



Daffodil
International
University

Internship Report

On

**Impact of Training and Communication on Business Development at
MERNet (DataScape Ltd.)**



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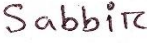
Subject: Submission of Internship Report on Impact of Training and Communication on Business Development at DataScape Ltd.(MERNet)

Respected Madam,

I would like to tell you with the full respect that I was in a position to achieve the report according to your request so that I can satisfy my needs including the grace of Almighty Allah and your support. I wish the report has fulfilled its purpose. This report has provided me with a clearer idea about the basic facts of the MERNet even though I still have to learn. It was a difficult situation. I will not miss your prudent and stimulating attention.

Consequently, I earnestly hope you will receive my report and consequently bind me. Your needs and expectations in my project are sure to be achieved.

Sincerely,


.....

Md. Sabbir Ahamed

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Proof of Internship Completion



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Recommendation Letter

To whom it may concern,

It is with great pleasure that I recommend Md. Sabbir Ahamed for his successful completion of his internship at the Monitoring, Evaluation & Research Network (MERNet). During his tenure with us, Md. Sabbir Ahamed consistently demonstrated professionalism, dedication, and a keen understanding of the core principles of contributing significantly to the team.

Md. Sabbir Ahamed is known for his approach in project documentation, requirement analysis, and progress reporting for the company's projects. His adaptability and collaborative approach can make him an asset to any team.

I confidently recommend Md. Sabbir Ahamed and believe he will do better in his future endeavor.

Sincerely,

Rakib Hossain
Managing Director
Monitoring, Evaluation and Research Network (MERNET)

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Certificate of Supervisor

This certifies that the internship report on MERNet has been submitted for the award of Daffodil International University's Bachelor of Business Administration (BBA) degree. This report details the internship work that Md. Sabbir Ahamed, ID: 221-11-1532, completed in MERNet under my direction. The report has never before been presented in part for any kind of degree, diploma, title, or honor.

The Internship Report may be submitted by him. I hope he achieves all of his aspirations and finds success and riches.



.....

Sunjida Khan

Assistant Professor

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Student's Declaration

The internship report on "Training and Development Practices and Procedures of DataScape Ltd. (MERNet)" is something I thus proclaim. is the outcome of my own research projects, which I worked on under the guidance of Ms. Sunjida Khan, an assistant professor in the business administration department at Daffodil International University's Faculty of Business & Entrepreneurship. My report contains neither direct nor indirect plagiarism from previous publications, and the work I've presented does not infringe upon any copyright. I further pledge to reimburse any damages resulting from a violation of the previously mentioned obligations.

Sabbir

.....
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Acknowledgment

To begin with, I would not have made it through my internship program and written this report without the strength, patience and ability granted to me by Almighty Allah

I also want to say my heartfelt gratitude to my academic supervisor, Ms. Sunjida Khan, Assistant Professor, Department of Business Administration, Daffodil International University, who provided me with all the guidance, useful feedback, and encouragement during the time of the internship. The quality and direction of this report is based on her mentorship.

I would also like to extend my gratitude to Mr. Rakib Hossain, the Managing Director of MERNet, who has allowed me to work as an intern in his company as well as given me the resources, instructions, and professional exposure that I needed during my time as an intern at MERNet

I also wish to thank the employees of MERNet and DataScape Research and Consultancy Ltd. particularly those who work in the Sales and marketing and HR department, who cooperated and helped me. These two experienced personnel were useful in giving me real life experience and a better view of what business communication, client relations, and training development are.

And finally, I would like to say thank you to my family, friends, classmates who have been able to provide moral support, motivate, and inspire me during this journey.

Executive Summary

The present internship report, which is entitled Impact of Training and Communication on Business Development at MERNet (DataScape Ltd.), deals with the extent of training employees and the role played by communication in business development of a research and consultancy firm.

The report is informed by a three-month internship experience with MERNet (Monitoring Evaluation and Research Network) which is an arm of DataScape Research and Consultancy Ltd., between 1 July and 30 September 2025. MERNet is a scholarly and publishing-focused platform, which offers academic and consulting services to researchers on publication of journals, data analysis, and development of research.

I was a Business Development Intern in the internship at MERNet in the supervision of Mr. Iftekar Islam Tuhin, Project Coordinator of MERNet and Junior Executive of Datascape Research and Consultancy Ltd. I was to make calls with clients, inform them about the services they offer, recruit tele sales trainees, and organize group-based research projects.

The report talks about the general organization and operations of MERNet, its service, and how the effective communication strategies and training of employees helps in the satisfaction of clients, the growth of an organization and the growth of business.

It also examines my own learning experience, the issues, and the relation between the academic knowledge and the work. Besides, the report identifies internal strengths, weaknesses, opportunities, and threats of MERNet using SWOT analysis and gives viable recommendations to enhance them.

On a final note, the internship experience of the MERNet has enhanced my communication, problem-solving, teamwork, and training coordination capacities, which offers rich information on the connection between human resource development and business development in the consultancy and research field.

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Chapter 1

Introduction

1.1 Background of the Study

Internships provide a way to bridge the gap between the theoretical knowledge studied in classrooms and the real-world business setting, thus enabling students to get theoretical knowledge into practice. As a student of Bachelor of Business Administration (BBA) course at Daffodil International University, I have to undertake a three months internship in order to acquire practical experience.

The development of an organization relies on training and communication. Effective communication and constant training in research and service-based organizations help the business to grow and to make its clients satisfied.

