



A report submitted to the faculty of humanities and social sciences in partial fulfillment of the requirements of the degree of Bachelor of Arts.

Internship report on

"Recruitment and Placement

At

CDC (Career Development Center) “

Prepared by,

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Dhaka, Bangladesh

May 2024

Declaration of the Intern

I hereby declare that the internship report titled "Recruitment and Placement Activities at the Career Development Center" submitted to the English Department, Daffodil International University, is an authentic record of my original work under the supervision of Dr. Ehatasham Ul Hoque Eiten, Assistant Professor and Head of the English Department at Daffodil International University. I affirm that this internship report has been submitted in partial fulfillment of the requirements for the degree of B.A. (Hons) in English.



.....

Signature of the Intern

Name: Humaira Ferdous Shara

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Certification of the Supervisor

I hereby certify that Humaira Ferdous Shara, ID: 201-10-537, a student of the Department of English, Daffodil International University, has successfully completed the internship report on "Recruitment and Placement Activities at the Career Development Center" under my supervision. Based on my knowledge and in accordance with her declaration, the report appears to be genuine and has been prepared solely for academic purposes. I hereby grant permission for her to submit the internship report. I extend my best wishes for her future endeavors.



.....
Signature of the Supervisor

Dr. Ehatasham Ul Hoque Eiten

Assistant Professor and Head

English Department

Daffodil International University

Acknowledgment

I would like to take this opportunity to express my heartfelt gratitude to my esteemed supervisor, Dr. Ehatasham Ul Hoque Eiten, for her invaluable guidance and unwavering motivation throughout the preparation of my internship report. I am deeply indebted to Dr. Tanvir Abir, the Director of the Career Development Center (CDC), for granting me the necessary permissions to successfully complete my internship with this esteemed organization.

A special mention of appreciation goes to Prity Ali, the Assistant Admin Officer at the CDC, whose assistance, guidance, and encouragement were instrumental in navigating through my internship journey. Prity Ali's support in providing project information, offering valuable insights, and encouraging proactive engagement significantly contributed to the success of my internship endeavor.

I am also grateful to my colleagues at the CDC, whose unwavering support and collaborative spirit fostered a conducive environment for personal and professional growth. Their camaraderie and dedication enhanced my learning experience and enriched my understanding of effective teamwork, organizational dynamics, and leadership principles within the CDC.

Furthermore, I extend my heartfelt appreciation to my parents for their boundless love, support, and guidance at every stage of my life. Their unwavering belief in my abilities was a constant source of strength and encouragement. The CDC at Daffodil International University provided an exceptional platform for acquiring essential skills, such as resume building, interview preparation, and networking with industry professionals. It was a transformative experience, offering numerous learning opportunities in teamwork, event organization, meeting etiquette, and leadership within the CDC framework.

Abstract

The Career Development Centre (CDC) at Daffodil International University plays a pivotal role in preparing students for diverse job sectors in Bangladesh. My internship at the CDC provided an enriching experience, offering numerous opportunities to engage with prominent companies. My primary objective was to forge connections with these companies, facilitating communication and networking for alumni and current students. I actively contributed to the CDC's mission of equipping students with essential career development skills.

At the CDC, I focused on fostering relationships with various sectors, ensuring students were well-prepared for professional transitions. My involvement included sourcing job opportunities, facilitating communication between students and employers, and organizing career events. These tasks enhanced my networking and communication skills and deepened my understanding of the CDC's role in shaping students' careers.

Working in the CDC's dynamic environment, I faced challenges that nurtured my leadership qualities and exposed me to diverse career perspectives. This experience highlighted the importance of strong academia-industry partnerships for fostering a highly educated and employable youth population.

Under the guidance of Prity Ali, Assistant Admin Officer, I efficiently navigated various tasks and collaborated with a supportive team, which was crucial for developing my interpersonal skills. My involvement in comprehensive career planning activities, including internships, recruitment programs, practice interviews, and workshops, provided a holistic view of the career development process.

Participating in campus recruitment events was particularly impactful, as I coordinated with companies, scheduled interviews, and prepared students, gaining invaluable insights into the recruitment process. Additionally, conducting job searches, posting listings, sorting CVs, and liaising with companies provided practical insights into the job market and unemployment challenges among recent graduates.

Keywords: Career Development Centre, internship, job sectors, academia-industry partnerships, networking, career development, skill-building, leadership.

