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**Internship report on**  
**SWOT Analysis of Saic Group**

**By**

**Md. Mahfujur Rahman**

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This report is submitted to Bachelor of Business Administration (BBA) Department of United International University as a requirement for the completion of BBA Program.

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**Internship Report on**  
**SWOT Analysis of Saic Group**

**Submitted To**

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**Submitted By**

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**Date of Submission: 14.01.2023**

## Letter of Transmittal

26 November, 2020

Dr. Khandoker Mahmudur Rahman  
Professor  
School of Business and Economics  
United International University

**Subject: Submission of the Internship Report**

Dear Sir,

Through my internship report, I'd want to submit my internship report titled "The SWOT Analysis of Saic Group", with the facts that will help to make this report as clear as possible which has been prepared as a requirement for the completion of the BBA Program of United International University.

Saic Group was established in 2002 with only one polytechnic education institute in Dhaka City. Within 2022, Saic Group has established so many educational institutions in 6 different District in Bangladesh. Basically Saic Group provides education in three sectors such as engineering, nursing and medical. Beside that it has professional training institutes, overseas, diagnostic center and hospital as well.

While working on the report, I have tried to follow each and every guideline that you have advised. It has been a very enlightening experience to work in Saic Group and I have thoroughly enjoyed my internship period of four months there. The authority of Saic Group has also extended their cooperation whenever required.

Furthermore, I tried every feasible method to create it, yet the report may have errors. Please accept my apologies for any unexpected errors that may have been happened. Please accept my heartfelt gratitude for your patience and understanding.

Sincerely yours,

Md. Mahfujur Rahman

Id: 111 171 183

## **ACKNOWLEDGEMENT**

First and Foremost, I want to express my gratitude to Allah for providing me with the strength to complete my internship activities and responsibilities on time, as well as my study and report. I had a fantastic opportunity to learn and grow professionally through my internship with Saic Group. As a result, I consider myself extremely fortunate to have been given the chance to participate.

I would like to thank the internship Supervisor, Dr. Khandoker Mahmudur Rahman who has guided, helped and supported me in every step of my internship. Without his guidance, direction, support, and participation, I would not have been able to complete the report on time and properly. I'm looking forward to complete my internship report under his supervision.

I am very much grateful to the Head of HR, Mr. Zakir Hossain for giving me the opportunity to complete my internship at Saic Group. Additionally, I would like to express my gratitude to Ms. Shohaly Yeasmin, who serves as Managing Director, and Mr. Motasim Billah, who serves as Senior Executive of HR & Admin, as well as each and every employee of Saic Group, for the assistance they provided me with in preparing my report. I practically worked with them, tried to understand their thoughts and feelings. I prepared this report from my own perspective based on what I realized. Finally, I thank to those who have read this report and will be benefited from it in present and future as well.

## DECLARATION

I am Md. Mahfujur Rahman, student of School of Business and Economics (Marketing) of United International University, Bangladesh, do hereby declare that the internship Report on “Swot Analysis of Saic Group” is an original work and has not been previously submitted for any degree, diploma, title, or recognition.

*Md. Mahfujur Rahman*

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Md. Mahfujur Rahman

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School of Business and Economics

United International University

## Table of Contents

<b>1. INTRODUCTION.....</b>	<b>1</b>
1.1 INTRODUCTION: .....	2
1.2 TOPIC OF THE REPORT: .....	2
1.3 ORIGIN OF THE REPORT: .....	2
1.4 BACKGROUND OF THE REPORT: .....	3
1.5 OBJECTIVE OF THE REPORT: .....	3
1.5.1 <i>General Objective:</i> .....	3
1.5.2 <i>Specific Objective:</i> .....	3
1.6 SCOPE OF THE REPORT .....	4
1.7 METHODOLOGY OF THE REPORT: .....	4
1.8 LIMITATIONS: .....	4
<b>2. ORGANIZATION PART .....</b>	<b>5</b>
2.1 HISTORICAL BACKGROUND .....	6
2.2 OVERVIEW OF THE ORGANIZATION: .....	6
2.3 PORTFOLIO: .....	9
2.3.1 <i>Institutions:</i> .....	9
2.3.2 <i>Established Program:</i> .....	11
<b>3. COMPANY ANALYSIS .....</b>	<b>15</b>
3.1 SWOT ANALYSIS .....	16
3.2 SWOT ANALYSIS OF SAIC GROUP .....	17
3.2.1 <i>Strengths</i> .....	17
3.2.2 <i>Weaknesses</i> .....	20
3.2.3 <i>Opportunities</i> .....	21
3.2.4 <i>Threats</i> .....	22
<b>4. INTERNSHIP EXPERIENCE .....</b>	<b>23</b>
4.1 KEY RESPONSIBILITIES .....	24
4.2 TRAINING AS AN HR INTERN .....	25
4.3 EVALUATION .....	25

4.4 APPLIED SKILLS .....	25
4.5 NEW GATHERED SKILLS.....	26
4.6 APPLICATION OF ACADEMIC KNOWLEDGE .....	26
<b>5. RECOMMENDATION.....</b>	<b>27</b>
<b>6. CONCLUSION .....</b>	<b>29</b>
<b>7. REFERENCES.....</b>	<b>31</b>

## **Executive Summary**

The internship report has been finished a component of the need for completing my Bachelor of Business Administration (BBA) degree. This report is based on my practical work experience as an intern in the Human Resources Department of Saic Group.

Saic Group (SG) is the nation's largest group of institutions which was founded in 2002. It is a unique comprehensive group that combines technical and medical education, guaranteeing quality learning and practical training. As the nation's most respected and influential educational group, SG is committed to educating and enriching children to become successful global citizens in today's world and tomorrow's leaders. About 1,000 (administrative and academic) staff are currently employed under the SG umbrella.

SG operates a Medical Bachelor Degree College in Dhaka (under University of Dhaka), Agricultural College in Dinajpur (under Rajshahi University) and four Bachelor of Science degrees. Nationwide Nursing Colleges in Dhaka, Bogura, Jamalpur and Dinajpur. About 15,000 students continue their studies in Saic group.

