



Daffodil
International
University

Internship Report
on
Challenges and Problems Faced by Global Pathway
Experts Limited

A Study on a Start-Up Study Consultancy Agency

Submitted To:

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LETTER OF TRANSMITTAL

Date: December 17, 2025

To
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Subject: Submission of Internship Report on “Challenges and Problems Faced by Global Pathway Experts Limited: A Study on a Start-Up Study Consultancy Agency”

Honorable Sir,

It is a great honor for me, I Sinthia, to submit the internship report titled “**Challenges and Problems Faced by Global Pathway Experts Limited: A Study on a Start-Up Study Consultancy Agency**”. This report has been prepared as a requirement for the completion of the BBA program. I have given my best effort to compile all the relevant information, experiences, and insights gained during my internship at **Global Pathway Experts Limited**.

I sincerely hope this report meets your expectations and requirements.

Sincerely,

Sinthia

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LETTER OF APPROVAL

This is to certify that the internship report entitled “**Challenges and Problems Faced by Global Pathway Experts Limited: A Study on a Start-Up Study Consultancy Agency**” has been prepared by Sinthia, ID: 221-11-1514, as part of the requirements for the Bachelor of Business Administration (BBA) Program, Major in Human Resource Management, under the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University.

The report is an original work carried out under my supervision and is hereby recommended for submission.



Professor Dr. A.F.M. Mafizul Islam
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DECLARATION

I am Sinthia, a student of the Department of Business Administration, bearing ID: 221-11-1514, Major in Human Resource Management, at Daffodil International University (DIU), do hereby sincerely declare that the internship report entitled “**Challenges and Problems Faced by Global Pathway Experts Limited: A Study on a Start-Up Study Consultancy Agency**” has been authentically prepared by me.

While preparing this internship report, I have not intentionally violated any copyright laws or academic integrity policies.

I further declare that this report has not been submitted anywhere else for the purpose of obtaining any degree, diploma, or certificate.

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I am grateful to for giving me the chance to work as a Human Resource Management Intern at Global pathway experts limited. I am appreciative of the valuable coaching, materials and inspiration provided in my traineeship that greatly enriched my learning process.

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Executive Summary

The present work is a reflective report of my working experience from (hereinafter: Global Pathway) a student placement/recruitment services consulting firm assisting students in their career path. During my internship, I assumed various positions with different duties and tasks where I could put into practice the knowledge of Business Administration that I acquired. Apart from this, I had very different roles of Cold Calling, Tele Counseling & Filtered the CVs for Placements, Recruitment processes and Marketing videos development was also done by me & (Customer Relationships) were my key responsibility.

Working with clients also helped me to polish my communication and persuasion skills, which are important in sales and CRM. I helped in student placement and advisory researching on global universities and subjects of study. That part of my job has made me a better researcher (I didn't major in stats or take much more than historical studies on the qualitative/quantitative research front in college) and helped me understand systems of education all over the world. I also obtained what's search experience in hiring am currently reading CVs doing shortlist once I make first contact with candidates and help to organize interviews, check references of future employees. It taught me the importance of good recruitment programs and how much they are needed so that a company can recruit the right people for their role.

I even assisted in creating marketing videos to enhance the company's presence and reach. I'd never attempted anything creative and it taught me so much about video production / digital marketing that is essential in today's business world.

But as wonderful as my experience was, I also struggled during my internship. Here's what I discovered: Unproductive communication between departments was stalling the application process, which hurt our business We also had a lot of negativity in the team; this translated to inconsistent customer service. They were then aggravated by the high turnover and competition in this market, which was being run on B2B partnerships.

But the internship itself had been a great experience where I learn some real stuff about business development/ marketing/ recruiting. It has been the most eye-opening opportunity for me, as I have gotten to see what goes on in the business administration field and it definitely played a role in my future paths.

Chapter 1: Introduction

1.1 Background

I undertook my DBA internship with **Global Pathway Experts Limited**. The FWEP (practicum) was supposed to be a real business experience, the chance for students to “test drive” some of what they have been taught in their course. I chose this company as a consequence it operates in the education consultancy, recruitment and student placement industry which enhances sales operations where my duties are already established. During my placement at Global Pathway Experts I saw how businesses operate in the consultancy industry, how they communicate to clients and complex sales and marketing methods.

This internship was a very good opportunity for me to learn and see behind the scenes of a service-based company, especially in the education sector. I was deeply involved in large variety of business administration activities, thereby getting an opportunity to relate my theoretical knowledge on communications, marketing, sales, human resource management and customer service to the practice in the shop floor through industry orientation. An internship on the company's plan of offering integrated teaching and recruiting services wouldn't be contrary to the academic theories I was exposed to, either, which is kind of unusual way to have practical training.

1.2 Statement of the Problem

Global Pathway Experts Limited works in a sector that has been growing in the market and this has underpinned demand for its services but it suffered some internal challenges which had an impact on their performance. It seals the product type was an issue of communication between departments. Applications from students ground to a halt as a direct result, and so did clients and business prospects. And there were no systematic follow-ups with instructors and clients, leading to lost business and unhappy customers.

