



**Recruitment and Selection Process of  
Beximco Communications Limited**



# **UNITED INTERNATIONAL UNIVERSITY**

## **Internship Report on Recruitment and Selection Process of Beximco Communications Limited**

**Course Name:** Internship

**Course Code:** INT 4399 (A)

### **SUBMITTED TO:**

**Shayla Khanam**

Assistant Professor

School of Business & Economics

**United International University**

### **SUBMITTED BY:**

**Al Mohaimin Ferdous**

**ID: 111171122**

### **DATE OF SUBMISSION:**

21<sup>th</sup> March 2022

# Letter of Transmittal

21<sup>th</sup> March 2022

Shayla Khanam

Assistant Professor

School of Business & Economics

United International University

Subject: Submission of internship report.

Dear Madam,

This internship report is made based on the "Recruitment and Selection Process of Beximco Communications Limited". Under your supervision, I am very delighted to be able to work.

I got the opportunity to work at Beximco Communications Limited. I worked in the HR department for three months under the supervision of Tabia Zaman (HR Senior Executive). This internship period has helped me to relate and compare academic erudition with the actual-life scene and it will avail me in my future working life. I used information in my report that I got from Beximco Colleagues, internship experience, and the internet. After that, I am very obliged to you for your excellent guidelines in preparing this report.

I hope this report gratifies you and I look forward to hearing from you. I will available to answer any questions and queries regarding the report.

Sincerely Yours,

Al Mohaimin Ferdous

ID:111 171 122

## Acknowledgment

First of all, I would relish expressing my deepest gratitude to the almighty of Allah who provided the moral and erudition me which are needed to consummate this report.

I thank my Honorable Internship Supervisor Shayla Khanam, Assistant Professor, School of Business and Economics of United International University for her magnificent supervision throughout the entire report. Thank you again, madam, for giving me the right direction and exhibiting me on the right pathway.

I am very grateful to the honorable Tabia Zaman (Sr. Executive) & Rubaida Hasin (Executive) of Human Resources of Beximco Communications Limited for their priceless advice and kind effort which help me collect information and data about Beximco Communications Limited. Their worthy collaboration is the undividable part of this Internship Report.

I would relish thanking the management of Beximco Communications Ltd. for providing me with the compulsory documents, official documents, verbal expressions, brochures, etc. which availed me to prepare this internship report efficaciously.

Finally, I would relish to thank and appreciate those who have given me the right direction and the right erudition to prepare my report very well.

## Table of Contents

<b>EXECUTIVE SUMMERY.....</b>	<b>1</b>
<b>CHAPTER-1 (INTRODUCTION).....</b>	<b>2</b>
1.1 Introduction.....	3
1.2 Origin of the Study.....	3
1.3 Objectives of the Study.....	4
1.3.1 Primary Objective.....	4
1.3.2 Secondary Objective.....	4
1.4 Scope of this Study.....	4
1.5 Significance of the Study.....	5
1.6 Methodology of the Study.....	5
1.6.1 Sources of Data.....	5
1.6.2 Sample Size.....	6
1.6.3 Sampling Technique or Procedure.....	6
1.6.4 Data Collection Process.....	6
1.6.5 Data Analysis Technique.....	6
1.6.6 Limitations of the Study.....	6
<b>CHAPTER-2 (ORGANIZATIONAL BACKGROUND AND INDUSTRIAL PERSPECTIVE).....</b>	<b>8</b>
2.1 Historical Background of BEXIMCO.....	9
2.2 AKASH DTH.....	10
2.3 Starting Journey of AKASH DTH.....	10
2.4 Profile of AKASH DTH.....	11
2.5 Vision.....	12
2.6 Mission.....	12
2.7 Tag line.....	12
2.8 Values and Principles.....	12
2.9 Quality Policy.....	12
2.10 Departments of Beximco Communications Limited.....	13
2.11 Organizational Chart.....	14
2.12 Company Interpersonal Relationship and Team Leadership.....	15
2.13 Corporate Social Responsibilities.....	15

<b>CHAPTER-3 (FINDINGS OF THE STUDY)</b> .....	<b>17</b>
3.1 Current Human Resources Management System.....	18
3.2 Recruitment Process of Beximco Communications Limited.....	18
3.3 Functions of Recruitment in Beximco Communications Limited.....	19
3.4 Sources of Recruitment.....	19
3.4.1 Internal Sources.....	20
3.4.2 External Sources.....	20
3.5 Selection Process of Beximco Communications Limited.....	22
3.6 Joining of the Candidate.....	24
3.7 Summery of the Recruitment and Selection Process of Beximco Communications Limited.....	26
<b>CHAPTER-4 (INTERNSHIP EXPERIENCE)</b> .....	<b>27</b>
4.1 Learning.....	28
4.2 Significant Pleasant or Unpleasant Incidences.....	28
<b>CHAPTER-5 (RECOMMENDATIONS AND CONCLUTION)</b> .....	<b>29</b>
5.1 Recommendations.....	30
5.2 Conclusion.....	31
<b>APPENDIX</b> .....	<b>32</b>
References.....	32
Questionnaire.....	33

# Executive Summary

This report is a reflection of my cognition, experience, and observation which I earned from my internship program at Beximco Communications Limited. This internship program help me to learn about the company's actual situation and HR practices, especially the company's recruitment, and selection process.

Beximco Communications Limited is a sister concern of Beximco Group. It has fetched a "Direct-to-Home" (DTH) service to give the Bangladeshi people a world-class television viewing experience. DTH is a new technology that receives live television signals from satellites and delivers HD-quality images and sound.

This report is made specifically on Beximco Communications Limited's recruitment and selection process. This report has five chapters-

**The 1st chapter** is focused on the introduction, origin, objectives, scope, significance, methodology, and last part of this chapter- limitation of the study.

**The 2nd chapter** is focused on the grounding and industry perspective of Beximco Communications Limited. In this part, I have described an overview of this organization, vision, mission, objectives, and activities.

**The 3rd chapter** is focused on the findings of the study (HR activities). This section focuses on the recruitment and selection process of Beximco Communications Ltd. and I describe the entire recruitment and selection process of Beximco Communications Ltd. It contains- functions and sources of recruitment process of Beximco Communications Limited, the Selection process of Beximco Communications Limited, joining of the candidate, and a summary of the recruitment and selection process.

**The 4th chapter** is focused on my internship experience in Beximco Communications Limited.

**The 5th chapter** is focused on the recommendations and conclusion of this report. In this part, I have given some advice as recommendations.