Needless to say, the country is improving as fast as possible in the economic sector. Saic Group (SG) has some strengths that help it survive in the market, but at the same time, it also has weaknesses that can shrink the market. There are threats, but there are also opportunities. Opportunity is stronger than threat. SG seeks to find these reasons, resolve these weaknesses and threats as early as possible, and quick focusing on strengths and opportunities. In this report, I have used the data from the background of the company, finding and analysis the scenario of human resource department in which the strengths, weaknesses, opportunity and threats can be located and determining what necessary steps can be taken to resolves these issues regarding overall development of the company.



# Chapter 1

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## 1. Introduction



## **1.1 Introduction:**

Saic Group (SG) is a group of institutions where education program is being provided in three sectors such as Engineering, Medical and Nursing. In the year of 2002, it started the journey with only one education institute in Dhaka City which intended to provide the engineering education program. After years, it decided to extend the education program in several district within all over Bangladesh. Moreover, it also decided to extend its capacity through including the medical and nursing sector in the education program of SG. Beside the education program, SG is also decided to contributing in providing professional training in different skills by the professional trainers. SG also planned for establishing overseas business, digital diagnostic lab and hospital as well. Now in 2022, SG is operating in 6 districts all over Bangladesh by establishing excellent education programs having more than 25 institutes including education, training, diagnostic lab and 70 seated specialized hospital.

SG is working so dedicatedly to ensure serving quality technical education of international level, creating leadership quality, encouraging creative abilities and research temperament, making as world citizens and Nurturing strong sense of ethical values.

## **1.2 Topic of the report:**

A topic has to be selected for the completion of the report. A well-defined topic reveals what is going to be discussed throughout the report. The topic has been assigned “SWOT Analysis of Saic Group”.

## **1.3 Origin of the report:**

Nowadays, only academic education is not enough to enable students to compete confidently and achieve their goals. Beside the academic education, experience in the outside world is also become very important fresh graduates. The report gave me that opportunity for being a fresh graduate to have the practical understanding of corporate world and knowing elaborately how different issues has been created and settled down within the organization.

## **1.4 Background of the Report:**

This report has been prepared as a requirement of the internship program of BBA students of United International University. The internship program gives a student to work closely with an organization to know that how the business are being operated. I got an opportunity to work with Saic Group which is the nation's largest technical education group of institutions, situated at M/3, Mirpur-14, Dhaka - 1216. The organization attachment started on 2nd July to 30th October, 2022. This 4-months internship period helped me to balance the theoretical knowledge with practical understanding. I tried my best to present the experience I got from the internship. This report is based on the SWOT Analysis of Saic Group.

## **1.5 Objective of the Report:**

Internship course is a career improvement course through which a student gain practical knowledge and understands the terms and conditions of an organization's business activities. It provides an opportunity to the students to build the career in a right way. With the proper guidance of organization's employees, a student can easily understand what are the things have to be done for business development. Internship program provides me the following things:

### **1.5.1 General Objective:**

The general objective of this study is to complete the report. Obviously, the completion of the report would lead us towards SWOT analysis of organization. Therefore, it is very important to have objectives of our own to carry out the report in order to have a proper guideline throughout the report.

### **1.5.2 Specific Objective:**

- To study the overview of the company.
- Analyzing the current market position of the organization.
- Evaluating the strengths and weaknesses of the organization.
- Evaluating the opportunities and threats as well.
- Evaluating how the organization deals with problem and how to solve those issues.

## 1.6 Scope of the Report

This report has been compiled through consultation with the various departmental employees of Saic Group. Details discussion with the Honorable Supervisor helped me know and understand the overall scenario. Beside that I got opportunities to talk with some potential job candidates as well. While working on my internship, I had got an opportunity to gain clear understanding of the strengths, weaknesses, opportunities and threats.

## 1.7 Methodology of the Report:

For this study, qualitative research was conducted to gain information on the strengths, weaknesses, opportunities and threats of Saic Group (SG). During the preparation of this research, I used both primary and secondary data sources. This report is a descriptive report and does not contain numerical data. This paper focuses on real-world scenarios. To clarify the SWOT analysis of SG, I used mainly verbal analysis.

Contributions to the report came from two different sources:

**Primary Source:** Primary data was collected through internships, interviews with supervisors, seniors, other departmental staff, and my own observations of general functioning and operational activities of the organization.

**Secondary Source:** Secondary data were collected from official website of Saic Group, HR manual, HR policies and service rules, academic information, Newspaper, Article, Journal etc.

## 1.8 Limitations:

Most well-known companies protect the confidentiality of confidential documents. They clearly prefer to keep their information confidential. Carrying out the SWOT Analysis of Saic Group is not an easy task. Some confidential matters were at stake. Certain limitations were identified in the preparation of this report.

- Information could not be verified due to lack of sufficient sources.
- The analysis presented here may differ according to the opinion of experts in the field.
- Some aspects of the report may be considered confidential by your organization.

# Chapter 2

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## 2. Organization Part



## 2.1 Historical Background

Saic Group contributes their effort in large scale in the education sector in whole Bangladesh. Educationalists Abu Hasnat Md. Yeahea, Honorable Chairman and Shohaly Easmin, Honorable Managing Director of this Group. Almost One Thousand (Administrative + Academic) staffs are employment under SAIC Group. And about 15000 students continue their study under Saic Group.

Corporate Information of Saic Group	
<b>Name:</b>	<b>Saic Group.</b>
<b>Type:</b>	<b>Private</b>
<b>Industry:</b>	<b>Education</b>
<b>Founded:</b>	<b>2002</b>
<b>Founder:</b>	Abu Hasnat Md. Yeahea, Shohaly Easmin
<b>Owner:</b>	Abu Hasnat Md. Yeahea
<b>Staffs:</b>	About 1,000 (Administrative and Academic) staff are currently employed under the SG umbrella.
<b>Corporate Office:</b>	M/3, Mirpur-14 Dhaka, 1216
<b>Mailing Address:</b>	Phone: 01936 00 5817 Email: saicgroupbd@gmail.com Facebook: www.facebook.com/saicgroup Website: www.saicgroupbd.org

## 2.2 Overview of the Organization:

This section includes the vision, mission and organization chart of SAIC Group.