Second was bad motivation of workers. The staff also seemed to be apathetic about their jobs occasionally, which was reflected in their lackluster performance and the quality of service they provided. The firm also had problems making sure its counselors were well-trained, and as a result services were being provided inconsistently. Inadequate training impeded the overall customer experience resulting in advisors who were not able to provide personalized advice to students and consumers. That was compounded by frequent staff turnover, making it even more difficult for business to flow smoothly.

These problems appeared to be of an external nature such as high level of competition on the market and a heavy reliance on B2B partners of the company. Working in a competitive market, and other problems within the organization just made it very hard to stay there.

1.3 Significance of the Study

The significance of this internship work is many. Academic it was just an opportunity for me to practice what I had learn. By thinking, examining, confronting the problems faced by Global Pathway Experts Limited I learned about what business is all about and how it relates to service centers in particular. Now, a situation as such wouldn't just sharpen my problem-solving and quick decision-making abilities, i'd have some good understanding of key business issues on the ground ranging from client-handling to motivating juniors to operational inefficiency.

It is all very practical stuff and the value of this study (practical critique) is that it will, from an instrumental perspective, change how the firm works. the results of report are discussed and recommendations (strategic and tactical) for Global Pathway Experts Limited departmental alignment, employee motivation and counselor training. By addressing these issues, it would be able to operate with the optimal efficiency and you could also improve the service quality of real estate business too that will result in a great success from this intense market.

The relevance of the study is wider than just a model and informs broader social and academic debates as it demonstrates how business gets done in the educational consultancy market. It also provides some lessons for further work, which can provide a starting point to do research into business process and service-provison optimization in similar environments.

1.4 Literature Review

1. Challenges in Start-Up Consultancy Firms

A start-up consultancy firm often have specific hurdles that other far larger and more established businesses don't how can you effectively scale your consulting business? These particular challenges are low funding, high staff turnover and increase of demand from the clients. Driving quality service delivery through cost-effective house-keeping services in the early days of a PrC business is crucial (**Scarborough and Cornwall, 2018**). One of the problems stressed is establishing a trust in a business where brands fight to get customers. The result can be inefficiencies that mar a company as it scales without getting its house in order.

2. Human Resource Management in Start-Ups

Re-search on employee retention and engagement practices in HRM operations of start-up consulting firms is sparse, which presents unique set of challenges. **Dessler (2020)** contends that high employee turnover at start-ups can be compounded by unclear job descriptions, lack of formal training and limited opportunities for career growth. Implements inter alia The studies

conducted by **Armstrong and Taylor (2020)** also indicated that the matching of recruitment and training strategies to organizational needs was instrumental in enhancing staff motivation and performance. There are no formal HR policies to influence the micro level processes as it relates to planning and controlling of talented staff.

3. Customer Relationship Management (CRM)

Here is where the Role of CRM become central for consultancy firms especially for one who serve at a personalized level like education consultancy. Data analysis **Payne and Frow (2005)** has suggested a strategic model of CRM, which is focused on knowing more about customers better than they know themselves, giving them what they want and not what we have, keeping in touch with them for as long as possible. “For G-PATH we must be ahead of clients’ expectation keeping up with follow-up is important, making it possible to build relationship and grow business. A CRM system will help you increase communication, organize your clients, and enhance your service to all of your clientele.

4. Sales and Marketing Strategies in Education Consultancy

The consulting at the firm level is closing competitive markets in which marketing and custom acquisition strategies are important. **Kotler and Keller (2016)**, wrote digital engagement with content creation were more relevant in modern marketing which apply to most of the services marketers including education consultant. For instance, creating appealing videos, a social media following and useful content can be very effective in educating people who might want to hire you and inspiring their trust. Further, **Kolb’s (1984)** experiential learning theory highlights the importance of exposure to real world experience in shaping not only students’, but clients’ decision-making processes, supporting the point that timely and relevant data is an asset throughout a consulting effort.

5. Recruitment and Employee Retention in Service-Based Businesses

Hiring in a service-oriented professional service firm is proportionate to the services rendered. It is the situation of **Scarborough and Cornwall (2018)** that HR practices in such organizations have to be focused not only on recruiting candidates who are fit for prescribed skills as they relate to a given job, but also match culture-fit with the cultural values of an organization. Screening, interview(s) and referencing checks similar to those that (Candidate Name: D1;) was subjected to for the Global Pathway Experts Limited internship role are utilized to ensure hiring of the right talent. Additionally, retention strategies, like career advancement programs, reward systems and good communication for example can also prevent high turnover which many consultancies’ firms suffer.

1.4 Objectives of the study

Broad Objective:

To gain practical experience in business operations at Global Pathway Experts Limited, focusing on improving communication, recruitment, and service delivery.

Specific Objectives:

1. To enhance communication and sales skills through telesales and tele-counseling.
2. To support the recruitment process by researching universities and screening candidates for job placements.