Beximco Communications Limited is following the 'Recruitment and Selection Process' properly. They give more priority to the experienced people in their recruitment process rather than the fresher. They also prefer internal sources of recruitment then the external sources. If they have needed to go for the external sources of recruitment then they follow some steps- need assessment, checking the recruiting option, advertisement, written test (if needed), interview, sorting application, selection, orientation, and follow up. They are very careful to choose the right people at the right time and for the right job. However, Beximco Communications Limited has some limitations and gaps in its recruitment and selection process. In my point of view, I have given some recommendations in the last part of this study and also the conclusion, which will increase the efficiency in the HR department.



# **Chapter-1**

## **Introduction**



## **1.1 Introduction:**

HRM has always focused on people and expressed concern about their level of management. Within a company, the most important responsibility of human resource management is to create and implement human resource policy. Human resource policy assists management in making decisions about human resources. HR policies are employee recruitment and selection, leave, employee transformation, performance appraisal management, pay and compensation benefits, employee training and development, employee motivation, and so on.

Our business world is constantly changing. With the vicissitude in company policy, the human resources department must be prepared to acclimate to the expeditious impact of business conditions. Every organization and every industry will remain in this progressive world by adopting different strategies. Most of the companies are now utilizing Human Resource Information System (HRIS) in their operations to be more effective and efficient than others. Some companies even start their business with conversion programs. This study is based on the current working situation of Beximco Communications Limited. I have focused on the current human resource practice of the recruitment and selection process at Beximco Communications Limited.

## **1.2 Origin of the study:**

At the last trimester, an internship program is a requisite to the BBA students of United international University for consummate the graduation. So, this study is one of my prerequisites for fulfillment of the internship program of my University Business School.

The main purport is to get exposed to the future careers of the students. In the internship program, the main challenge is to understand and relate theoretical knowledge to real-life experience. The objectives of the internship program are-

1. Gather real-life erudition about the specific work.
2. Get a chance to gather experience and knowledge about the real-life corporate scenario.
3. To get a chance to relate the real-life experience to the bookish knowledge.
4. Meet the requirements of the BBA course of the university.

This study is reflection of my 12 weeks internship program conducted in Beximco Communications Limited. Prepares and submits an internship report on requirements for students of the BBA program at United International University. For this reason, I am responsible to submit this report on "Beximco Communications Limited's Recruitment and Selection Process". The report additionally includes information on their products, an overview of Beximco Communications Ltd., and the services which they provide to satiate their customers.

### **1.3 Objectives of the Study:**

My study has two objectives. Based on these, I have prepared this study. They are-

#### **1.3.1 Primary Objective:**

The primary objective of this study is to investigate the methods of recruitment and selection process followed by Beximco Communications Limited.

#### **1.3.2 Secondary Objective:**

1. To understand the whole steps of recruitment and selection process of Beximco Communications Limited and also gather the full view of HR practices of this organization.
2. To collect information, analyzes HR activities and scrutinize the recruitment and selection process of Beximco Communications Limited.
3. To experience the recruitment and selection process followed by Beximco Communications Limited and assess the current system.
4. Get a chance to relate with the bookish erudition to the genuine-life scenario of the recruitment and selection process of Beximco Communications Limited.
5. To make some recommendations on the basis of detected problems of Beximco Communications Limited.

### **1.4 Scope of this Study:**

This study is sort of an actual-life case study, which designates it as the illustration of the actual scenario of Beximco Communications Limited. For this reason, the scope of this study is bounded. The first scope of this study is to have applied experience about how this study is done in the business fields. This study has covered only the whole recruitment and selection process of Beximco Communications Limited. It was one of the components of my academic program to amass experience and cognizance about Beximco Communications Ltd.'s HR practice. So, I understand the actual life continuity of the business world. However, this study does not go into the depths of Beximco Communications Ltd.'s HRM practice. At the end of the study, it only goes on to make some recommendations and conclusions which is one of the limitations of this study.

## **1.5 Significance of the Study:**

This study acts a role which is very much important and it will be very useful for the HR department, employees and the whole organization. They could understand about the ongoing HR policies of Beximco Communications Limited and as well as how they can improve to be better. At the last part of this study, some recommendations I have given which I think and I believe these might be helpful to the Beximco Communications Limited to perform better from others.

## **1.6 Methodology of the study:**

The study is driven through a systematical process that commences from the commencement of the subject to the extension of the final reports. To collect the data for this report, primary and secondary sources have been used. The undisputed part was to classify and gather information; They were categorized, tested, elucidated, and submitted in an organized way to identify key points.

### **1.6.1 Sources of Data:**

All the data are accumulated from primary and secondary (both) sources. They are-

#### **a) Primary sources:**

- Observe the procedure of human resource department activities of Beximco Communications Limited.
- Personal interview and discussion with executive and senior executive of Beximco Communications Limited by using a prepared questionnaire.

#### **b) Secondary sources:**

- Official Website
- Internet
- Newspaper
- Official Records
- Textbook

### **1.6.2 Sample size:**

Since the number of employees in the HR department of Beximco Communications Limited is comparatively less than other departments so my sample size is only two. I have collected my data from the executive and senior executive of the human resource department of Beximco Communications Limited by arranging a personal interview.

### **1.6.3 Sampling Technique or Procedure:**

In this study, the procedure of purposive sampling was used. Information had been collected using a purposive sampling procedure used to recognize the recruitment and selection process of Beximco Communications Limited. Therefore, two members (executive and senior executive of the Human Resources department of Beximco Communications Limited) willingly participated in this study.

### **1.6.4 Data Collection Process:**

For collecting data, I have prepared a questionnaire. By using this questionnaire, I asked my question to them and collect my data in the personal interview. I have also used experience and observation method to collect data.

### **1.6.5 Data Analysis Technique:**

In this study, I have used Qualitative data analysis technique because here data has presented as words and descriptions.

