



Internship Report on

***An evaluation of HR Policy & practices
of Aesthetic Eurasia LTD.***

Supervised by:

Professor Dr. Mostafa Kamal

Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Submitted by:

Mustafa Fazle Morshed

ID: 183-11-665
BBA (Human Resources Management)
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Date of Submission: 15- December- 2022

Human Resource Policy and Practices:
A study on Aesthetic Eurasia Ltd.

LETTER OF TRANSMITTAL

15th December 2022

To
Professor Dr. Mostafa Kamal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on 'An evaluation of HR Policy & practices of Aesthetic Eurasia LTD.

Dear sir,

With tremendous pleasure, I would like to submit my internship report on " An assessment of HR coverage & practices of Aesthetic Eurasia LTD " The report has been finished by way of the facts that I gathered from all the fundamental courses on Human resource management which I have finished all through my observation in addition to from my internship period in Aesthetic Eurasia Ltd. As a requirement of getting an internship report ready based on the sensible information in a corporation, I selected Recruitment as my center concentration together with a few different HR practices that I stumbled upon throughout my internship period. I've tried the best level of my knowledge to complete this file meaningfully and correctly, as much as viable. I hope this report will mirror the present-day problems in Human resource control which might be being Practiced via these corporations in our Country. Thank you.

Sincerely yours,



Mustafa Fazle Morshed

ID: 183-11-665

Department of Business Administration

Daffodil International University

Certificate of Approval

This is to certify that the Internship Report on “An evaluation of HR Policy & practices of Aesthetic Eurasia LTD” submitted for the award of the degree of Bachelor of Business Administration (BBA) from Daffodil International University. This report is a record of research conducted under the supervision of Mustafa Fazle Morshed, ID:183-11-665. He is permitted to submit the Internship Report.



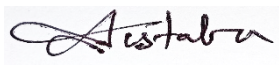
Professor Dr. Mostafa Kamal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

ACKNOWLEDGEMENT

First of all, I would like to show my gratitude for the fact that I have got the opportunity to attend a university in the first place which only a handful of people in the world get. Secondly, I am grateful for being able to be one step away from my graduation as a lot of students drop out without finishing their graduation. Also, I am especially grateful to my supervisor, Dr. Mostafa Kamal, Professor & Dean (Academic Affairs) Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, for His continued guidance and unrestricted supervision and support in the successful preparation of this report. I am grateful to him for always being my source of motivation. I want to thank MD. Abid Hasan Neil for generously giving me the opportunity to do my best as an intern during the internship period. Finally, I would like to thank all those who gave their valuable time and suggestions to the editing of this internship report. This rating alone is not enough to convey how thoughtful your opinion is on this report paper that I am passionate about. Thank you very much to all of you. I would also like to thank my parents for their support and inspiration.

DECLARATION

I Mustafa Fazle Morshed, student of Bachelor of Business Administration (BBA) holding ID: 183-11-665 majoring in Human Resources Management, Daffodil International University would like to gravely announce here that the internship report on “An evaluation of HR Policy & practices of Aesthetic Eurasia LTD” has been diligently prepared by me.



Name: Mustafa Fazle Morshed
ID No. 183-11-665
BBA (Human Resources Management)
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Summary

Studying the world of business may be very important to understand this complicated situation. So, it is recommended to go through both theoretical and practical knowledge. Every student of business is assigned to an internship program to have a hand-in-hand experience with the business and corporate world to complete their study. This report is a result of the practical and theoretical knowledge collected throughout the study and internship period on HRM practices. This report covers Human Resource Practices in Aesthetic Eurasia LTD.

It is an effort to recognize the HRM practices of this organization and how it is continually working for the progress of the organization. Some key factors are outlined around the human resource management field in Aesthetic Eurasia LTD. The study focuses the HRM practices and strategies. Many different models and approaches are used in the HR literature to try to show how a strategic approach to HR may be converted into a collection of agreeable HR processes and practices. The study's findings are thus encouraging from a general national perspective, showing that HR methods are "people-centered," structured, and in line with a variety of tactics.

Aesthetic Eurasia LTD's actual Human Resource processes and practices, however, may differ from centrally developed Human Resource policies at the level of the various local administrations (which were not covered in this survey). Before making any conclusions based on this research, it should be emphasized that it was rushed to completion and that the data is inadequate.

However, the report may be helpful in planning any future research to assess the HR services offered by Aesthetic Eurasia Ltd.

Table of Contents

Chapters	Contents	page
	Certificate	iv
	Acknowledgment	v
	Declaration	vi
	Summary	vii
Chapter- 01	Introduction	1
1.1	Introduction	2
1.2	Background of the Study	2
1.3	Scope of the Study	3
1.4	Objective of the study	3
1.5	Methodology	3
1.6	Limitations of the Study	4
Chapter- 02	Company Overview	5
2.1	History of Aesthetic Eurasia Ltd.	6
2.2	Overview of Aesthetic Eurasia Ltd.	6
2.3	Vision	6
2.4	Mission	6
2.5	Core Value	7
2.6	Code of Conduct	7
2.7	The objective of a Company	8
Chapter- 03	Theoretical Background	9
3.1	Introduction of Human Resource Management	10
3.2	Objective of HRM	11
3.3	Recruitment and Selection	11
3.4	Recruitment Process	12
3.5	Selection Process	15
3.6	Training and Development	17
3.7	Training Process and Methods	17
3.8	Performance Appraisal Process	19
3.9	Compensation System	23
Chapter-04	Analysis of HRM Practices in Aesthetic Eurasia Ltd.	25

4.1	Aesthetic Eurasia Ltd.'s Current Scenario and HRM practices analysis	26
4.2	Recruitment and Selection Process of Aesthetic Eurasia Ltd.	26
4.3	Training and Development Process of Aesthetic Eurasia Ltd.	30
4.4	Performance Appraisal Methods followed by Aesthetic Eurasia Ltd.	30
4.5	Compensation and Benefits of Aesthetic Eurasia Ltd.	31
Chapter: 05	Findings, Recommendation, Conclusion	33
5.1	Findings	34
5.2	Recommendation	35
5.3	Conclusion	36
Chapter-06	Bibliography and References	37

Chapter 1

Introduction

Introduction

1.1.The introduction:

In the modern corporate environment, the human resources department is on the rise. Large corporations neglected to invest in HRM in the past. Now the situation has altered, and the majority of organizations are now concentrating on HRM practice. The organization is operated by people, or human resources, rather than by machines, which is the key factor. For long-term corporate success, it is crucial to sustaining these people resources. Additionally, Aesthetic Eurasia emphasizes the use of HRM. The primary goal of my internship report is to pinpoint the human resources practice area of Aesthetic Eurasia Ltd.

1.2.Background of the study:

History: It is undeniable that the workplace is undergoing rapid change. As a component of a firm, HRM needs to be equipped to handle the effects of the evolving workplace. For them, this involves being able to comprehend the impacts of labor variety, technological improvements, and globalization. Changes in skill requirements, plans for ongoing improvement, contingent labor, distributed work sites, and employee involvement are challenges that must be addressed. Currently, HRM faces a serious challenge in providing the best candidates for the right role in the least amount of time. Finding the openings and making strategies for them is a major task in and of itself. Furthermore, gathering acceptable people and selecting the best person in an exceedingly timely manner is tough. The expense of recruiting is substantial. As a result, adequate coming up with and formulation of these plans could be a method that desires additional attention and refinement. A civil right is additionally vital, as is sourcing. we tend to sought-after to uncover the variations and similarities between theoretical components and also the company's operational activities once recognize this necessity. We tried to point out the performance so as to develop it in addition.

1.3 Scopes of the study:

The paper examines HRM application from a theoretical and sensible stance, encompassing HRP, recruiting and choice, coaching and development, pay management, worker relations and separation, and so on. The study can teach about HRM issues, their connection, and also the latest ways and models that are applied to form a lot of economics. The analysis can assist in learning the sensible processes utilized by outstanding corporations. moreover, the analysis can aid in identifying between application and theories so as to see how the business could enhance HRM application and method

1.4 Objectives of the study

General Objective:

The broad objective of this report is to explore all HRM Practices of Aesthetic Eurasia Ltd.

Specific Objectives:

1. To determine Aesthetic Eurasia Ltd.'s HRM practices.
2. To understand Aesthetic Eurasia Ltd.'s recruitment and selection procedures along with training procedures.
3. To be familiar with Aesthetic Eurasia Ltd.'s performance evaluation system & compensation policy.
4. To suggest the essential actions for resolving issues.

1.5 Methodology of the study:

In order to complete the report, necessary information has been collected from two sources.

Primary Sources of Information and Secondary Sources of Information

Primary Sources of Information: The main information was gathered from the following sources:

- Face-to-face conversations.
- Conversation through phone or virtual meetings.
- One-on-one discussion with the accountable officials.

Secondary Sources of Information: The secondary data has been collected from the following sources:

- Website of the company
- Documents
- Personal research

1.6 Limitations of the study:

This report is the very first practical project other than the courses. It is a very difficult task for a student to take their knowledge and use it at a professional level since they don't possess much practical experience. So, this report might lack many points that are useful. As a result, this report is not adequate by any means.

Also, there are some other restrictions that are given below:

- a. The most significant obstacle to a thorough investigation of the chosen issue is time.
- b. HRD withheld several secret documents, reports, and forms.
- c. Some business and operating strategies were limited to handover.
- d. Unwilling to provide additional information due to additional harassment that is not their fault.
- e. As a new and growing business, they do not have all the things taken care of yet.

Chapter 2

Company Overview

2.1. History of Aesthetic Eurasia Ltd.

Aesthetic Eurasia LTD is a worldwide reputable outsourcing business specializing in image post-production or photo-editing. They offer a wide range of affordable, high-quality image editing services. Currently, this company is running its operation all over Europe and North America and collaborating with big agencies and companies like Puma, Gucci, Louis Vuitton, etc.

2.2. Overview of Aesthetic Eurasia Ltd.

Aesthetic Eurasia Ltd. is an image retouching outsourcing company specializing in all kind of image editing work including Clipping path, multiple clipping path, background remove, image masking, retouching, shadow reflection, nick join and ghost mannequin, color correction, manipulation, image restoration, resizing, image 360, Jewelry retouching/editing (Ring, Bracelet, Earring, Neckless), Antique, Image/Product clipping path/ Background Remove work, Apparel/Clothing background remove work, E-commerce image background remove work (Cloth, Shoes), Jewelry multipath work, Model background remove work, Color changing/color correction, Clean up/touch up, Cropping/Resize, Ghost mannequin/neck joint, Shadow (of any kind), Watermark add/remove, Image optimization/reduce image size. They have the solution for all kinds of retouching requirements clients have.

2.3. Vision

The vision of the company is to become the biggest outsourcing company. Since it is an emerging business and has competitors in India, Nepal, Sri Lanka, South America it has a long way to go. Also, Aesthetic Eurasia wants to expand to web design and other types of services in the near future.

2.4. Mission

The vision of the company is to provide all different range of services at a very minimum price. These types of work can be quite expensive if done in-house or outsourced inside Europe or North America. But since Bangladesh is a third-world country, the cost is fairly low and the quality of work is just as good if not better. So, it is a steal for the clients at the same time beneficial for the business. Also, this business is earning a decent amount of foreign currency on a regular basis. The company wants to benefit its employees and make their lives better while earning profit. So, it walks that extra step to provide service.