### **Vision Statement:**

To be a leader for promoting excellence in teaching and learning, serving diverse communities and producing skilled engineers, medical technologist and professional training who can compete globally.

**Existing Missions:**

- Serving quality technical education of international level
- Creating leadership quality
- Encouraging creative abilities and research temperament
- Making as world citizens
- Nurturing strong sense of ethical values

**Mission Statement:**

To be a premier educational institution in providing high-quality technical education, and the diverse campus communities that facilitating the personal and professional development of its students, faculties and staffs.

**Core Values:**

**Excellence:** Achieving outstanding levels of performance while upholding the highest standards of ethical behavior, intellectual honesty.

**Service:** Maintaining a nurturing and service-oriented environment that exceeds expectations and treats all people with compassion, dignity, and respect.

**Accountability:** Accepting individual and collective responsibility for preserving and effectively managing the resources of the Polytechnic.

**Teamwork:** Encouraging, supporting and valuing the collaborative efforts of faculty, staff, and students to advance the quality of education, research, and patient care.

**Innovation:** Promoting creativity and the development of ideas that stimulate improvements in our intellectual and operational endeavors.

**Community-focused:** Demonstrating our concern for the health care needs of underserved communities and advocating for local, state, and national health and public policies directed at improving the status of health of all individuals.

### **Major Achievement:**

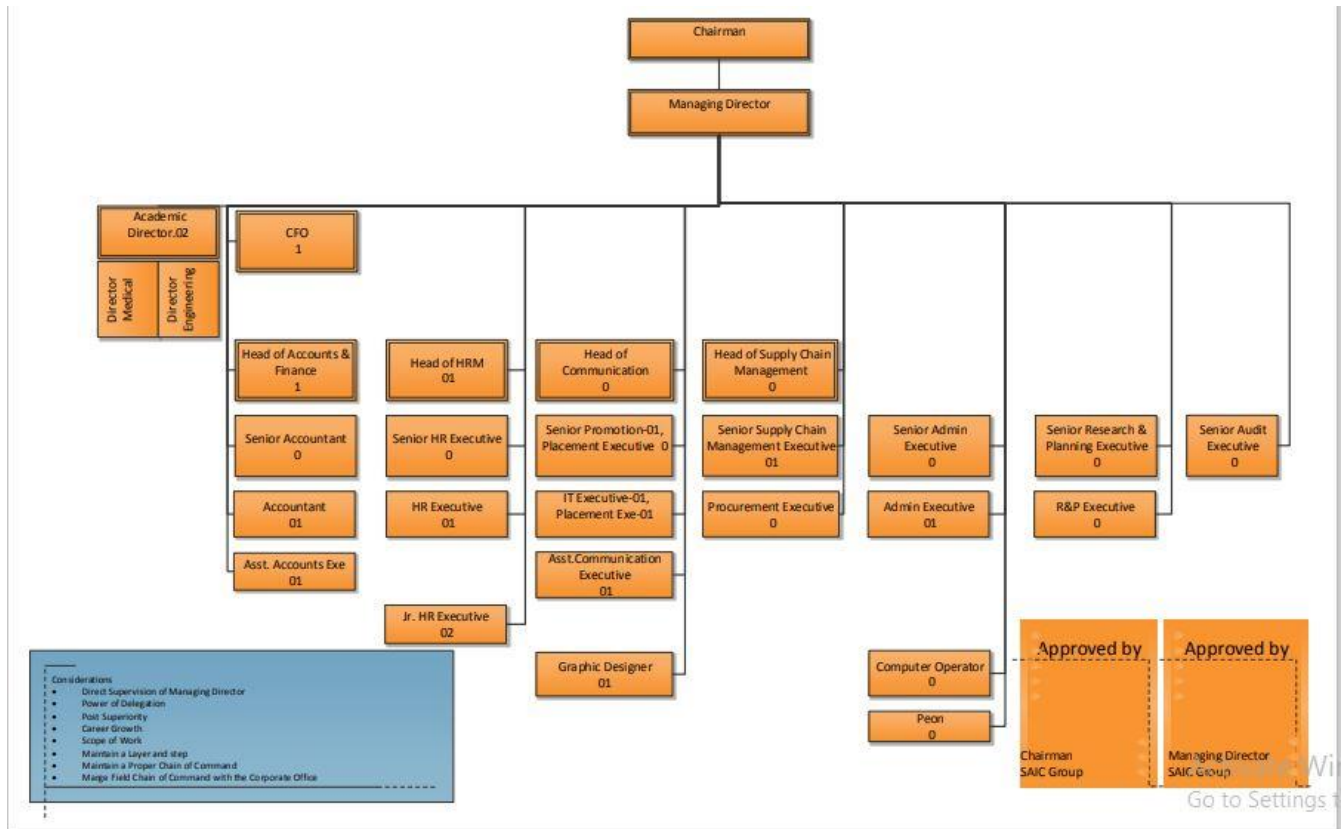
- Established permanent campus in our own land.
- Established 100% practical lab facilities
- World Bank granted Institution under implementation cell of STEP project.
- Strong industry linkage
- MOU with reputed industries
- Saic Group has Five Diploma Engineering institutes, One Marine Institute, Five Textile Institutes, Six Diploma Medical Institutes those institutes under BTEB, Six Nursing Institutes under Nursing & Midwifery Council, One Nursing college under Rajshahi University Medical Faculty, Six IHT's under Ministry of Health and family welfare, Six Medical Assistant Training Schools (MATS) under State Medical Faculty of Bangladesh, One B.Sc Medical Institute in Dhaka under Dhaka University, One Bio-Science Under Rajshahi University, One Teachers Training College under National University, One High School, Saic General Hospital (70 seated specialized hospital in Bogra), Two Digital Diagnostic Lab.
- Accreditation of BTEB of RPL & RTO (Level-I)
- Accreditation of BTEB of CBT&A Level-IV
- Achieved B-skillful project from Swiss contact
- Achieved a project of Bangladesh machine tools factory at Gazipur on solid works
- Verbal agreement with STAR Group about Instructors Training Program on CNC Machine, Garments, Plumbing and Ship Building.
- Verbal approved for AUTO CAD 2&3D project with BASI Project for professional
- Introduced professional courses for engineers.

