



Daffodil
International
University

Internship Report on
An In-Depth Analysis of the Career Development Center (CDC):
Recruitment & Placement Support Process at
Daffodil International University

Submitted To:

Mohammad Mustafizur Rahman
Assistant Professor,
Department of English,
Faculty of Humanities & Social Science
Daffodil International University.

Submitted By:

Foujia Aktar Jhara
ID : 202-10-2306
Batch: 50th
Department of English,
Daffodil International University.

Date of Submission: Fall 2023

Declaration

I, Foujia Aktar Jhara, Department of English, hereby declare that the internship report submitted to the Department of English, Daffodil International University, is a project work. I have written this internship report to complete my course entitled “**ENG 431 Project Paper with Internship**” under the program of B.A. (Hons) in English. I would like to fully acknowledge all sources of help and prepare my paper under the supervision and guidance of Mohammad Mustafizur Rahman, Assistant Professor, Department of English, Daffodil International University.

Foujia Aktar

Foujia Aktar Jhara

Id: 202-10-2306

Batch: (17-50)

Department of English

Faculty of Humanities & Social Science

Daffodil International University

LETTER OF TRANSMITTAL

28 October 2023

Mohammad Mustafizur Rahman

Assistant Professor

Department of English

Daffodil International University

Subject: Submission of the internship report for an “**In-Depth Analysis of the Career Development Center (CDC) Recruitment and Placement Support Process at Daffodil International University.**”

Respected Sir,

I would like to share the documents I have prepared on the above topic. I am pleased to admit that your help and guidance have been of great help in resolving the challenges I encountered in preparing this report.

I trust that you will find the document to be in accordance with the expected standards.

Thanks & Regards,

Foujia Aktar

Foujia Aktar Jhara

Id: 202-10-2306

Department of English

Daffodil International University

Letter of Approval

This is to officially certify that the internship report titled “**An In-Depth Analysis of the Career Development Center (CDC) Recruitment & Placement Support Process at Daffodil International University**” was prepared by Foujia Aktar Jhara under my direct supervision. Furthermore, I hereby certify, to the best of my knowledge, that the content presented in this report does not overlap with any other project report or thesis that may have previously resulted in the award of a degree for the same candidate or for a different candidate. After reading the report, I thought it was really well written. She completed the information herself. I wish her luck in the future.

A handwritten signature in cursive script, appearing to read 'Sameen', is positioned to the left of a vertical line.

Mohammad Mustafizur Rahman
Assistant Professor
Department of English
Daffodil International University

Acknowledgment

I would like to extend my sincere appreciation to my recognized teacher, **Mohammad Mustafizur Rahman, Assistant Professor** in the Department of English. His unwavering dedication, ongoing support, and guidance have been invaluable throughout the completion of this internship project. He generously provided perceptive advice, guidance, and inspiration, which greatly influenced the composition of this report. I am deeply obliged to him for his contributions, and my gratitude knows no bounds. I would also like to express my gratitude to Almighty Allah for His blessings, which have been a source of guidance and support throughout the preparation of this report.

Abstract

The Career Development Center at Daffodil International University serves as a pivotal hub, orchestrating job-seeking students' alignment with relevant industries. Its core mission is to enhance and cultivate their skills, provide abundant job opportunities, and guide them through the intricate recruitment process. In contrast to overwhelming job seekers with a vast database, the CDC streamlines the employment search, efficiently connecting students and alumni with candidates possessing the specific skills required by employers. The CDC simplifies the employment pursuit, transforming dreams into reality by helping candidates discover their ideal jobs. These institutions are integral in bridging the gap between job seekers and industry demands. In the internship report, we'll look closely at how the CDC helps students find the career they desire at Daffodil International University. The internship report is titled, **“An In-Depth Analysis of the Career Development Center (CDC) Recruitment & Placement Support Process at Daffodil International University”**

Keywords: #CDC #DIU #CareerTalk_SkillDevelopment #recruitment
#diu_job_Utsob_2023

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Chapter: 01

Introduction

Chapter: 01

1.1 Introduction:

The Department of English at Daffodil International University recognizes the importance of bridging the gap between theoretical knowledge and practical application. With this in mind, the department offers internship programs to provide students with invaluable real-world work experience. These internships serve as an important bridge, allowing students to integrate their theoretical knowledge into concrete real-world situations. Internships allow students to apply theoretical knowledge into practice, thereby facilitating a more comprehensive learning experience. At Daffodil International University, the English program includes internships that take place at various institutions across the country. I completed my internship at the Career Development Center (CDC), which is a fundamental part of this hands-on educational approach. Through these internships, students not only gain a deeper understanding of their field but also develop essential skills and real-world experience that will benefit them in their future careers.

1.2 Study Objectives:

At the beginning of the research process, internships or professional research endeavors offer substantial advantages, imparting valuable workplace experiences to every participating student. In various information forums, necessary information was shared and clarified, thereby significantly contributing to the progress of the research.

These benefits are outlined below:

1. Examine the recruitment process of the Career Development Center (CDC).
2. Evaluate the recruitment practices of corporations.
3. Identify challenges in the recruitment processes at the Career Development Center.
4. To provide some solutions for resolving the problems.
5. To confirm recruitment of Daffodil International University students.
6. Familiarize students with the corporate sector.
7. To provide suggestions and overcome students' problems.

1.3 Methodology:

Throughout the research process, from subject selection to final report composition, a rigorous scientific approach was employed. This study utilized a descriptive methodology to comprehensively explore the skills and tasks related to the recruitment process. Key elements were established through the identification, collection, categorization, analysis, interpretation, and presentation of data sources, all crucial steps in the research process. The following provides a concise overview of the research design implemented in this study.

I) Topic Selection:

I have selected this internship topic and Mohammad Mustafizur Rahman, Assistant Professor, in the English department at Daffodil International University, granted his approval.

II) Data Source Identification & Target Population:

The essential primary and secondary data sources required for conducting and analyzing the study were meticulously identified.