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1. Introduction

Internship experiences serve as invaluable opportunities for individuals to bridge the gap between academic knowledge and practical application in their chosen field. My name is Humaira Ferdous Shara, currently enrolled in the Bachelor of Arts (Hons) program in English at Daffodil International University. As I progress through my academic journey, the opportunity to undertake an internship has emerged as a pivotal milestone. This internship has offered me a chance to apply the theoretical knowledge acquired during my studies to real-world scenarios, thereby enhancing my understanding of the professional environment.

My internship unfolds within the realm of job hunting, posting, and fostering connections with companies, situated within the dynamic landscape of the Career Development Center (CDC) at Daffodil International University. Unlike traditional academic settings, this internship immerses me in the intricate processes of recruitment and placement, providing firsthand exposure to the complexities and nuances of the professional world. The CDC operates as a crucial link between students and the job market, aiming to equip students with the necessary skills and opportunities to succeed in their careers.

The Career Development Center at Daffodil International University functions as a hub of empowerment, dedicated to nurturing the growth and professional development of students. Within this context, my internship experience is poised to be transformative, offering a glimpse into the multifaceted domain of career development and strategic networking. The CDC's mission is to facilitate students' transition from academic life to the professional sphere by providing resources, guidance, and opportunities for practical experience.

Throughout this internship, I have engaged in a variety of activities ranging from sourcing job opportunities to facilitating communication channels between students and prospective employers. These experiences have not only honed my skills in networking and communication but have also deepened my understanding of the pivotal role played by the CDC in shaping the career trajectories of students. The activities I participated in include organizing career fairs, conducting workshops on resume writing and interview techniques, and arranging meetings with industry professionals. Each of these tasks has contributed to a broader understanding of the job market and the specific needs of employers.

One of the key aspects of my internship was the opportunity to interact with a wide range of professionals from different industries. This interaction provided insights into the expectations and requirements of various job sectors, helping me to better understand the skills and competencies that are in demand. Additionally, it enabled me to develop strong networking skills, which are essential for establishing and maintaining professional relationships. The ability to communicate effectively with industry professionals and students alike has been a significant learning outcome of this internship.

In this report, I aim to chronicle my journey, elucidating the practical applications of job hunting, posting, and company communication within the higher education landscape. By sharing my experiences, observations, and contributions, I aspire to underscore the significance of strategic career development initiatives and their impact on student success. The report will cover various aspects of the internship, including the challenges encountered, the skills acquired, and the overall impact of the experience on my professional development.

As I embark on this endeavor, my ultimate aspiration is to contribute towards the enhancement of career prospects for fellow students, thereby realizing a sense of fulfillment in facilitating their professional growth. By actively participating in the CDC's initiatives, I hope to support other students in their career journeys, providing them with the resources and guidance they need to achieve their professional goals. This internship has reinforced my belief in the importance of career development centers and their role in bridging the gap between academia and industry.

In conclusion, this internship has been a significant milestone in my academic and professional journey. It has provided me with practical experience, enhanced my understanding of the job market, and equipped me with the skills necessary to succeed in the professional world. I look forward to utilizing these skills to support the career aspirations of my fellow students and contribute to the ongoing success of the Career Development Center at Daffodil International University.

2. Background of CDC

Established in 2005, the Career Development Centre (CDC) at Daffodil International University (DIU) has been pivotal in providing comprehensive academic and technical support to its students. Its primary mission is to equip DIU students with essential career-related skills and competencies that will enable them to effectively market themselves in both domestic and international job markets. Over the years, the CDC has continually evolved to keep pace with the dynamic demands and trends of the employment landscape, striving to ensure that DIU students are well-prepared for their professional journeys.

2.1. Functions of CDC

The CDC at DIU serves a broad spectrum of functions, each designed to enhance the career readiness of its students. These functions include:

Career Planning Counseling: The CDC provides personalized career counseling to help students identify their career interests, strengths, and goals. This service is crucial in guiding students through the complexities of career planning and development.

Facilitating Career Placement: The CDC actively works to place students in appropriate job roles. By maintaining a robust network of industry contacts, the center helps match students with potential employers, thereby facilitating smooth transitions from academic life to professional careers.

Arranging Internship Placements: Internships are a critical component of career development. The CDC arranges internships with reputable organizations, both locally and internationally, providing students with practical experience that complements their academic learning.