The present report is under the title Impact of Training and Communication on Business Development at MERNet (DataScape Ltd.) and is done on the basis of my internship at MERNet- a research and publication platform of DataScape Research and Consultancy Ltd., Mirpur, Dhaka. MERNet helps academicians and professionals to conduct research, data analysis and also publication in reputed journals.

In my internship with Sales and Marketing and Human Resource departments, I was in charge of the client communication, telesales, and training of new employees. The lessons of these experiences were that, training and communication can enhance performance of employees, client trust and growth of businesses.

1.2 Statement of the Problem

In the current competitive research and consultancy world, MERNet is experiencing difficulties in client attraction and gaining credibility as a new business entity. Even though it provides quality research support, there is low awareness and there is lack of communication that influences the client acquisition and retention.

The frequent recruitment of telesales and client service staff also needs frequent training as the quality of service delivery remains the same. Thus, the given report focuses on the effect of training and communication on the business development, relationship of MERNet with clients, and its performance.

1.3 Objectives of the Study

The general purpose of the revised internship report is to describe, assess and comment on the practical learning experience that was obtained during the internship in MERNet (DataScape Ltd.), namely, the intersection of Human Resource practices, communication, and business operations.

Broad Objective

The aim of the analysis is to examine the connection between the practical employee training, positive internal/external communication and business functioning in the framework of observation and involvement in Sales and Marketing and Human Resource departments of MERNet.

Specific Objectives

- To record the roles and duties performed during the internship and pinpoint the practical skills gained as a result, especially in dealing with clients, helping with telesales and human resources.
- To collect and present important information on the direct effects of the constant training of employees and effective communication in services delivery, customer satisfaction and overall efficiency of operations in a research and consultancy company.
- To demonstrate critically whether there is correspondence and a lack of correspondence between the academic theories (HRM, Business Communication) and its practical implementation in the MERNet environment.

1.4 Scope of the Study

This paper will focus on my three months internship programme at MERNet, a division of DataScape Research and Consultancy Ltd., between 1 July 2025 and 30 September 2025. The report can be primarily devoted to Sales & Marketing and Human Resource department because these were the areas where I was primarily placed.

Everything observed, analyzed and interpreted in this report is through actual work experiences, personal relationships with the employees, as well as, talking to my supervisor and mentors. It discusses the internal communication-systems, their training habits, their clients, and their overall

impact on business-development. The results are however limited to MERNet and cannot be applied to other organizations without additional research.

1.5 Methodology of the Study

The report is founded on the main qualitative information gathered within the course of the internship. The report was prepared using both primary and secondary sources.

Primary Sources:

- Manual monitoring of work processes.
- Conversations with supervisors, mentors and co-workers.
- Involvement in training programs and meetings with clients.
- Working in telesales and HR coordination activities.

Secondary Sources:

- Company web site and internal papers.
- Organizational manuals and reports.
- Articles and journals on training, communication and business development online.

The data have been discussed in a descriptive way, with the focus on the impact of training and communication on the performance and organizational development.

1.6 Limitations of the Study

- In spite of such an honest attempt and an active involvement, several limitations of the report are present:
- It was only done in one department and one wing of an organization and this restricted the overall generalizability of the study.
- Certain internal information and documents were not available to be used in academics.
- The internship period (three months) was not so long that empirical research could be performed in detail.
- There was a problem of observing all the departments or process directly as at times the workload would be overwhelming.

Chapter 2

Company Overview

2.1 Introduction of the Organization

MERNet (Monitoring Evaluation and Research Network) is a research and publication platform that is made up of a specialized wing of DataScape Research and Consultancy Ltd. The organization also aims at the empowerment of academics, and individual researchers, by providing them with professional assistance in development of their research, publication and in data analysis.

The main task of MERNet is to close the gap between the research and practice through the provision of an entire range of services, i.e. the proposal writing and data collection, manuscript preparation and journal publication. The activities of the organization are aligned to the increased demand of academic collaboration in the global world, ethical research, and publication in authoritative journals.

Being a young yet fast-developing unit of DataScape, MERNet is critical in advancing research presence of the company in the country and abroad. It interacts with its customers via the digital platform, online mentorship and training sessions, so that the service delivery is efficient and of high quality.

2.2 Background of DataScape Research & Consultancy Ltd.

DataScape Research and Consultancy Ltd. is a well-known research and consultancy organization of Bangladesh that was formed on 16 March 2016 as per the Company Act XVII of 1994. In its early days, it was incorporated as DataScape Social and Market Research and later changed its structure to include social research, market research, and data-driven consultancy as DataScape Research and Consultancy Ltd.

Head Office: DataScape has its headquarters in Mirpur Section 11, Dhaka with a professional panel of more than 600 trained field interviewers spread all over Bangladesh, 12 regional coordinators and 36 supervisors. The business has a good network which enables it to carry out research in different geographical and social settings.

DataScape is a company with a core workforce of 11 to 50 employees that provides services on the basis of specialized divisions, namely, DataScape IT, DataScape Academy and MERNet. All

divisions work separately but towards the broader vision of the organization which is ensuring data-driven decision-making and sustainable research practices.

2.3 Mission, Vision, and Core Values

Mission

- To advance quality, ethical, and collaborative research through the supply of data analysis, publication service, and academic mentorship to academics and organizations across the globe.

Vision

- To establish itself as one of the foremost research support and consultancy institutions in Bangladesh, promote research and development, academic excellence and international cooperation.

Core Values

- Images of ethical and transparent research.
- Commitment to quality, precision and constant enhancement.
- Training, mentoring and teamwork empowerment.
- Clients-centered service that is satisfied and trusted.
- Professional growth, team work and integrity.