To meet the data requirements:

- Primary data were employed, and, when necessary, officials and staff were interviewed.
- Secondary data sources encompassed files, documents, the organization's website, and related materials.

The study's focus was on both current and alumni students of the Career Development Center at Daffodil International University.

III) Population Size:

The total number of employees in the Career Development Center (CDC) is 11. CEO, Director, Assistant Director, two Administrative Officers, two Assistant Administrative Officers, three Student Associates, and two Interns.

IV) Sampling Methodology:

For sampling, a straightforward approach was adopted, and the convenience sampling technique was chosen. This method was employed to make the process more accessible and efficient.

V) Primary Data Sources:

The primary data source of the Career Development Center (CDC) at Daffodil International University (DIU) typically comprises-

- Class visits, Interviews.
- Direct interactions with officials, staff, and students involved in the recruitment and placement process.
- Desk Works.
- Corporate supervision.
- Personal Observation.

VI) Secondary Data Sources:

- Official Records and Documents of the recruitment process.
- Websites and Online Resources of CDC.
- Alumni and Student Records.
- Social Media, job searching sites.
- Industry Reports.

VII) Data Collection Methods:

- Engaging in consultations with students.
- Observing the diverse processes within the CDC.
- Conducting discussions with the supervisor.
- Gained field experience and obtained insights through interactions with CDC executives during my internship.
- To collect data through informal discussions with CDC executives.
- To use Referenced numerous CDC manuals, files, and documents to gather data.
- To Utilize the CDC website as a data source.

1.4 Recruitment Processes of CDC:

During my internship at the Career Development Center (CDC), a core department of Daffodil University (DIU), under the leadership of **Ms. Prity Ali**, I had the privilege of gaining insight into the university's ongoing efforts to improve its websites and services, aligning them with international standards. CDC plays an important role in creating job opportunities for Daffodil International University students. In the diverse economic landscape of Bangladesh, which includes many different industries and businesses, I have chosen to focus on learning marketing strategies in both corporate and non-corporate environments. This decision stems from the recognition that there are many organizations that occupy important positions in our country. My internship gave me a unique opportunity to delve into the marketing tactics and strategies used in a variety of contexts, thereby expanding my knowledge in the field. The scope of this report has been expanded to include CDC's recruitment process.

1.5 Project Background and Significance:

The Bachelor's program in English requires a three-month internship with a company, followed by a report assigned by the company's supervisor and subsequently approved by the adviser. I seized the opportunity to initiate and successfully complete my internship at the Career Development Center (CDC).

Under the guidance of **Ms. Prity Ali, Assistant Administration Officer** at CDC, I was tasked with conducting a comprehensive study on the recruitment activities of the Career Development Center. The topic I chose, "**An In-Depth Analysis of the Career Development Center (CDC) Recruitment & Placement Support Process at Daffodil International University,**" was also approved by my faculty supervisor, **Mohammad Mustafizur Rahman, Assistant Professor** in the English department at Daffodil International University.

1.14 Timeframe, Duration, and Study Location:

The internship research was conducted at the Career Development Center (CDC) Birulia, Savar, Dhaka-1216, starting from **August 1, 2023, to November 1, 2023.**

Chapter: 02

Corporate Overview



Chapter: 02

2.1 Introduction to the Career Development Center (CDC):

The Career Development Center (CDC) at Daffodil International University (DIU) was established in 2005 with the aim of providing necessary academic and technical support to DIU students so that they can acquire skills and expertise and present themselves on the job market (both domestically and internationally) with the necessary level of effectiveness. CDC has dedicated its efforts to imparting practical knowledge, ideas, and skills that empower DIU students with the competencies needed to excel in their careers. This unwavering commitment underscores the CDC's pivotal role in nurturing a generation of professionals prepared to thrive in a rapidly evolving global job market.

CDC is dedicated to a spectrum of essential services, including:

1. Counseling for Career Planning.
2. On-Campus Spot Recruitment Programs.
3. Job Placement.
4. Internship, Full-Time Job Placement.
5. Skills Development Training.
6. Career Related Workshops & Events.
7. Preparation of Video Resume.
8. Industry visit for Career Development.
9. Arranging job fair (**DIU JOB UTSOB 2023**) for the student's placement every year.

2.2 Vision Statement:

Providing qualified and high-quality students for the job market as well as nurturing quality entrepreneurs for business and economic development of the country.

2.3 Mission Statement:

- Develop DIU students with the essential skills and knowledge to excel in the competitive job market.
- Offer expert counseling and guidance to help students discover their ideal career paths and achieve maximum satisfaction.

- Foster strong relationships with government, non-government, and international organizations to enhance job placement opportunities for DIU students.
- Facilitate diverse and enriching internship experiences for students, both nationally and internationally.
- Enhance students' confidence levels through tailored orientation and guidance to meet their specific career needs.

2.4 Corporate Objectives:

- Empower DIU students with the skills and resources they need for successful careers.
- Facilitate job placement, internships, and career counseling for students' professional growth.

2.5 CDC's Service Portfolio:

- Ensure Job Placement.
- Ensure Self-employment.
- Internship.
- Organizing Career Events for the students.
- Training & Workshop.
- Counseling.
- Video Resume.
- Industry Visit.

Chapter: 03

***“An In-Depth Analysis of the
Career Development Center
(CDC) Recruitment &
Placement Support Process at
Daffodil International
University”***

Chapter: 03

3.1 Introduction:

My internship at the Career Development Center (CDC) is closely aligned with the report titled, “**An In-Depth Analysis of the Career Development Center (CDC) Recruitment & Placement Support Process at Daffodil International University**”. The report's topic was collaboratively selected by the university's supervisor to meet organizational standards and internship program requirements, all within a controlled environment.

3.2 Internship Activities:

I was working as an Intern under the supervision of **Ms. Prity Ali**, Assistant Administration Officer. She was very much friendly and supportive towards me. She always helped me whenever I faced any problem in the office. She always corrected my faults. At the same time, I worked with 11 more people. All of them were very friendly and guided me wherever I needed assistance.