Organizing Spot Recruitment Programs: To expedite the job placement process, the CDC organizes spot recruitment programs where companies conduct on-the-spot interviews and offer jobs to students. These events are highly beneficial for students seeking immediate employment.

Conducting Practice Interviews: Practice interviews are conducted to prepare students for the actual job interview process. This training helps students build confidence and improve their interview skills.

Assisting in Creating Video Resumes: With the rise of digital media, video resumes have become an innovative way for students to present themselves to potential employers. The CDC assists students in creating professional video resumes that effectively showcase their skills and experiences.

Hosting Career Workshops and Events: The CDC hosts various workshops and events focused on career development. These events cover topics such as resume writing, interview techniques, networking skills, and professional etiquette.

Providing Career-Related Training: The CDC offers targeted training programs to enhance specific skills required in the job market. These programs are designed to address the skill gaps identified by employers.

Establishing Partnerships with Industries: Building strong partnerships with industries is essential for creating job opportunities for students. The CDC continuously works to establish and maintain these partnerships to ensure a steady flow of employment opportunities.

2.2. Vision

The vision of the CDC is to foster a highly educated and employable youth population. It aims to nurture entrepreneurship alongside employability to contribute to the advancement of businesses and the national economy. The CDC envisions itself as a vital bridge between DIU students and the job market, facilitating the transition from education to employment.

2.3. Mission of CDC

The CDC's mission is multifaceted, focusing on several key areas to support DIU students:

Preparing Students with Knowledge and Skills: The CDC ensures that DIU students possess the necessary knowledge and skills to thrive in the competitive job market. This involves continuous updates to training programs to reflect current industry standards and trends.

Providing Career Guidance and Support: The CDC offers guidance and support to help students choose careers that align with their aspirations and goals. Personalized counseling sessions are provided to assist students in making informed career decisions.

Cultivating Relationships with Organizations: By fostering strong relationships with governmental, non-governmental, and international organizations, the CDC aims to increase employment opportunities for DIU students. These relationships are crucial for securing internships, job placements, and collaborative projects.

Offering Internship Opportunities: The CDC provides internship opportunities with reputable organizations, enhancing the practical experience of DIU students. These internships are designed to give students a competitive edge in the job market.

Boosting Student Confidence: Tailored orientation and coaching programs are provided to boost the confidence levels of DIU students. These programs address various employment needs and prepare students to meet the demands of their chosen careers effectively.

2.4. Goals

The overarching goal of the CDC is to provide comprehensive career planning counseling to every DIU student. The aim is to achieve 100% coverage, ensuring that all students receive the support they need to succeed in their careers. This goal encompasses both job placement and entrepreneurship support, ultimately aiming to nurture highly educated, employable individuals and foster entrepreneurship to drive business growth and national economic development.

CDC Services

To achieve its mission and goals, the CDC offers a wide range of services designed to support students in their career development journey. These services include:

- 1. Recruitment Solutions:** The CDC provides customized recruitment solutions to employers, helping them find the right candidates from the DIU student pool. This service also includes organizing recruitment events and job fairs.
- 2. Job Search Assistance:** The CDC assists students in their job search efforts by providing access to job listings, helping with application processes, and offering guidance on job search strategies.
- 3. Online Job Postings:** The CDC maintains an online job portal where students can find job postings from various employers. This portal is regularly updated with new opportunities.
- 4. Internship, Full-time, and Part-time Opportunities:** The CDC connects students with internship, full-time, and part-time job opportunities. These placements are carefully matched to the students' skills and career interests.
- 5. Apprenticeship Programs:** Apprenticeship programs are offered to provide students with hands-on experience in their chosen fields. These programs are designed to complement academic learning with practical, on-the-job training.
- 6. Employability 360 Services:** This comprehensive service includes career counseling, skills assessment, resume building, interview preparation, and job placement assistance. The Employability 360 approach ensures that students are well-prepared for the job market from all angles.

3. Internship Activities

During the internship at the Career Development Centre (CDC) at Daffodil International University, the intern worked under the guidance of Prity Ali, the Assistant Admin Officer. Prity Ali's exceptional support and insightful guidance played a pivotal role in enhancing the intern's understanding of the intricate workings of the CDC. She was always available to help rectify mistakes and improve performance. Additionally, the intern collaborated with a team of seven colleagues who were remarkably friendly and supportive, always ready to assist whenever needed.