2.5. Core Values

Aesthetic Eurasia Ltd. is run by expert professionals. They are always trying their best to provide services with the minimum amount of flow and provide accurate, high-end service at a reasonable price.

They are trustworthy. The foundation of Aesthetic Eurasia Ltd. starts with one's individual integrity, which permeates their collective integrity and permeates everything of our work.

Aesthetic Eurasia Ltd. exhibits innovation. To suit all members' constantly evolving demands, they offer new solutions and services.

They are Devoted. Aesthetic Eurasia Ltd is committed to the continued success of its members, clients, staff, and industry.

They are favorable. Aesthetic Eurasia Ltd is optimistic about our sector, and Aesthetic Eurasia Ltd is a great influence on our team members, clients, and customers.

2.6. Code of conduct

1. Aesthetic Eurasia Ltd.'s policy is to conduct business with honesty and integrity, to uphold moral principles in all of its operations, and to respect the rights of people with whom it has connections.

2. Aesthetic Eurasia Ltd. abides by all laws and regulations. All workers are expected to understand and abide by the rules and regulations that apply to their individual responsibilities. If an employee is unsure, they are advised to ask for help. The business believes in fair competition and supports appropriate competition regulation.

3. Aesthetic Eurasia Ltd. does not finance any political parties or organizations whose efforts advance political objectives.

4. Aesthetic Eurasia Ltd. is dedicated to offering services that continuously deliver value in terms of pricing and quality and meet the demands and expectations of its clients.

5. Aesthetic Eurasia Ltd. is committed to conducting business in an environment that is secure and sustainable. The Company is aware of its social responsibilities as a responsible corporate citizen and will make an effort to support local initiatives aimed at enhancing society as a whole.

6. Aesthetic Eurasia Ltd. upholds the values of credibility and dependability in its financial reporting as well as in the openness of its commercial dealings.

7. Aesthetic Eurasia Ltd. is a workplace free from discrimination. There is no discrimination against women in its merit-based and excellence-oriented personnel hiring and advancement processes. We support maintaining open channels of communication with our employees and providing them with secure, healthy working environments.

8. Aesthetic Eurasia Ltd. expects its employees to uphold a code of conduct that forbids the use of company resources for one's own gain or benefit. If a conflict of interest does arise, it should be disclosed and advice should be sought.

9. The audit committee was established by the board of Rangpur Aesthetic Eurasia Ltd. to support compliance in order to ensure that the aforementioned standards are rigorously followed.

2.7. Objective of a company

The objective of Aesthetic Eurasia Ltd is to increase profitability as much as possible by reaching the right customers and helping them solve their problems through improved service. Also, make sure the least amount of employee turnover and enhance productivity while installing and maintaining a positive corporate environment.

Chapter 3

Theoretical Background

3.1. Introduction to Human Resource Management

The goal of HRM, a corporate function, is to improve employee performance in order to achieve the strategic goals and objectives of the firm. With an emphasis on policies and procedures, human resource management (HRM) is more specifically concerned with the management of people within enterprises.

The process of hiring, selecting, orienting, inducting, training, and developing personnel is known as human resource management (HRM). [1]

Management of people or personnel was the previous name for human resource management. John R. Commons first introduced the modern name. [2] It used to serve a purpose that was fairly restricted. An organized corporation or organization can manage its staff using human resource management (HRM). It is an essential part of managing any firm.

The Human Resources department's main responsibilities include hiring, evaluating, training, and paying employees. The Human Resources Department handles all issues that arise when an employee is hired by the company. Human Resources deals with specific labor practices and their impact on a company's profitability.

Personnel Management today includes all aspects of personnel management within a company or organization. Human capital management decisions, strategies, philosophies, processes, practices, functions, activities, and approaches all fall into this category. professional connections and anything that positively or negatively impacts such interactions. Ensure that employees are satisfied with their working conditions.

This not only improves the overall performance of the company, but also the production of services and products. HRM deals with recruiting (recruiting) and managing new employees with new skills. Another task is to advise these employees and assist with training as needed.

A large company with many employees needs a department devoted to employee affairs. These issues include employment, performance management, business growth, training, occupational health and safety, incentives, communication, work culture and environment.

Human resource management is an integral part of the operations of any company today. Every company or organization needs this department. Focusing and constantly striving to improve the interaction between employees and employers helps boost employee morale. Employees can also contact HR to improve their performance.

3.2. Objective of Human Resource Management

HRM is a broad field. HRM goals differ by business nature and organizational goals. HRM aims to rack up multifold usual goals, involving:

Accomplishing organizational goals: Attaining the goals of an organization can be tricky, if not insolvable, without a good workforce. The HR manager must first decide exactly what the organization needs and then discover workers who serve those requirements.

Training and development: Employees must stay current and aware of their expertise in this ever-altering field. Coherent training is needed to unfold current aptitude and show substitutive talent.

Employee motivation: To perform to the best of one's ability, an employee must be motivated. Employee motivation and morale are bettered when they recognize how they chip into the company's success. It should also be done to lay out where it's lacking and where it can be enhanced. HRM considers self-esteem and distinctive personality traits, as well as the employee's progress needful.

Employee Empowerment: The prime objective of empowerment is the allocation of power between management and employees in such a way that employees' commitment can be enhanced. Managers in contemporary organizations advocate performance improvement through employee empowerment and decentralization.

Team coordination: Another main idea of Human Resource Management is to insure effective team integration. Human resources should deliver a tool that facilitates easier communication and makes collaboration smoother.

3.3. Recruitment and Selection

The procedure of chancing capable applicants and bearing up them to apply for prevalent or future positions is called recruitment. Selection is the process of opting for individualities from among qualified applicants and setting them in positions within an organization. Our jobholders are captious to the success of any business. When someone is accurate in their job, the whole organization assets from that superior performance. Reclamation and selection are applied by companies to dig up the best applicants for acquirable positions. consequently, it's substantial

for companies to extrapolate the unlikeness between recruitment and selection in disposal to minimize losses.

3.4 Recruitment Process:

The process of ruling and attracting qualified candidates to fill vacancies in a company is called recruitment. Combing for jobs, anatomizing job requirements, overseeing applications, screening, building shortlists, and recruiting the best candidates are all portions of the recruitment operation. Recruitment Strategy The first stage of the recruitment process, known as recruitment planning, assesses and describes obtainable positions. it includes particulars comparable as job requirements, job nature, needed proficiency, qualifications and skills. A systematized approach to recruitment is imperative to attract the exact applicants from a grand number of people. Applicants should be well-informed, educated, and qualified to carry out the conditioning necessary to attain the objectives of the organization.

Identifying Vacancy:

The initial and most monumental means in the recruitment process is identifying open positions. The procedure begins with HR receiving job advertisements from various departments of the company, involving

When a vacancy is caught on, the procurement director must evaluate whether the position is necessitated, whether it's full-time or temporary, full-time or part-time, etc. These rates should be assessed before starting the recruitment process. After particularized identification, planning, and analysis, the best resources for the team and company are hired.

Analysis: Job analysis is the process of finding, analyzing and characterizing job activities, responsibilities, skills, competencies and work environment. These factors help determine what a job requires and what qualities are needed to do a good job.

Job analysis helps determine which responsibilities are important and how to carry them out. The role determines the job relevance of employment activities such as recruitment, training, compensation and performance appraisals. and document it.

The following steps are important in analyzing a job:

- Obtaining and Collecting Job Information
- Accuracy in Verifying Job Information
- Developing Informed Job Descriptions
- Determining the Skills, Knowledge, and Skills Required for a Job

Job Description

A job description is a necessary document that has a descriptive character and contains the conclusions of a job analysis. This description is essential to a successful hiring process.

A job description describes the scope of work, responsibilities and the placement of the work within the company. And with this information, employers and organizations have a clear picture of what employees must do to fulfill their responsibilities.

The creation of job descriptions is necessary to complete the following processes:

- Job classification and ranking
- New resource placement and orientation
- Promotions and transfers
- Defining the career path and
- Future development of work standards.

Looking for the Best Candidates

Searching is a recruitment strategy in which resources are acquired based on the requirements of the position.

The act of recruiting involves luring qualified candidates to open positions. Internal and external sources are the two basic categories of sources.

- Inside Resources

Internal sources of recruitment are methods used within the company to hire personnel.

- Promotions,
- transfers,
- former employees,
- internal job postings,
- employee recommendations,
- prior applicants, and
- Outside sources are just a few examples of how people get jobs.

The term "external sources of recruiting" describes employing personnel from outside the company through

- Direct hiring,
- employment exchanges,
- employment agencies,
- advertisements, and
- Professional associations are just a few examples.

Shortlisting/ Screening

Following the conclusion of the applicant sourcing process, screening begins. Screening candidate applications is the procedure of grooming them for further deliberation.

- Examining cover letters and resumes

The initial stage of the screening process is reading through the applicants. During this procedure, resumes are evaluated and checked to see if candidates meet the essentials for the position in terms of education, work experience, and general background.

- Choosing the best candidates

In the last stage of the resume/ candidate screening operation, the best candidates are taken. The recruiting manager's decision-making process is eased by this blueprint, which chooses the best or top-grade of resumes. Three results of this process are as follows

- I. Selecting 10 to 15 resumes for the hiring managers to review.
- II. Offering advice and suggestions to the recruiting manager
- III. aids hiring managers in making a choice about which candidate to hire.

3.5. The selection processes

The aim of the hiring process is to find and hire the top candidates for open positions. This approach is typically represented as a funnel. A job posting may receive 50 applications; five of them may be contacted for in-person interviews, and one will ultimately be picked.

The selection process always begins with an open position. The function profile for this position should be clearly defined, including minimal standards for experience, education, and skill proficiency.

Once this job opportunity is known and advertised, perhaps, applications will start flooding in. The selection process's very first step is this. The funnel consists of seven stages.

1. Application

Following the posting of the job opening, candidates may apply. The company, the position, and the availability of work and workers all affect how many people apply.

The number of candidates may range from zero to thousands depending on the size of the company, the type of employment, the industry, as well as how effective your sourcing strategy and employer brand are. For instance, Google receives about 3 million applications each year. This implies that more than 400 candidates apply for each opening.

However, the number and type of candidates are determined by the job posting. In fact, the words and wording in a job ad have a direct impact on the people who respond to it. For example, they use data and machine learning to help companies improve their job postings so that the content reflects their purpose as a company, not just what they expect from candidates.

2. Screening & pre-selection

The initial screening of prospects is the second stage. This can be done in several ways. Resume Screening Resume or CV screening is the most popular strategy. We'll continue to deliver screening assistance to decide if the candidate meets the essentials

for the position. However, you can snappily filter out the candidate, if you require at least 5 years of work experience and the applicant is a college graduate. There are various resume verification technologies, assorting from built-in resume verification tools that reside in the applicant tracking system" ATS". Resume screener that uses artificial intelligence to prognosticate the caliber of your settings.

Preselection: Preselection is an effective screening technique for weeding out likely mismatches. Preselection tools include assessments such as cognitive tests, work samples, and other tests that help predict the quality of potential employees. These tools may incorporate resume screening. A realistic job preview is often part of a pre-employment evaluation tool. This shows both the pros and cons of the profession, resulting in a more accurate depiction of the pros and cons of the job. This helps connect employer and employee expectations and improves attitudes.