1.5 Limitation of the Study

The logistics of my internship duties and the time assignment in relation to the internship dictated lunch plans on those two days. Since the internship was sales driven, recruiting oriented, and student placement, it did not offer an overall view of the company karl_monuskar@hotmail.com. Additionally, there were few engagement and student placement data of my internship available for me, some of them were unfinished or inaccessible information that suppresses my capacity to analyze the results. The relatively little duration of the internship also meant that some parts of the business were too time consuming to mature toward a profound comprehension, in particular regarding long standing business strategies, as it could resolve many problems Tera Track is currently trying to handle. Lastly, because the company was dealing with B2B relationships and we were only working for four months on it, some business factors affecting success (as well as market trends or partnerships) are outside of our internship.

1.6 Methodology

Secondary data approach was the method adopted in this study to seek out issues Global Pathway Experts Limited faces. Secondary data was sourced from:

- **Firm Files:** Documents that offered windows into how the company was structured, operated and faced challenges Community Structure.
- **Industry Reports:** Pre-existing content in terms of reports and articles for the education consulting and recruitment sector helped learn market, competition and what was driving the business.
- **Academic Journals:** Papers about human resource management, customer relationship management and open business start-ups were the source of this theoretical input on operational problems in companies.

- **Publications and News:** Education trade articles, student mobility, international recruitment pieces were checked to get a sense of challenges/opportunities facing the industry overall.

This approach allowed us to immerse ourselves in understanding both the organization and the macroeconomic issues which impact on it, then to have a solid foundation when considering what this means for their challenges.

Chapter 2: Organization Overview

2.1 Overview of the Company

Global Pathway Experts Limited is one of the well-known educational consultancy firms in Bangladesh offering individualized and efficient solutions to individuals who intend to study abroad or work overseas. It provides number of supports including student placement, job counseling, visa support and admissions advice. With its exclusive portfolio of services, Global Pathway Experts is determined to bridge the gap between students' dreams and their dream education and place them in suitable courses that best fits their career prospects and academic profile.

Set up to meet a growing demand for good quality pathways and deliverers, the company does so through a variety of research-led services – always geared towards each client's exact specifications. It partners with premier universities and organizations around the globe to offer the best programs. How this benefits students in meeting their academic goals and readying them to be competitive in the fast-paced, global economy. The company also offers job placement services to professionals and both small and large companies looking for top-quality staff.

Company Structure

Global Pathway Experts Limited is organized as a lean, start-up style company – it has little in the way of middle management and thus directly promotes flexibility and horizontal communication between its departments. It's great for collaboration, but the company may end up having duplicated work once it starts to grow further.

Key Departments:

1. **Management Team:**
 - **Managing Director/CEO:** Oversees the company's strategy and key partnerships.
 - **Operations Manager:** Manages daily operations and coordinates departments.
2. **Sales and Marketing:**
 - **Sales Team:** Handles telesales, tele-counseling, and client acquisition.
 - **Marketing Team:** Manages digital marketing, content creation, and brand visibility.
3. **Student Placement and Counseling:**
 - **Student Advisors:** Guide students through the application and placement process.
 - **Visa and Admissions Counselors:** Assist with visa applications and university

admissions.

4. **Recruitment and HR:**

- **Recruitment Specialists:** Screen and shortlist job candidates.
- **HR Manager:** Oversees internal HR processes, training, and employee development.

5. **Administrative Support:**

- **Customer Service Representatives:** Provide client support and manage inquiries.
- **Data Management Team:** Maintains accurate client and student records.

The flat structure fosters communication across departments, though it can lead to occasional coordination challenges as the company expands.

2.2 Mission, Vision, and Values

2.2.1 Mission:

We at Global Pathway Experts Limited are committed to help people get to Personal & Career development through the conduit of Education. The institute is committed in assisting the candidates who are submitting applications. It is committed to connecting employers and job seekers through its high doze hiring services.

2.2.2 Vision:

Global Pathway Experts aims to become the world's most trusted and preferred name in providing educational consultancy & recruitment services globally with a balanced focus on honesty, professionalism and quality of value. The company's goal is to be the no.1 overseas placement services provider for school students, career aspirants, and working professionals, besides establishing lasting relations with customers and partners across the globe.

2.2.3 Core Values:

- **Integrity** – We will always do business in an honest and transparent manner.
- **Quality:** Offering Products of Superior home and Office Furniture Quality with an industry-best delivery system.
- **Entrepreneurship:** Constantly doing something new in order to stay relevant in the eyes of students, clients and partners.
- **Associate Partnerships** Developing and fostering long-term relationships with overseas universities, businesses and bodies for mutual benefit.
- **Dedication:** Devoted to clients and students achieving goals.

2.3 History and Current Operations

The idea to form Global Pathway Experts Limited came from frustration in the absence of education, training and competency for students and job seekers in Bangladesh. The company began with student placement and gained a reputation for placing students in prestigious overseas universities. From their, as demand for shop services grew so did the company, moving the shop over to a larger space rebranded its.... Read More Beauty Is now by as have people with more set preference search plenty number at.