2.4 Organizational Structure

In DataScape Research and Consultancy Ltd., the company adheres to a centralized form of organization with the Managing Director in charge of three primary units namely: DataScape IT, DataScape Academy, and MERNet. There are different departments and heads in every division that works independently.

- DataScape IT: Software, digital and data management.
- DataScape Academy: Provides professional skill development and training.

- MERNet: A research and publication wing dedicated to provision of academic cooperation and journal submission.

In MERNet, the Interns, telesales executives, research coordinators, and HR associates are under the supervision of the Managing Director, Mr. Rakib Hossain. The coordination is ensured by frequent meetings and online communication to facilitate the operations.

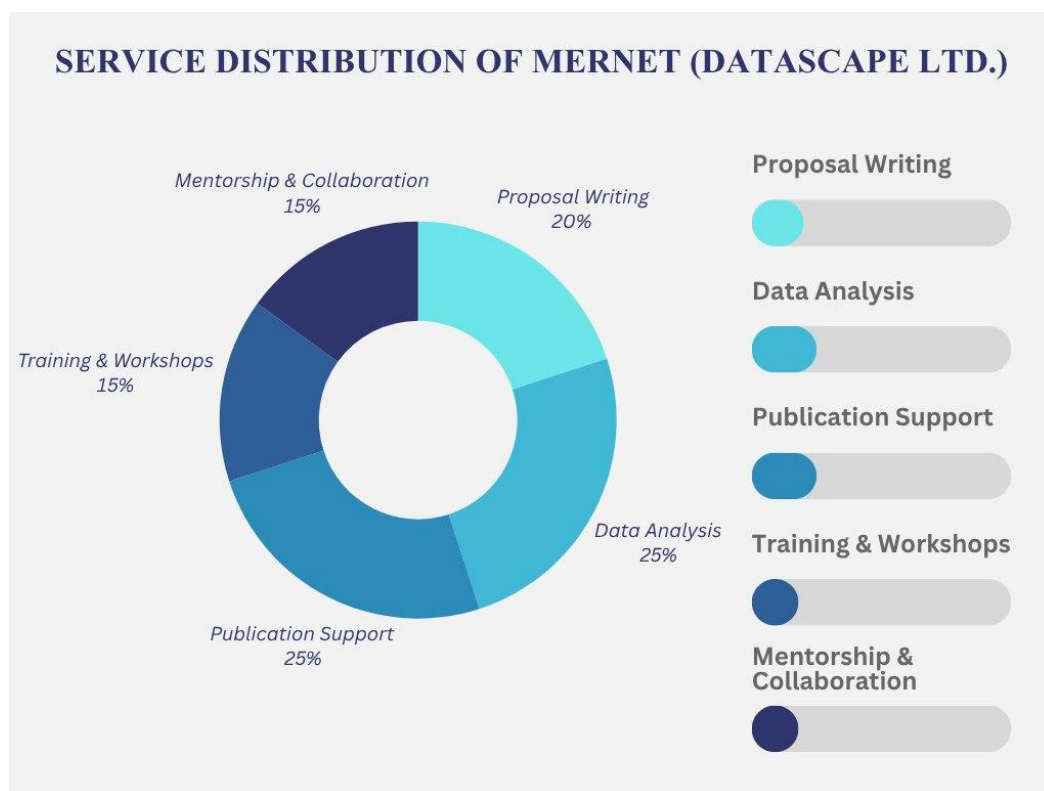


Figure 1: Service Distribution of MERNet's major service areas.

2.5 Services Offered by MERNet

MERNet offers a wide variety of research and publication services to academicians, researchers, and professionals. Its key offerings include:

- Research Proposal -Advice: Support in writing research proposals in accordance with ethical and scholarly principles.
- Support of Data Analysis: SPSS, R and STATA.
- Plagiarism and Formatting Help: Maintaining originality, proper citation (APA, MLA, Chicago) as well as proper formatting as per journal requirements.
- Publication Support: One will help in choosing the right journals such as Scopus, IEEE and Elsevier and complete submission files.
- Training and Mentorship: Literature review, questionnaire development, SPSS analysis and manuscript writing workshops, and meetings with the author until publication.

2.6 Operational Framework

MERNet functions, physically and virtually, and incorporates digital tools to have smooth communication and project management. The organization deals with relationships among the clients mainly by means of:

- WhatsApp/PortSIP UC, E-mails, and telephone.
- Group collaboration in Microsoft Teams groups.
- Virtual weekly research development and feedback meetings.

The HR will also be in charge of internally aligning training of the employees and the telesales guidance and the business development will take part in the marketing campaigns and interaction with the clients.

The process of marketing and finding new clients is based on the digital advertising and the use of social media campaigns, as a result of which the client is enrolled in the participation in a particular research collaboration. After enrolling, the clients are under constant mentorship, training, and communication by the research experts and the administrative personnel of MERNet.

2.7 SWOT Analysis of MERNet (DataScape Ltd.)

A SWOT analysis has been done to get a full picture of the current positioning of MERNet and the environment under which it operates. This analysis indicates the internal opportunities, threats, as well as the strengths and weaknesses of the organization.

Strengths (Internal Positives)	Weaknesses (Internal Negatives)
• Experienced mentor team in research both at national and international level.	• Small space and facilities at head office.
• Good reputation with DataScape Ltd. and research consultancy presence.	• Few experienced employees and workload.
• 600+ trained interviewers across the country.	• Few experienced employees and workload.
• Face-to-face presence in the offices that boosts client confidence.	• Coordination difficulties in dealing with multiple project populations at the same time.