3. Interview

The interview is the best-known and catchiest of the three steps of the funnel. During an interview, an applicant is interviewed by a line manager or recruiter to adjudicate if they're competing for the position. Interviews hand information about a person's benevolence and fluency. It also gives the candidate the opportunity to ask questions about the position and introduce the position. There are two types of interviews unstructured interviews and structured interviews. A structured interview uses a predefined questionnaire. This allows canvassers to collect information in a harmonious manner and regularize the evaluation of aspirant references. Academic literature has shown that structured interviews are nearly doubly as dependable as unshaped interviews. [3] A structured interview allows canvassers to rightly compare aspirants and make stylish opinions grounded solely on data. Piecemeal from standardized questions, the STAR fashion is a great strategy used in interviews. This approach provides a means of collecting information from aspirants in a systematized manner. Assessment \ Evaluation In the second stage, we briefly described evaluation. Performing a pre-selection or screening to loosely filter out the least suitable applicants usually results in a more accurate overall assessment. Common mental ability tests (commonly known as IQ tests) or her five-factor model of personality testing are both good ways to assess an employee's personality.

3. **References and Background Checks** At this point, you've narrowed the huge list of possible candidates down to one to three campaigners. Source checking is an important measure. Reference checks are a great fashion for checking the seeker's impressions. Survey and follow up on candidates' referrals. However, it is recommended to use the Reference Check to get further information from numerous sources, if one has any enterprises about chops or bents during the interview.
4. **Decision:** The coming step is the choosing and selection of the best prospective applicants for the company. This may denote electing people who are less capable at the time but who are incarcerated to learn and stay with the company longer. A data-driven strategy is a stylish way to draw conclusions. In practice, this means that each seeker is ranked during the selection process grounded on pre-established criteria.
5. **Job Offer/ Contract:** The selection process doesn't conclude when the company decides to hire. The offer must be accepted by the applicant. At this point, the association should have all the information it needs to bring around the seeker to undertake the position. This information was collected through telephone and face-to-face interviews.

3.6. Training and Development

Training and Development improve organizational performance and the effectiveness of individuals and teams within an organization. Training is associated with rapid changes in organizational performance through systematic guidance, whereas development is associated with achieving long-term organizational and human goals.

3.7. Training Process and Methods

Training Process

The training process is a series of steps that must be completed in order for a training program to be successful. Training is the systematic process of changing an employee's talents, attitudes, and behaviors to make them fit for a particular job. The terms "training" and "development" have different meanings but are often used interchangeably or together.

Need Assessment: The first step in the training process is to identify whether or not employees require training. A diagnosis of existing and future challenges, as well as a discrepancy between the employee's actual and expected performance, may highlight the need for training.

Needs analysis: The first step in the training process is to determine if your employees need training. Diagnosis of existing and future challenges and discrepancies between actual and expected employee performance reveal training needs.

Formulation of Educational Objectives: After the need has been identified, the objectives for which the training is to be conducted are established. Goals can be set based on the skills an individual has developed and any gaps identified in previous training programs.

Training Program Design: The next step is to design a training program to achieve your goals. Each apprenticeship program covers different topics such as: What is your trainer's name? What training methods are used? What is the level of education etc. A comprehensive action plan is also developed that includes training content, resources, learning theory, lesson design, and other training needs.

Implementation of the training program: The next step is to implement the training program that has been created. First, you need to decide whether the training will be conducted in-house or externally.

Training Program Evaluation: Upon completion of training, employees are asked to provide comments about the training, including whether the training was worthwhile. Organizations can use feedback to catch mistakes and fix them at the next meeting. Companies invest heavily in this training and need to know its profitability, so they need to evaluate their training programs.

Training Methods

Job Rotation In this manner of instruction, students swing from one job to the coming, building up knowledge and proficiency from each. This system helps students extrapolate the troubles faced by other employees.

Coaching Students are commissioned to a designated supervisor who acts as a training coach and provides feedback to the learner on this method. Students may not always have the opportunity to express themselves.

Team Training the thing of team training is to bring around a group of people together. Thus, unlike other strategies, it doesn't concentrate on individual trainees. Rather, the team is used to connect its members and encourage participation in education and work.

3.8. Performance appraisal process

Organizations must implement the employee performance evaluation process in order to increase staff output and productivity. Annual performance reviews are used to compare a worker's performance and output to a set of goals.

It is essential for precisely detecting an employee's abilities, qualities, and flaws as well as for determining an employee's compensation increase and promotion.

1. The critical incident approach

This style of performance evaluation acknowledges and examines instances that are unique to the process. It examines the specifics of when an employee gave his utmost effort and when he didn't.

Facts

- The manager who is responsible for keeping track of significant incidents maintains the records that are used to evaluate each employee's performance.
- At the conclusion of a particular term, these recorded logs serve as the foundation for performance assessments.

Limitations

The critical appraisal method has a number of drawbacks, including:

- It focuses more on the negative aspects of an employee's performance than the positive ones
- It requires close supervision, which some employees may find uncomfortable
- It takes time because the manager must meticulously record every incident involving every employee.

2. The paired comparison analysis method:

This paired comparison analysis-based method of performance evaluation provides a number of benefits. All of the options are set as comparisons to the other options in the list, and computations are based on the options with the highest scores.

Facts

- When priorities are unclear, it is simple to determine the necessary course of action.
- This approach is typically employed when there is a lack of readily available objective data. Limitations
- The approach is not entirely precise.

Checklist method

This kind of performance review closely examines an employee's employment and bases its assessment on both the employee's successful and unsuccessful performance at work.

Facts

- The manager in charge of the evaluation process is susceptible to bias
- He has the option to give the questions skewed weights.

Limitations

- It is a time-consuming strategy since it requires gathering and analyzing numerous statements.
- The checklist approach is regarded as pricey

3. Essay Rating Method

Management uses essay rating methods to determine both good and bad behavioral traits of employees.

Facts

- Is a non-quantitative method
- Is not very structured
- Is an open-ended and flexible process

Limitations

- Is difficult to implement
- Essay assessment methods are considered time-consuming
- Ratings are subjective and vulnerable to distortion and error
- Considered uneconomic

1. Goal-based management method

In this type of performance evaluation, managers create a list of goals to review employee performance on a regular basis.

Facts

- Because the focus is on the future, not the past, performance reviews are for constructive purposes only.
- Focus on short-term goals.
- Employees are assumed to be the people who know themselves best

Restrictions

- It is not easy to ensure that all employees actively participate
- This process requires long-term
- Goals Remain Rigorous

2. Behavior-Based Rating Scale Methods

A structured behavior-based rating scale approach that combines critical incident methodology and rating scales It is a combination of incident methodology and rating scale

Facts

- Identifying the effectiveness and ineffectiveness of the performance of an employee takes time.

Limitations

- It is difficult to develop

Fact

- Recognizing the effectiveness and ineffectiveness of employee performance takes time.

Limitations

- Difficult to develop 360degree performance appraisal method

In this type of performance appraisal method, employees, colleagues, customers, supervisors, and customers fill out questionnaires containing detailed information about specific individuals. To do.

Facts

- Increases credibility
- Is correct

Limitations

- Takes time

2. Performance Ranking Method

This type of performance appraisal evaluates employee performance on a scale of 1-10.

Facts

- Comparisons are made between employees

Restrictions

- No standard set for comparison

3.9. Compensation Systems

A step-by-step method for developing a reward system that recognizes performance-related incentives that link individual, work unit, and organizational success. Compensation is the sum of all cash and non-monetary benefits paid for an employee's work. Salaries, bonuses, and other benefits are all part of the compensation package.

The main compensation components are:

1. Base remuneration (hourly or salary)
2. Special remuneration
3. Recognition and Compensation
4. Benefits (Insurance, Time Off, Pensions)
5. Other Benefits in Kind

1. Base Wage or Base Salary:

Wages are monetary amounts paid by an employer to an employee in return for work performed. Compensation or payment. As well as labor costs and work. Payment can be in the form of a flat rate per work performed (wage or piece), an hourly or daily rate (wage labor), or a basic amount of work performed.

2. Bonus payouts:

Bonus payouts are a type of incentive, usually given in large sums at the end of the year or semi-annually. Profit-sharing plans are a more formal way of distributing money or awarding bonuses, but they have not been successful in recognizing individual achievement and rewarding individuals for achieving their goals.

3. Recognition or Reward:

Employees want their efforts to be recognized and rewarded. It is also a motivational technique. People are more likely to perform better in the future when they are rewarded or recognized. You need to have a strong incentive structure in place within your organization so that everyone feels valued and satisfied.

4. Benefits:

Employer health insurance is widespread among medium-sized businesses. It is also a great benefit for employees.

Chapter 4

Analysis of HRM Practices in Aesthetic Eurasia Ltd.

4.1. Aesthetic Eurasia Ltd.'s Current Scenario and HRM practices analysis

Aesthetic Eurasia Ltd. recognizes that success in the sectors in which it operates requires a productive and motivated workforce. Aesthetic Eurasia Ltd. treats its employees with dignity and respect, enabling people from all walks of life to reach their full potential in a trusting and open atmosphere.

The organization's human resources policy emphasizes job satisfaction, growth opportunities, and appropriate recognition of excellence. A comfortable work environment reflects and reinforces employee loyalty and commitment. With this in mind, Aesthetic Eurasia Ltd. prioritized the continuous growth of its human resources, identified its employees' strengths and weaknesses, identified their specific training needs, and sent them to self-improvement training sessions. Aesthetic Eurasia Ltd. offers internal and external training to help employees develop their knowledge. Their Human Resources is responsible for all employee functions.

The main tasks of the human resources department are:

- Recruitment and Selection process
- Training and Development process
- Performance Evaluation
- Compensation and benefits policy

4.2. Aesthetic Eurasia Limited Recruitment and Selection Process

i. Solicitation:

The solicitation is the first and most basic step in the recruitment process. The process of obtaining permission to begin recruiting activities. Aesthetic Eurasia usually evaluates the necessity of recruitment and if recruitment is needed then the HR manager meets the higher authority and lets them know why recruitment is needed. Then if the employers are convinced and agree then the process begins.

ii. Location and needs analysis:

Position and demand research includes learning about the client's existing business processes, future expansion goals, and work culture, as well as mapping skills for specific

jobs, Positions, performance, primary responsibilities, and other relevant aspects. Aesthetic Eurasia Limited carefully examines the current situation of each job and labor market. Then it finds out the finest people to get the job done and the process starts to take off

a. Candidate Search

Advertisements

To advertise the recruiters release circulars on different mediums. Advertisements may appear on job boards, newspapers, or other media such as Prothomalojobs, JobsA1.com, and BDjobs Facebook, Linkedin. etc

Recommendations

According to many respondents, the time it takes to find potential applicants varies greatly depending on the grade and complexity of the job. The most common reasons for referrals are job title, status, and type of work. Shortlist of

Applicants

All original application documents, along with a summary fact sheet, will be sent to Human Resources and forwarded to the Chair of the Recruitment Committee. The hiring committee chair will forward a copy of the application to the committee members and then shortlist as soon as possible. deadline. Creating a list of companies to hire and using our network and database to find the best candidates within those companies is part of our approach. We then contact potential candidates, inform them about the opportunity, and assess their interest in the position.