3.3 Internship Responsibilities:

- Job Searching.
- Job posting.
- Event Support, & organize.
- CV Sorting.
- Follow-up call for placement.

3.4 Personalized Job Search & Corporate Placement Procedures:

- Find the Job initially.
- Gather contact details of prospective employers.
- Call them and get permission to post their circulation on CDC's Connect SkillJobs site.
- Collect their basic information – (Name, Designation, Email, Phone no).
- Update their information to the following sheet and create their contact.
- Update the Customer Relationship Management (CRM) system.
- Prepare a poster and email Template.

- Circulate through mail & social media.
- Share subject-related groups.
- Collect resumes from targeted students.
- Sorted resumes & forwarded resumes to the respective companies.
- Provide ongoing follow-ups on recruitment progress.

3.5 Academic Internship Placements:

Students can easily access internship opportunities within or beyond the Daffodil International University through CDC to fulfill their academic internship requirements. The procedure I adhered to includes:

- Call for an internship.
- On-demand of students.
- Preparing forwarding letter.
- Providing students with guidance on navigating the internship portal.

3.6 In-Depth Examination of the Recruitment Process:

Our mission lies in the commitment to empower our students, ensuring they embark on their careers from the very outset. The recruitment process is a big part of CDC's and I worked directly with this process. This experience not only enriched my knowledge but also reaffirmed the significance of CDC's role in paving the way for our students to embark on their professional journeys with confidence and competence.

3.7 CDC's Recruitment and Selection Procedures:

- Identifying hiring requirements.
- Crafting comprehensive job descriptions.
- Formulating an effective recruitment strategy.
- Conducting candidate screening and shortlisting.

3.8 DIU JOB UTSOB-2023:

The Career Development Center (CDC) at Daffodil International University has organized a significant project called "**DIU JOB UTSOB - 2023**" to create job opportunities for DIU students and alumni which will be held on 10-11 November 2023.

This event, known as the "Big Bang Central Career Event," will bring together business leaders and a talented future workforce, fostering strong connections between academia and industry. The program aims to have a long-lasting impact by engaging new graduates, skilled job seekers, interns, experienced alumni, recruiters, corporate leaders, employers, and institutions.

With over 200 companies offering more than 3,500 job vacancies, the program's tagline is "Connecting Talents: Unlock the Border of Opportunities." I take great pride in being part of this project, which aligns perfectly with my focus on recruitment.

The part I have worked on “DIU JOB UTSOB-2023” includes:

- Responsible for Employer Registration, under the supervision of the CDC team.
- Ensuring Company engagement, payment ensuring & participation.
- In the targeted 70 companies, 10 companies have been registered under my supervision. Others won't come because of their specific reasons, busy schedules.
- From the 10 companies, I won 50000 BDT for the JOB UTSOB 2023.
- JD creates, Job posting in the JOB UTSOB 2023 website.
- I have posted a total of 85+ job posts on the JOB UTSOB 2023 websites.
- I have also led the other volunteers in terms of various work related to JOB UTSOB 2023.
- Work on CV sorting of “**DIU JOB UTSOB-2023**”
- Also responsible for the Interview Board team with the supervision of Ms. Prity Ali in the upcoming program of “**DIU JOB UTSOB-2023**”. And I have already started to work on it.



Chapter: 04

Achievement from

CDC

Chapter: 04

4. Achievement from CDC:

1. Successfully organized first event, on “**Express Your Idea in English: An English Speech Competition**”.
2. Successfully organized an event on “**On Campus Spot Recruitment & SOP Writing and Logo Design Competition**”.
3. **My Placement in total from CDC:** 31 students including Internship, Full-Time and Part-time Jobs.
4. **Total company added:** 80 + Company.

Chapter: 05

Discoveries &

Recommendations

Chapter: 05

5.1 Examination of Observations and Personal Findings:

Throughout my internship at the Career Development Center (CDC) at Daffodil International University, I engaged in a profound process of self-assessment. This experience enabled me to gain a clearer understanding of my strengths and weaknesses, allowing me to recognize my areas of improvement. I not only identified my existing strengths but also cultivated new skills that will undoubtedly prove invaluable in my future endeavors.

Entering CDC with limited knowledge and skill, I underwent a transformative journey during these three months. My time at CDC provided me with the opportunity to develop and enhance my existing skills, ensuring personal and professional growth. This internship has been instrumental in shaping me into a more confident and competent individual, equipping me for the challenges that lie ahead.

- Developed communication skills.
- Learned to ability to work under pressure
- Learned corporate culture, and environment.
- Learned to handle problem-solving situations.
- Learn to adapt to any situation.
- Developed presentation skills.
- Improved networking skills.

5.2 Corporate Insights:

During my internship period at, the Career Development Center at Daffodil International University, several findings emerged-

- The company offers a relatively low salary, which may not be suitable for a number of employees, which may affect job satisfaction.
- There is no provision for overtime benefits, posing challenges for those who need to work beyond regular hours.
- The workplace lacks personal working spaces, with employees often confined to narrow and shared areas.
- The office is not in a quiet place which causes problems while working.

These findings highlight areas where improvements or adjustments may be needed to enhance the working conditions and overall employee experience at the Career Development Center (CDC).

5.3 SWOT Analysis:

i) Identified Strengths (Skills I Used) :

The Career Development Center (CDC) has some remarkable strengths:

- It assists students in discovering their ideal job or guiding them through the first steps.
- Students place their trust in the CDC's services through communication.
- Organizes numerous seminars to enhance student well-being which I have used my leadership skills.
- Collaborations with numerous organizations for job placements and internships.
- Offers counseling and support to all students.
- Always available and willing to provide help when needed.

ii) Acknowledged Weaknesses (Limitations):

- Struggles with time management, sometimes not using time efficiently for the limitation.
- Working on multiple projects simultaneously, which may lead to challenges in handling them all effectively.
- There is no option for overtime payment.

iii) Recognized Opportunities (My learning from the Internship):

The Career Development Center (CDC) has great opportunities:

- Closely work with students, making it easier to involve them in various tasks.
- Providing helpful guidelines to students is a valuable opportunity.
- Foster closer ties with alumni for mentorship and job opportunities.
- Being the go-to place for career-related assistance from students is a significant chance for further growth.

iv) Highlighted Threats:

Despite their best efforts, the Career Development Center (CDC) faces some threats:

- Working under high pressure or stress.
- Handling tasks or projects with tight deadlines.
- Lacking an organized volunteer team to support their activities.