### **Future Plan:**

- To establish Job Placement Cell in each and every campus.
- To establish 1st Technical University in Bangladesh.
- To establish a medical college.
- To establish permanent campus for each and every institution.



## Organogram of SAIC Group:



## 2.3 Portfolio:

### 2.3.1 Institutions:

All the prideful institutions under SAIC Group are given below according to geographical location:

#### Dhaka:

- Saic Institute of Management and Technology (SIMT)
- Saic College of Medical Science & Technology(SCMST)
- Saic Institute of Medical Technology(SIMT)
- Saic Nursing College

- Saic Digital Diagnostic Lab
- Saic Physiotherapy & Rehabilitation Services
- Saic Professional Training Center
- Saic Overseas

**Mymensingh:**

- RUMDO Institute of Modern Technology
- RUMDO Institute of Health Technology
- RIMT Nursing College

**Dinajpur:**

- Anowara Polytechnic Institute
- Anowara College of Medical Technology
- Anowara Nursing College
- Anowara College of BioScience
- Anowara Vocational Training Institute

**Jamalpur:**

- Jashim Uddin Polytechnic Institute
- Jashim Uddin Sarker Institute of Medical Technology
- Jashim Uddin Nursing College

**Bogra:**

- Saic Polytechnic Institute
- Saic Institute of Medical Technology(SIMT)
- Daliya Nursing Institute
- Saic General Hospital

## **Thakurgaon:**

- Anowara Medical Institute
- Monowara Anowara Nursing

### **2.3.2 Established Program:**

SAIC Group is running a lot of programs related to Technical Education, Advanced Teachers Training, and NGO.

**Technical Education:** SG is providing education in three large sectors such as Engineering, Nursing and Medical Technology having an intention to make the generation academically and technically skillful and knowledgeable so that they can contribute for the development of the country.

The **Diploma** in Engineering courses offered by SG are given below:

- Diploma in Civil Technology
- Diploma in Electrical Technology
- Diploma in Electronics Technology
- Diploma in Computer Technology
- Diploma in Telecommunication Technology
- Diploma in Architecture Technology
- Diploma in Textile Technology
- Diploma in GDPM Technology
- Diploma in Mechanical Technology
- Diploma in Aircraft Maintenance Engineering
- Diploma in Marine Technology
- Diploma in Shipbuilding Technology

The **Diploma** in Medical Technology (4 Years) courses offered by SG are given below:

- Diploma in Medical Technology (Laboratory)
- Diploma in Medical Technology (Dental)
- Diploma in Medical Technology (Radiology & Imaging)
- Diploma in Medical Technology (Physiotherapy)
- Diploma in Pharmacy

**MATS** Courses are:

- Medical Assistant/ MATS (4 Years)

Our **B.Sc** in Medical Technology Courses are:

- B.SC in Laboratory (4 Years)
- B.Sc in Physiotherapy (5 Years)

The **Nursing** Courses are:

- Nursing Science & Midwifery
- Diploma in Midwifery
- B.Sc in Nursing (Basic)
- B.Sc in Nursing (Post Basic)
- M.Sc in Nursing
- Community Paramedic

**Advanced Teachers Training:** Saic Group is a multi-disciplinary and group of education. Its affiliate institution is Saic Teachers Training College. The courses offered by SG related to teachers training are given below:

- Advanced Certificate Course- Computer Technology.
- Advanced Certificate Course- Physical Education.
- Advanced Certificate Course- Fine Arts.
- B.Ed

**Professional Courses:** Professional Courses offered by SG:

RPL Courses are:

- Electrical Installation & Maintenance
- Sewing Machine Operation
- Graphics Design
- Mobile Phone Servicing
- Plumbing
- IT Support
- Web Design

RTO Courses are:

- Lathe Machine Operation
- Electrical Installations & Maintenance
- Refrigeration & Air Conditioning
- Sewing Machine Operation
- Welding

Professional Short Courses (3 Month) are:

- Advanced Office Applications
- IT Support
- Autocad 2D & 3D, 3D Studio Max
- Graphics Design
- Web Design
- Freelancing
- Solid Works & Master Cam
- Electrical Installations & Maintenance
- Refrigeration & Air Conditioning
- CNC Machine Operation
- Lathe Machine Operation