Opportunities (External Positives)	Threats (External Negatives)
• Increased interest in publication facilitation of research and academic cooperation in Bangladesh.	• Competition increasing with new local and foreign research agencies.
• Digital marketing and online training as a way of expansion.	• Market lacks trust because of low-quality competitors.
• Public university academic grants and research grants.	• Data protection and intellectual rights issues.
• International virtual mentorship.	• Economic and policy reforms of research funding.

2.8 Summary

To conclude, MERNet is a dynamic and research undertaking organization dedicated to one-sidedly assisting academic accomplishment via its services in research training, publication assistance and collaborative mentorship. As a new wing of DataScape Research and Consultancy Ltd., it has the privilege of an already established corporate recognition, country research net circle and good leadership.

But such issues as the lack of workspace, the appearance of new rivals and the necessity to raise the brand recognition are the spheres of improvement. However, the strategic direction of MERNet that includes emphasis on efficient communication, constant education, and data-driven processes offers a stable basis of future business expansion and customer satisfaction.

Chapter 3

Internship Role and Responsibilities

My internship experience with the DataScape Research and Consultancy Ltd. which is affiliated with MERNet (Monitoring Evaluation and Research Network) was a good chance to put into practice my BBA (Major in Human Resource Management) knowledge in practice. I was employed in Sales and Marketing department and Human Resources where I was engaged in communicating with the clients, business development, and employee training assistance.

Internship Details:

- Title: Business Development Intern.
- Timeframe: 1 July, 30 September 2025 (3 months)
- Hours of Work: 10: 00 AM to 6:00 PM (Friday Off)
- Location of the office: Mirpur Section 11, Dhaka.
- Supervisor: Mr. Rakib Hossain, Managing Director.
- University Supervisor: Ms. Sunjida Khan, DBA, DIU, Dentist, Assistant Professor.

I was to perform my primary duties as client communication, support in recruitment training, coordination of telesales training, and tracking of projects under the guidance of Mr. Rakib Hossain.

3.1 Roles and Responsibilities

A. Client Communication and Business Development.

- Made phone calls, WhatsApp, email, and PortSIP UC calls to potential clients to advertise the services of MERNet on research collaboration and publication.
- Described what the organization offered which included proposal writing, data analysis, plagiarism checking and mentorship.
- Client enrollment to be managed and follow-up maintained and to create satisfaction and obtain feedback.

Outcome: Enhanced my communication and persuasion skills in the process of securing project enrollments and retaining clients.

B. Human Resource Support

- With the help of HR, recruiting and training new telesales representatives.
- Assisted in the designing of brief, practice based learning in the areas of client handling, and service explanation.
- Monitored the performance of the employees in the initial month and made constructive feedback.

Result: Gained knowledge about the HR functioning, performance measurement and employee motivation.

C. Project Coordination and Group Management

- Shared three current research communities: Agriculture, Climate Change and HRM.
- Conducted online weekly mentor and participant meetings using Microsoft Teams.
- Remarkd on attendance, feedback, and progress of the project with the help of Excel and Google Sheets.

Result: Have obtained experience in project management and enhanced organizational skills.

D. Administrative and Supportive Work.

- Ready PowerPoint presentation, training and monthly progress reports
- Maintained electronic databases and supported social media marketing.
- Assisted the HR in the performance evaluation and documentation of telesales.

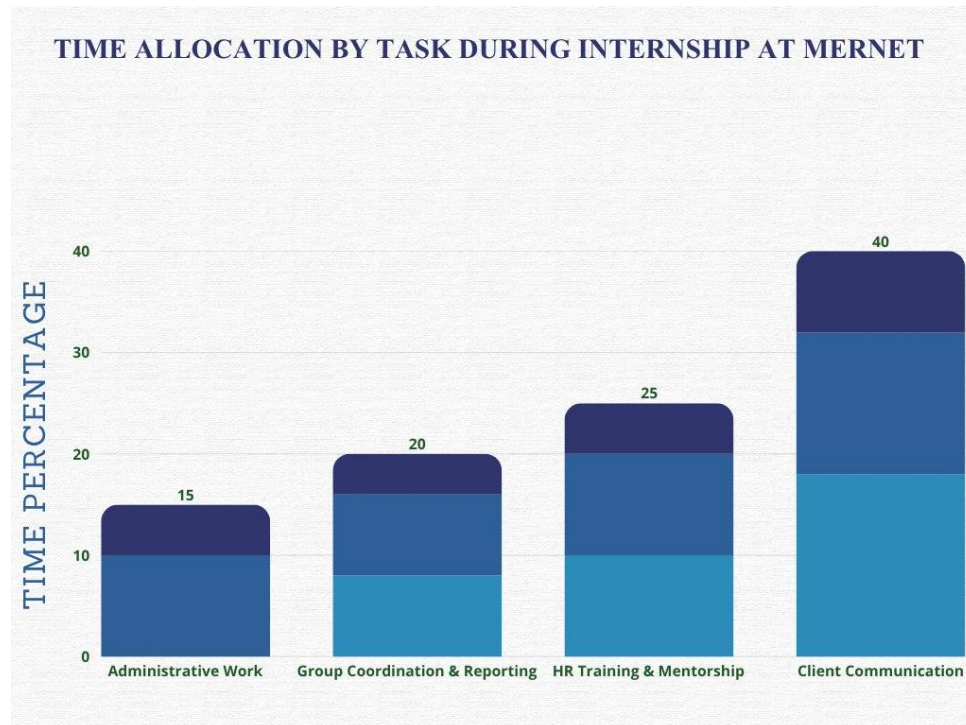


Figure 2: Time allocation by major tasks performed during the internship

3.2 Tools and Technologies Used

- Microsoft Teams: To have virtual meetings and have coordination
- PortSIP UC: To make telesales and call to clients.
- WhatsApp (Author-Coauthor Group): To communicate and be informed on a daily basis.
- Microsoft Excel & Google Workspace: To keep track of data and report it

3.3 Competencies Gained

- Communication & Negotiation: Interacting with clients on a daily basis.
- Teamwork, Leadership: Teamwork within training and project coordination.
- Time Management: Balancing the HR, sales and reporting.