This SWOT analysis provides insight into the internal strengths and weaknesses as well as external opportunities and threats that the Career Development Center (CDC) at Daffodil International University (DIU) may face. It is a valuable tool for strategic planning and improvement.

5.4 Study Recommendations:

I'd like to highlight specific areas where the CDC can enhance its efficiency and workforce quality:

1. Explore salary increases for employees. Because the amount they actually provide for an employee is much less than the expectation.
2. Create a system of overtime.
3. Create a positive working environment, including individual workspaces. There is no separate working environment for employees. Administrative Officers, Assistant Administrative Officers, Student Associates, and Interns, all have to work together which creates chaos.
4. There should be some flexibility regarding holidays.
5. They should encourage, and appreciate their employees for their work. After any success, they are showing more expectation towards the employee rather than showing appreciation. But if they encourage that time, it'll be easier for the employees to do the work.
6. There are some lacking in the leading sector. This sector needs to be improved.
7. Proper managerial observation and cooperation are required.
8. They should require skilled training with dynamic and efficient development programs for their staff.

Chapter: 06

Conclusion

Chapter: 06

Conclusion:

To broaden my learning experience, I embarked on a three-month internship at CDC, bridging the gap between academic theory and real-world corporate culture. This experience has equipped me with valuable knowledge, enabling me to grow and excel professionally. Upon completing my internship, I gained insights into the online job portal industry, as well as the operations and business development strategies of training provider firms. I now have a clear understanding of the job market, the challenges recent graduates face in finding employment, and the skills gap. The Career Development Center plays a commendable role in addressing unemployment issues and nurturing talent. In conclusion, this report provides insights into the recruitment landscape and how CDC contributes to securing promising career opportunities for students. It also highlights CDC's efforts in fostering employment prospects.

Chapter: 07

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2. *Sandberg Sheryl, (2013) "Lean In: Women, Work, and the Will to Lead"* - Offers insights into women's careers and leadership in the workplace, **135-147**.
3. *Pink Daniel H. (2009) "Drive: The Surprising Truth About What Motivates Us"* - Explores the science of motivation and how it impacts career success, **49-52**.
4. *Dweck Carol S. (2006) "Mindset: The New Psychology of Success"* - Discusses the importance of having a growth mindset in achieving career goals.
5. *Kahneman Daniel (2011) "Thinking, Fast and Slow"* - Explores the psychology of decision-making, which can be valuable in any career, **377-409**.

7.2 Website link:

- **Official website of CDC:** <https://cdc.daffodilvarsity.edu.bd/>
- **Official website of DIU JOB UTSOB - 2023:** <https://jobutsob.daffodilvarsity.edu.bd/>
- **Job searching website:**<https://www.bdjobs.com/>

Chapter: 08

Appendices

Appendices

CDC Office



CDC Team



Organizing an event on Express Your Idea in English: An English Speech Competition