3.1. Self-Evaluation

Throughout the internship journey, significant personal and professional growth was experienced. This period of hands-on experience facilitated a profound self-discovery process, enabling a deeper understanding of strengths and weaknesses. Key learnings from the internship included:

- **Enhanced Communication Skills:** Regular interactions with various stakeholders, including students, employers, and CDC staff, improved communication abilities.
- **Adaptability to Varying Situations:** The dynamic nature of the CDC's work required flexibility and adaptability, such as handling last-minute changes in recruitment events or managing multiple tasks simultaneously.
- **Proficiency in Handling Pressure:** Working under tight deadlines and managing multiple responsibilities taught the intern how to stay calm and focused under pressure.
- **Effective Problem-Solving Abilities:** Encountering various challenges that required creative solutions, such as troubleshooting technical issues during virtual recruitment events or finding new ways to engage students in career workshops, honed problem-solving skills.
- **Understanding of Corporate Culture Dynamics:** Exposure to the CDC's work environment provided a firsthand understanding of corporate culture dynamics.

4. Internship Responsibilities

During the internship at the Career Development Center (CDC) at Daffodil International University, the intern was entrusted with various responsibilities that provided a comprehensive view of career development and recruitment processes. These tasks included:

- Conducting job searches
- Posting job listings
- Making follow-up calls
- Sorting CVs
- Liaising with companies
- Distributing information to students
- Facilitating the job confirmation process and managing associated documentation

4.1. On Demand of Companies

Managing interactions with companies based on their specific demands involved several key activities:

- **Contacting Companies:** Upon receiving inquiries from companies via email, the intern contacted them to obtain full clearance for further proceedings.
- **Communication Materials:** Created email templates and posters for dissemination via social media and email to effectively communicate job opportunities and updates.
- **Database Management:** Updated contact modules, CRM, and data sheets for new company entries to ensure all information was current and accessible.
- **Networking:** Participation in topic-related groups enhanced networking skills and allowed the establishment of valuable connections.
- **Resume Collection:** Collected CVs from relevant departments and targeted students, organized and stored these resumes in the resume bank, and sent sorted CVs to respective companies.

- **Follow-up:** Followed up with companies to get recruitment updates and maintained document freshness to ensure all information was up to date.
- **Internship Placements:** Facilitated academic internship placements by processing internship requests, drafting and forwarding internship request letters, and providing guidance to students on utilizing the internship portal effectively.

4.2. Job Searching

Proactively searching for job opportunities included:

- **Job Platforms:** Searched for entry-level job opportunities on various platforms such as BD Jobs, Facebook, LinkedIn, and other relevant sites.
- **Permissions and Registrations:** Secured permissions from companies for job postings and registered companies on the Skill Jobs portal.
- **Data Management:** Updated data sheets, contact modules, and CRM for new company entries and ensured all records were accurate and comprehensive.
- **Job Dissemination:** Created posters, email templates, and Google forms for job dissemination, circulated job postings via email and social media channels, and shared job opportunities within subject-related groups.
- **Resume Management:** Collected CVs from departments and targeted students, organized and stored these in the resume bank, and sent curated CVs to respective companies.
- **Follow-up and Accuracy:** Followed up with companies for recruitment updates and maintained document accuracy by regularly updating the CRM.

4.3. Recruitment Process

Participating in the recruitment process, particularly focusing on campus recruitment events and on-the-spot placements, was crucial for providing students with immediate employment opportunities.

- **Event Coordination:** Assisted in organizing and managing the logistics of these events, including setting up interview stations, scheduling interview times, and coordinating with company representatives to ensure smooth operations.

- **Candidate Preparation:** Pre-screened candidates, prepared them for interviews, and provided them with tips and guidance to enhance their performance.
- **Recruitment Dynamics:** This hands-on involvement provided invaluable insights into the dynamics of recruitment, highlighting the importance of meticulous planning and organization.

5. Methodology

The methodology for this internship report details the systematic approach taken to accomplish the objectives set during the internship at the Career Development Center (CDC) of Daffodil International University. This framework outlines the procedures employed to carry out internship activities, collect relevant data, and document observations and experiences.

5.1. Internship Objectives

The objectives of the internship were meticulously crafted in consultation with the supervisor, Dr. Ehatasham Ul Hoque Eiten, Assistant Professor and Head of the English Department at Daffodil International University. The primary focus was on acquiring practical experience in the realms of career counseling, job placement, and related activities. Specific objectives included enhancing counseling and communication skills, understanding recruitment processes, and developing a comprehensive understanding of career development initiatives.