- Analytical Skills: The ability to track data and create a progress report.
- Flexibility: Management of various client groups and work issues.

3.4 Summary

The internship at MERNet was an experience that exposed me to practical training, communication and business development which is in line with my academic background in HRM. It not only enhanced my interpersonal and managerial skills but also enriched the level of my awareness connected with the significance of communication and training in the direct relation to business development and corporate success.

Chapter 4

Key Learnings and Experiences

Internships play a very important role in the gap between theoretical and practical. In my three months internship with MERNet (Monitoring Evaluation and Research Network) under DataScape Research and Consultancy Ltd., I was well informed about business operations, interdepartmental communication, and effects of continuous training on employees and organizational development. The chapter presents the most important lessons, competencies, and professional development that I have attained during this experience.

4.1 Learning Objectives

- My internship was intended to achieve the following:
- Transfer theory into a real world of business.
- Know how communication and training can be useful in business development.
- Enhance people and client communication skills.
- Get the exposure to HR management and telesales activities.
- Cultivate team work, leadership and coordination.

All these were attained by taking part in the daily business operations and collaboration between departments.

4.2 Professional Skills Attained.

A. Communication Skills

Every day of interacting with clients in the form of calls, WhatsApp, and email helped me to improve my communicative skills in a clear and professional manner. I also learned how to deal with objections, modify my communication style depending on the background of the client, and represent the organization with self-confidence.

B. Teamwork and Collaboration.

My experience in Sales and HR departments highlighted the importance of common responsibility and coordination. The joint ventures and trainings helped me to understand that teamwork is a contributing factor towards productivity and respect of each other.

C. Leadership and Training Skills.

I used leadership and mentoring skills by helping in the training of telesales. Mentoring new hires enhanced my self-esteem, sensitivity and power to inspire people.

D. Problem-Solving and Adaptability.

I had to deal with flexibilities like dealing with doubts of clients or adjusting to changes in priorities of the project that might occur abruptly. The experiences enhanced my level of composure, critical thinking, and quick and practical solutions.

E. Management and Discipline of Time.

To be able to handle several tasks at the same time such as client calls, HR training, and report preparation helped me to learn that planning is the key to effective time use and meeting the deadline. Time-sensitivity and reliability became my work routine.

4.3 Business Operations-based Insights.

In my work, I have noticed the functioning of research based organizations and the way they have client relations. I learned that:

- Client satisfaction directly depends upon data analysis and training.
- Good communication between the management, the HR and the telesales determines smoothness in the operations.
- Constant follow-ups enhance long term relationships with clients.
- It is essential to have cross-departmental cooperation to work towards organizational objectives.

This aided me in relating academic theories of HRM, Marketing and Organizational Behavior with practical practices at the workplace.

4.4 Application of Academic Knowledge.

My internship experience gave me an opportunity to put academic theories into practice:

- HRM courses were beneficial in the learning of recruitment, selection, and training in the process of onboarding.
- Persuasive client handling was facilitated by marketing and Business Communication.
- Organizational Behavior has helped me to comprehend motivation and workplace culture.
- Research and Statistics offered a background to the application of SPSS and data analysis in MERNet project.

This experience enhanced my industrial education and equipped me with the professional employment positions.

4.5 Challenges Faced

There were certain significant obstacles such as:

- Nervousness in the beginning of telesales communication.
- Dealing with a variety of client expectations and distrust.
- Multi-tasking in HR and Sales.
- Getting used to the use of digital tools, such as PortSIP UC and Microsoft Teams.

The ability to overcome these issues enhanced my resilience, confidence and resilience when handling real work situations.

4.6 Key Lessons Learned

- Any business relationship lays on efficient communication.
- Business growth is directly affected by employee training and motivating employees.
- Dynamic work places require flexibility and self learning.
- Organizational trust is developed by ethical behavior and accountability.

These courses influenced my professional mentality and gave me a boost in my HR and organizational development.

4.7 Personal Growth Reflection.

This internship changed my attitude towards the work and leadership. I was more assured, tolerant and disciplined. The process of training new interns also helped me realize that imparting knowledge to other people makes one reaffirm what they have learned. It was also an eye opener as it improved my professional identity and cemented my career objective of Human Resource Development and Corporate Training.

4.8 Summary

The MERNet internship was a valuable and sensible learning experience that linked theory to practice. It enhanced my communication, leadership, and team work abilities and reevaluated the importance of training and communication in organizational achievement. The experience has made me confident in working in the field of HRM and business development, having powerful ethics and professional preparedness.

Chapter 5

Critique and Reflections

This chapter presents a critical analysis of my internship experience in MERNet; a wing of DataScape Research and Consultancy Ltd. It addresses the environment of the organization, communication system and training practices then my general thoughts of professional learning and personal development

5.1 Evaluation of Organizational Environment

MERNet has a warm, interactive, and accelerated workplace environment with teamwork and customer interaction being the key aspects of day to day operations. The company has a flat structure, which gives interns and employees an opportunity to interact freely with supervisors and the Managing Director.