- PLC & Automation
- Welder

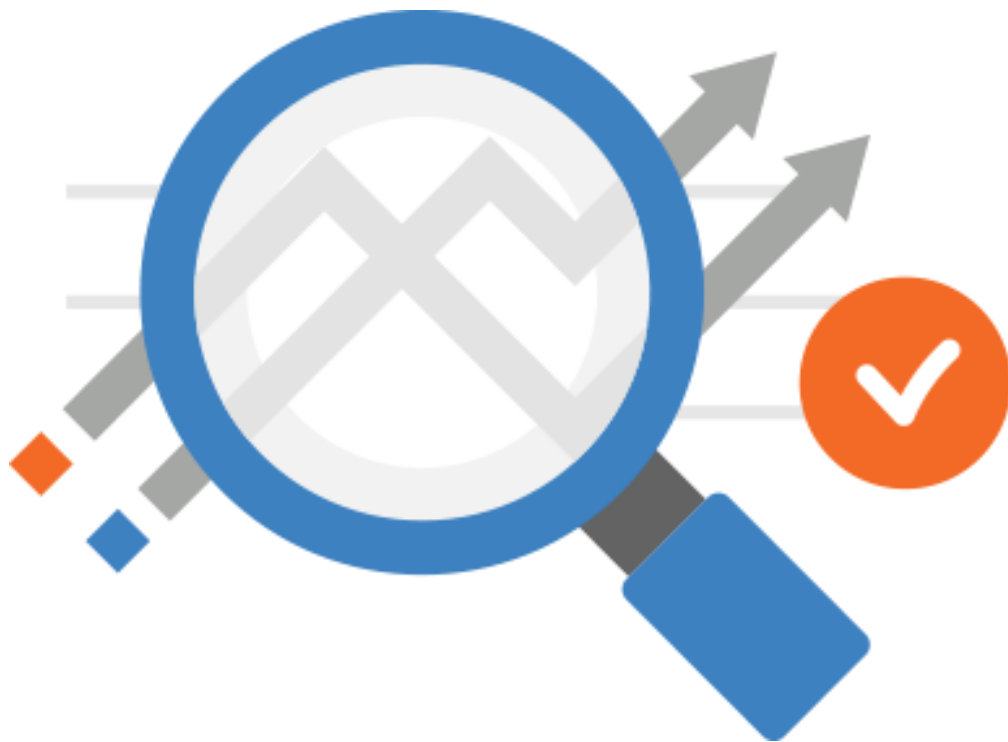
**NGO Program:** SAIC Group operates its NGO Program by Reliable Society Reformation Association (RSRA). RSRA is working to help the development of youths in the rural communities of Bangladesh. RSRA has technical wing to help provide in skills training to youths and to upgrade their knowledge and technical skills in the working world to become more competitive in the job markets.

RSRA is a social serviceable organization in Bogura, Bangladesh under SAIC Group. The aim of Reliable Society Reformation Association (RSRA) is to develop the social development & enhance the socio-economic condition of Bangladesh by reducing unemployment and poverty. Since 2002 to now SAIC Group working with TVET sector as well as social development activities. The working areas of this organization are women empowerment activities, tree plantation, helps the poor society, working with climate change activities, pure water service in village, health service for poor society, diploma in engineering, Teachers Training, CNC Training, CBT&A based training, RPL, Certified Trainer & Assessor Training, etc.

# Chapter 3: Project Part

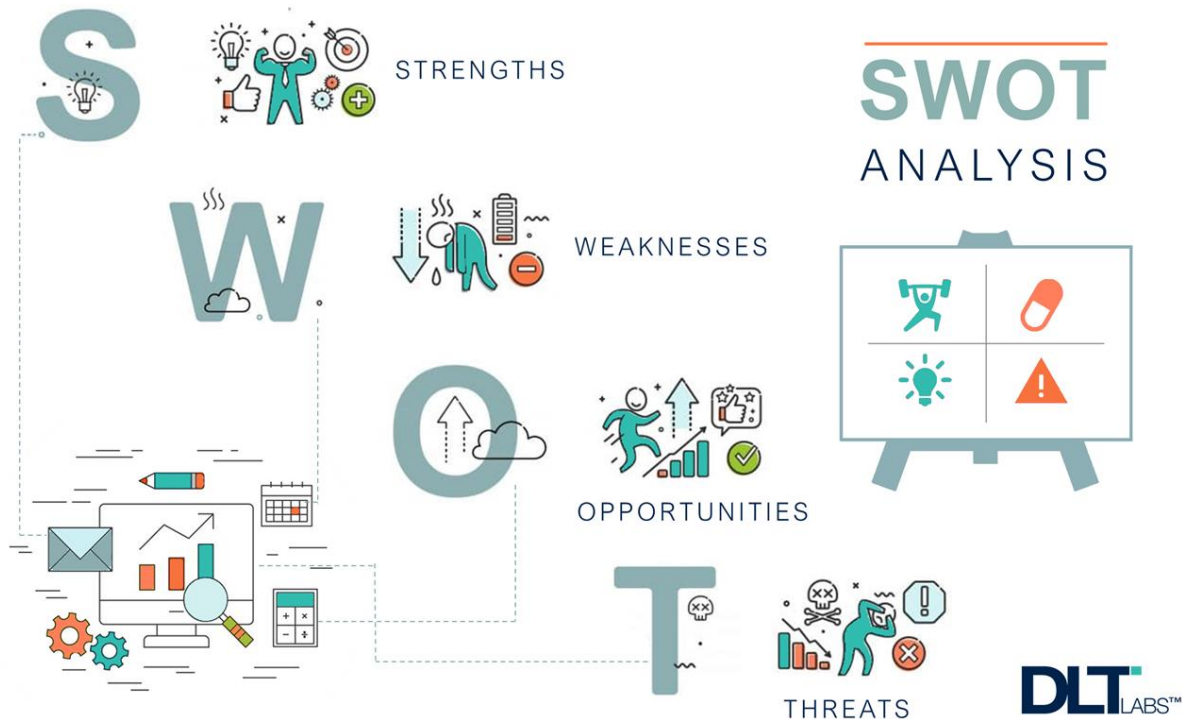
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## 3. Company Analysis



### 3.1 SWOT Analysis

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and SWOT analysis is a technique for evaluating these four aspects of a business. A SWOT analysis is a tool through which it is possible to analyze current business strengths and develop a winning strategy for the future. SWOT can reveal areas of business also.



A SWOT analysis looks at both internal and external factors which indicate what is happening inside and outside your organization. As a result, some of these factors will be under control and some will not. The organization's key resources and capabilities can be better aligned with the competitive environment through the use of it. Therefore, it also serves as a tool for selection of a plan and development of the organization.