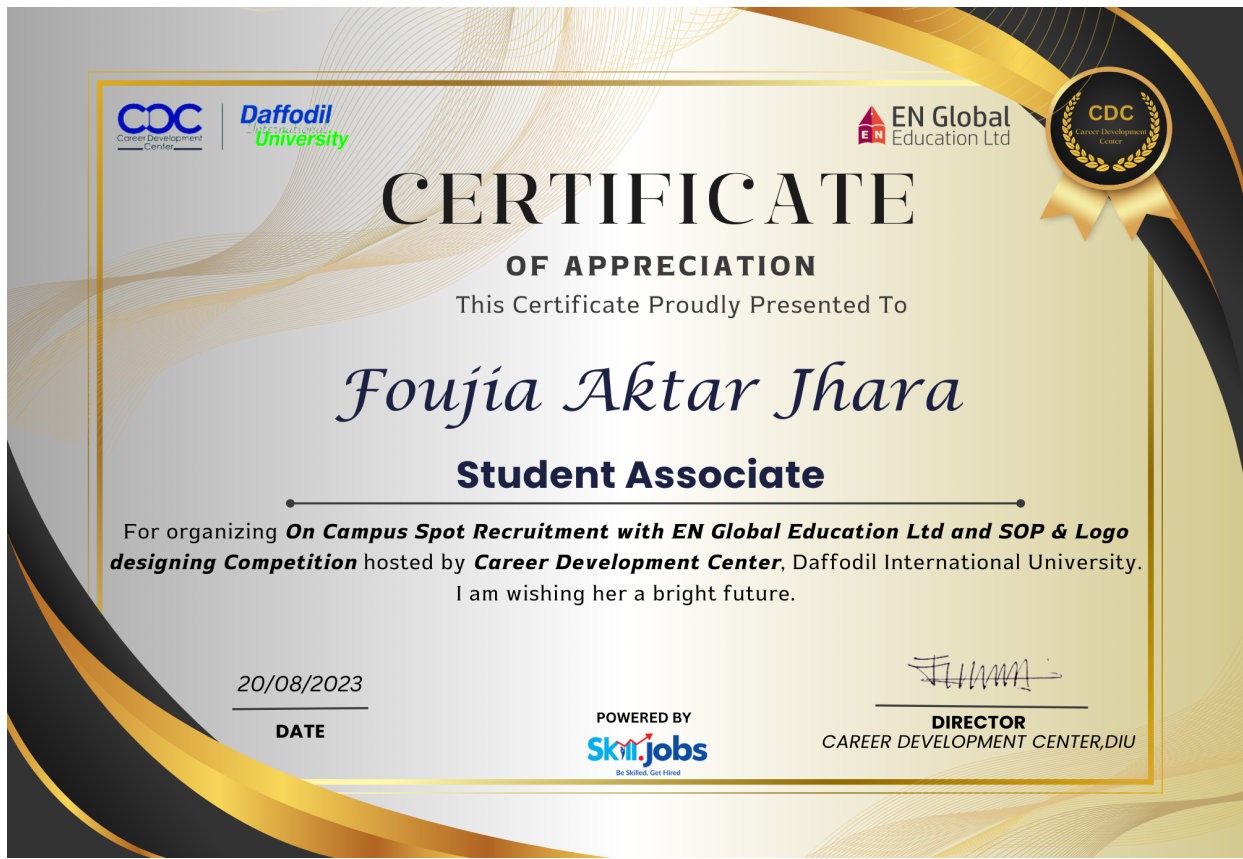


Career Development Center (CDC) of DIU presents the much-awaited "CDC Campaign Week," filled with valuable counseling, networking opportunities, and career guidance



**On Campus Spot Recruitment & SOP Writing and Logo Design
Competition with EN Global Education Ltd.**





Photoshoot for Upcoming Program of “DIU JOB UTSOB-2023”



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- Hospitality/ Travel/ Tourism (136)
- Commercial (84)
- Beauty Care/ Health & Fitness (14)
- IT & Telecommunication (491)
- Agro (Plant/Animal/Fisheries) (70)
- NGO/Development (239)
- Research/Consultancy (9)
- Secretary/Receptionist (90)
- Data Entry/Operator/BPO (53)

DIVISIONAL JOBS

- Dhaka (4255)
- Barishal (67)
- Khulna (139)
- Sylhet (145)
- Chattogram (624)
- Rajshahi (134)
- Rangpur (117)
- Mymensingh (92)

QUICK LINKS

- Employer List
- Deadline Tomorrow
- Part time Jobs
- Work From Home
- New Jobs (24 hrs)
- Contractual Jobs
- Overseas Jobs

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সহকারী অধ্যাপক - কম্পিউটার সায়েন্স এন্ড ...

বাংলাদেশ প্রকৌশল বিশ্ববিদ্যালয়...
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Action

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Chat History

DOM-INNO

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Is a Student

Company Address House: 13, Road: 7, Block: F,Banani, Dhaka-1213, Bangladesh

Tax ID

Phone 01847069003 SMS

Mobile 01847069003 SMS

Email hrd@dominno-bd.com ✉

Employee ID

Website Link <https://dominno-bd.com/>

Tags CDC Prospect

Venue

Contacts & Addresses
Sales & Purchase
Invoicing
Internal Notes
Partner Assignment
Support Ticket

Omar Faruk Mojumdar

HR Manager

hrd@dominno-bd.com

Phone: 01847069003

Mobile: 01847069003

Customer Relationship Management

CRM Dashboard Overview

Contacts, Pipelines, Reports, and Analytics

Pipeline / CDC Placement - February 2023

Region 1	Region 2	Region 3	Region 4	Region 5	Region 6
<p>01847069003</p> <p>01847069003</p> <p>hrd@dominno-bd.com</p>	<p>01847069003</p> <p>01847069003</p> <p>hrd@dominno-bd.com</p>	<p>01847069003</p> <p>01847069003</p> <p>hrd@dominno-bd.com</p>	<p>01847069003</p> <p>01847069003</p> <p>hrd@dominno-bd.com</p>	<p>01847069003</p> <p>01847069003</p> <p>hrd@dominno-bd.com</p>	<p>01847069003</p> <p>01847069003</p> <p>hrd@dominno-bd.com</p>

CDC Placement - February 2023

Lead Type: **Sale**

0.00 ₳ + 0.00 ₳ at 27.71 %

Customer: *Sybil Immigration and Consultancy Firm, Tarvit*

Expected Closing Priority: ★★★★ CDC

Salesperson: Omar Faruk Mojumdar

Sales Team: Corporate Communication of CDC

Planned activities

- Due in 17 days: "Call Time" for Jannatul Ferdous
- Due in 17 days: "Interview" for Jannatul Ferdous

February 15, 2023

- Jannatul Ferdous: Job Posting done - Done
- Jannatul Ferdous: Call done - Done
- Jannatul Ferdous: Customer: *Sybil Immigration and Consultancy Firm, Tarvit*
- Type: Lead - Opportunity

Beefree.io:



The banner features a black office chair on the left with a yellow sign that says "VACANT". To the right, the text reads "JOB NOTICE OF THE DAY" in large, bold letters. Below this, it says "By: Career Development Center(CDC) Daffodil International University" and "Be Skilled, Get Hired". At the bottom left, it says "Powered by: Skill.jobs". At the bottom right, there is a URL "https://cdc.daffodilvarsity.edu.bd" with a download icon.

Full Time Job Opportunities

Company: Anirban Builders Ltd.

Position:

Executive/Sr. Executive/ Asst. Manager

Salary: Negotiable

Deadline: 28 Feb 2023

Apply Here

Company: Safe Education Family

Position:

Assistant Teacher

Salary: Negotiable

Deadline: 9 March 2023

Apply Here

Company: Smart Technologies (BD) Ltd.

Position:

Executive/ Sr. Executive, Internal Audit-

1000FIX Services Limited

Salary: Negotiable

Deadline: 13 March 2023

Apply Here



Contact Us

Career Development Center

Daffodil International University

Email: cdc@daffodilvarsity.edu.bd

Website: <https://cdc.daffodilvarsity.edu.bd/>

Cell: 01811458903

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Internship Report on An In-Depth Analysis of the Career Development Center (CDC): Recruitment & Placement Support Process at Daffodil International University Submitted To: Mohammad Mustafizur Rahman Assistant Professor, Department of English, Faculty of Humanities & Social Science Daffodil International University, Submitted By: Foujia Aktar Jhara ID : 202-10-2306 Batch : 50th Department of English, Daffodil International University, Date of Submission: Fall-2023 Chapter: 01 Introduction Chapter: 01 1.1

Introduction: [The Department of English at Daffodil International University recognizes the importance of bridging the gap between theoretical knowledge and practical application. With this in mind](#), the department offers internship programs to provide students with invaluable real-world work experience. These internships serve as an important bridge, allowing students to integrate their theoretical knowledge into concrete real-world situations. Internships allow students to apply theoretical knowledge into practice, thereby facilitating a more comprehensive learning experience. At Daffodil International University, the English program includes internships that take place at various institutions across the country. I completed my internship at [the Career Development Center \(CDC\)](#), which is a fundamental part of this hands-on educational approach. Through these internships, students not only gain a deeper understanding of their field but also develop essential skills and real-world experience that will benefit them in their future careers.