Now, the company has a clear local and global presence. It also has partnership with the best universities in US, UK, Australia, Canada and many other countries which can offer various programs for students. The Bastion Group does recruiting for all business sectors, uniting top talent with companies that need them.

at Based Factory each of our well organized team of counselors, recruiters and administrators work as a whole in order to provide the best personal services that meets one's clients-specific needs. Its main office in Dhaka, but extended online consultation / virtual training and workshop is how they cover for more people now. In this day and time where technology is so big and the desire for connectivity on the web has skyrocketed, they've known to use what that future was (or will be) now in order to succeed in a stalwart industry.

Working hard to ensure the economic and social development of our motherland Bangladesh, by taking talented individuals closer towards global exposures around the world, Global Pathway Experts Limited brings an end-to-end profiles grooming service to their client who are striving to overcome challenges of pursuing studies abroad and achieving job offers in international companies.

- **Organizational Structure**



Chapter 3: Internship Role and Responsibilities

3.1 Role and Responsibilities

As an Intern with the Global Pathway Experts Limited, I had the opportunity to perform a range of diverse duties allowing me to engage in key operations conducted by the company. The internship was supposed to expose me to every aspect of business operations including sales, recruitment and student placement as well as marketing. Below is further breakdown of what I was supposed to do on this paper:

Tele sales and Tele-Counseling:

Tele Sales & Tele Counseling was the key portion of my endeavor where I had to handle the clients over phone. In addition, I called on the caseload of 30 to 50 calls per day between prospective students and their parents discussing education options, employment opportunities and benefits to studying abroad. None, I would just answer incoming calls or messages Chat agent-clients who called asking for information on certain colleges, programs and how to apply. I was the one that had to explain and sell our services not only tell potential clients of them, with Global Pathway Experts Limited. It required excellent listening skills and the ability to quickly determine what clients were after so that we could offer advice tailored to them.” I was taught how to set and manage client expectations, overcome objections, close sales... all delivered within a professional yet supportive voice.

Student Placement and Counseling:

A substantial fraction of my job was to assist with student placement. I helped students become involved in the best-suited academic programs based on their career aspirations and school life. I was researching universities worldwide, courses, fees, admissions process and visas rather extensively. The research helped to identify the more particular aspects that students might be able to consider, in deciding whether or not it makes sense for them to develop an educational program. I also assisted some in understanding the criteria for application; what each uni required and with writing their letters of application. This included support with personal statement, references letters and academic transcripts. I have also helped students prepare for university interviews, tutoring them as I was able to pitch myself well.

Help with recruitment and cv screening:

I was on the done recruitment team so I got to read CVs for all kinds of roles. In this role, I was charged with prequalifying candidates for the appropriate education and experience level that coincided with the job descriptions submitted by our hiring corporations. I worked with the recruitment team to schedule interviews, coordinate with hiring managers and ensure that

candidates were prepared throughout the interview process. I also did the referencing checks and of candidates to find out if they would be suitable for jobs which they had been submitted for. I learned a whole new set of insights throughout the hiring process, opening my eyes to just how important that recruiting system can be efficacious and sound. I know how to profile the right candidates for skills, experience and fit.

Marketing and Content Creation:

One of the main tasks I had during my internship was to help on company marketing. I was given the task to create marketing videos that would support increasing awareness for Global Pathway Experts Limited and who its audience is. I helped with some promotional videos shot for the company site and social media too. They made these videos to present the company operating in the areas of student placement and recruitment services and career exploration counseling. I worked with marketing to plan, storyboard, film (short form) video and edit (explainer type) videos that are engaging, but also consistent brand. It's made me successful in three — digital marketing video production content strategy — things that have certainly benefitted me in a fast-moving 21st century marketing landscape.

Customer Service and Information:

In addition to those major responsibilities, I also helped with customer service and data entry. I returned client/student phone calls, emails and social media inquiries in a professional and timely manner. I was also the person managing data entry to student profiles/event leads/recruitment etc. Your resume says you're seeking a candidate to maintain accurate records that are updated in your database, and I handled making sure all student and client information was entered accurately so it could be accessed as necessary. This is when I learned how important it is to have a well-organized data and customer service to avoid hiccups in your business operation, so you wouldn't lose everything.

3.2 Rationale of Those Roles and Responsibilities

My duties and responsibilities were structured to provide me with a wide range of experiences in regular business administrative matters within a consultancy setting. Every work was a division of the company's daily business and by which including in eventuating return for the Company-Offering better standard of education one would tune here to find best consultancy provider.

Tele sales and Tele-Counseling:

They formed the foundation of the company's model for acquiring and retaining customers. By building personal relationships with students and their families, I bridged the gap of knowledge between the companies' values and vision and that of our clients so that we could deliver hands on services to customize leads. It was my first taste of sales and I would go on to see that clear communication, ability to listen, connect with relationships is the same when it comes to doing business.