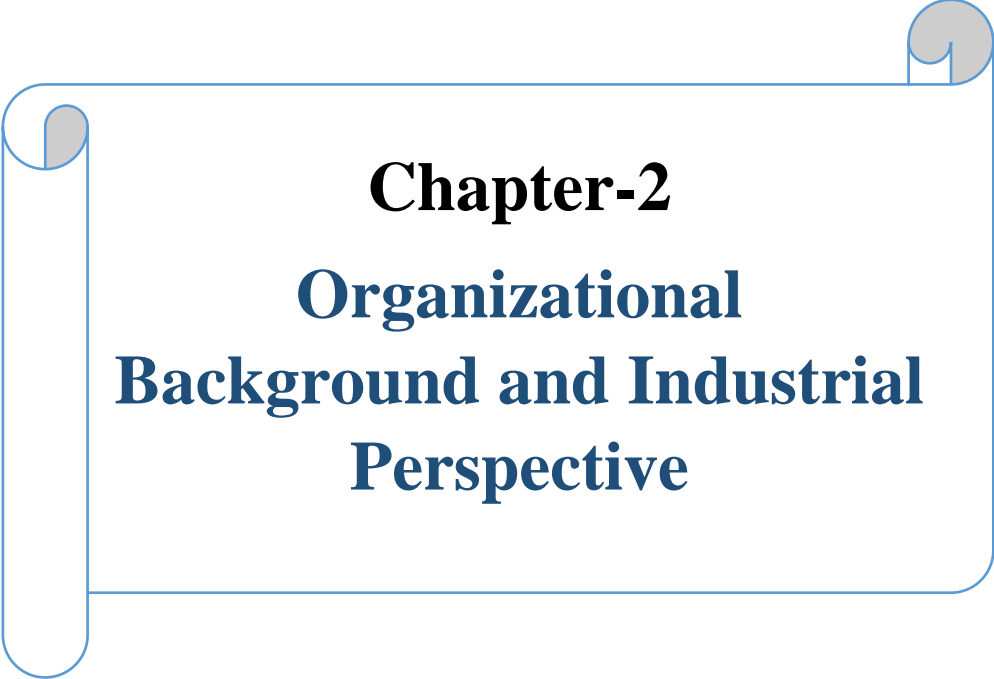
### **1.6.6 Limitations of the Study:**

I am very much lucky to get an opportunity to prepare my report based on the recruitment and selection process of Beximco Communications Limited. I have tried my best to prepare my report well-informed. But lamentably, I encountered some problems while preparing my report. I have endeavored my caliber best to subjugate these difficulties. But some issues have hampered the work of my expected report:

- 1. Limitation of time:** My first circumscription was the time constraint. Due to the constraints of time, the sample size of my study was pretty small. Due to lack of time, it was not possible to analyze a large number of samples. My working period was only 12 weeks. This bounded time is not enough to explicit and finish this study properly.
- 2. Data insufficiency:** Since all the officers of Beximco Communications Limited were very much engaged with their work, they are not always available to contribute their

time and as well as information. On the other hand, all strategic and organizational information is not possible to collect.

- 3. Fear of disclosure:** Another limitation is some employees feel the unwillingness to provide feedback. They think that their information is so much confidential enough and could not come well for their organization if they share any data with the external world.



**Chapter-2**  
**Organizational**  
**Background and Industrial**  
**Perspective**

## 2.1 Historical Background of Beximco:

Beximco Group is the most astronomically immense private-sector group in Bangladesh. It was founded in 1970 by two brothers - Ahmed Sohail Fasihur Rahman and Salman Fazlur Rahman. From day one, the group has evolved from a primary commodity trading company into a leading, privacy warfare group, with a presence in the industrial sector that accounts for about 75% of Bangladesh's GDP. Beximco Corporate's mission is to 'take Bangladesh to the world'.

As it has grown over the years, the flagship platform has operations and investments across a variety of industries, including pharmaceuticals, textiles, PPE, real estate development, ceramics, construction seafood, trading, information and communication technology, media, DTH, energy, and financial accommodations. Beximco sells its products and services not only in the domestic market of Bangladesh but additionally in the international market. Bangladesh's private sector is the most astronomically immense employer and employs more than 70,000 people ecumenically.

The denomination 'Beximco' has now become one of the most apperceived brands in Bangladesh. It is synonymous with faith, innovation, and quality. The Beximco Group consists of 4 publicly traded and 16 privately operated companies. The publicly traded companies are Beximco Pharmaceuticals Circumscribed, Bangladesh Export Import Company Limited, Shinepukur Ceramics Limited, and Beximco Synthetic Limited. The group's total revenue expands to about 2 billion annually.

Beximco is one of the most astronomically immense vertically integrated textile and garments companies in South Asia. For the domestic and export markets, the textile division is a plenary integrated manufacturer of cotton and polyester coalesced garments for men, women, and children. It is the most sizably voluminous exporter of pharmaceuticals in Bangladesh with a presence in 55 countries. Beximco Pharmaceuticals Division manufactures and sells generic pharmaceutical formulation products, intravenous liquids, and active pharmaceutical ingredients. Beximco Group is the most immensely colossal exporter of ceramics in Bangladesh.

The state-of-the-art manufacturing facilities located in the vicinity of Dhaka provide the group with a very affordable engendered base. Most of its plans are in the Beximco Industrial Park, a vertically integrated self-contained facility. This facility provides yare access to captive power generation, liquid nitrogen, dihydrogen monoxide purification, wastewater treatment, and other rudimentary infrastructure. Beximco Group's ecumenical clients include Chevron, BT, Calvin Klein, H&M, JC Penney, Zara, Macy's, UNICEF, Royal Doulton, and Villeroy & Boch.

Beximco Communications Limited has introduced the first "Direct-to-Home" (DTH) service and has provided a world-class television viewing experience to the people of Bangladesh. DTH is digital technology. It sanctions its viewers to receive live television signals from the satellite with both HD quality images and sound.

Beximco recently launched its incipient vertical, the Beximco division, which is responsible for maintaining the highest grade of internationally certified PPE products for medical use.

In the domestic and ecumenical markets, Beximco is well-situated to capitalize on vigorous magnification across the industry. Each group of the company is managed by an independent and professional team with a consequential depth of experience. The management team has a clear strategic plan that will further fortify the overall platform. Beximco diversifies its activities in a profound, highly remuneratively lucrative sector for its market position and ecumenical scale, capitalizing on domestic magnification opportunities and selectively advancing international opportunities.

Beximco Group perpetuates to make consequential contributions to Bangladeshi society in apperception of its corporate prosperity and shareholder value engendered. Sponsor organization - "Prash" is a specialized organization that works for the overall development of children with gregarious inculcation needs. "Gano Sahajjo Ganastha" provides inculcation for the underprivileged. The Beximco Group has withal been instrumental in fortifying the world of sports. Beximco was the official sponsor of the Bangladesh national cricket team for the 2011 ICC World Cup 2011 and the official designation sponsor of the FIFA convivial match between Argentina and Nigeria in September 2011.

Beximco, of course, is not incipient to the communications industry. It launched Independent Television in October 2010. The television channel withal has an official website that was launched in February 2012 and has been one of the most popular news websites in Bangladesh ever since. However, Beximco is endeavoring to stay in Bangladesh which has not yet been purchased, and it is a direct-to-home (DTH) system in the homes of the people of Bangladesh so that they can relish high definition and high-quality channels at very affordable prices. This system will truncate reliance on local cable network providers as well as increase competition and efficiency.