Mentoring sessions, short-term training sessions, and weekly meetings are some of the ways the office encourages collaboration and constant learning. Nevertheless, being a developing organization, it has some of the challenges like a lack of working space and a small team with a large number of clients. Nevertheless, such problems do not undermine a productive environment, as the high level of cooperation and professionalism is provided.

In conclusion, the discussion of communication practices is performed in the 5th chapter that is titled as evaluation.

5.2 Evaluation of Communication Practices

- **Internal Communication:** Co-ordination between the team is done via Microsoft teas, WhatsApp and face to face communication. The Managing Director also holds regular feedbacks to track the progress and give advice.
- **External Communication:** Clients are contacted by PortSIP UC calls, emails, WhatsApp, and Google Meet. This multi-channel strategy will make it responsive to domestic and global clients.

Communication process is professional and smooth though information overlaps between departments happens occasionally. It will also be useful to implement a centralized CRM system to ensure the maintenance of a constant update and be able to manage clients more effectively.

5.3 Evaluation of Training and Development Practices

MERNet places special focus on experience-based and practical learning among recruiting interns and telesales. Throughout my internship, I helped in arranging various sessions that were aimed at enhancing communication skills, handling clients, and presentation skills.

Improvements Needed:

- A better-organized and regulated training plan.
- The measurement of such aspects as the conversion rate or client feedback.
- A training manual to be used in future batches.

The training process in the MERNet is realistic and effective in general, but the appearance of more formalization may enhance the final outcomes.

5.4 Organizational Insights

The information that I learned throughout my internship represents the most important aspects of the SWOT analysis mentioned above. ERMNet had a very good leadership, free communication and positive culture that made learning to contribute motivating.

Concurrently, being faced with operation issues like work load and resource constraints made me appreciate the way expanding organizations juggle efficiency and expansion. These scenarios enabled me to have a closer look at the dynamics and resources management in the workplace through the prism of HR.

5.5 Personal Reflections

The internship experience in MERNet has been an eye-opener that helped me understand the role that communication, leadership, and teamwork play in determining the success of a business.

The fact that I worked in both HR and Business Development helped me to view the interrelation of various departments in order to attain similar objectives. The ability to train new telesales recruits helped me to improve my leadership and mentoring skills and the experience with clients helped me to develop my emotional intelligence and confidence.

It is also related to the shaping of my future career vision I want to work in the field of Human Resource Development or Corporate Training in which I will be able to use both communication and strategic planning.

5.6 Summary

To sum up, MERNet is a forward-moving organization, which values collaboration, learning, and professionalism. Despite the few operational difficulties, the company has a conducive environment that makes it a good learning platform.

Personally, the internship has sharpened my analytical, communication, and leadership abilities, which would now be useful in the future towards human resource management and organizational development.

Chapter 6

Conclusion

6.1 Overview of the Internship Experience

One of the most significant contributors to my academic and professional growth was my internship in MERNet, which is one of the divisions of DataScape Research and Consultancy Ltd. Between July, 1 and September 30, 2025, I was in a real organizational activity which enabled me to implement the concepts I learned in the course of my BBA.

My experience of working in Sales and Marketing and Human Resource department allowed me to realize how training, communication, and teamwork can lead to business development. The experience also enhanced my discipline, communication skills, leadership, and analytical ability qualities, which are important in my future career.

6.2 Alignment Between Academic Knowledge and Practice

The internship was a transitional experience in between theory and practice. I was able to relate courses like Human Resource Management, Organizational Behavior, Business Communication, Marketing and Research Methodology in my day to day work.

- The concepts of Human Resource Development made me realize the objective of the training programs of MERNet.
- The organization behavior theories were used to explain the influence of motivation and teamwork on productivity.
- Business Communication helped me to prepare business messages and telesales scripts.
- Marketing Principles demonstrated the way the communication strategy affects the client interactions and the brand perception.

This combination of theory and practice helped me become more confident in the implementation of classroom knowledge in the real-life situations.

6.3 Key Takeaways from the Internship

I learned the following issues during this internship that proved to be the most useful:

- Good communication develops trust and cooperation.

- Training is an investment which leads to increased performance and motivation, and is a long term investment.
- Flexibility and the ability to be professional are essential during dynamic working conditions.
- There is the productivity and belongingness of the teamwork.
- Constant education makes employees current in the evolving business.

6.4 Personal Growth and Career Impact

This was a changing experience in my confidence and my professional identity. The experience of dealing with actual clients and other HR-related assignments helped me to understand how to cope with the pressure, be a patient leader, and speak directly. I have developed decision making skills, empathy and problem solving skills aspects that are important in Human Resource Management and Corporate Training.

The internship also supported my professional aspiration of getting hired in the people and organizational development field where I will be able to use strategic thinking and communication to increase the level of engagement of employees.

6.5 Evaluation of the Internship Program

Daffodil International University internship program is an effective way of bridging the gap between the learning and professional practice. It also made me learn about corporate culture, ethics, and managerial communication.

I had a pleasant experience at MERNet. The academic orientation was provided by Ms. Sunjida Khan, Assistant Professor, and the mentorship system offered by Mr. Rakib Hossain, Managing Director of MERNet gave me a practical insight and a chance to learn and grow.