Student Placement and Counseling:

This charge, of course, was critical as it went to the very core of what the company sold. Two, having accurate, prompt and current information to offer students is critical in our service of them. And their own success depends on the company's name being known for placing students at highly selective programs. "It was really there that I learned how to match a client up with options for their education that would be directly connected to what they wanted long-term," Spalding says.

Supporting in hiring & screening of CVs:

That taught me more about HR, and the process of hiring. I discovered that recruitment is not just filling seats but matching both the candidate and organization. I'd be recruiting people the way you are, through CV filtering and interview booking and referencing so I had come to see the value of a good recruitment process.

Marketing and Content Creation:

Maintaining mouth and MarCom it's an imperative for a business that is growing now or wants its voice to be heard, by walking through the process of developing content I acquired some key skills that are essential for this age. It is also invaluable being right there, on the ground level, working BASICALLY hand in hand with Digital Marketers and seeing first-hand exactly how video can be used best as a marketing tool for By Ryan P8 Form2 Canva 3 any business that's looking to reach out to clients online This experience has really helped me get off on the right foot on my journey up Content Marketing Street.

Customer Support and Data Analysis:

This is the sort of admin work that's fundamental to business operations. Being good to the client and handling the query of the client in well manner as well as partners with timeline accurate entries of date. I also observed how important it is to be nitpicking and precise with details, try your best to keep data accurate and maintain professionalism when you communicate with client.

3.3 Example of a Task

One of my big tasks as an intern was walking a student through the entire study abroad process. The student finished high school in Dhaka and wanted to attend a U.S. university to study Computer Science at the undergraduate level.

Step-by-Step Process:**Initial Consultation:**

I began with a telephonic consultation to assess the student's educational background, professional objectives and choice of country. On this note I recommended some US universities with strong

CS program. I also provided application requirements for each school, including SAT/ACT scores, GPA requirements and English proficiency tests (TOEFL or IELTS).

University Research:

I did some research on selected university and tried to find out essential information such as tuition fees, application scholarships deadlines or course available. I entered these numbers into a spreadsheet I shared with the student to aid in determining which universities would be the best match based on their financial and academic plans.

Document Preparation and Review:

After a student had picked out his/her schools of interest, I have assisted in creating the proper paperwork that could be useful and help in fulfilling this process. That meant we went through their personal statement and made sure it was well-written, and they were passionate about Computer Science. I helped the student to get his / her academic transcript, recommendation letters, SAT scores and ACT scores done in time & guaranteed all these fulfill each university's criteria.

Application Submission and Follow-Up:

After all the paperwork was finally through, I sat with him to walk him through filling out and submitting his applications online (he completed most of his other apps quickly after that just to get them over with), ensuring he filled everything out completely and met deadlines. I followed up after I sent the applications to also keep a sense of feeling where they were as far as receiving acceptances or non-acceptances from each university to give advice on what else needed to be done.

Visa Process and Pre-Departure Counseling:

The student came with two college acceptance letters and I helped her navigate which was the best fit for her. Once the student has decided, then comes the advice on U.S. Student Visa Application procedure. I accompanied the student for documentation and then I provided training for visa interview through mock interviews to speak confidently.

Chapter 4: Key Learnings and Experiences

4.1 Important Learnings

I am totally grateful for the opportunities and skills I learnt during my internship at Global Pathway Experts Limited. These skills enabled me to relate practical aspect of business management and ready myself for work challenges in future.

- **Multi-Lingual:** I was a hard lesson that I learnt after my internship, multi-lingual is the word. As a sales executive dealing directly with clients by telephone on a daily basis, I have had the opportunity to hone my communication skills while making presentations, building client/chair relationships and addressing client concerns. I learned how to truly hear clients and respond with a custom-made solution. “Because we were discussing educational opportunities and we were answering some really tough questions around visas, open communication was super paramount.
- **Sales skills & persuasion:** I learnt about sales cycle for both indoor and outdoor sales in a day. I had the opening, handling rejection and closing of appointments down to an art. The influence selling has on prospective clients and handling objections, credible information regarding services supplied these are few of the benefits I gained from here. I got exposure to how a sales pipeline is handled and the value of developing relationships over time.
- **Research & Analysis:** Member of the Student placement team researching Universities, programs and scholarships. This work has taught me how to take vast amounts of data and analyze it so that I can present it to students in digestible bites. It also taught me how to be a critical thinker for information and the reliability or importance of information from others I was getting. And, knowing the international education trends that are happening all across the world have enabled me to get an inside on how and why education systems operate in different countries.
- **Recruitment and assessment:** I was involved in the recruitment team to understand how the resumes are scrutinized, candidates are shortlisted and interviews are scheduled. I learned how background checks and references are actually checked, learning the importance of hiring right. This exposure to interview best practices, helped me in understanding a new domain of HRM and how can match people according to there skillset which was quite fascinating.
- **Marketing and Content:** I was also able to get hands on working experience in marketing. I made promo videos to promote the company and their clients. That was my first glimpse into digital marketing — videography, social media and content strategy. The

skills I learned were practical application in video editing, story boarding, and how to make content that's relatable and loved by the audience; an asset for my business administration.