HR's main selection process is as follows:

Here is the shortlist for the

Divisions: The department reviews the list of candidates and selects those invited for interviews.

ii. Evaluation

Interviews can be conducted in a variety of ways. Here are some examples of dairy and food products from Rampur. The most traditional method is a one-on-one interview. The person asking the question should be the focus of all attention. Maintain eye contact when

asked, listen, and answer. Show how the interviewee's expertise can help the organization to build a relationship with interviewer.

Behavioral Interview

Based on the notion that past behavior is the best indicator of future behavior, this type of interview is conducted. Any interview format, including phone, panel, and one-on-one, may include this type of question.

Suitable Candidate Pool

After the written test and the interviews, we have a pool of qualified applicants. The opportunity to negotiate remuneration is extended to candidates.

i. Salary Bargaining

Determine the value of the position before bringing up compensation (and salary discussions) with a potential employer. We'll need to schedule some time specifically for studying. If we proceed in this manner, we will be prepared to receive a realistic and reasonable employment offer and to be paid what we are worth.

Typically, hiring managers are much more skilled at salary negotiations than the individuals they hire. Human Resources should be consulted for specific guidance on identifying appropriate offer pay levels within the grade.

l. Candidates providing

After receiving positive references and the candidate passing the medical examination necessary for pension and life insurance purposes or because a specific degree of physical fitness is required for the position, the final step in the selection process is to confirm the offer of employment. The employment contract should be prepared at this time as well.

- If there are multiple qualified applicants, it may be more acceptable to "hold" them rather than reject them until the result of the offer extended to the most qualified applicant is known.
- The Chair of the Recruitment Panel shall properly inform all rejected candidates of their status and, upon request, provide input.

- If any applicant accepts this position, his or her start date will be the day of new-hire orientation. After new hire orientation, prepare to work the rest of the business day.

- i. recruitment documentation The Recruitment Panel Chairperson's Report should be completed by the Chair of the Recruitment Panel and submitted to Human Resources with any related recruitment documents, including:

- the initial applications submitted by each contender
- the finished short-listing application(s)
- the original test papers and interview/assessment notes, if any
- The interview's conclusion.

I. Recruitment and Placement

It involves three steps: candidates must obtain an appointment letter from HR, complete joining paperwork, and then be allocated to their line manager who will be their point of contact.

- ii. Confirmation Permanent employees must spend a probationary term after being hired in the following ways:

Skilled Workers: Initially for three months, with the option of an additional three-month extension.

Unskilled Workers: Initially for six months, with the possibility of a further three months. Superiors must notify Human Resources one week before the probationary term for mature staff expires. An official confirmation letter is given once the trial time has been completed and all required permits have been obtained.

4.3. Aesthetic Eurasia Ltd. Training and Development Process

Each employee position requires a significant amount of training. Personal growth, and thus organizational growth, is supported by well-designed training courses.

Aesthetic Eurasia Ltd. provides training programs for internal and external employees. In-House Training Program Aesthetic Eurasia Ltd. offers internal training programs for several departments, conducted by both internal and external trainers. Their employees

benefit greatly from our in-house training program as they can be trained in their own environment.

Human Resources Department divides in-house training into two categories:

- Own Department &
- Other Department

4.4. Aesthetic Eurasia Ltd. Performance Evaluation Methodology

Aesthetic Eurasia Ltd. is a reputed company that prioritizes quality. Aesthetic Eurasia Ltd. uses the checklist method. In this system, the HR manager creates a checklist and gives it to the reviewer. A checklist can hold a list of questions grounded on employee behavior and job performance. At the end of the year, HR distributes published forms to all managers by email. In this form, you can find inquiries about the employee's name, title, department, responsible person, job description, job area, etc. All leaders from Jr. Administrative to Sr. General Manager must complete the form if an evaluation is needed. Once completed, the form must be emailed to Human Resources within a certain period of time. Executive forms are generally issued at the beginning of each year (January). one has to Complete and submit their application within 20 days. The HR leader submits the evaluation form to the department head, who submits the form to the C.F.O. As a result, he's not eligible for promotion but has the opportunity to increase payment and other benefits. He thus forwards the evaluation form to the Board of Directors. No one can raise one's salary or promote without the approval of the board of directors. It takes 2- 3 months to issue the evaluation report. nonetheless, it'll take effect at the beginning of the year, so the review will begin in January. People who admit elevations or raises receive a " congratulations" card and a rose backcountry from HR.

Who are the evaluators?

HR has a lot of talented people. Some have been in the same industry for over 10 years.

How do evaluators work?

Human Resources begins compiling relevant data about employees. They create preliminary score sheets to collect data. Email this information-gathering form to all officers. Then form a panel to review and justify all the leaves. A committee will then decide if the person is eligible for the promotion. The result is a performance evaluation sheet. An employee's experience,

including at least one year of employment with the organization, is also an important factor in assessing suitability.

4.5. Aesthetic Eurasia Ltd. Compensation and Benefits

Aesthetic Eurasia Ltd.'s salary and benefits policy primarily pursue the goal of promoting and retaining employees to achieve optimal performance. Conduct a workplace analysis for all occupations before determining employee salary rates. Once the job analysis is complete, they analyze the job and award grades. Next, set up salary categories and salary ranges. This helps them find a fair salary structure. Finally, communicate the completed program to employees and managers.

The company's employee incentive programs have been developed under policies that reward employees based on goals, performance, achievements, cost savings, earned income, and other variables. Their income is the result of the hard work of their employees.

Aesthetic Eurasia Ltd. Researches the European and North American markets to see what benefit packages competitors are offering to their employees. Then make your selections and make a list of your financial and non-monetary incentives. They recognize job-specific benefits based on the type of job. It also creates common employee perks such as Allowances. It is reasonable to assume that the service will evaluate and modify its package according to market conditions.

Compensation Objectives, Policies, and Techniques:

This organization's compensation and benefits system comply with regulatory standards according to the information provided. Employee performance is positively impacted by compensation structures, both statistically and subjectively. It also influences employee loyalty and engagement. From this, we can conclude that it contributes progressively to the overall performance of the organization. Designed with the intention of promoting employee satisfaction and fairness.

Benefits, Financial Incentives, and Performance Compensation:

Benefits include sick leave, life insurance, and bonuses, vacation leave, inexpensive meals, and maternity leave.

Employee Training and Development: They hold regular training and development sessions with renowned experts to increase employee productivity. In terms of motivating employees to be more productive, HR operations are supported by compensation and benefits packages. The current salary is considered reasonable. Existing pay and benefits packages are easy to manage. The existing compensation procedures of Aesthetic Eurasia Ltd. are good.

Chapter 5

Findings, Recommendations and Conclusion

5.1 Findings

Findings: There are a few things that are found from the company analyses they are:

1. **Recruitment and selection process:** HR managers do not have full authority and influence over the hiring and selection process. The human resource department does not have a specific and structured recruitment system as staffing needs may not be predictable. As a result, sometimes it is very difficult to finish the process efficiently.
2. **Recruitment advertisement:** So far, the advertisement system is quite ok. But it can be improved. Sometimes people who are far less qualified apply for the job and because of this a lot of time is wasted sorting out applicants who are suitable for the post. Also, sometimes a lot of applicants show up with much more qualifications than needed. If the advertisements pinpoint the specific sectors of expertise, then only suitable candidates will apply.
3. **Selection:** Sometimes, an error in selection causes a problem in the future. Because of failing to evaluate the efficiency and judging only on past work experience, the wrong candidate is selected and that causes inefficiency in the workflow.
4. **Performance evaluation:** The performance evaluation of an employee is done by the department's manager and senior recruits like the team leader, quality assurance manager's feedback, and checklist method. There is no formal evaluation system within the organization. HR should take the lead in enforcing this internally. Also, all employees who perform their best should be rewarded. Otherwise, employees will lose motivation and the company's profit might take a toll.
5. **Compensation policy:** Although Aesthetic Eurasia Ltd. has a fine-tuned compensation policy, some departments get the advantage while others don't. as a result, sometimes this causes a bit of dissatisfaction among some employees.
6. **Working hours:** Because of heavy workload and tight deadlines, sometimes production employees have to work extra hours on holidays. Although they get overtime money for it. But this might cause some employees illness or demotivation.
7. **Food & Beverage:** The quality of lunch and snacks can be improved and all employees should be able to enjoy the same amount of food throughout the departments.
8. **Training and development:** There are set goals and targets when it comes to staff training and development, but HR doesn't do it. The team manager, leaders, and seniors take care of this. They give the new recruit a specific task and the employees learn as they solve the problem. Sometimes because of the heavy workload, some employees don't get the opportunity to learn their tasks properly.
9. **Attendance:** Attendance is a matter of great importance in the company. But sometimes employees take advantage of leaves and that encourages other employees to do the same.
10. **Team effort between departments:** There are a few departments working in different sectors of the company. Every department needs each other's cooperation. Because, without each other's help, it's quite impossible to get the job done properly. Mutual understanding and help are very much needed to keep the wheel spinning.

5.2 Recommendations

After researching Aesthetic Eurasia Ltd., it is found that some areas could be improved. This improvement can help the company to achieve more profit. The below recommendations are based on the findings:

1. **Improving recruitment and selection process:** The whole process of recruitment and selection should be well organized. So that the process can be done smoothly and only the best fit for the company is hired. The HR manager should be well-trained and expert in this field. The HR manager should receive help from the authority if needed
2. **Proper performance evaluation:** This process must be fair and not biased at all. Sometimes few employees get all the credit and some hard-working employees don't get the appreciation they deserve. So, The HR manager should be completely aware of this and make sure that all the employees get attention to their work and effort and appreciated.
3. **Compensation policy requires improvement:** When it comes to the compensation system, it should be equal to all according to their job responsibility. All employees should be able to enjoy the salary, wages, benefits and all other compensations.
4. **Fixing training and development issues:** Employees must be trained well so that they can work efficiently and get the best result. people who are in charge of training the recruits must make sure the trainees are understanding their task and monitored and measure improvement. Also, the HR manager should keep track of the whole process so nobody is falling behind.

5.3 Conclusions

The company's talent development plan aims to create a skilled workforce with conceptual management skills through the creation of ongoing internal and external training programs.

Their employees have always been critical to our company's success as they help us achieve our company's goals. Aesthetic Eurasia Ltd. is a leader in the certification industry. Aesthetic Eurasia Ltd. also aims to implement key HR roles and practices. They place a high value on hiring new employees and helping them advance their careers. We also prioritize training from external and internal sources to help our employees' meet challenges.

Chapter-06

Bibliography and References

1. Company website: <https://www.aestheticeurasia.com/>
2. Other reports

REFERENCES:

1. Dessler, Griffiths, Lloyd-Walker (2007). Human Resource Management
2. American institutional economist John R. Commons first used the term HRM in his book, *The Distribution of Wealth* (1983)
3. Schmidt, F. L., & Hunter, J. E. (1998). The validity and utility of selection methods in personnel psychology: Practical and theoretical implications of 85 years of research findings. *Psychological Bulletin*, 124(2), 262–274.