1.2 Study Objectives: [At the beginning of the research process, internships or professional research endeavors offer substantial advantages](#), imparting valuable workplace experiences to every participating student. In various information forums, necessary information was shared and clarified, thereby significantly contributing to the progress of the research. These benefits are outlined below: 1. Examine the [recruitment process of the Career Development Center \(CDC\)](#). 2. [Evaluate the recruitment practices of corporations](#). 3. Identify challenges in the recruitment processes at the [Career Development Center](#). 4. [To provide some solutions for resolving the problems](#). 5. [To confirm recruitment of Daffodil International University students](#). 6. Familiarize students with the corporate sector. 7. To provide suggestions and overcome students' problems.

1.3 Methodology: Throughout the research process, from subject selection to final report composition, a rigorous scientific approach was employed. [This study utilized a descriptive methodology to comprehensively explore the skills and tasks related to the recruitment process. Key elements were established](#) through the identification, collection, categorization, analysis, interpretation, and presentation of data sources, all crucial steps in the research process. The following provides a concise overview of the research design implemented in this study. I) Topic Selection: I have selected this internship topic and [Mohammad Mustafizur Rahman, Assistant Professor, in the English department at Daffodil International University](#), granted his approval. II) Data Source Identification & Target Population: The essential primary and secondary data sources required for conducting and analyzing the study were meticulously identified. To meet the data requirements: • Primary data were employed, and, when necessary, officials and staff were interviewed. • [Secondary data sources encompassed files, documents, the organization's website](#), and related materials. The study's focus was on both current and alumni students of the Career Development Center at Daffodil International University. III) Population Size: The total number of employees in the Career Development Center (CDC) is 11. CEO, Director, Assistant Director, two

Administrative Officers, two Assistant Administrative Officers, three Student Associates, and two Interns. IV) Sampling Methodology: For sampling, a straightforward approach was adopted, and the convenience sampling technique was chosen. This method was employed to make the process more accessible and efficient. V) Primary Data Sources: The primary data source of the [Career Development Center \(CDC\)](#) at [Daffodil International University \(DIU\)](#) typically comprises- • Class visits. • Interviews. • Direct interactions with officials, staff, and students involved in the recruitment and placement process. • Desk Works. • Corporate supervision. • Personal Observation. VI) Secondary Data Sources: • Official Records and Documents of the recruitment process. • Websites and Online Resources of CDC. • Alumni and Student Records. • Social Media, job searching sites. • Industry Reports. VII) Data Collection Methods: • Engaging in consultations with students. • Observing the diverse processes within the CDC. • Conducting discussions with the supervisor. • Gained field experience and obtained insights through interactions with CDC executives during my internship. • To collect data through informal discussions with CDC executives. • To use referenced numerous [CDC manuals, files, and documents to gather data](#). • To Utilize the [CDC](#) website as a data source. 1.4 Recruitment Processes: During my internship at [the Career Development Center \(CDC\)](#), a core department of [Daffodil University \(DIU\)](#), [under the](#) leadership of Ms. Prity Ali, I had the privilege of gaining insight into the university's ongoing efforts to improve its websites and services, aligning them with international standards. CDC plays an important role in creating job opportunities for Daffodil International University students. In the diverse economic landscape of Bangladesh, which includes many different industries and businesses, I have chosen to focus on learning marketing strategies in both corporate and non-corporate environments. This decision stems from the recognition that there are many organizations that occupy important positions in our country. My internship gave me a unique opportunity to delve into the marketing tactics and strategies used in a variety of contexts, thereby expanding my knowledge in the field. The scope of this report has been expanded to include CDC's recruitment process. 1.5 Project Background and Significance: The Bachelor's program [in English requires a three-month internship with a company, followed by a report assigned by the company's supervisor and](#) subsequently [approved by the adviser. I seized the opportunity to initiate and successfully complete my internship at the Career Development Center \(CDC\)](#). Under the guidance of Ms. Prity Ali, Assistant Administration Officer at CDC, I was tasked with conducting a comprehensive [study on the recruitment activities of the Career Development Center. The topic](#) I chose, "[An In-Depth Analysis of the Career Development Center \(CDC\) Recruitment & Placement Support Process at Daffodil International University,](#)" [was also approved by my faculty supervisor, Mohammad Mustafizur Rahman, Assistant Professor in the English department at Daffodil International University.](#) 1.14 Timeframe, Duration, and Study Location: The internship research was conducted at the Career Development Center (CDC) Birulia, Savar, Dhaka-1216, starting from August 1, 2023, to November 1, 2023. Chapter: 02 Corporate Overview Chapter: 02 2.1 Introduction to the [Career Development Center \(CDC\)](#): The [Career Development Center \(CDC\)](#) at Daffodil International [University \(DIU\)](#) was established [in 2005 with the aim of providing necessary academic and technical support to DIU students](#) so that they can acquire skills and expertise and present themselves on [the job market \(both domestically and internationally\) with the necessary level of effectiveness](#). CDC has dedicated its efforts to imparting practical knowledge, ideas, and skills that empower DIU students with the competencies needed to excel in their careers. This unwavering commitment underscores the CDC's pivotal role in nurturing a generation of professionals prepared to thrive in a rapidly evolving global job