## **2.2 AKASH DTH:**

Akash is the first licit direct-to-home (DTH) service. It was launched by Beximco in Bangladesh on April 17, 2019. Akash DTH's primary goal is to win millions of people's hearts and minds with its commitment to quality services that will revolutionize the country's regalement industry. On the customer's premises, Akash DTH signals are received directly from the satellite by the dish installed. To connect to the television and dish in Akash DTH, customers will also need a setup box. The highest priority of the Akash DTH service is to increase the TV viewing experience of the people of Bangladesh. They always want to give customers a TV viewing experience by providing technological innovation series and excellent customer support services all over Bangladesh.

## **2.3 Starting Journey of AKASH DTH:**

RealVU was launched by Beximco Group in 2016 before Akash. Due to some challenges, unfortunately, RealVU failed and stopped the transmission on October 1, 2018. The main



reasons for failure are poor quality set-top boxes, inadequate planning, faulty building method (initially), incorrect sales delivery setup, material disruption, and poor after-sales service. Before launching Akash DTH, Beximco identified its problems and causes of failure. Based on providing high-quality products, best value for money in the current market with convenient payment and research mediums, Akash is better than RealVU.

## **2.4 Profile of AKASH DTH:**

**Legal ownership:** Private company.

**Launching date:** 16th April, 2019.

**Available on commercially:** 19th May, 2019.

**Owner of AKASH DTH:** Beximco Communications Limited (A sister concern of Beximco Group).

**Industry:** DTH satellite TV and Pay TV.

**Services:** Live Broadcast Satellite and Pay Television.

**Channels:** 120 channels and 40 high-definition (HD) channels.

**Price:** Subscription fee- 399 Tk per month and connection fee- 3,999. Customers get the basic standard package includes an HD set-top box, multifunction remote control unit, heat and rain resistant KU (KurzUnten) band dish.

**Authorized retailers' coverage:** Covers 48 districts and 1900+ retail stores.

### **Features:**

- True HD in Akash fire picture is sharper, clearer, has more details and high resolution. It also provides 5x sharper picture quality and digital quality sound.
- 24/7 professional customer service.
- Easy option to recharge more than one.
- Interesting interface with user-friendly experience where included program guide, channel listing, program reminder, parental control, program video recording and multi-screen TV solutions.

**Contribution in Bangladesh:** Akash will increase the revenue of the government and it provides advertisements on foreign TV channels.

**Digital marketing agency:** Lie to Eye.

## **2.5 Vision:**

Our vision is to significantly increase the quality of home entertainment in Bangladesh.

## **2.6 Mission:**

Our mission is to carry out the best standards of TV service quality to be viewers throughout Bangladesh and to empower Bangladeshi viewers with high-quality pictures, TV services choice, convenience through this wide layout of Channels and interactive features.

## **2.7 Tag line:**

“লাইফ এখন রিয়েলি রঙিন” is the tagline of Beximco Communications Limited. By this tagline, they endeavor to give a message to the customers that they are committed to distributing the customer’s life colorful through its promising quality and variation of service.

## **2.8 Values and Principles:**

There are three pillars of values and principles. They are- the welfare of the consumer, the employee, and the society. Beximco Communications Limited always works for the betterment of society to fulfill its responsibility. Despite being a mercantile organization, it does not always seek its profit, rather it endeavors to focus more on the perfection of its advertisements to the society and so has a vigorous sense of responsibility towards its customers, the people, and the society holistically. These core values and principles are reflected in the day-to-day quality policy and business activities.

## **2.9 Quality Policy:**

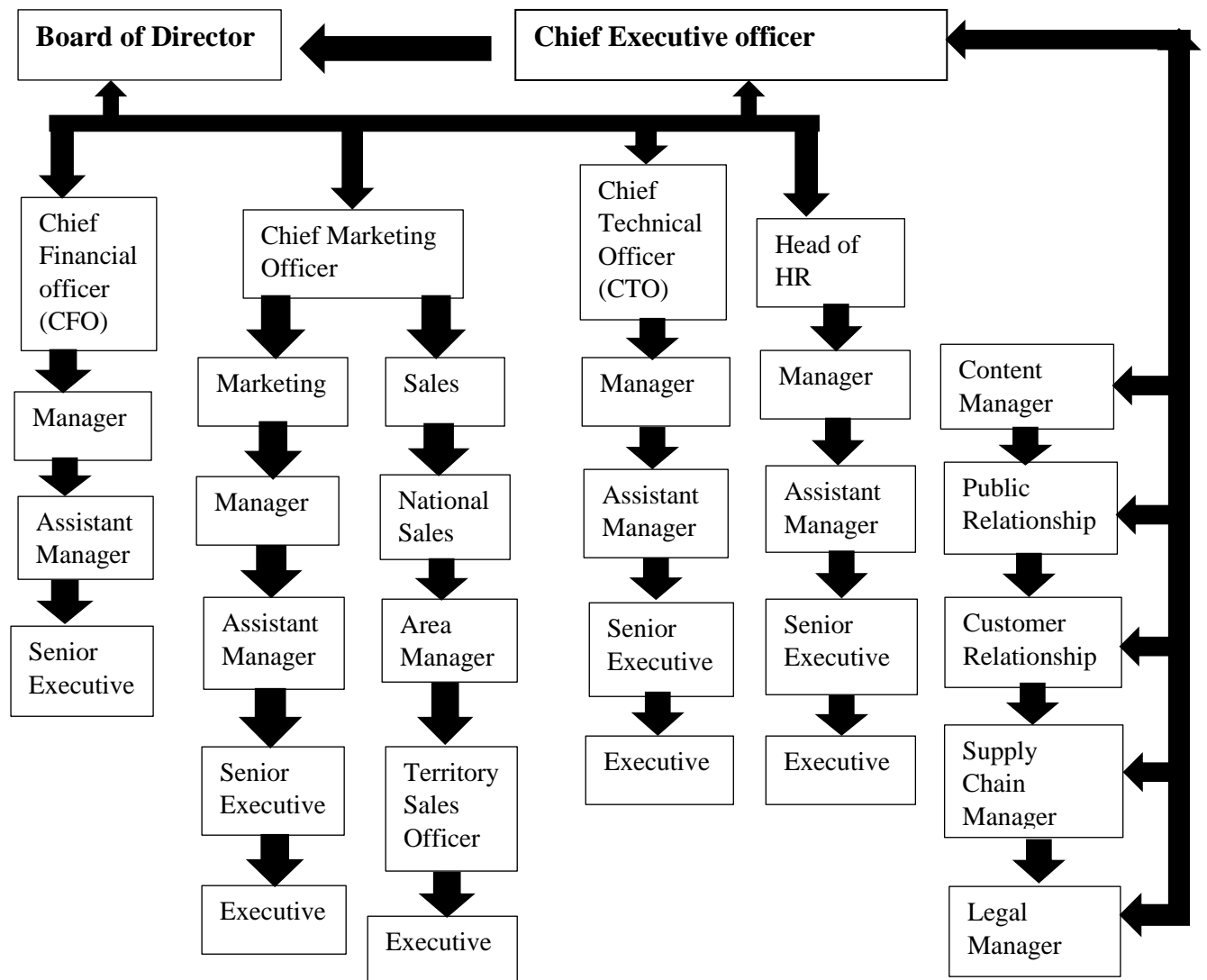
1. Very concerned about every endeavor to provide maximum satisfaction to consumers and understand the need to achieve market leadership.
2. Do not compromise to give good quality products to the customer's hand.
3. Always give the solution to the customer's problems 24/7, do not compromise to give quality service, and always give priority to the customer first.