Turnitin Originality Report

Processed on: 14-Mar-2023 10:36 +06
ID: 2036772690
Word Count: 8934
Submitted: 1

183-11-665 By Mustafa Fazle Morshed

Similarity Index	Similarity by Source
16%	Internet Sources: 10% Publications: 1% Student Papers: 11%

1% match (Internet from 25-Oct-2022)
<http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/3286/P12765%20%2827%25%29.pdf?isAllowed=y&sequence=1>

1% match (student papers from 02-Nov-2020)
[Submitted to Daffodil International University on 2020-11-02](#)

1% match (Internet from 26-Sep-2022)
<https://www.marketing91.com/performance-appraisal-process/>

1% match (Internet from 14-Dec-2022)
<http://msrblog.com/assign/business/human-resource-management/overall-hr-practices-of-independent-television-limited.html>

1% match (student papers from 19-Jul-2021)
[Submitted to MAHSA University on 2021-07-19](#)

1% match (student papers from 23-Jul-2021)
[Submitted to Sunway Education Group on 2021-07-23](#)

1% match (Internet from 05-Jan-2022)
<https://www.coursehero.com/file/92419219/Productivity-and-factorspptx/>

1% match (student papers from 30-Aug-2021)
[Submitted to University of Wollongong on 2021-08-30](#)

1% match (student papers from 10-Mar-2023)
[Submitted to Da Nang University of Economics on 2023-03-10](#)

< 1% match (Internet from 25-Oct-2022)
http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/2812/P12269%20%2822_%29.pdf?isAllowed=y&sequence=1

< 1% match (Internet from 25-Oct-2022)
http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/4918/P14824%20%2825_%29BBA.pdf?isAllowed=y&sequence=1

< 1% match (Internet from 18-Jan-2023)
<http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/8899/21210.pdf?isAllowed=y&sequence=1>

< 1% match (Internet from 20-Nov-2022)
http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/4336/P14683%20%2825_%29.pdf?isAllowed=y&sequence=1

< 1% match (Internet from 25-Oct-2022)
<http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/4732/153-11-262%3d42%25.pdf?isAllowed=y&sequence=1>

< 1% match (Internet from 19-Nov-2022)
<http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/2202/P13016%20%2828%25%29.pdf?isAllowed=y&sequence=1>

< 1% match (Internet from 13-Aug-2022)
<http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/8477/181-11-561.pdf?isAllowed=y&sequence=1>

< 1% match (Internet from 14-Dec-2022)
<http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/4770/181-14-806.pdf?isAllowed=y&sequence=1>

< 1% match (Internet from 19-Nov-2022)
<http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/3239/P11570%20%2829%25%29.pdf?isAllowed=y&sequence=1>

< 1% match (Internet from 20-Nov-2022)
<http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/4971/172-14-760.pdf?isAllowed=y&sequence=1>

< 1% match (Internet from 21-Nov-2022)
http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/8106/161-35-1586%20%2818_%29.pdf?isAllowed=y&sequence=1

< 1% match (Internet from 20-Nov-2022)

<http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/4721/161-11-298%20%3d39%25.pdf?isAllowed=y&sequence=1>

< 1% match (Internet from 25-Oct-2022)

<http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/4249/151-11-224.pdf?isAllowed=y&sequence=1>

< 1% match (student papers from 21-Apr-2018)

Class: April 2018 Project Report

Assignment: Student Project

Paper ID: [950816681](#)

< 1% match (student papers from 13-Apr-2018)

Class: April 2018 Project Report

Assignment: Student Project

Paper ID: [946059647](#)

< 1% match (student papers from 07-Jun-2022)

[Submitted to MAHSA University on 2022-06-07](#)

< 1% match (student papers from 25-May-2021)

[Submitted to Higher Education Commission Pakistan on 2021-05-25](#)

< 1% match (student papers from 29-Oct-2018)

[Submitted to GLA University on 2018-10-29](#)

< 1% match (student papers from 22-Aug-2022)

[Submitted to Nelson Mandela Metropolitan University on 2022-08-22](#)

< 1% match (student papers from 01-Dec-2021)

[Submitted to National College of Ireland on 2021-12-01](#)

< 1% match (Internet from 22-Sep-2022)

<https://turcomat.org/index.php/turkbilmat/article/download/8105/6342/14553>

< 1% match (student papers from 22-Nov-2022)

[Submitted to University of the Free State on 2022-11-22](#)

< 1% match (student papers from 27-Feb-2022)

[Submitted to Asia Pacific University College of Technology and Innovation \(UCTI\) on 2022-02-27](#)

< 1% match (student papers from 04-Mar-2022)

[Submitted to London School of Commerce on 2022-03-04](#)

< 1% match (student papers from 24-Apr-2011)

[Submitted to Saint Leo University on 2011-04-24](#)

< 1% match (Internet from 01-Feb-2023)

<https://www.slideshare.net/MdRohelUddin/a-study-on-manufacturing-process-of-centrifugal-pumps-in-milnars-pumps-limited>

< 1% match (student papers from 15-Sep-2021)

[Submitted to Lynn University on 2021-09-15](#)

< 1% match (student papers from 06-Nov-2021)

[Submitted to Bangkok University on 2021-11-06](#)

< 1% match (student papers from 08-Dec-2021)

[Submitted to Scholars School System on 2021-12-08](#)

< 1% match ()

[Naher, Jamilatun. "Assessment of customer service of the City Bank Ltd: a study on retail banking customer service department". BRAC University, 2014](#)

< 1% match (student papers from 13-Jan-2023)

[Submitted to NCG on 2023-01-13](#)

< 1% match (student papers from 26-Jan-2021)

[Submitted to FAME International College on 2021-01-26](#)

< 1% match (student papers from 10-Nov-2022)

[Submitted to Institute of Public Enterprise, Hyderabad on 2022-11-10](#)

< 1% match (student papers from 01-Nov-2021)

[Submitted to City University of Hong Kong on 2021-11-01](#)

< 1% match (Internet from 18-Oct-2022)

<http://dspace.uju.ac.bd/bitstream/handle/52243/1839/An%20Internship%20Report%20on%20Human%20Resources%20Management%20Prac>
[isAllowed=y&sequence=1](#)

< 1% match (Internet from 10-Aug-2022)

https://moam.info/table-of-contents_59d7b2131723dd859f46959c.html

< 1% match (Internet from 13-Mar-2023)

<https://www.aestheticeurasia.com/>

Internship Report on An evaluation of HR Policy & practices of Aesthetic Eurasia LTD. Supervised by: Professor Dr. Mostafa Kamal Department of Business Administration Faculty of Business & Entrepreneurship Daffodil International University
Submitted by: Mustafa Fazle Morshed ID: 183-11-665 BBA (Human Resources Management) Department of Business Administration Faculty of Business & Entrepreneurship Daffodil International University Date of Submission: 15- December-2022
 i Human Resource Policy and Practices: A study on Aesthetic Eurasia Ltd. ii LETTER OF TRANSMITTAL 15th December 2022 To Professor Dr. Mostafa Kamal Department of Business Administration Faculty of Business & Entrepreneurship Daffodil International University
 Subject: Submission of Internship Report on 'An evaluation of HR Policy & practices of Aesthetic Eurasia LTD.
Dear sir, With tremendous pleasure, I would like to submit my internship report on "An assessment of HR coverage & practices of Aesthetic Eurasia LTD." The report has been finished by way of the facts that I gathered from all the fundamental courses on Human resource management which I have finished all through my observation in addition to from my internship period in Aesthetic Eurasia Ltd. As a requirement of getting an internship report ready based on the sensible information in a corporation, I selected Recruitment as my center concentration together with a few different HR practices that I stumbled upon throughout my internship period. I've tried the best level of my knowledge to complete this file meaningfully and correctly, as much as viable. I hope this report will mirror the present-day problems in Human resource control which might be being Practiced via these corporations in our Country. Thank you. Sincerely yours, Mustafa Fazle Morshed ID: 183-11-665 Department of Business Administration Daffodil International University
 iii Certificate of Approval This is to certify that the Internship Report on "An evaluation of HR Policy & practices of Aesthetic Eurasia LTD" submitted for the award of the degree of Bachelor of Business Administration (BBA) from Daffodil International University. This report is a record of research conducted under the supervision of Mustafa Fazle Morshed, ID:183-11-665. He is permitted to submit the Internship Report.
 Professor Dr. Mostafa Kamal Department of Business Administration Faculty of Business & Entrepreneurship Daffodil International University
 iv ACKNOWLEDGEMENT First of all, I would like to show my gratitude for the fact that I have got the opportunity to attend a university in the first place which only a handful of people in the world get. Secondly, I am grateful for being able to be one step away from my graduation as a lot of students drop out without finishing their graduation. Also, I am especially grateful to my supervisor, Dr. Mostafa Kamal, Professor & Dean (Academic Affairs) Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, for His continued guidance and unrestricted supervision and support in the successful preparation of this report. I am grateful to him for always being my source of motivation. I want to thank MD. Abid Hasan Neil for generously giving me the opportunity to do my best as an intern during the internship period. Finally, I would like to thank all those who gave their valuable time and suggestions to the editing of this internship report. This rating alone is not enough to convey how thoughtful your opinion is on this report paper that I am passionate about. Thank you very much to all of you. I would also like to thank my parents for their support and inspiration.
 v DECLARATION I Mustafa Fazle Morshed, student of Bachelor of Business Administration (BBA) holding ID: 183-11-665 majoring in Human Resources Management, Daffodil International University would like to gravely announce here that the internship report on "An evaluation of HR Policy & practices of Aesthetic Eurasia LTD" has been diligently prepared by me. Name: Mustafa Fazle Morshed ID No. 183-11-665 BBA (Human Resources Management) Department of Business Administration Faculty of Business & Entrepreneurship Daffodil International University
 vi Summary Studying the world of business may be very important to understand this complicated situation. So, it is recommended to go through both theoretical and practical knowledge. Every student of business is assigned to an internship program to have a hand-in-hand experience with the business and corporate world to complete their study. This report is a result of the practical and theoretical knowledge collected throughout the study and internship period on HRM practices. This report covers Human Resource Practices in Aesthetic Eurasia LTD. It is an effort to recognize the HRM practices of this organization and how it is continually working for the progress of the organization. Some key factors are outlined around the human resource management field in Aesthetic Eurasia LTD. The study focuses the HRM practices and strategies. Many different models and approaches are used in the HR literature to try to show how a strategic approach to HR may be converted into a collection of agreeable HR processes and practices. The study's findings are thus encouraging from a general national perspective, showing that HR methods are "people-centered," structured, and in line with a variety of tactics. Aesthetic Eurasia LTD's actual Human Resource processes and practices, however, may differ from centrally developed Human Resource policies at the level of the various local administrations (which were not covered in this survey). Before making any conclusions based on this research, it should be emphasized that it was rushed to completion and that the data is inadequate. However, the report may be helpful in planning any future research to assess the HR services offered by Aesthetic Eurasia Ltd.
 vii Table of Contents Chapters Contents page Certificate iv Acknowledgment v Declaration vi Summary vii Chapter- 01 Introduction 1 1.1 Introduction 2 1.2 Background of the Study 2 1.3 Scope of the Study 3 1.4 Objective of the study 3 1.5 Methodology 3 1.6 Limitations of the Study 4 Chapter- 02 Company Overview 5 2.1 History of Aesthetic Eurasia Ltd. 6 2.2 Overview of Aesthetic Eurasia Ltd. 6 2.3 Vision 6 2.4 Mission 6 2.5 Core Value 7 2.6 Code of Conduct 7 2.7 The objective of a Company 8 Chapter- 03 Theoretical Background 9 3.1 Introduction of Human Resource Management 10 3.2 Objective of HRM 11 3.3 Recruitment and Selection 11 3.4 Recruitment Process 12 3.5 Selection Process 15 3.6 Training and Development 17 3.7 Training Process and Methods 17 3.8 Performance Appraisal Process 19 3.9 Compensation System 23 Chapter-04 Analysis of HRM Practices in Aesthetic Eurasia Ltd. 25 viii 4.1 Aesthetic Eurasia Ltd.'s Current Scenario and HRM practices analysis 26 4.2 Recruitment and Selection Process of Aesthetic Eurasia Ltd. 26 4.3 Training and Development Process of Aesthetic Eurasia Ltd. 30 4.4 Performance Appraisal Methods followed by Aesthetic Eurasia Ltd. 30 4.5 Compensation and Benefits of Aesthetic Eurasia Ltd. 31 Chapter: 05 Findings, Recommendation, Conclusion 33 5.1 Findings 34 5.2 Recommendation 35 5.3 Conclusion 36 Chapter-06 Bibliography and References 37 ix Chapter 1 Introduction Introduction 1.1.The introduction: In the modern corporate environment, the human resources department is on the rise. Large corporations neglected to invest in HRM in the past. Now the situation has altered, and the majority of organizations are now concentrating on HRM practice. The organization is operated by people, or human resources, rather than by machines, which is the key factor. For long-term corporate success, it is crucial to sustaining these people resources. Additionally, Aesthetic Eurasia emphasizes the use of HRM. The primary goal of my internship report is to pinpoint the human resources practice area of Aesthetic Eurasia Ltd. 1.2.Background of the study: History: It is undeniable that the workplace is undergoing rapid change. As a component of a firm, HRM needs to be equipped to handle the effects of the evolving workplace. For them, this involves being able to comprehend the impacts of labor variety, technological improvements, and globalization. Changes in skill requirements, plans for ongoing improvement, contingent labor, distributed work sites, and employee involvement are challenges that must be addressed. Currently, HRM faces a serious challenge in providing the best candidates for the right role in the least amount of time. Finding the openings and making strategies for them is a major task in and of itself. Furthermore, gathering acceptable people and selecting the best person in an exceedingly timely manner is tough. The expense of recruiting is substantial. As a result, adequate coming up with and formulation of these plans could be a method that desires additional attention and refinement. A civil right is additionally vital, as is sourcing. we tend to sought-after to uncover the variations and similarities between theoretical components and also the company's operational activities once recognize this necessity. We tried to point out the performance so as to develop it in addition. 1.3.Scopes of the study: The paper examines HRM application from a theoretical and sensible stance, encompassing HRP, recruiting and choice, coaching and development, pay management, worker relations and separation, and so on. The study can teach about HRM issues, their connection, and also the latest ways and models that are applied to form a lot of economics. The analysis can assist in learning the sensible processes utilized by outstanding corporations. moreover, the analysis can aid in identifying between application and theories so as to see how the business could enhance HRM application and method 1.4 Objectives of the study General Objective: The broad objective of this report is to explore all HRM Practices of Aesthetic Eurasia Ltd. Specific Objectives: 1. To determine Aesthetic Eurasia Ltd.'s HRM practices. 2. To