4.2 Connection with Academia

At the time of my internship, I could even put many things I had learned in theory at school into practice. What I was doing ended up being so relevant to my business, marketing and HR (and ultimately CRM) courses.

- **Sales & Marketing:** In my academic course we studied the sale marketing strategies and also how you can listen to your customer, how communication is important in marketing field! And digital media plays a very important role. The Tele-Sales, Tele-counseling and content creation that I used, directly correlated to the academic theories that I was taught in college.
- **Human Resource Management:** I was involved in process of hiring like selecting CV, reference checks and calling the people for interviews which is very much connected to what I have studied about HRM. I was also taught the hard life of recruitment, from a strategic point of view - it really is all about using strategy to recruit and retain winners.
- **CRM – Customer Relationship Management:** The role of telesales and relationship with the customer made compare what I have been taught about CRM in my classwork and the actual use everyday business. The means for developing client relations, processes for handling customer calls and sheer personal touch resonated with what I had been told in the lecture theatre.

4.3 Rationale of Those Roles and Responsibilities

My assignments were designed to provide me with a broad overview and to get closer to the heart of the company. Every single role I have taken on has contributed in upholding one of the company's ultimate goal in delivering a personalized support in Education, Recruitment and Efficient client relationship management. Because I came from telesales/tele-counseling, it is the presentation of how to close customers and sell services that are crucial in-service industry like consultancy. I found these assignments to be very beneficial for myself and I got a crash course in how to land your own work which is crucial if you are trying to expand your business.

Student Placement and counseling related tasks which is the core product of company Advising students on their higher education decisions. I helped choose students for the perfect academic experiences. The details were important for planning these trips, just as in our client service and research into the best educational programs around the world. It was also where I started to see how consultancies achieve value for their clients through developing tailored solutions.

Recruitment support and CV checking led me into that side of HR, in which I help employers to

find the people they need for the roles they have available. Candidate screening and interview scheduling is important to all companies that aim to have the finest members working for them, and this also goes in line with what the company wants to be: one of the best recruitment service providers.

I also helped the company in marketing and content to attract their ideal and new clients. While creating marketing videos, I learned how important content strategy was for a company's place in the digital space- and more importantly- attracting and keeping clients in this online age.

All in all three responsibilities come under the one goal of improving access to educational opportunities for students and benchmarking services for businesses. These have given me insight into both the operational and strategic considerations that drive success as a consultancy.

4.4 Example

The most rewarding learning experience as an intern was teaching a student how to apply for foreign universities. The work has provided me with a comprehensive knowledge of the company's services 'in action' so to speak, from initial consultation/ university research up until application document handling and visa advice.

- I began the project by researching and selecting colleges for the student based on his or her academic history and vocational interests. I reached out to each of the school's needs, and we worked together on his apps. I learned the importance of details, scheduling and direction to manage process in supporting the student with her deadlines.
- This task also included helping student prepare for a visa interview. Which also meant I had to familiarize myself with visa requirements, and provide advice for those who want to know how best to present themselves in an interview room. I also included mock visa interviews to let the student in. And when the student got their visa approved that felt really good that I had a part of it.
- This gig also taught me how to problem-solve. For example, the student hit an early bump trying to secure recommendation letters. I taught them how to secure superior letters of recommendation from their teachers and guidance counselors, which would then evolve into the narratives they told in applications.

To have a student send me that message and thank me and say I helped them get to this point just felt so, so good. It was great learning as it allowed you to put yourself in the students shoes and gave us a clear idea of giving nothing less than world class service that has a real impact on students life.

Chapter 5: Critique and Reflections

5.1 Critical Evaluation of the Internship Experience

My internship with The Global Pathway Experts Limited was demanding and rewarding. The only benefit I've got was the chance to learn how tele sales, tele counseling, student placement support recruitment support marketing and customer service built. I may also be able to use some of my BBA course, HRM, Marketing and CRM in a real company. This helped me understand the theory and how applies in practice, how decisions are made in a startup consultant.

However, the internship had its own limitations. If there was one major downside is that there wasn't really any training or introduction. When I started, I was briefed orally on what my responsibilities would be. I got a lot from picking it up as I went along, through watching other employees and approaching them when I was stuck. It has made me more independent, but it has also resulted in some unnecessary mistakes and lack of confidence in the way things are usually done.

A third source of contradiction was in ad hoc structure of work. Fast-growing start-up Global Pathway Experts Limited was forever broiled in having to react promptly to changes in client requirements and competitor threats. There was some overlap in positions, so at times I would have more than one situation going on at a time –such as calling CTE students and following up with leads or doing recruiting and paperwork. That taught me how to multi-task — yet it occasionally meant more stress and less opportunity for me to concentrate deeply on one thing.

But all in all, I still find the internship very rewarding as it gave me firsthand experience of how a consultancy work in such constraints and have built up my skills and confidence.