market. CDC is dedicated to a spectrum of essential services, including: 1. Counselling for Career Planning. 2. On-Campus Spot Recruitment Programs. 3. Job Placement. 4. Internship, Full-Time Job Placement. 5. Skills Development Training. 6. Career Related Workshops & Events. 7. Preparation of Video Resume. 8. Industry visit for Career Development. 9. Arranging job fair (DIU JOB UTSOB 2023) for the student's placement every year. 2.2 Vision Statement: Providing qualified and high-quality students for the job market as well as nurturing quality entrepreneurs for business and economic development of the country. 2.3 Mission Statement: • Develop DIU [students with the essential skills and knowledge to excel in the competitive job market](#). • Offer expert counseling and guidance to help students discover their ideal career paths and achieve maximum satisfaction. • Foster strong relationships with government, non-government, and international organizations to enhance job placement opportunities for DIU students. • Facilitate diverse and enriching internship experiences for students, both nationally and internationally. • Enhance students' confidence levels through tailored orientation and guidance to meet their specific career needs. 2.4 Corporate Objectives: • Empower DIU students with the skills and resources they need for successful careers. • Facilitate job placement, internships, and career counseling for students' professional growth. 2.5 CDC's Service Portfolio: • Ensure [Job Placement](#). • Ensure [Self-employment](#). • [Internship](#). • Organizing [Career Events](#) for the students. • [Training & Workshop](#). • [Counseling](#). • Video Resume. • Industry Visit. Chapter: 03 "An In-Depth Analysis of the Career Development Center (CDC) Recruitment & Placement Support Process at Daffodil International University" Chapter: 03 [3.1 Introduction: My Internship at the Career Development Center \(CDC\)](#) is closely aligned with the report titled, "An In-Depth Analysis of the Career Development Center (CDC) Recruitment & Placement Support Process at [Daffodil International University](#)." The report's [topic was collaboratively selected by the university's supervisor](#) to meet organizational standards and internship program requirements, all within [a controlled environment](#). 3.2 [Internship](#) Activities: [I was working as an Intern under the supervision of](#) Ms. Prity Ali, [Assistant Administration Officer](#). She [was very](#) much friendly [and supportive towards me](#). She always helped me whenever I faced any problem in the office. She always corrected my faults. At the same time, [I worked with 11 more people. All of them were very friendly and guided me wherever I needed assistance](#). 3.3 [Internship Responsibilities](#): • [Job Searching](#). • Job posting. • Event Support, & organize. • CV Sorting. • Follow-up call for placement. 3.4 [Personalized Job Search & Corporate Placement Procedures](#): • Find the Job initially. • Gather contact details of prospective employers. • Call them and get permission to post their circulation on CDC's Connect SkillJobs site. • Collect their basic information – (Name, Designation, Email, Phone no). • Update their information to the following sheet and create their contact. • Update the Customer Relationship Management (CRM) system. • Prepare a poster and [email Template](#). • [Circulate through mail & social media](#). • [Share subject-related](#) groups. • [Collect resumes from targeted students](#). • Sorted resumes & forwarded resumes to the respective companies. • Provide ongoing follow-ups on recruitment progress. 3.5 [Academic Internship Placements](#): Students can easily access internship opportunities within or beyond the Daffodil International University through CDC to fulfill their academic internship requirements. The procedure I adhered to includes: • [Call for an Internship](#). • [On-demand of students](#). • [Preparing forwarding letter](#). • Providing [students](#) with guidance on navigating the internship portal. 3.6 [In-Depth Examination of the Recruitment Process](#): Our mission lies in the commitment to empower our students, ensuring they embark on their careers [from the very](#) outset. The [recruitment process is a big part](#) of CDC's and [I worked directly](#) with [this process](#). This experience not only enriched my

knowledge but also reaffirmed the significance of CDC's role in paving the way for our students to embark on their professional journeys with confidence and competence. 3.7 CDC's Recruitment and Selection Procedures: • Identifying hiring requirements. • Crafting comprehensive job descriptions. • Formulating an effective recruitment strategy. • Conducting candidate screening and shortlisting. 3.8 DIU JOB UTSOB-2023: The Career Development Center (CDC) at Daffodil International University has organized a significant project called "DIU JOB UTSOB - 2023" to create job opportunities for DIU students and alumni which will be held on 10-11 November 2023. This event, known as the "Big Bang Central Career Event," will bring together business leaders and a talented future workforce, fostering strong connections between academia and industry. The program aims to have a long-lasting impact by engaging new graduates, skilled job seekers, interns, experienced alumni, recruiters, corporate leaders, employers, and institutions. With over 200 companies offering more than 3,500 job vacancies, the program's tagline is "Connecting Talents: Unlock the Border of Opportunities." I take great pride in being part of this project, which aligns perfectly with my focus on recruitment. The part I have worked on "DIU JOB UTSOB-2023" includes: • Responsible for Employer Registration, under the supervision of the CDC team. • Ensuring Company engagement, payment ensuring & participation. • In the targeted 70 companies, 10 companies have been registered under my supervision. Others won't come because of their specific reasons, busy schedules. • From the 10 companies, I won 50000 BDT for the JOB UTSOB 2023. • JD creates, Job posting in the JOB UTSOB 2023 website. • I have posted a total of 85+ job posts on the JOB UTSOB 2023 websites. • I have also led the other volunteers in terms of various work related to JOB UTSOB-2023. • Work on CV sorting of "DIU JOB UTSOB-2023" • Also responsible for the Interview Board team with the supervision of Ms. Prity Ali in the upcoming program of "DIU JOB UTSOB-2023". And I have already started to work on it. Chapter: 04 Achievement from CDC Chapter: 04 4. Achievement from CDC: . 1. Successfully organized first event, on "Express Your Idea in English: An English Speech Competition". 2. Successfully organized an event on "On Campus Spot Recruitment & SOP Writing and Logo Design Competition". 3. My Placement in total from CDC: 31 students including Internship, Full-Time and Part-time Jobs. 4. Total company added: 80 + Company. Chapter: 05 Discoveries & Recommendations Chapter: 05 5.1 Examination of Observations and Personal Findings: Throughout my internship at the Career Development Center (CDC) at Daffodil International University, I engaged in a profound process of self-assessment. This experience enabled me to gain a clearer understanding of my strengths and weaknesses, allowing me to recognize my areas of improvement. I not only identified my existing strengths but also cultivated new skills that will undoubtedly prove invaluable in my future endeavors. Entering CDC with limited knowledge and skill, I underwent a transformative journey during these three months. My time at CDC provided me with the opportunity to develop and enhance my existing skills, ensuring personal and professional growth. This internship has been instrumental in shaping me into a more confident and competent individual, equipping me for the challenges that lie ahead. • Developed communication skills. • Learned to ability to work under pressure • Learned corporate culture, and environment. • Learned to handle problem-solving situations. • Learn to adapt to any situation. • Developed presentation skills. • Improved networking skills. 5.2 Corporate Insights: During my internship period at, the Career Development Center at Daffodil International University, several findings emerged- • The company offers a relatively low salary, which may not be suitable for a number of employees, which may affect job satisfaction. • There is no provision for overtime benefits, posing challenges for those who need to work beyond regular hours.