6.6 Overall Conclusion

My internship experience at MERNet was an enriching experience that was both theoretical and practical. It has enabled me to see the direct relationship between communication and training and

business development. The program enhanced my ability to analyze, interrelate and lead other individuals, as well as develop my dream in the future work in Human Resource Management.

Most importantly, it once again proved that life-long learning, collaboration, and ethical communication is what the sustainable professional success is all about. This internship will continue to be a hallmark in my educational experience and a necessary measure in the direction of my long-term objectives.

Chapter 7

Implications

My internship experience at MERNet (Monitoring, Evaluation, and Research Network) under DataScope Research and Consultancy Ltd. was a learning experience that provided a transition between theoretical and practical knowledge in business operations. In addition to personal growth, it also provided valuable information on how communication, teamwork and training can lead to organizational success. This chapter identifies the general implications of the internship in four vistas which are: organizational improvement, future intern guidance, academic learning and personal development.

7.1 Implications to MERNet (Organizational Level)

My observations identified that there were a number of opportunities to enhance efficiency and engagement of employees at MERNet:

- **Unified Communication System:** The ability to combine such platforms as WhatsApp, PortSIP UC, and Microsoft Teams into one CRM system would facilitate communication and minimize overlaps of information.
- **Formal Training System:** It would be important to have a structured training system through the development of a formal training manual and monthly-training schedule to guarantee the similarity in learning results among the interns and new employees.
- **Brand Development:** To become more visible and build the reputation of MERNet, it is possible to expand digital marketing, collaborate with academic institutions, and publish success stories.
- **Employee Motivation:** Performance based incentive programs and also recognition programs can help boost morale and retention.
- **Performance Evaluation:** The implementation of KPI-based performance assessment of telesales and HR groups would enhance accountability and determine training requirements.

Such measures would assist MERNet to continue its growth and establish itself as a research consultancy of the top rank in Bangladesh.

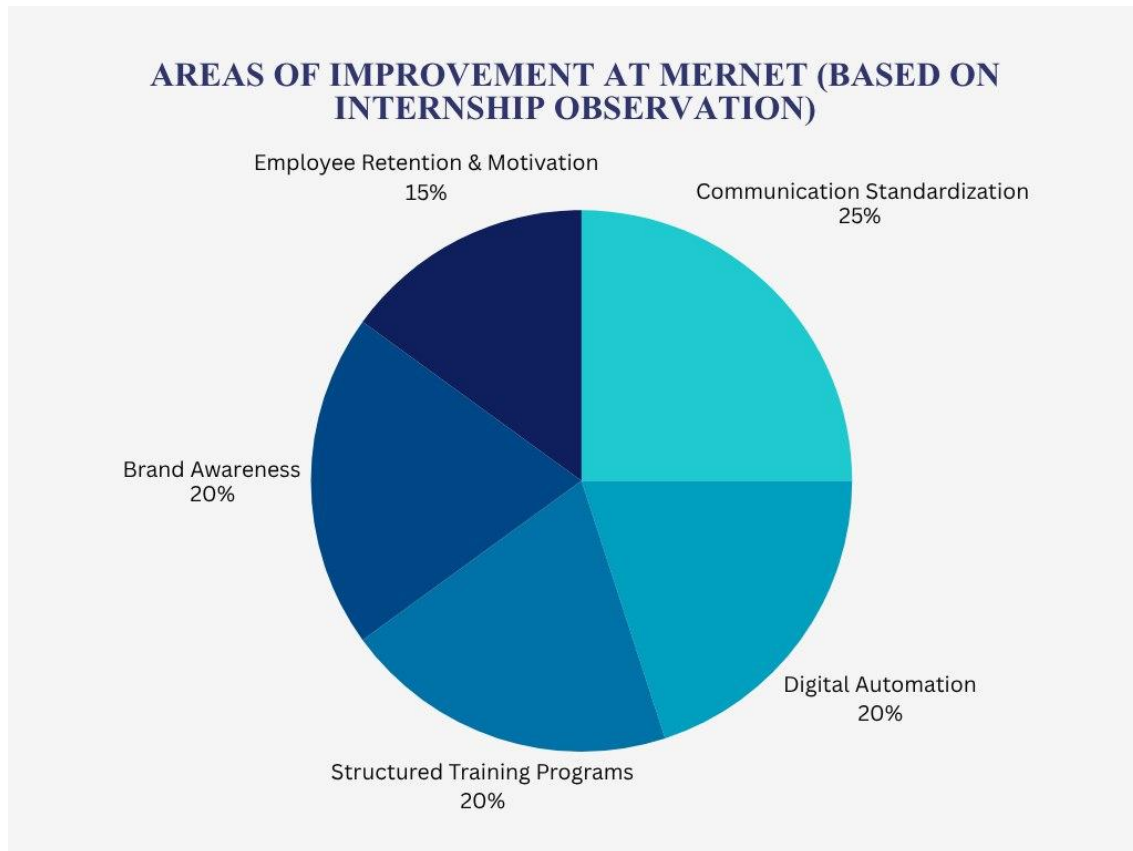


Figure 3: Areas of improvement at MERNet based on internship observations.

7.2 Lessons for Future Interns

This internship experience also provides lessons to other future interns who will join MERNet or other organization:

- Nanotech every task as a learning experience, irrespective of its scale.
- Hone effective communication skills to gain trust and be a professional.
- Time management and discipline in time keeping.
- Be flexible and ensure that you adapt to new tasks.
- Request feedback and mentorship to fast-track development.