4. Set a refund policy for the set-top box. The customer has the opportunity to return the set-top box to Akash in a fully functional state. Refunds will be calculated at a depreciation rate of 2.5% per month to follow Akash's policy
5. Through continuous employee training and maintaining a conducive work environment to achieve committed quality.

## **2.10 Departments of Beximco Communications Limited:**

1. Sales and Distribution
2. Accounts and Internal Control
3. Finance and Planning
4. HR, Regulatory & Admin
5. Customer Experience
6. Engineering
7. Technical services
8. Marketing and Business Development
9. Broadcast System
10. Business System

## 2.11 Organizational Chart:



## **2.12 Company Interpersonal Relationship and Team Leadership:**

How well employees communicate and communicate in a business context in a corporate environment, is called the term of interpersonal relationship. Having a strong interpersonal relationship skill not only informs us of the informal rituals but also motivates us for motivational careers and social progress. For any corporate prosperity, team leadership is very essential and it is one of the valuable qualities of an individual.

Beximco Communications Ltd. is no other various for like that standard. Albeit team leadership and interpersonal relationships differ from department to department and also to the criterion of this department. Beximco Communications Ltd., for example, has a small space for the team and interpersonal leadership in the operations and logistics division. However, other divisions, such as the HRM division of Beximco Communications Ltd., have a strong interpersonal relationship between each of the divisions, not just their own. On the other hand, the content section of Beximco Communications Ltd., where individuals have to keep in touch with different channel providers and coordinate with Beximco Communications Ltd.'s customer management should not be mentioned as the sole purpose of this employee in this organization is sales and ensuring there is a constant flow of consumer satisfaction. For this reason, Beximco Communications Ltd. has a highly interpersonal relationship between content development and Beximco Communications Ltd. customer management highly team leadership-oriented and other colleagues.

Beximco Communications Ltd has always believed in teamwork and relies on effective team-based research to better perceive the market they are endeavoring to enter. Since Beximco Communications Limited is the first company to bring Direct-To-Home services to the country, they rely profoundly on the combined efforts of all its employees.

## **2.13 Corporate Social Responsibilities:**

### **Employment Generation:**

- Recruit more than 8000 perpetual employees, ascertain their perpetual prosperity and safety.
- Aware of employment equivalent opportunities, the outcome for these is 50%, female workers.
- Keep the gregarious work environment and consequently low turnover rate and here's a highly inspired workforce.

We know that Beximco Communications Limited is a sister concern of the Beximco Group. So, on behalf of Beximco Group, they always work for society as their corporate social responsibility. They think that a company can be seen not only in terms of financial success and achievement but also in a profound relationship with society. There are some corporate social responsibilities-

1. Donation for clean water management.

2. Donation in calamities.
3. Donation in constructing DAM.
4. Donation in hospitals and providing free medical treatment.
5. Donation in use of birth control products.
6. Donation in AIDS awareness.
7. Donation to Schools, Madras and Mosques.
8. Donation to education.
9. Alleviation of poverty.
10. During natural disasters, relief works for re-habitation supports.
11. Entertaining industrial attachments for learners.
12. Accommodating internship program.
13. Conductive sports and cultural activities.



## **Chapter-3**

### **Findings of the Study**

### **3.1 Current Human Resource Management System:**

Engendering an environment where propitious people can do work more, the HRM department is assigned to position qualified individuals and professionals and analyze assessments to ascertain the efficiency of selected manpower to match the work assigned to them. The organization has articulated and implemented more extensive human improvement and employee training techniques. The driving force coordinates the organizational system and strives to be the aim of excellent team development in the industry.

### **3.2 Recruitment Process of Beximco Communications Limited:**

Recruitment is a process where employees are recruited, evaluated, and hired for an organization. This process involves four steps. These are job analysis, sourcing, screening and selection, and onboarding.

The recruitment process is the utmost common and major ingredient for any organization. The major important part of any recruitment process is to recruit the most qualified candidate for that company. How proficiency the management can manage their profession and give standard service to their customers depends on the success of any organization. Keeping that destination in mind is the main motive for maintaining a well-organized recruitment process in the organization. The process that Beximco Communications Ltd. tries to do is as follows:

Until or unless there is an employee requisition order from any department, the Human Resources Department of Beximco Communications Limited does not customarily hire employees. Each department will submit a request order to the Human Resources Department regarding the number of vacancies and recruitment for certain vacancies. The HR department then proceeded with the process of compiling a job description. In the job description, the human resource department of Beximco Communications Ltd. describes the qualities, experiences they want, and other important aspects of the vacancy. They always follow stringently in the recruitment process to clearly define the position objects, requisites, and designations of the candidates as they find the right person for their company. The HR department then publishes advertisements for all the positions that are available and there are employment chances for that company. The Human Resource Department of Beximco Communications Ltd. always prefers internal sources for staff recruitment. But sometimes they withal use external sources and they publish their advertisements for online job search on platforms like LinkedIn, bdjobs.com, etc. or they take help from their CV bank or go to well-known employment agencies. Using internal and external sources, Beximco Communications Limited believes that they are very satisfied to find the right person for their company.

After that, the candidates applied for the vacancy. Candidates are then shortlisted for further advancement in some of the steps. Candidates then take part in a written test, if a written test is required. They then conducted an interview session. After the interview session, Beximco Communications Ltd. selects the right candidate.