• The workplace lacks personal working spaces, with employees often confined to narrow and shared areas. • [The office is not in a quiet place which causes](#) problems [while working](#). These findings highlight areas where improvements or adjustments may be needed to enhance the working conditions and overall employee experience at the Career Development Center (CDC). 5.3 SWOT Analysis: i) Identified Strengths (Skills I Used) : The Career Development Center (CDC) has some remarkable strengths: • It assists students in discovering their ideal job or guiding them through the first steps. • Students place their trust in the CDC's services through communication. • Organizes numerous seminars to enhance student well-being which I have used my leadership skills. • Collaborations with numerous organizations for job placements and internships. • Offers counseling and support to all students. • Always available and willing to provide help when needed. ii) Acknowledged Weaknesses (Limitations): • Struggles with time management, sometimes not using time efficiently for the limitation. • Working on multiple projects simultaneously, which may lead to challenges in handling them all effectively. • There is no option for overtime payment. iii) Recognized Opportunities (My learning from the Internship): The Career Development Center (CDC) has great opportunities: • Closely work with students, making it easier to involve them in various tasks. • Providing helpful guidelines to students is a valuable opportunity. • Foster closer ties with alumni for mentorship and job opportunities. • Being the go-to place for career-related assistance from students is a significant chance for further growth. iv) Highlighted Threats: Despite their best efforts, the Career Development Center (CDC) faces some threats: • Working under high pressure or stress. • Handling tasks or projects with tight deadlines. • Lacking an organized volunteer team to support their activities. This SWOT analysis provides insight into the internal strengths and weaknesses as well as external opportunities and threats that the [Career Development Center \(CDC\)](#) at [Daffodil International University \(DIU\)](#) may face. It is a valuable tool for strategic planning and improvement. 5.4 Study Recommendations: I'd like to highlight specific areas where the CDC can enhance its efficiency and workforce quality: 1. Explore salary increases for employees. Because the amount they actually provide for an employee is much less than the expectation. 2. Create a system of overtime. 3. Create a positive working environment, including individual workspaces. There is no separate working environment for employees. Administrative Officers, Assistant Administrative Officers, Student Associates, and Interns, all have to work together which creates chaos. 4. There should be some flexibility regarding holidays. 5. They should encourage, and appreciate their employees for their work. After any success, they are showing more expectation towards the employee rather than showing appreciation. But if they encourage that time, it'll be easier for the employees to do the work. 6. There are some lacking in the leading sector. This sector needs to be improved. 7. Proper managerial observation and cooperation are required. 8. They should require skilled training with dynamic and efficient development programs for their staff. Chapter: 06 Conclusion Chapter: 06 Conclusion: To broaden my learning experience, I embarked on a three-month internship at CDC, bridging the gap between academic theory and real-world corporate culture. This experience has equipped me with valuable knowledge, enabling me to grow and excel professionally. Upon [completing my internship, I gained](#) insights into [the online job portal industry](#), as well as [the](#) operations and business development strategies of training provider firms. I now [have a clear understanding of the](#) job [market, the](#) challenges recent [graduates](#) face in finding employment, and the skills gap. The Career Development Center plays a commendable role in addressing unemployment issues and nurturing talent. In conclusion, this report provides insights into the recruitment landscape and

how CDC contributes to securing promising career opportunities for students. It also highlights CDC's efforts in fostering employment prospects. Chapter: 07 References 7.1 References: 1. [Covey Stephen R. \(1989\) "The 7 Habits of Highly Effective People"](#) - This classic book focuses on personal effectiveness and leadership, 58-71. 2. Sandberg Sheryl, (2013) "Lean In: Women, Work, and the Will to Lead" - Offers Insights into women's careers and leadership in the workplace, 135-147. 3. [Pink Daniel H. \(2009\) "Drive: The Surprising Truth About What Motivates Us"](#) - Explores the science of motivation and how it impacts career success, 49-52. 4. Dweck Carol S. (2006) "[Mindset: The New Psychology of Success](#)" - Discusses [the importance of having a growth mindset](#) in achieving career goals. 5. Kahneman Daniel (2011) "Thinking, Fast and Slow" - Explores the psychology of decision-making, which can be valuable in any career, 377-409. 7.2 Website link: • [Official website of CDC: https://cdc.daffodilvarsity.edu.bd/](#) • [Official website of DIU JOB UTSOB - 2023: https://jobutsob.daffodilvarsity.edu.bd/](#) • Job searching website: <https://www.bdjobs.com/> Jhara-1 Jhara-2 Jhara-3 Jhara-4 Jhara-5 Jhara-6 Jhara-7 Jhara-8 Jhara-9 Jhara-10 Jhara-11 Jhara-12 Jhara-13 Jhara-14 Jhara-15 Jhara-16 Jhara-17 Jhara-18 Jhara-19 Jhara-20 Jhara-21 Jhara-22 Jhara-23 [@Daffodil International University](#)