Adherence to these principles would help to make future internships more fruitful and rewarding

7.3 Implications for Academic Learning

The internship has proven the usefulness of the application of theoretical concepts of business in practical applications

1. The Human Resource Management, Business Communication, and Organizational Behavior were courses that were specific to the day to day running of the organization such as training of employees and handling clients.
2. Universities may enhance hands-on learning with workshops, case simulation, and CRM or data software training.
3. It was also learned during the experience that soft skills such as teamwork, adaptability and leadership are as essential as technical knowledge.
4. The research-based work of MERNet helped to understand the significance of the research methodology and data interpretation in academic programs.

This has taught me the lesson of having a well-rounded academic program that incorporates both theory and the development of practical skills

7.4 Implications for Personal and Professional Development

The internship was very influential in my development and career path.

It also made me discover my interest in the domain of Human Resource Development and Corporate Training where I will have an opportunity to integrate the communication and leadership to facilitate the performance of employees. I was more assured of dealing with clients, teamwork, and can deal with difficulties in a professional manner. This experience enhanced my ethical, responsibility, and motivation towards continued learning.

Establishing professional contacts with mentors and colleagues also broadened my field of influence and comprehension of how to cooperate with people in the workplace.

7.5 Summary

To conclude, the organizational, academic, and personal observations that I made throughout the internship at MERNet are valuable. It has stressed the importance of communication, teamwork and ongoing learning as the main ones to business success as well as personal development. In the case of MERNet, the suggestions can be used to further development, in the case of future interns, the lessons will be a guide to successful learning and in my own case, the experience was the first step in a meaningful career based on professionalism and human development.

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DAFFODIL INTERNATIONAL UNIVERSITY

Faculty of Business and Entrepreneurship (FBE)

Department of Business Administration

INTERNSHIP LOG BOOK

Student's Name:	Md. Sabbir Ahamed	Internship Site:	MERNet (Monitoring, Evaluation and Research Network).
Supervisor's Name and Signature (Industry):	Iftekar Islam Tuhin	Week beginning:	1 July 2025
Supervisor's Name and Signature (Academic):	Sunjida Khan		

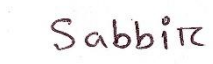
Summary of Internship Activities

During my three-month internship at MERNet (Monitoring, Evaluation, and Research Network) under DataScape Research and Consultancy Ltd., I worked as a Business Development Intern in both the Sales & Marketing and Human Resource departments, Communicating with clients via calls, emails, and WhatsApp, helping in telesales recruitment and training, client databases, report preparation, and project coordination were my key tasks. I got to know how to use theoretical knowledge gained in HRM, Business Communication, and Organizational Behavior to practical workplace scenarios. I was able to work on essential experience in client relationships management, teamwork, leadership, and time management. I also assisted in organizing weekly trainings of new recruits as well as attending virtual meetings using Microsoft Teams. The internship enhanced my communication skills, flexibility, and analytical skills and provided my practical introduction to the business industry and HR practice. It was a field experience that was helpful in that it related academic theory and practice well.

According to my internship report, the following is a work description of 12 weeks, including the major tasks and activities that were carried out on a weekly basis:

Week	Description of Activity
Week 1:	Orientation at MERNet; introduction to company structure, services, and communication channels; initial observation of telesales operations.
Week 2:	Orientation at MERNet; introduction to company structure, services, and communication channels; initial observation of telesales operations.
Week 3:	Conducted client calls via PortSIP UC and WhatsApp; explained MERNet's research and publication services; maintained communication records.
Week 4:	Helped organize a telesales training session; observed employee behavior and motivation during training.
Week 5:	Prepared Excel reports on client feedback; coordinated with HR for trainee performance tracking.
Week 6:	Participated in weekly virtual meetings through Microsoft Teams; presented updates on client follow-ups.

Week 7:	Supported marketing tasks including content preparation for social media and digital communication campaigns.
Week 8:	Assisted supervisor in evaluating telesales team performance; provided suggestions for training improvements.
Week 9:	Worked with research groups on academic projects; helped in data coordination and meeting scheduling.
Week 10:	Drafted PowerPoint presentations and weekly reports; continued client follow-up and documentation.
Week 11:	Helped HR finalize monthly evaluation sheets; maintained employee attendance and performance logs.
Week 12:	Compiled internship findings; discussed key learnings with supervisor; prepared and submitted final internship report draft.

Intern Signature:		
	Md. Sabbir Ahamed Signature Over Printed Name of Student	Date: 13/11/25

Internship Assessment Form (Scanned Copy)



DAFFODIL INTERNATIONAL UNIVERSITY

Faculty of Business and Entrepreneurship (FBE)

Department of Business Administration

Intern Assessment Form (Employer)

Semester: Fall 2025

Year: 2025

Name of the Intern: **Md. Sabbir Ahamed**

Name of the Supervisor: **Iftekar Islam Tuhin**

Please rate the Intern's Performance based on the following criteria (Please Tick "✓")

Specific Area	Please rate his/her performance on a 10-point Scale (1=Poor Performance.....10= High Performance)									
Regularity in Office	1	2	3	4	5	6	7	8	9	10
Communication Skill	1	2	3	4	5	6	7	8	9	10
Work Responsibilities & Accountability	1	2	3	4	5	6	7	8	9	10
Work Ability (Independently/Team)	1	2	3	4	5	6	7	8	9	10
Adaptability in working place	1	2	3	4	5	6	7	8	9	10

Tuhin
12.11.25
Iftekar Islam Tuhin
Junior Executive, Field Operations
Datascap Research & Consultancy Ltd.
Signature
(Including official seal)

221-11-1532

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