. We guarantee that everyone has an equal chance to be hired, selected, promoted, trained, developed, and paid. Optimal Working Conditions We work hard to

preserve a welcoming and courteous atmosphere at all times so that our workers may perform at their highest level and realize their full potential. Within our company, we foster an atmosphere of trust and support that enables everyone to work as a team and inspires people to be inventive and creative in their work. The company's success and ongoing progress are our top priorities, and we are always here to offer advice when it is required.

Employee Safety and Health Corporate Ask's workers' health and safety are always our top priority.

## **Chapter: 5**

### **Company Analysis**

#### **5.1 SWOT Analysis**



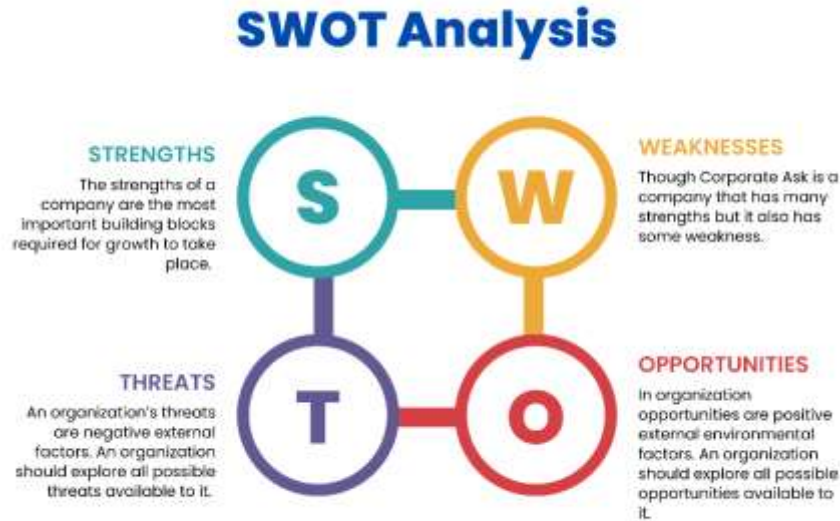


Figure: 06

### 5.1.1 Strengths:

A company's strength is the most important building block for growth. Below are some of Corporate Ask's most popular strengths today.

- ❖ Your recruitment and selection policies are very strong.
- ❖ Working environment:  
During my stay, the working environment was very satisfying. Everyone is warm, helpful and supportive.
- ❖ Transparency:  
For clear communication with staff in Corporate Ask's HR practice, we have a service rulebook available to each member of staff.
- ❖ Vacation management:  
We offer 44 days of holiday credit, of which 20 are working holidays, 10 are leisure holidays and 14 are sick leave. Employees don't have to worry about holidays.

### 5.1.2 Weakness:

Corporate Ask is a company with many strengths, but also some weaknesses. Below are some of the most common weaknesses Corporate Ask currently points to.

❖ **Lack of human resources:**

Lack of staff in the service system. I think we need to increase the number to manage all the teams. I was also impressed with the personnel requirements analysis for the necessary personnel.

❖ **Missing job analysis:**

While this is an important part of a company's HR operations, it is not part of the company's problem, so it is less aware of current market trends and can lose potential talent from its pool.

**5.1.3 Opportunity:**

In an organization, opportunity is a positive external environmental factor. Organizations should consider all available options. These opportunities are aimed at improving the organization. Through improvement, the organization should be able to become more competitive in the market. The following options are available to ask companies to be more proactive.

- ❖ **Recruitment:** Most of the recruitment here is done through internal recruitment, and the pool of entry-level talent can be expanded through campus recruitment. Corporate ask training sessions are very effective for expanding our training programs, we have already organized training programs in different districts, but we need to focus more on this part so that we can start our business.

**5.1.4 Threats:**

Threats to an organization are negative external factors. Organizations should feel free to investigate all possible threats. These threats are designed to undermine organizations. Through improvement and proper threat monitoring, an organization should be able to become more competitive in the market. The following threats are available on Corporate Ask to threaten their existence.

- ❖ There can be more competitors in the market with similar types of work.
- ❖ Employee conflict can be another threat for corporate ask.
- ❖ Lack of marketability is a threat to corporate asks. Whatever their thoughts, it's difficult to enter the market and find a spot if the market is already crowded.

## **Chapter: 6**

### **Findings and Recommendations**

#### **6.1 Findings:**

- ❖ Corporate Ask is very concerned about compensation. They offer attractive packages that reflect current market practices in similar industries. We also offer bonuses and annual dues. There is also an employee leave schedule that consists of different types of leave depending on the employee's needs.
- ❖ In my experience, the implementation of the Corporate Ask Assessment is not properly managed by Human Resources.
- ❖ Corporate Ask's quality of service is commendable. Customers are satisfied with their services and it is very important for an organization to serve them so that they can build a loyal customer base that repeats using their services and maintains a long-term relationship with the company.

## **6.2 Recommendations:**

Since the purpose of human resource management is to enhance people's productive contribution, organizations should implement appropriate policies.

- ❖ To ensure an effective and efficient workforce, organizations should organize appropriate training and development programs.
- ❖ The entire human resources department should be well informed about the employees working there.
- ❖ Organizations must reward their employees appropriately and not just directly.
- ❖ Evaluate employee performance. Management must formally follow promotion policies.
- ❖ To gain competitive advantage and provide quality service, top management should attempt to change services.
- ❖ Proper training is required to ensure efficient employee performance.
- ❖ Corporate Ask must hire experts for each individual sector.

## **6.3 Conclusion:**

We may infer from the explanation above that human resource management is a subject of continual practice and as a result, plays a significant influence in the general success of a business. You must adhere to all HRM parts if you wish to profit. The key to becoming a sought-after employer is having devoted and reliable personnel. It comes as no surprise that creating a motivated and engaged workforce presents significant challenges for businesses and organizations. The financial line of a firm may, however, benefit from more employee involvement and trust in leadership, according to a variety of data. In actuality, the full alignment, engagement, and empowerment of all employees and teams to successfully accomplish organizational goals is the only way for a company to reach its full potential.

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