5.2 Key Challenges Faced During the Internship Period

Some of my major challenges while I was on internship in Global Pathway Experts Limited are listed below:

Limited Formal Training

No full runnel of training, no system of on-the-job re-education. There was so much I had to learn such as the tele-counseling scripts, what documentation was required and how to recruit just like others around me so watching other people and asking a ton of questions was paramount.

High Workload and Time Pressure

We were a fast-growing start-up with a lean team, and we often operated on shoestring budgets. I had tele sales calls, follow ups, counselling sessions & document checking to be done (on some days also recruitment & marketing support but the rainbows and sunshine's made them all bearable on that single same-day). It would be under deadline to get the student applications and follow up.

Coordination and Communication Gaps

Telemarketing and counseling information occasionally were poorly recorded in the files. All this led to further confusion on how do you actually follow-up with students and clients. And there was also a small amount of staff miscommunication causing jobs to be double jobbed or lost in the system.

Handling Diverse and Demanding Clients

There were many students and their parents who were expecting a great advice from us with lots questions popping in their mind about university, fee structure, visa process and scholarships. To answer those questions, correctly and patiently, was hard for me to do when I too was learning very much.

Motivation factors in the workplace

Employee motivation and retention remained a problem the company suffered from as described in earlier chapters. This could at times lead to an unstable working environment and impede consistent team-based care.

5.3 Learning from the Challenges

They were tough when I had to do them, but they contributed plenty to my education and maturation:

Improved Self-Learning and Adaptability

I didn't know a lot and there wasn't much formal training available, so I learned to be scrappy and ask questions and look for information on my own. This gives me a chance to be more pragmatic in being able to go from one task/place to another without making my school bag an oversized heap.

Time Management and Prioritization Skills

And juggling a lot of balls at once taught me how to plan my day, figure out what needed to be done first and make use of every minute. And that's given me a life grounding, which has been applicable to the rest of my career.

Enhanced Communication and Customer-Handling Skills

I learned to listen better, empathize more deeply and be more patient as I worked with students and parents who had different backgrounds and expectations than my own. I mastered the art of simplifying complex processes into plain language and handled interactions with irate or confused customers.

HR Concepts and Organizational Practice

Whilst working as a worker in campus society work after i noticed motivation challenges, coordination failure and staff turnovers within the University, I had a hint regarding how good HRM practices are for being successful like an organization. I could draw those observations back to stuff like employee motivation, leadership, org culture and performance management.

Stronger Problem-Solving Ability

If a document was lost, if the university didn't respond in time, or the team wasn't aligned as I'd come to learn they should have been — it was on me to find another way and get everyone back in alignment. This honed my problem-solving and decision-making skills.

5.4 Overall Reflection

It would prove to be a place that changed my life and career. It helped me to:

- Sip on the real work of a startup consultancy firm.
- Expose myself to my own communication, counseling and organizing abilities.
- Highlight the places where I don't have as much strength, like advanced data management and technical expertise.
- Recognize I want to do HR type of roles and more people oriented, utility-based role where it's all about training, communication and progression.

This internship program; I underwent [at/with] global pathway experts was not just valid academically but also crafted my mentality and enhanced my confidence scale to face professional life.

Chapter 6: Conclusion

6.1 Summary of Key Points

This report of internship has deep down analyzed my 3 months of experience working in Global Pathway Experts Limited, a start-up study consultancy and recruitment agency. The report began with a background of the company and why it was chosen as an interning company. It then shared the company's mission, vision and values, and how they had it all currently set up.

The report depicted where I remained in tele sales & tele counsellor, student placement counselor, recruitment support and CV filter work to marketing & content writing and even customer service & data maintaining. It also made clear the skills and knowledge in which I become involved, and how it is related to theoretical knowledge of business administration, marketing management, human resource management, customer relationship management.

Finally, the report looked back at the internship in its entirety with all challenging areas I have to deal with – no formal training sessions, high workload, lack of coordination between different teams or clients and motivational challenges- were shared as well as experiences learned from these challenges.

6.2 Final Evaluation of the Internship Experience

Last but not least, I really enjoyed my internship in Global Pathway Experts Limited. It was a combination of effort and lots of stress working at a startup but in the end, I gained experience. I had legitimate real-world experience in a few functions (counseling, recruiting, marketing and client service).

The objectives specified at the beginning of this report were achieved in the internship, particularly in relation to:

- Beginning to apply what they learn in code to their hands.
- Learning skills they'll use in their adult lives, from teamwork to adaptation and communication.
- Understanding some internal difficulties facing the start-up of a consultancy (particularly) in a competing market.

At the same time, it was a learning process that led to areas of improvement for the organization including structured training programs, stronger coordination, better defined roles and higher staff

motivation. The more I learn about these, the more ensnared in OB and HRM issues I have become.

6.3 Influence on Future Goals and Plans

Internship really did change me a lot into knowing where my future work will be. It has:

- Expanded my interest in HRM such as low performance and high-performance strategies toward training, employee engagement and performance management.
- Personalized whole lot for me to become a better counselor in communication and retention of customer.
- Motivated me to work on early stage, high growth driven structure for organization in which I can lead building processes from scratch.