## 3.2 SWOT Analysis of Saic Group

Through SWOT analysis, external opportunities and threats as well as internal strengths and weaknesses of Saic Group can be identified easily. It can develop new functional business strategies for SG to accomplish business growth, ensure customer satisfaction and develop the overall organizational structure. A SWOT analysis for SG is as follows:

### 3.2.1 Strengths

The strengths of Saic Group act as most valuable building blocks for business growth. By proper utilizing the strengths, SG is continuously trying to achieve the business objectives. A few of the most extensive strengths of SG are given below:

- **Strong Brand Image:** Throughout years, SG is making its position strong and increasing brand image so successfully through providing excellence learning and producing skilled engineers, medical technologist and professional trainers who can compete globally. It has become one of the Top Ranked Institution and first choice of students who are interested to have a Diploma Degree in Engineering, Medical Technology. BSc, MSc and Diploma courses in Nursing Science are also popular among the students and their guardians. As a result, about 15000 students are continuing their study in engineering, medical and nursing institutions that are operated by SG in various locations in Bangladesh. The Business Development team continues their efforts in completing successful market campaigns and other promotional activities with expertise for brand establishment and enrichment of brand value through various brand awareness program so that it can take place in customers mind which intends to be customer's first choice.
- **Experienced Employees and Qualified Teachers:** Being one of the biggest platform of Education sector, Saic Group always emphasizes more focus on recruiting employees and teachers through verifying in various ways to ensure whether the candidate can be an ideal employee or not for the vacant position with a justification that allows to be efficient and productive in a particular job. Recruitment test is first step through which a candidate is being judged whether s/he is eligible for the interview or not. After qualifying in written test, relevant job experiences and knowledge of relevant work of

the candidates are also considered as an important indicator for selecting any candidates for final stage of selection. Beside that, in case of recruiting teachers, it's must to have experience of teaching in particular subject with a very depth theoretical knowledge. If the candidate get selected in teacher recruitment, sometimes then candidate have to show how s/he will response in some given common situations that can be happened in classes. How s/he will response through interacting with students regarding those given situation is also plays a vital role in selecting someone to be recruited as a teacher. So the recruitment process indicates how SG finds most suitable and qualified candidate for the employment. SG believes that qualified employees with proper job knowledge can contribute most for developing the overall business scenario and achieving organization goal as well.

- **Campus Facility:** Saic Group worked harder from the beginning of its establishment for facilitating the students with permanent campus in own land and providing 100% practical lab facilities in all the institutions for ensuring proper learning of students with gathering practical skills on the particular fields. All campuses are facilitated with all the required equipment and facilities to create an environment which encourage the students to be more interested to acquire practical knowledge and skills with a proper guideline of the respected teachers of the institutions. These advantages take part in nurturing the innovative mind and ideas to strong the sense of ethical values of the students as well.
- **Proper Guideline:** Saic Group offers a big platform of education from where student can find out and choose their most preferable subject they feel interested to learn and gain a depth in knowledge and skilled in work. SG also provides a proper counseling to those students and guardians who are confused to find the perfect career path by discussing all the details of relevant information which enables those students and guardians to take the decision of what will be the best choice for them. Through providing the proper information of academic tuition fees which enables to understand the duration of fees payment, payment process and payment installment procedures so that one can easily get preparation by evaluating their economic condition. The scholarship on tuition fees opportunity also provided by SG to those students who perform outstanding result so that

students get motivated to study hard and achieve an outstanding result. This counseling service helped SG to become a trusted and renowned educational group of institutions which also introduce SG as a proper guide liner to the students.

- **Placement Cell:** Saic Group authorities have launched a state-of-the-art Placement Cell with the help of STEP for placement or job benefits. The main task of the Placement Cell is to arrange quality jobs for the advanced students by establishing close relations with the reputed industries of the country and abroad.

According to the rules of Bangladesh Technical Education Board every student of diploma engineering course has to go to industry for industrial training in 8th phase. Its objective is that each student should get a practical idea about the application of what s/he has learned in the previous semesters through the practical classes in the industry. The importance of Industrial Training is immense as the knowledge acquired in the course is coordinated with the future workplace. Keeping in mind the career of the students, SG authorities arrange Industrial Training for them in reputed industries through its placement cell. Beside that SG also arranges On Job Training for the students. On Job Training is an exceptional initiative of Saic Group for students. As soon as the diploma course is completed, a student is sent for On Job Training for 3 months in the industry, so that he/she can improve his/her skills and get their targeted job. In short, On Job Training means that students are gaining invaluable experience by working in various reputed industries. The efforts of Placement Cell results increasing the industry linkage with many more reputed industry which enables SG to become the most preferable technical education platform to the existing customer and potential customer as well.

### 3.2.2 Weaknesses

Though Saic Group have many strengths, but it has some weaknesses too. These are given below:

- **Limited Distribution of Power:** Most of the issues have to be solved by the top management. Top management tries to retain power and authority in the hands which can sometimes slower the process of business growth. Sometimes it may downturn the profitability of business too. Low distribution of power indicates centralized authority which promotes dictatorship. Top management should distribute the authority to the responsible manager who will take decision and work hard to accomplish any particular job according to the guidelines provided by the top management. Proper distribution of power can enables the ability to make any job done within time because of no delay in execution. On the other hand, decentralized authority leads to the growth of the organization and increases creativity and flexibility of the employees. Proper distribution of authority brings out the diversity in individuals, leading to out-of-the-box solutions and better ways of doing things within the organization.
- **High Turnover Rate of Employment:** Higher employee turnover rate may constraint the development process of the organization. Some of the policies of SG service rules should be updated in favor of employees. Most of the employees can't accept all the policies cordially. As a result, after a certain period they become frustrated and start to look for new job from where they can expect more facilities and opportunities for their career improvement. At the end of the day, organization has to face and accept minimum organizational growth.
- **Insufficient Budget on Advertising and Promotional Program:** Promotion is one of the core parts of marketing which can directly contribute in generating leads. Promotional program such as market campaigns, advertising of product needs proper budget estimation so that every promotional program can be successfully accomplished to generate the expected leads. But insufficient of budget can rarely accomplish tasks successfully. Again the greater budget of rivals can extremely affect the lead generation

negatively. So, without making proper planning and budgeting, promotional program can't be successful. It can never carry out improvements in maximizing sales generation.