Since Beximco Communications Ltd. is almost a new company and they want to be big in the first place so they always prefer experienced workers instead of freshers. For this reason, sometimes they prefer former employees to re-employ him.

The HR division of Beximco Communications Limited takes an average of 20 to 30 days to complete the entire recruitment and selection process for any candidate. They always do timely recruitment and selection process and they are very gratified with this whole recruitment and selection process. In the Covid-19 situation, they do their whole process online.

People can find out about the vacancies of Beximco Communications Ltd. through both internal and external sources.

### **3.3 Functions of Recruitment in Beximco Communications Limited:**

- Need Assessment
- Defining the position description
- Checking the recruiting options
- Advertisement
- Screening and Shortlisting Applications
- Written test
- Selection interview
- Reference Check
- Background Check
- Employment decision (Application Bank)
- Pre- employment medical check-up
- Offer letter
- Orientation
- Placement
- Follow –up

### **3.4 Sources of Recruitment:**

Based on the job category of the vacant position, Beximco Communications Ltd has three ways of recruiting. Beximco Communications Limited's hiring process is categorized into three types, based on job grade or group. They are-

1. Entry level management.
2. Mid/Senior level management.
3. Graded staff or non-Management staff.

### **3.4.1 Internal Sources:**

Beximco Communications Ltd. may have a suitable person for the job required to work. If there is then the management of Beximco Communications Limited will transmute this person to this job or give a promotion for this replacement. Management only goes for the second step, if there is no such person inside the company.

#### **Job posting programs:**

The Human Resources Department of Beximco Communications Ltd. became involved when promoting job apertures to employees through the Job Posting Program. It appries employees about the opening and obligatory qualifications and invites qualified employees to apply. Descries are conventionally posted on the company's bulletin board or in the company's newspaper. Qualifications and other information are taken from job analysis information.

Job posting purports to embolden employees to be promoted and transferred so that the Human Resource department can avail to fill up the internal gaps and consummate the personal objectives of the employees. Not all job apertures are posted. On the other hand, entry-level positions, senior management, and top staff positions can be occupied through excellence or external recruitment. Job postings are very prevalent for lower calibers, such as clerical, technical, and supervisory positions.

#### **Internship:**

Based on previous performance, sometimes Beximco Communications Limited takes the interneer as a permanent employee after the period of internship. They consider it as an internal source of the recruitment system.

### **3.4.2 External Sources:**

Considering all the above options, Beximco Communications Limited goes for external recruitment if required. The person who fills the best for his skills, qualifications, and experience, will have to fill up the required vacancies for this position. Consequently, if Beximco Communications Ltd. does not have a candidate who is congruous for the position, then external advertisements should be given to magnetize probable candidates. Some external sources are-

#### **Advertisement:**

Beximco Communications Limited puts their advertisements in the national dailies (both Bengali and English) to magnetize talent from the market. bdjobs.com and LinkedIn are the main sources for collecting potential candidates. In newspapers, they usually give two types

of advertisements. Sometimes they only mention the GPO box number and keep it anonymous in ads. To evade undesirable pressure from stakeholders for the employment of their desired candidates is the main purport of secret identities. But in this way, the company could lose aptitude in the market. Those who applied for the same post knew the denomination of the company, Beximco. Because the quality of the candidate was a very consequential factor for them to consider, Beximco Communications Ltd. kept the identity open in their recent job advertisement. Beximco Group reveals the identities, the company endeavors to magnetize the best potential candidate among others.

### **Employee referrals:**

Employee Referral is another source for Beximco Communications Limited. In employee referrals, utilize personal acquaintances to identify job opportunities. It is a kind of reference from a current employee regarding a job applicant. Employees working in the company are emboldened to recommend the designations of their friends working in other companies for possible vacancies in the future.

### **Employment agency:**

For an applicant, who is considered eligible for further evaluation and final selection, and employment agency always prescribes that. They can effectively screen and try to fill the position. An employer must be as categorical and precise as possible when telling a position and its placement in an employment agency. For hiring non-management level, Beximco Communications Limited always use an employment agency for hiring purpose.

### **CV Bank:**

In addition to Beximco Communications Limited, each company has a CV bank where shortlisted CVs are kept. Before calling for an interview, the CV has checked to see if the candidate is suitable enough for the required job.

At the end of the recruitment process, one more portion commences, that is the selection process.

### **3.5 Selection Process of Beximco Communications Limited:**

At Beximco Communications Ltd., the selection is the process of amassing information to evaluate and decide who should be hired for a particular job in this organization.

#### **Receipt Applications:**

This is the first selection hurdle to join Beximco Communications Limited. After the advertisement, the candidates either send their CV in the application form for a categorical vacancy. The HR division of Beximco Communications Limited amasses job applications against each job vacancy. During the advertising period, candidates get a specific time to apply. Each job is closed for applying after a certain period.

#### **Screening and shortlisting applications:**

The replications to the ads in the HR section of Beximco Communications Ltd. were shortlisted and screened. At that time, CVs and letters are judged. The inscription style and language in the covering letter, the quality of the letter, and the aspects that are accentuated in the advertisements are judged by the HR department. Depending on their relative consequentiality, different weightiness is given to the selection procedure mentioned in the main designation. For example, peregrine universities in Australia, the UK, the USA, etc. give more priority and consider it as the highest weight and best in the country, as well as edifying institutions like IBA, BUET, Dhaka University, give the highest consequentiality among the locals. Based on the presence of factors, such as experience, edifying degree, knowledge about computers, etc., the growing weight for all applicants is calculated and a shortlist of the top candidates is compiled. However, Beximco Communications Ltd.'s Human Resource officials study the CVs with the pertinent line manager to optically discern if any of the valuable decision-making parameters mentioned in the CVs are missing. Candidates selected on the shortlist are then called for a written test (if required) or go directly to the interview session.

#### **Written test:**

In every recruitment process in the public-private sector, a written test is a regular part. Typically, this is managed for the maximum number of job positions. The top management of Beximco Communications Ltd. has faith that before the interview session, the written test has demonstrated to be an efficacious and utilizable implement for selecting the desired candidate. The main reason for conducting a written test is to know the level of knowledge of the candidate about the required field.