In future I would like to use my work experience at Global Pathway Experts Limited and implement the same in industry by revamping HR Policies for the better, help employees develop & assist organizations to achieve a positive working environment. I also hope to continue learning with other training, workshops and maybe even further education in HRM or something similar.

Chapter 7: Implications

7.1 Applicability of Academic Learning

A very important part of this internship is the strong connection between theory and practical application. The courseware of classes such as HRM, MKT, CONSUMER., CRM was totally applicable to what I managed here everyday.

For example:

- The tele-counseling and tele sales interventions were based on theories from marketing and sales related to customer segmentation, communication tactics, persuasion.
- Assistance with hiring and resume reviewing was strongly associated with HRM topics such as position analysis, recruitment, and person-organization fit.
- Developed student/client relationships using CRM practices, i.e. lead follow-up and client satisfaction.

It was this experience that taught me theories are not mere theory constructs; they can be inductive tools targeted towards resolving actual real world business dilemmas.

7.2 Organizational Impact

The things I worked on at my internship had many positive results for the company:

- I also conducted lead generation -- i.e., tele sales and tele-counseling, directing prospective students to specific programs and locations.
- Assist in arrange to move student files quickly since timely documentation and application processing is the core of admits.
- Taking care of recruitment: Did candidate sifting and keeping track of the candidates that had been in touch with the organization.
- Involved in Marketing campaign for company, created marketing videos and promotional material to bring clientele.

Because I'm relatively low-level, these things increased productivity and capabilities to some extent.

7.3 Industry Relevance

Their position also disclosed major industry-related implications. Education consultancy and recruitment is a crowded and fast paced industry. Accuracy, speed and tailored advice is what

clients are pushing for. Meanwhile, businesses face pressure from changing visa policies, the global financial environment and competition from other agencies.

This is an office perk that really brought home to me:

- Up-to-date information about universities, courses and immigration laws.
- The relevance of hard ethical issues in counselling students, including in relation to fees, admissions opportunities and visa processes.
- The ceaseless innovation in technology, services and branding that start-up consultancies must maintain — and scale up into the market.

7.4 Lessons Learned and Skill Development

The internship has been instrumental in my rising skills:

- **Communication and Counseling:** Speaking, listening, and advising to students and parents on the telephone, in meetings and by messages contributed so much to my speaking with confidence.
- **Search Skills** by researching for universities, scholarships, and jobs. research of information I can compare and evaluate source material.
- **Organization and Time Management:** Balancing several assignments on a deadline for four years taught me how to organize my work, work under deadline pressure while keeping in mind the big picture of working efficiently.
- **Team work/ Group work:** I worked with the partners from other parts of call so I learnt need of co-operation, mutual help and also how to communicate in a very formal manner.

Plus, they're transferable skills that I can bring to any new job.

7.5 Challenges Faced and Their Implications

Some of the problems I found with the program (bad training, overtraining, coordination and motivation-issues) are relevant on several level:

- As for me, they hardened me, tested my patience and tolerance of operating in a squeeze.
- As for the company, they are exposing a need for individualized training programs, better lines of communication and solid HR practices both to compensate employees as well as interns.
- They show that for the industry, start-up companies have to spend money on systems and on people if they want to deliver reliable, high-quality service.

Recognizing these effects helps individuals and institutions to prepare improvements.

7.6 Networking and Relationships

During my internship, I had the opportunity to interact with:

- Colleagues from different departments.
- Students with parents of various education and family background. Action Event 2:Down by the Bay1.
- Staff from other partner institutions and organizations (indirectly, through information exchange and documentation).

It was from these experiences that I was able to network and learn the value of networking in advancing one's career. A good network of friends within the workplace, superior officers and clients will enhance one's chances for new opportunity or even a joint venture.

7.7 Recommendations and Future Directions

Based on my experience, I would like to suggest several recommendations and future directions:

1. For the Organization (Global Pathway Experts Limited):

- Develop a structured orientation and training program for interns/new staff.
- Boost internal communication and collaboration in establishing a defined process, process management system and team meetings.
- Introduce morale enhancing activities such as recognition session, Feedback session and Career Development events in order to reduce the attrition.
- Buy better CRM to get a tool that can handle leads, follow ups and customer contact more effectively.

2. For Future Interns:

- Be Devil Down- finding opportunities to learn and ask for help.
- Utilize the internship experience to apply theory to practice and build practical skill.
- Stick with it, and be open to feedback — and new projects!

3. For Myself:

- Towards supporting my HRM, communication and data handling.
- Utilize the skills and knowledge that I have acquired during internship to guide my future academic and career path.
- Keep in touch with my professionals I met the internships and one witch at most networking.

At the end of the day, this internship is about doing something that isn't for a grade. They have enriched my appreciation of corporate life, business trends and myself - giving me a strong foundation for the journey that comes next.

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