understand Aesthetic Eurasia Ltd.'s recruitment and selection procedures along with training procedures. 3. To be familiar with Aesthetic Eurasia Ltd.'s performance evaluation system & compensation policy. 4. To suggest the essential actions for resolving issues. 1.5 **Methodology of the study:** In order to complete the report, necessary information has been collected from two sources. Primary Sources of Information and Secondary Sources of Information. Primary Sources of Information: The main information was gathered from the following sources: • Face-to-face conversations. • Conversation through phone or virtual meetings. • One-on-one discussion with the accountable officials. Secondary Sources of Information: The secondary data has been collected from the following sources: • Website of the company • Documents • Personal research

1.6 Limitations of the study: This report is the very first practical project other than the courses. It is a very difficult task for a student to take their knowledge and use it at a professional level since they don't possess much practical experience. So, this report might lack many points that are useful. As a result, this report is not adequate by any means. Also, there are some other restrictions that are given below: a. The most significant obstacle to a thorough investigation of the chosen issue is time. b. HRD withheld several secret documents, reports, and forms. c. Some business and operating strategies were limited to handover. d. Unwilling to provide additional information due to additional harassment that is not their fault. e. As a new and growing business, they do not have all the things taken care of yet. Chapter 2 Company Overview 2.1. History of Aesthetic Eurasia Ltd. Aesthetic Eurasia LTD is a worldwide reputable outsourcing business specializing in image post-production or photo-editing. They offer a wide range of affordable, high-quality image editing services. Currently, this company is running its operation all over Europe and North America and collaborating with big agencies and companies like Puma, Gucci, Louis Vuitton, etc. 2.2. Overview of Aesthetic Eurasia Ltd. Aesthetic Eurasia Ltd. is an image retouching outsourcing company specializing in all kind of image editing work including Clipping path, multiple clipping path, background remove, image masking, retouching, shadow reflection, nick join and ghost mannequin, color correction, manipulation, image restoration, resizing, image 360, Jewelry retouching/editing (Ring, Bracelet, Earring, Neckless), Antique, Image/Product clipping path/ Background Remove work, Apparel/Clothing background remove work, E-commerce image background remove work (Cloth, Shoes), Jewelry multipath work, Model background remove work, Color changing/color correction, Clean up/touch up, Cropping/Resize, Ghost mannequin/neck joint, Shadow (of any kind), Watermark add/remove, Image optimization/reduce image size. They have the solution for all kinds of retouching requirements clients have. 2.3. Vision The vision of the company is to become the biggest outsourcing company. Since it is an emerging business and has competitors in India, Nepal, Sri Lanka, South America it has a long way to go. Also, Aesthetic Eurasia wants to expand to web design and other types of services in the near future. 2.4. Mission The vision of the company is to provide all different range of services at a very minimum price. These types of work can be quite expensive if done in-house or outsourced inside Europe or North America. But since Bangladesh is a third-world country, the cost is fairly low and the quality of work is just as good if not better. So, it is a steal for the clients at the same time beneficial for the business. Also, this business is earning a decent amount of foreign currency on a regular basis. The company wants to benefit its employees and make their lives better while earning profit. So, it walks that extra step to provide service. 6 ©Daffodil International University 2.5. Core Values Aesthetic Eurasia Ltd. is run by expert professionals. They are always trying their best to provide services with the minimum amount of flow and provide accurate, high-end service at a reasonable price. They are trustworthy. The foundation of Aesthetic Eurasia Ltd. starts with one's individual integrity, which permeates their collective integrity and permeates everything of our work. Aesthetic Eurasia Ltd. exhibits innovation. To suit all members' constantly evolving demands, they offer new solutions and services. They are Devoted. Aesthetic Eurasia Ltd is committed to the continued success of its members, clients, staff, and industry. They are favorable. Aesthetic Eurasia Ltd is optimistic about our sector, and Aesthetic Eurasia Ltd is a great influence on our team members, clients, and customers. 2.6. Code of conduct 1. Aesthetic Eurasia Ltd.'s policy is to conduct business with honesty and integrity, to uphold moral principles in all of its operations, and to respect the rights of people with whom it has connections. 2. Aesthetic Eurasia Ltd. abides by all laws and regulations. All workers are expected to understand and abide by the rules and regulations that apply to their individual responsibilities. If an employee is unsure, they are advised to ask for help. The business believes in fair competition and supports appropriate competition regulation. 3. Aesthetic Eurasia Ltd. does not finance any political parties or organizations whose efforts advance political objectives. 4. Aesthetic Eurasia Ltd. is dedicated to offering services that continuously deliver value in terms of pricing and quality and meet the demands and expectations of its clients. 7 ©Daffodil International University 5. Aesthetic Eurasia Ltd. is committed to conducting business in an environment that is secure and sustainable. The Company is aware of its social responsibilities as a responsible corporate citizen and will make an effort to support local initiatives aimed at enhancing society as a whole. 6. Aesthetic Eurasia Ltd. upholds the values of credibility and dependability in its financial reporting as well as in the openness of its commercial dealings. 7. Aesthetic Eurasia Ltd. is a workplace free from discrimination. There is no discrimination against women in its merit-based and excellence-oriented personnel hiring and advancement processes. We support maintaining open channels of communication with our employees and providing them with secure, healthy working environments. 8. Aesthetic Eurasia Ltd. expects its employees to uphold a code of conduct that forbids the use of company resources for one's own gain or benefit. If a conflict of interest does arise, it should be disclosed and advice should be sought. 9. The audit committee was established by the board of Rangpur Aesthetic Eurasia Ltd. to support compliance in order to ensure that the aforementioned standards are rigorously followed. 2.7. Objective of a company The objective of Aesthetic Eurasia Ltd is to increase profitability as much as possible by reaching the right customers and helping them solve their problems through improved service. Also, make sure the least amount of employee turnover and enhance productivity while installing and maintaining a positive corporate environment. Chapter 3 Theoretical Background 3.1. Introduction to Human Resource Management The goal of HRM, a corporate function, is to improve employee performance in order to achieve the strategic goals and objectives of the firm. With an emphasis on policies and procedures, human resource management (HRM) is more specifically concerned with the management of people within enterprises. The process of hiring, selecting, orienting, inducting, training, and developing personnel is known as human resource management (HRM). [1] Management of people or personnel was the previous name for human resource management. John R. Commons first introduced the modern name. [2] It used to serve a purpose that was fairly restricted. An organized corporation or organization can manage its staff using human resource management (HRM). It is an essential part of managing any firm. The Human Resources department's main responsibilities include hiring, evaluating, training, and paying employees. The Human Resources Department handles all issues that arise when an employee is hired by the company. Human Resources deals with specific labor practices and their impact on a company's profitability. Personnel Management today includes all aspects of personnel management within a company or organization. Human capital management decisions, strategies, philosophies, processes, practices, functions, activities, and approaches all fall into this category. professional connections and anything that positively or negatively impacts such interactions. Ensure that employees are satisfied with their working conditions. This not only improves the overall performance of the company, but also the production of services and products. HRM deals with recruiting (recruiting) and managing new employees with new skills. Another task is to advise these employees and assist with training as needed. A large company with many employees needs a department devoted to employee affairs. These issues include employment, performance management, business growth, training, occupational health and safety, incentives, communication, work culture and environment. Human resource management is an integral part of the operations of any company today. Every company or organization needs this department. Focusing and constantly striving to improve the interaction between employees and employers helps boost employee morale. Employees can also contact HR to improve their performance. 10 ©Daffodil International University 3.2. Objective of Human Resource Management HRM is a broad field. HRM goals differ by business nature and organizational goals. HRM aims to rack up multifold usual goals, involving: Accomplishing organizational goals: Attaining the goals of an organization can be tricky, if not insolvable, without a good workforce. The HR manager must first decide exactly what the organization needs and then discover workers who serve those requirements. Training and development: Employees must stay current and aware of their expertise in this ever-altering field. Coherent training is needed to unfold current aptitude and show substitutive talent. Employee motivation: To perform to the best of one's ability,

an employee must be motivated. Employee motivation and morale are bettered when they recognize how they chip into the company's success. It should also be done to lay out where it's lacking and where it can be enhanced. HRM considers self-esteem and distinctive personality traits, as well as the employee's progress needful. Employee Empowerment: The prime objective of empowerment is the allocation of power between management and employees in such a way that employees' commitment can be enhanced. Managers in contemporary organizations advocate performance improvement through employee empowerment and decentralization. Team coordination: Another main idea of Human Resource Management is to insure effective team integration. Human resources should deliver a tool that facilitates easier communication and makes collaboration smoother.