### 3.2.3 Opportunities

In an organization, opportunities are considered as positive external environmental factors. Organizations should consider all available options that can be executed for developing organizational structure. These opportunities are aimed at improving the organization as a whole. Through improvement, the organization should be able to become more competitive in the market. The following options are available for Saic Group to become more proactive:

- **Open for capturing market shares:** Since Saic Group is one of the biggest educational platform, all the students can be considered as potential customer of it. An appropriate market offering such as online course can play roles for attracting new students to be the ideal customer having purpose of capturing huge market shares of Education Industry. However the customer numbers of SG are increasing day by day which can be considered as huge business opportunity for maximizing the profits. Moreover SG should specially customize the market offerings for EdTech market so that it can attract the potential online customers. It can start to operate app based education program. Thus customer base can be increased also.
- **Product Development:** Saic Group has a scope to expand the business through developing new ideas to execute such as establishing Technical Education University and Medical College through which it will be possible to attract so many new customers. However there is no technical education university available in Bangladesh, SG can gain the first mover advantages if it establishes a Technical University. Moreover students are getting highly interested to study medical science, so it can be profitable segment if medical college can be established by SG.
- **Differentiating Capability from Rivals:** In a very competitive marketplace, rivals are always present in the market with different offerings. But Saic Group has capabilities to differentiate itself from rivals. In this industry, most of the rivals are offering also same

type of offers whereas SG is operating in the market by providing many more extra facilities such as 100% organized practical lab with advanced equipment, permanent campus facility with excellent learning environment, encouraging initiatives attitude towards innovativeness.

### 3.2.4 Threats

Threats are considered as external negative factors of an organization. An organization should always evaluate the threats that are available in market. These threats intend restricting the development of the organization. By making improvements and proper monitoring of the threats, the organization should be able to turn more competitive in the market. The following threats are available to Saic Group:

- **New Entrants Company:** Since the market place is open, there is a big chance of coming new entrants company to the market with large investment and extensive promotional activities. Saic Group always focuses on providing its best service. Being experienced in the industry, SG believes that excellent quality of service differentiates itself from the rivals. Through providing extensive quality service, SG has established a loyal customer base and continuously trying to retain those customers. Beside that SG is also trying to attract new customers as well.
- **Changes of Customer Perception:** Saic Group has a strong brand value and higher acceptance rate in customers mind. Customers are accepting the activities of SG much in a very positive way. But the customer perception may be changed any time and they may move towards competitors. SG is doing its best to keep positive customer perception towards itself.
- **Volatile Economy:** Market can be volatile anytime which can cause the sudden drop of price. Due to the present downward condition of world economics, the situation indicates that economic recession may occur in many countries in the near future. The purchasing power of the customer is going to be decreased which may result in decreasing the customers base of SG.



## 4.1 Key Responsibilities

I was involved in performing HR related activities in the department and ensured a proper communication among all the departments so that a collaborative work environment can be developed which determines the overall development. For being the largest technical education institutions, recruitment is mostly practiced activity of the department. I worked closely in the recruitment and selection process related activities for the organization. Beside that, providing compensation and benefits, analyzing the training needs, updating HR policies and service rules in a continuous process and improving the employee relationships within the organization are also core parts of the department. I was also involved in performing all of these activities in the department. The key responsibilities assigned to me are given below:

- Assist in day to day HR Operational activities.
- Attentively work for the recruitment process.
- Posting job circular in bdjobs.com for a vacant position.
- Sorting out CVs based on the criteria and calling the candidates for fixing the interview schedule.
- Arranging and conducting written test & interview.
- Ensure good communication between the candidates and interview board.
- Prepare candidate summary after an interview.
- Making rating sheet, attendance sheet.
- Call selected candidates for final approval.
- Fulfill criteria for new employee joining.
- Prepare and issue offer letters to the new employees.
- Modifications of personal files of the employees.
- Assist in preparing HR Policies & Service Rules for all the institutions under Saic Group.
- Maintain and update information in HRIS software.



## **4.2 Training as an HR intern**

Saic Group prefers more to provide On the Job Training rather than Off the Job Training. I was also going through a training method which indicates “On the Job Training” during my entire period of working in Saic Group. I was assigned to go through the files of all institutions under SG which was stored in a randomized way. I had to rearrange those documents separately in an organized format according to the institutes so that it would be easy to trace any documents of any institutes. Then I was assigned to update the format of organogram and some of the policies according to the guidelines of HR Head. After the resignation of assistant manager, I got involved in the talent acquisition where I enjoyed most to work. While working in talent acquisition, I was introduced with so many new ideas, techniques, observations, predictions and outcomes of recruitment and selection process. Moreover it helped me to know the various roles and responsibilities of different positions in various areas of business. Through on the job training method, SG helped me to enrich practical knowledge, skills and techniques of doing tasks done effectively.

## **4.3 Evaluation**

During my internship period, I worked closely with my supervisor as his assistant. He appreciated the way of my working capabilities. He started to be confident on my works to be done according to the guidelines he provided. At the end of my internship, he offered me to join there as an Assistant Executive of Human Resource Department. The offering indicates the appropriateness of my capabilities may add values to the improvement of department and overall organization as well.

## **4.4 Applied Skills**

As a beginner in this field, I had a strong mindset to learn something new as much as I can. I always tried to keep positive mindset in different situations, professional approach, honesty and high dedication level to learn which helped me to be more collaborative with other departments. They always appreciated my working and provided guidelines to be effective in works which encouraged me more to perform appropriately.

## **4.5 New Gathered skills**

During my internship, I had to prepare many documentations related to some core activities of HR Department for various purpose. By doing that my documentation ability has been improved. I emphasized most on improving my communication abilities so that I could cope with the cross functional teams and respective senior colleagues. While posting job circulars in BdJobs.com, I learned how to prepare a job circular for a vacant position. However all institutions under Saic Group maintain all information through inputting in HRIS software developed by SG IT Department. For continuing daily operational activities, all institutions sent various documents through email to the head office of SG. While communication through email with all the institutions, I learned writing official mails and communicating in a professional manner. Critical situations can be occurred sometimes that may create conflicts within organization. I learned from my supervisor how to handle conflicts and respond to mitigate the conflicts through an appropriate communication process with the employees.