#### **Selection interview:**

Then qualified/shortlisted candidates will be following through a hard selection process that contains three interviews. Here are three interviews:

- **Behavioral Interview:** Beximco Communications Ltd. is contacted for a behavioral interview to optically discern if the candidate is the best suited to meet up with the authoritative ordinance, to optically discern if the person to be employed can manage the pressure of the work position. The HR division of Beximco Communications Limited confirms in this interview that the candidate is capable of cope-up with the rules and regulations of the company and the company's working system.
- **Functional interview:** When the candidate is qualified or recognized at the beginning stage of the interview (behavioral interview) then the functional interview arises. Interviews with Beximco Communications Ltd. go a long way in determining whether the candidate is qualified sufficient to grip the position of that company here. Whether or not the candidate is plenary understandable about the job for which he has been appointed and whether the candidate brings any credible assessment for the organization.

In the functional interview session, the interviewer also asked two common types of questions-

- **Situational-based Questions:** Here, the interviews asked candidates about the hypothetical situations they might face in the job market and how they would respond and resolve those situations.
  - **Experience-based Questions:** In these questions, the interviews fixate on categorical examples of the candidate's antecedent work experience and their responses to previous circumstances that pertain to the job.
- **Top management interview:** This interview conventionally occurs when the job post in question is in top-level management. For this reason, this interview is somewhat isolated from other interviews. This interview is not applicable and is not required if the candidate is hired for an entry-level position. In this interview, the CEO of the company is involved and this interview usually takes place at the top of the company.

Generally, Beximco Communications Limited do their interview face to face in their office but in this Covid-19 situation, they have conducted their interview and all procedure online. In this pandemic situation, they prefer online interviews now rather than offline face-to-face interviews.

### Reference Check:

By checking the references, Beximco Communications Limited obtains information and opinions about the suitability for the character, job location, and quality of the person. It can help to know how a candidate has performed in the past. This is an opportunity to collect information from candidates through their resumes and interviews. The candidate's written and oral (both) references may be falsified so the information obtained should be double-checked otherwise. For example, verbalizing with the candidate's manager or other employees, with whom they have worked, should withal examine the internal candidates. It

may be very much precise and efficacious to take the opinion of a referee who has worked for an elongated period than the valuation of one to two hours of the interview to the candidate.

### **Background Check:**

The HR division of Beximco Communications Limited always checks the background of their new employees. It is a measure used by a person or organization to display what a person claims to be. This is important because it provides an opportunity to justify a person's criminal record, employment history, educational background, and other past activities to prove their credibility.

### **Employment Decision:**

If the candidate does not have any quandary with the terms of employment and the terms and conditions of the company which is talked about in the final interview, then he is given a blank application. This blank application is a usual format of employee information where all the information the organization wants about employees are included. In addition to the candidate's CV, he/she has to fill up this blank and then submit it. After all the process and selection of candidates, the HR department of Beximco Communications Ltd. took 7 days to join him.

### **Pre-employment medical checkup:**

The selected person will have to go through a consummate medical checkup after submitting the application and CV which guarantees him his physical fitness to perform the job prosperously. Thus, every new employee of Beximco Communications Ltd. undergoes a medical checkup following the organizational rules before joining the company.

## **3.6 Joining of the Candidate:**

After consummating all the procedures, the HR department of Beximco Communications Ltd. requested the selected candidates to bring all their academic and qualified credentials together with their anterior job separation confirmation application and other cognate papers.

### **Offering the role:**

The candidate is specified by an offer letter where job responsibilities, salary package, utilities are designated when the health check is completed and it will be provided by the company. Even selected candidates have the opportunity to withdraw from the job offer at this stage. He always feels free to discuss the salary structure, benefits, or other issues that may arise. The doors are always open of the HR department of Beximco Communications Ltd. for any kind of germane discussion.

**Verbal Offer:**

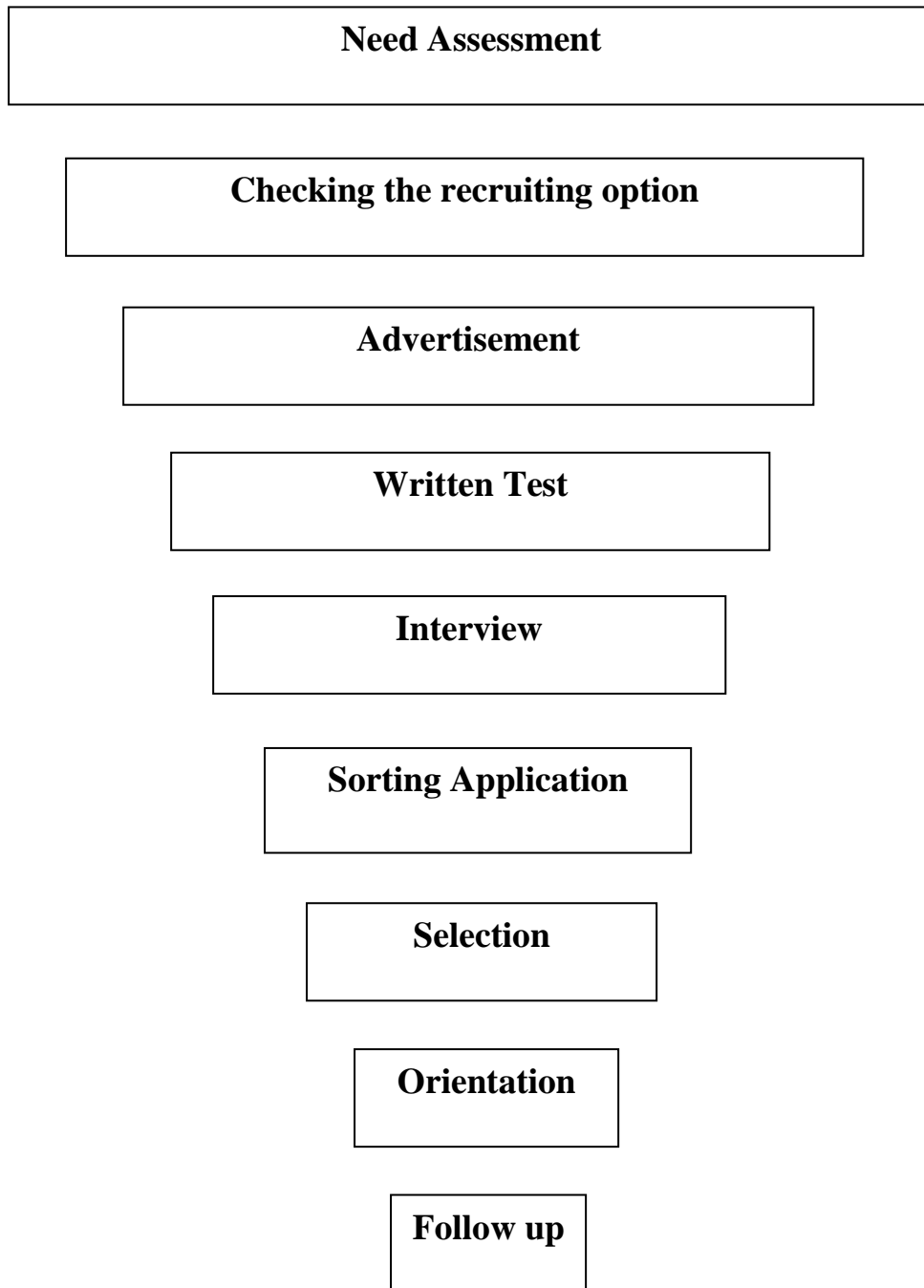
When the medical and reference check is completed, the candidate is given a verbal offer of a role. The discussion should cover the following-