3.3. Recruitment and Selection The procedure of chancing capable applicants and bearing up them to apply for prevalent or future positions is called recruitment. Selection is the process of opting for individualities from among qualified applicants and setting them in positions within an organization. Our jobholders are captious to the success of any business. When someone is accurate in their job, the whole organization assets from that superior performance. Reclamation and selection are applied by companies to dig up the best applicants for acquirable positions. consequently, it's substantial for companies to extrapolate the unlikeness between recruitment and selection in disposal to minimize losses.

3.4 Recruitment Process: The process of ruling and attracting qualified candidates to fill vacancies in a company is called recruitment. Combing for jobs, anatomizing job requirements, overseeing applications, screening, building shortlists, and recruiting the best candidates are all portions of the recruitment operation. Recruitment Strategy The first stage of the recruitment process, known as recruitment planning, assesses and describes obtainable positions. it includes particulars comparable as job requirements, job nature, needed proficiency, qualifications and skills. A systematized approach to recruitment is imperative to attract the exact applicants from a grand number of people. Applicants should be well-informed, educated, and qualified to carry out the conditioning necessary to attain the objectives of the organization. Identifying Vacancy: The initial and most monumental means in the recruitment process is identifying open positions. The procedure begins with HR receiving job advertisements from various departments of the company, involving When a vacancy is caught on, the procurement director must evaluate whether the position is necessitated, whether it's full-time or temporary, full-time or part-time, etc. These rates should be assessed before starting the recruitment process. After particularized identification, planning, and analysis, the best resources for the team and company are hired. Analysis: Job analysis is the process of finding, analyzing and characterizing job activities, responsibilities, skills, competencies and work environment. These factors help determine what a job requires and what qualities are needed to do a good job.

12 @Daffodil International University Job analysis helps determine which responsibilities are important and how to carry them out. The role determines the job relevance of employment activities such as recruitment, training, compensation and performance appraisals. and document it. The following steps are important in analyzing a job:

- Obtaining and Collecting Job Information
- Accuracy in Verifying Job Information
- Developing Informed Job Descriptions
- Determining the Skills, Knowledge, and Skills Required for a Job

Job Description A job description is a necessary document that has a descriptive character and contains the conclusions of a job analysis. This description is essential to a successful hiring process. A job description describes the scope of work, responsibilities and the placement of the work within the company. And with this information, employers and organizations have a clear picture of what employees must do to fulfill their responsibilities. The creation of job descriptions is necessary to complete the following processes:

- Job classification and ranking
- New resource placement and orientation
- Promotions and transfers
- Defining the career path and
- Future development of work standards.

Looking for the Best Candidates Searching is a recruitment strategy in which resources are acquired based on the requirements of the position. The act of recruiting involves luring qualified candidates to open positions. Internal and external sources are the two basic categories of sources.

- Inside Resources 13 @Daffodil International University Internal sources of recruitment are methods used within the company to hire personnel. ? Promotions, ? transfers, ? former employees, ? internal job postings, ? employee recommendations, ? prior applicants, and ? Outside sources are just a few examples of how people get jobs. The term "external sources of recruiting" describes employing personnel from outside the company through ? Direct hiring, ? employment exchanges, ? employment agencies, ? advertisements, and ? Professional associations are just a few examples.

Shortlisting/ Screening Following the conclusion of the applicant sourcing process, screening begins. Screening candidate applications is the procedure of grooming them for further deliberation.

- Examining cover letters and resumes The initial stage of the screening process is reading through the applicants. During this procedure, resumes are evaluated and checked to see if candidates meet the essentials for the position in terms of education, work experience, and general background.
- Choosing the best candidates In the last stage of the resume/ candidate screening operation, the best candidates are taken. The recruiting manager's decision-making process is eased by this blueprint, which chooses the best or top-grade of resumes. Three results of this process are as follows I. Selecting 10 to 15 resumes for the hiring managers to review. II. Offering advice and suggestions to the recruiting manager III. aids hiring managers in making a choice about which candidate to hire.

3.5. The selection processes The aim of the hiring process is to find and hire the top candidates for open positions. This approach is typically represented as a funnel. A job posting may receive 50 applications; five of them may be contacted for in-person interviews, and one will ultimately be picked. The selection process always begins with an open position. The function profile for this position should be clearly defined, including minimal standards for experience, education, and skill proficiency. Once this job opportunity is known and advertised, perhaps, applications will start flooding in. The selection process's very first step is this. The funnel consists of seven stages.

1. Application Following the posting of the job opening, candidates may apply. The company, the position, and the availability of work and workers all affect how many people apply. The number of candidates may range from zero to thousands depending on the size of the company, the type of employment, the industry, as well as how effective your sourcing strategy and employer brand are. For instance, Google receives about 3 million applications each year. This implies that more than 400 candidates apply for each opening. However, the number and type of candidates are determined by the job posting. In fact, the words and wording in a job ad have a direct impact on the people who respond to it. For example, they use data and machine learning to help companies improve their job postings so that the content reflects their purpose as a company, not just what they expect from candidates.
2. Screening & pre-selection The initial screening of prospects is the second stage. This can be done in several ways. Resume Screening Resume or CV screening is the most popular strategy. We'll continue to deliver screening assistance to decide if the candidate meets the essentials for the position. However, you can snappily filter out the candidate, if you require at least 5 years of work experience and the applicant is a college graduate. There are various resume verification technologies, assorting from built-in resume verification tools that reside in the applicant tracking system" ATS". Resume screener that uses artificial intelligence to prognosticate the caliber of your settings. Preselection: Preselection is an effective screening technique for weeding out likely mismatches. Preselection tools include assessments such as cognitive tests, work samples, and other tests that help predict the quality of potential employees. These tools may incorporate resume screening. A realistic job preview is often part of a pre- employment evaluation tool. This shows both the pros and cons of the profession, resulting in a more accurate depiction of the pros and cons of the job. This helps connect employer and employee expectations and improves attitudes.
3. Interview The interview is the best-known and catchiest of the three steps of the funnel. During an interview, an applicant is interviewed by a line manager or recruiter to adjudicate if they're competing for the position. Interviews hand information about a person's benevolence and fluency. It also gives the candidate the opportunity to ask questions about the position and introduce the position. There are two types of interviews unstructured interviews and structured interviews. A structured interview uses a predefined questionnaire. This allows canvassers to collect information in a harmonious manner and regularize the evaluation of aspirant references. Academic literature has shown that structured interviews are nearly doubly as dependable as unshaped interviews. [3] A structured interview allows canvassers to rightly compare aspirants and make stylish opinions grounded solely on data. Piecemeal from standardized questions, the STAR fashion is a great strategy used in interviews. This approach provides a means of collecting information from aspirants in a systematized manner. Assessment \ Evaluation In the second stage, we briefly described evaluation. Performing a pre-selection or screening to loosely filter out the least suitable applicants usually results in a more accurate

overall assessment. Common mental ability [tests \(commonly known as IQ tests\)](#) or her [five-factor model of personality](#) testing are both good ways to assess an employee's personality. 3. References and Background Checks [At this point, you've narrowed the huge list of possible candidates down to one to three](#) campaigners. Source checking is an important measure. Reference checks are a great fashion for checking the seeker's impressions. Survey and follow up on candidates' referrals. However, it is recommended to use the Reference Check to get further information from numerous sources, if one has any enterprises about chops or bents during the interview. 4. Decision: The coming step is the choosing and selection of the best prospective applicants [for the company. This may](#) denote electing people [who are less](#) capable [at the time but who](#) are incarcerated [to learn and stay with the company](#) longer. [A data-driven strategy is](#) a stylish [way to](#) draw conclusions. [In practice, this](#) means [that each](#) seeker [is](#) ranked during the selection process grounded on pre-established criteria. 5. Job Offer/ Contract: The selection process doesn't conclude when the company decides to hire. The offer must be accepted by the applicant. At this point, the association should have all the information it needs to bring around the seeker to undertake the position. This information was collected through telephone and face-to-face interviews. 3.6. Training and Development Training and Development improve organizational performance and the effectiveness of individuals and teams within an organization. Training is associated with rapid changes in organizational performance through systematic guidance, whereas development is associated with achieving long-term organizational and human goals. 3.7. Training Process and Methods Training Process The training process is a series of steps that must be completed in order for a training program to be successful. Training is the systematic process of changing an employee's talents, attitudes, and behaviors to make them fit for a particular job. The terms "training" and "development" have different meanings but are often used interchangeably or together. Need Assessment: The first step in the training process is to identify whether or not employees require training. A diagnosis of existing and future challenges, as well as a discrepancy between the employee's actual and expected performance, may highlight the need for training. 17 ©Daffodil International University Needs analysis: The first step in the training process is to determine if your employees need training. Diagnosis of existing and future challenges and discrepancies between actual and expected employee performance reveal training needs. Formulation of Educational Objectives: After the need has been identified, the objectives for which the training is to be conducted are established. Goals can be set based on the skills an individual has developed and any gaps identified in previous training programs. Training Program Design: The next step is to design a training program to achieve your goals. Each apprenticeship program covers different topics such as: What is your trainer's name? What training methods are used? What is the level of education etc. [A comprehensive action plan is also developed that includes training content, resources, learning theory, lesson design, and other training needs.](#) [Implementation of the training program:](#) The next step is to implement the training program that has been created. First, you need to decide whether the training will be conducted in-house or externally. Training Program Evaluation: Upon completion of training, employees are asked to provide comments about the training, including whether the training was worthwhile. Organizations can use feedback to catch mistakes and fix them at the next meeting. Companies invest heavily in this training and need to know its profitability, so they need to evaluate their training programs. Training Methods Job Rotation In this manner of instruction, students swing from one job to the coming, building up knowledge and proficiency from each. This system helps students extrapolate the troubles faced by other employees. Coaching Students are commissioned to a designated supervisor who acts as a training coach and provides feedback to the learner on this method. Students may not always have the opportunity to express themselves. Team Training the thing of team training is to bring around a group of people together. Thus, unlike other strategies, it doesn't concentrate on individual trainees. Rather, the team is used to connect its members and encourage participation in education and work. 18 ©Daffodil International University 3.8. Performance appraisal process Organizations must implement the employee performance evaluation process in order to increase staff output and productivity. Annual performance reviews are used to compare a worker's performance and output to a set of goals. It is essential for precisely detecting an employee's abilities, qualities, and flaws as well as for determining an employee's compensation increase and promotion. 1. The critical incident approach This style of performance evaluation acknowledges and examines instances that are unique to the process. It examines the specifics of when an employee gave his utmost effort and when he didn't. Facts • The manager who is responsible for keeping track of significant incidents maintains the records that are used to evaluate each employee's performance. • [At the conclusion of a particular term, these recorded logs](#) serve [as](#) the foundation [for performance](#) assessments. [Limitations The critical appraisal method](#) has a number of drawbacks, including: • It focuses more on the negative aspects of an employee's performance [than the positive ones](#) • It requires [close supervision, which](#) some employees [may](#) find uncomfortable • It takes time because the manager must meticulously record every incident involving every employee. 2. The paired comparison analysis method: This paired comparison analysis-based method of performance evaluation provides a number of benefits. All of the options are set as comparisons to the other options in the list, and computations are based on the options with the highest scores. Facts • When priorities are unclear, it is simple to determine the necessary course of action. • This approach is typically employed when there is a lack of readily available objective data. Limitations • The approach is not entirely precise. Checklist method This kind of performance review closely examines an employee's employment and bases its assessment on both the employee's successful and unsuccessful performance at work. Facts • The manager in charge of the evaluation process is susceptible to bias • He has the option to give the questions skewed weights. Limitations • It is a time-consuming strategy since it requires gathering and analyzing numerous statements. • The checklist approach is regarded as pricey 3. Essay Rating Method Management uses essay rating methods to determine both good and bad behavioral traits of employees. Facts • Is a non-quantitative method • Is not very structured • Is an open-ended and flexible process 20 ©Daffodil International University Limitations • [Is difficult to implement](#) • [Essay](#) assessment methods are [considered time-consuming](#) • Ratings are subjective and vulnerable to distortion and error • Considered uneconomic 1. Goal-based management [method In this type of performance](#) evaluation, managers create [a list of](#) goals to review employee performance [on a regular basis.](#) Facts • Because [the focus is on the future, not the past, performance](#) reviews are for constructive purposes only. • Focus on short-term goals. • Employees are assumed to be the people who know themselves best Restrictions • It is not easy to ensure that all employees actively participate • This process requires long-term • Goals Remain Rigorous 2. Behavior-Based Rating Scale Methods A structured behavior-based rating scale approach that combines critical incident methodology and rating scales It [is a combination of incident methodology and rating scale](#) Facts • [Identifying the effectiveness and ineffectiveness of the performance of an employee takes time.](#) Limitations • [It is difficult to develop](#) Fact • Recognizing [the effectiveness and ineffectiveness of](#) employee [performance takes time.](#) Limitations • [Difficult to develop](#) 360degree [performance appraisal method](#) In [this type of performance appraisal](#) method, employees, colleagues, customers, supervisors, and customers fill out questionnaires containing detailed information about specific individuals. To do. Facts • Increases credibility • Is correct Limitations • Takes time 2. [Performance Ranking Method This type of performance appraisal](#) evaluates employee performance on a scale of 1-10. Facts • [Comparisons are made between employees](#) Restrictions • [No](#) standard [set for](#) comparison 3.9. Compensation Systems [A step-by-step method for](#) developing [a reward system that recognizes performance-related incentives that link individual, work unit, and organizational](#) success. [Compensation is the](#) sum of all [cash and non-](#)monetary benefits paid for an employee's work. Salaries, bonuses, and other benefits are all part of the compensation package. The main compensation components are: 22 ©Daffodil International University 1. Base remuneration (hourly or salary) 2. Special remuneration 3. Recognition and Compensation 4. Benefits (Insurance, Time Off, Pensions) 5. Other Benefits in Kind 1. Base Wage or Base Salary: Wages are monetary amounts paid by an employer to an employee in return for work performed. Compensation or payment. As well as labor costs and work. Payment can be in the form of a flat rate per work performed (wage or piece), [an hourly or daily rate \(wage labor\), or](#) a basic amount of work performed. 2. Bonus payouts: Bonus payouts are a type of incentive, usually given in large sums at the end of the year or semi-annually. [Profit-sharing plans are a more formal way of](#) distributing money [or](#) awarding [bonuses, but they](#) have [not](#) been successful in recognizing individual achievement and rewarding individuals for achieving their goals. 3. Recognition or Reward: Employees want their efforts to be recognized and rewarded. It is also a motivational technique. People are more likely to perform better in the future when