5.2. Observation and Experience Scenario

Throughout the internship, the intern engaged in active observation and participation in CDC's diverse operations. This included career counseling sessions, job placement processes, and hands-on experience in tasks such as conducting job searches, posting job listings, sorting CVs, liaising with companies, and assisting students in their job search endeavors.

5.3. Data Collection

Data collection was a critical aspect of this internship, achieved through both primary and secondary sources:

- **Primary Data:** Gathered through direct participation in CDC activities, interactions with staff members, and personal observations. Engaging with day-to-day operations provided firsthand insights into the practical aspects of career development services.
- **Secondary Data:** Utilized CDC manuals, files, documents, and the CDC website to gather comprehensive information on the center's roles, functions, and objectives. These sources offered detailed descriptions of the various services offered to students, enriching the understanding of CDC's strategic initiatives.

The combination of primary and secondary data provided a robust foundation for analyzing and documenting the internship experience.

5.4. Timeframe and Location

The internship spanned from January 29, 2024, to April 30, 2024, and was primarily conducted at the CDC office premises at Daffodil International University. This period allowed sufficient time to engage deeply in various activities and gain a well-rounded understanding of the center's operations. Being on-site provided an opportunity to experience the dynamic work environment and interact closely with the team, enhancing the learning experience.

6. Objectives:

- Acquire practical experience in career counseling and development to complement academic knowledge.
- Strengthen counseling and communication skills to provide students with valuable guidance and support in their career endeavors.
- Actively participate in planning and facilitating workshops, seminars, and activities aimed at enhancing students' professional growth.
- Assist in administering personality tests, career assessments, and other evaluations to aid students in making informed career decisions.
- Provide guidance to students on resume writing, interview preparation, and effective job application strategies to support their job search efforts.
- Stay updated on industry trends and employment opportunities to offer relevant advice and insights to students regarding their future career paths.
- Uphold professionalism and ethical standards in handling confidential student information and conducting career counseling sessions.
- Maintain detailed documentation of internship tasks, challenges encountered, and lessons learned for comprehensive reporting.
- Enhance time management and organizational skills through effective management of tasks and projects.
- Develop interpersonal skills and cultivate a professional demeanor within the office environment.
- Gain insights into the requirements process and attention to detail essential for successful career development initiatives.

Conclusion

The Career Development Center (CDC) at Daffodil International University plays a pivotal role in addressing unemployment issues and fostering skilled workforce development in the country. Through collaborations with both local and international businesses, CDC endeavors to provide solutions to hiring challenges, thereby facilitating job opportunities for recent graduates and fulfilling their career aspirations.

The internship at CDC has been instrumental in expanding the intern's knowledge and skills, preparing for professional advancement in the real world. The valuable insights gained into business operations, strategic development plans, and the job market landscape underscore the significance of bridging the gap between academic theory and practical industry experiences. The report provides an overview of the recruitment landscape and CDC's proactive efforts in facilitating students' career pathways, highlighting the importance of strategic career planning and effective communication.


Reference-

1. Career Development Center (CDC). Retrieved from <https://cdc.dafodilvarsity.edu.bd/>
2. Humaira. F.S. (2024). Experience of being an Assistant at Placement. Daffodil International University.

7. Appendix-



7.1 Appendix



A landmark to create the Future

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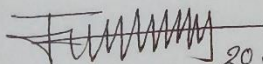
Experience Certificate

To whom it may concern,

This is to certify that Ms. Humaira Ferdous Shara (ID: 201-10-537), Department of English, Daffodil International University (DIU) served as a dedicated and diligent intern at the Career Development Center (CDC), Daffodil International University, Bangladesh, under my direct supervision. Her tenure in this role extended from January 29, 2024 to April 30, 2024. Throughout his 3 months of employment with us, she demonstrated commendable commitment and enthusiasm in carrying out his responsibilities.

We believe that the skills and knowledge she acquired during her time at our institution will serve as a strong foundation for her future endeavors. We extend our best wishes to Ms. Humaira Ferdous Shara and hope for her continued success in all her future career opportunities.

With Best Regards,

 20, 05, 2024

Dr. Tanvir Abir
Director
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7.2 Plagiarism Report

201-10-537

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