## **4.6 Application of academic knowledge**

Despite of being a student of marketing department, I have the depth academic knowledge about Human Resource department. Since we were doing Professional BBA, that's why we are familiar with all departments operation through doing fundamental courses on all business areas. While doing internship in Saic Group, I could relate some of my academic knowledge with the practical work I was performing there which helped me to understand the transformation of my academic knowledge to the practical job that I was assigned for. Though I couldn't contribute much of my academic knowledge for the improvement process of SG because all the decisions were made only by the top management, but I always tried to perform my job in an organized way through combining my academic expertise with the practical job. I also emphasized on developing strong ethical views towards organizational development which I learned in my academic period. That's why I understood how much important is to have strong ethical views in the mindset of employees. These understandings are the outcomes of my academic knowledge that I applied while working there.

# Chapter 5

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## 5. Recommendation

Recommendation can be considered as improvement suggestions for overall organizational development by performing various departmental operations appropriately. After conducting the SWOT Analysis of Saic Group, some critical factors were identified which might affect organizational development. Regarding this, few numbers of challenges and gaps in business operational activities have been identified as constraints to the development of SG. This chapter contains suggestion for mitigating those identified challenges and gaps through developing excellent capabilities to handle critical situations. The purpose of this chapter is to provide valuable counsel for ensuring continuous growth of SG through which identified difficulties can be solved and positive outcomes can be generated. The following suggestions can ensure continuous growth of SG by solving the difficulties to mitigate challenges and gaps in operational activities:

- **Focusing on Employees Retention:** Though strict practices of HR Policies and Service Rules can be found in Saic Group, but some of the policies and rules should be upgraded according to the Labor Law of Bangladesh. Employees face difficulties sometimes to cope with those policies which were not in favor of them. Meanwhile they get frustrated while thinking of that. As a result, employees decide to switch to another job. Frustrated employees can't be productive performer for the organization. That's why SG should upgrade the service rules and policies in favor of employees and add more facilities for employees so that they get motivate to work which will result in producing outstanding positive outcomes. High rate of employee turnover is one of major cause of less organizational growth of SG. So, focusing on retention of employees is must to achieve continuous growth.

- **Analysis of Training Needed:** Training need analysis is another major part where Saic Group need to focus on for improving the capabilities and skills of employees. On the Job Training method only is not sufficient for improving employees. Off the Job Training method should be conducted also by the HR department of SG. After conducting the training need analysis, different training sessions can be organized for those employees who need training requirements to perform his job with more expertise on any particular area. Again, training sessions can be organized for various departments to improve the overall operational activities that can maximize the positive outcome of those departments. Sometimes training is also conducted to motivate employees to be more productive performing their jobs which may result revolutionary growth of SG in the industry of technical education.
- **Developing Cross-Functional Team:** Cross-functional team can be developed through the collaboration of selected employees from all departments of Saic Group. Cross functional team is basically developed by selecting productive employee from all the departments and assigning them to perform collaboratively with each other within the team to accomplish the assigned tasks such as promotional activities, operational activities etc. to be done successfully to ensure the maximum positive output of SG. A cross functional team works so dedicatedly to accomplish the assigned project successfully which directly contributes in the process of organizational growth.
- **Appropriate Resourcing to Conduct Effective Promotion:** Different types of promotional activities have been conducted by Saic Group in different time period. But all of the programs can't produce the expected outputs due to several reasons. The reasons that limiting the promotional outputs can be: insufficient budget for promotion, lack of market research, lack of ability to make proper action plan, insufficient workforce, lack of technological advancements and so on. Sometime SG also failed to conduct effective promotions to produce the expected output due to insufficient resourcing. SG must emphasize more concentration on preparing the appropriate planning and arranging sufficient resources to conduct effective promotional activities such as advertising, market campaigns, brand awareness campaigns, social campaigns etc. Through proper implementation of promotional planning with sufficient resources results successful promotional campaign which can produce the best outcomes.

# Chapter 6

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## 6. Conclusion

Saic Group is one of the largest group of educational institutions which is providing high-quality technical education since its establishment in the year 2002. It started the journey with only one education institute in Dhaka City which intended to provide the engineering education program only. But in recent times, it has become the nation's largest technical group of institutions by combining technical and medical education which is guaranteeing quality learning and practical training related to knowledge of academic area of students. As the nation's most respective and influential educational group, SG committed to educate and enrich the capabilities of children to become global citizens successfully in today's world and tomorrow's leaders. About more than 1,000 administrative and academic staff are currently employed under the SG umbrella.

SG always tried to move forward through a continuous development process after the establishment of it. While struggling in education industry, SG maintained the way of expanding its operations so technically so that a continuous development process can be followed. As a result, SG started to operate a Medical Bachelor Degree College under University of Dhaka, Agricultural College in under Rajshahi University and four Bachelor of Science degree Colleges. Moreover Nursing Colleges of SG are also very popular choice of students in Dhaka, Bogura, Jamalpur and Dinajpur. About 15,000 students are currently continuing their studies in various institutes of SG in all over Bangladesh.

I got an opportunity to do my internship in the department of HR at the Corporate Head Office of Saic Group located at Mirpur, Dhaka. After my joining there, I was closely involved in performing day to day HR related operational activities. Moreover I also worked very closely with the recruitment and selection process of the organization. While working there, I tried to observe attentively the way of responding towards different situations. I got introduced with some of the real corporate world issues and the process of finding practical solutions towards the issues. I found a big comparison between the knowledge that I gained in my academic period

differs from the practical environment of organization. While working with the individuals in the organization, I got to know about some of the official works and the guidelines to perform those tasks properly. While working there, I learned to cope with corporate office environment. Beside that I also got idea regarding development of behavioral competencies of individuals. I had experienced a lot of new things which helped me to enhance the knowledge, skills and capabilities based on performing various tasks and responding to different situations.

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