they are rewarded or recognized. You need to have a strong incentive structure in place within your organization so that everyone feels valued and satisfied. 4. Benefits: Employer health insurance is widespread among medium-sized businesses. It is also a great benefit for employees. Chapter 4 Analysis of HRM Practices in Aesthetic Eurasia Ltd. 4.1. Aesthetic Eurasia Ltd.'s Current Scenario and HRM practices analysis Aesthetic Eurasia Ltd. recognizes that success in the sectors in which it operates requires a productive and motivated workforce. Aesthetic Eurasia Ltd. treats its employees with dignity and respect, enabling people from all walks of life to reach their full potential in a trusting and open atmosphere. The organization's human resources policy emphasizes job satisfaction, growth opportunities, and appropriate recognition of excellence. A comfortable work environment reflects and reinforces employee loyalty and commitment. With this in mind, Aesthetic Eurasia Ltd. prioritized the continuous growth of its human resources, identified its employees' strengths and weaknesses, identified their specific training needs, and sent them to self-improvement training sessions. Aesthetic Eurasia Ltd. offers internal and external training to help employees develop their knowledge. Their Human Resources is responsible for all employee functions. The main tasks of the human resources department are: • Recruitment and Selection process • Training and Development process • Performance Evaluation • Compensation and benefits policy

4.2. Aesthetic Eurasia Limited Recruitment and Selection Process i. Solicitation: The solicitation is the first and most basic step in the recruitment process. The process of obtaining permission to begin recruiting activities. Aesthetic Eurasia usually evaluates the necessity of recruitment and if recruitment is needed then the HR manager meets the higher authority and lets them know why recruitment is needed. Then if the employers are convinced and agree then the process begins. ii. Location and needs analysis: Position and demand research includes learning about the client's existing business processes, future expansion goals, and work culture, as well as mapping skills for specific jobs, Positions, performance, primary responsibilities, and other relevant aspects. Aesthetic Eurasia Limited carefully examines the current situation of each job and labor market. Then it finds out the finest people to get the job done and the process starts to take off a. Candidate Search Advertisements To advertise the recruiters release circulars on different mediums. Advertisements may appear on job boards, newspapers, or other media such as Prothomajobs, JobsA1.com, and BDjobs Facebook, LinkedIn. etc Recommendations According to many respondents, the time it takes to find potential applicants varies greatly depending on the grade and complexity of the job. The most common reasons for referrals are job title, status, and type of work. Shortlist of Applicants All original application documents, along with a summary fact sheet, will be sent to Human Resources and forwarded to the Chair of the Recruitment Committee. The hiring committee chair will forward a copy of the application to the committee members and then shortlist as soon as possible. deadline. Creating a list of companies to hire and using our network and database to find the best candidates within those companies is part of our approach. We then contact potential candidates, inform them about the opportunity, and assess their interest in the position. HR's main selection process is as follows: Here is the shortlist for the Divisions: The department reviews the list of candidates and selects those invited for interviews. ii. Evaluation Interviews can be conducted in a variety of ways. Here are some examples of dairy and food products from Rampur. The most traditional method is a one-on-one interview. The person asking the question should be the focus of all attention. Maintain eye contact when asked, listen, and answer. Show how the interviewee's expertise can help the organization to build a relationship with interviewer. Behavioral Interview Based on the notion that past behavior is the best indicator of future behavior, this type of interview is conducted. Any interview format, including phone, panel, and one-on-one, may include this type of question. Suitable Candidate Pool After the written test and the interviews, we have a pool of qualified applicants. The opportunity to negotiate remuneration is extended to candidates. i. Salary Bargaining Determine the value of the position before bringing up compensation (and salary discussions) with a potential employer. We'll need to schedule some time specifically for studying. If we proceed in this manner, we will be prepared to receive a realistic and reasonable employment offer and to be paid what we are worth. Typically, hiring managers are much more skilled at salary negotiations than the individuals they hire. Human Resources should be consulted for specific guidance on identifying appropriate offer pay levels within the grade. I. Candidates providing After receiving positive references and the candidate passing the medical examination necessary for pension and life insurance purposes or because a specific degree of physical fitness is required for the position, the final step in the selection process is to confirm the offer of employment. The employment contract should be prepared at this time as well. • If there are multiple qualified applicants, it may be more acceptable to "hold" them rather than reject them until the result of the offer extended to the most qualified applicant is known. • The Chair of the Recruitment Panel shall properly inform all rejected candidates of their status and, upon request, provide input. • If any applicant accepts this position, his or her start date will be the day of new-hire orientation. After new hire orientation, prepare to work the rest of the business day. i. recruitment documentation The Recruitment Panel Chairperson's Report should be completed by the Chair of the Recruitment Panel and submitted to Human Resources with any related recruitment documents, including: ? ? ? ? the initial applications submitted by each contender the finished short-listing application(s) the original test papers and interview/assessment notes, if any The interview's conclusion. I. Recruitment and Placement It involves three steps: candidates must obtain an appointment letter from HR, complete joining paperwork, and then be allocated to their line manager who will be their point of contact. II. Confirmation Permanent employees must spend a probationary term after being hired in the following ways: Skilled Workers: Initially for three months, with the option of an additional three-month extension. Unskilled Workers: Initially for six months, with the possibility of a further three months. Superiors must notify Human Resources one week before the probationary term for mature staff expires. An official confirmation letter is given once the trial time has been completed and all required permits have been obtained. 4.3. Aesthetic Eurasia Ltd. Training and Development Process Each employee position requires a significant amount of training. Personal growth, and thus organizational growth, is supported by well-designed training courses. Aesthetic Eurasia Ltd. provides training programs for internal and external employees. In- House Training Program Aesthetic Eurasia Ltd. offers internal training programs for several departments, conducted by both internal and external trainers. Their employees 28 @Daffodil International University benefit greatly from our in-house training program as they can be trained in their own environment. Human Resources Department divides in-house training into two categories: • Own Department & • Other Department 4.4. Aesthetic Eurasia Ltd. Performance Evaluation Methodology Aesthetic Eurasia Ltd. is a reputed company that prioritizes quality. Aesthetic Eurasia Ltd. uses the checklist method. In this system, the HR manager creates a checklist and gives it to the reviewer. A checklist can hold a list of questions grounded on employee behavior and job performance. At the end of the year, HR distributes published forms to all managers by email. In this form, you can find inquiries about the employee's name, title, department, responsible person, job description, job area, etc. All leaders from Jr. Administrative to Sr. General Manager must complete the form if an evaluation is needed. Once completed, the form must be emailed to Human Resources within a certain period of time. Executive forms are generally issued at the beginning of each year (January). one has to Complete and submit their application within 20 days. The HR leader submits the evaluation form to the department head, who submits the form to the C.F.O. As a result, he's not eligible for promotion but has the opportunity to increase payment and other benefits. He thus forwards the evaluation form to the Board of Directors. No one can raise one's salary or promote without the approval of the board of directors. It takes 2- 3 months to issue the evaluation report. nonetheless, it'll take effect at the beginning of the year, so the review will begin in January. People who admit elevations or raises receive a "congratulations" card and a rose backcountry from HR. Who are the evaluators? HR has a lot of talented people. Some have been in the same industry for over 10 years. How do evaluators work? Human Resources begins compiling relevant data about employees. They create preliminary score sheets to collect data. Email this information-gathering form to all officers. Then form a panel to review and justify all the leaves. A committee will then decide if the person is eligible for the promotion. The result is a performance evaluation sheet. An employee's experience, 29 @Daffodil International University including at least one year of employment with the organization, is also an important factor in assessing suitability. 4.5. Aesthetic Eurasia Ltd. Compensation and Benefits Aesthetic Eurasia Ltd.'s salary and benefits policy primarily pursue the goal of promoting and retaining employees to achieve optimal performance. Conduct a workplace analysis for all occupations before determining employee salary rates. Once the job analysis is complete, they analyze the job and award grades. Next, set up salary