1. Say the candidate that the HR department is like giving him or her a job.
2. Praise him or her with congratulations.
3. Tell them about the compensation and other benefit packages that are being offered.
4. Enquire them if they are blissful with it.
5. Enquire them if they are orally accepting the job position.
6. Apprise them that an indited offer letter and an initial bundle will be sent to them.

**A written letter of offer:**

An inscribed offer letter should be sent to the candidate. The felicitous letter of the proposal is organized, when the candidate orally accepts the job position. This offer letter should be sent within 2 days of making the verbalized offer to the candidate. In addition to the offer letter, a successful candidate will be sent an initial package. Notice of persons and appointments starting at their new location at least one week in advance will be posted on the notice board or website.

### 3.7 Summery of the Recruitment and Selection Process of Beximco Communications Limited:







## **Chapter-4**

### **Internship Experience**

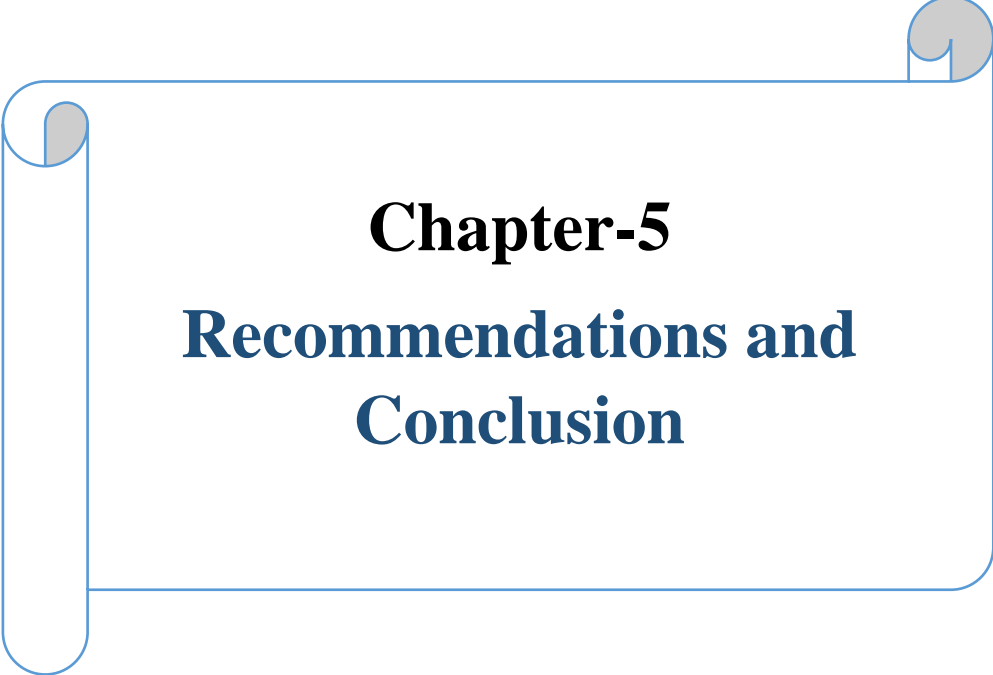
## **4.1 Learning:**

I have done an internship in the Human Resource Department of Beximco Communications Limited. It was a part of my academic program. During my internship program, I gained an abundance of experience in the corporate environment and corporate culture. My major subject is HRM so I worked as an intern in the HR department where I learned several human resource practices from Beximco Communications Limited. I have done my task mainly employees' personal file maintain. Some major documents of each employee are needed for keeping in the office. For this reason, HR department create a personal file of each employee. The major documents must need to keep in the personal file, such as appointment letter, educational certificates, extra-curricular activities certificate, photocopy of national ID card, TIN certificate, character certificate, offer letter, insurance documents, physical health certificate, preceding experience certificate, employee's date of birth, reference check, file checklist, employee information form, etc. In my internship period, I prepared those documents and file them sequentially.

At Beximco Communications Ltd., all employees from lower to higher levels are firmly connected and communicate with each other daily. For this reason, higher-level employees know about the work performance of lower-level employees and if they face any problem in their work then higher-level employees try their best to solve those problems in a short time.

## **4.2 Significant Pleasant or Unpleasant Incidences:**

I was working as an intern at Beximco Communications Limited. So, I'm not very familiar with this company. The company allows me to work based on the recruitment and selection process. It was a source of great ecstasy to me. All the staff of the human resources department has supported me very well. I learned a lot from my internship period that will help me build my career. I have received valuable information and advice for my future career in HR-related jobs from seniors and colleagues. After all, I enjoyed my internship at Beximco Communications Limited.



# **Chapter-5**

## **Recommendations and Conclusion**

## 5.1 Recommendations:

1. After the response of the candidates, the HR department of Beximco Communications Ltd. should look into the matter of spending more time in the process of calling candidates very seriously. The Beximco Communications Limited should regulate the size of the applicant's pool utilizing a more explicit and specific statement in the advertisement regarding the minimum edifying degree, preferred institution, desired outcome, and another required criterion which are based on the initial screening of applicants. The HR department should mention the salary composition and other benefits in the job advertisements, especially for lower-level employees.
2. Beximco Communications Limited may participate in the job fair for their recruitment. They can highlight its good position as a probable employer through its prosperous involvement in the job fairs.
3. Beximco Communications Limited may involve in campus recruitments which may fetch highly educated freshers for entry-level positions. So, they may arrange seminars at top universities.
4. Beximco Communications Limited should ad and post their job circular at social media, like- facebook because most of the people are highly connected in there. So, they can find their potential and qualified candidates by social media and as well as it can reduce their time and money both.
5. Beximco Communications Limited should ensure an excellent career page in their official website.
6. Beximco Communications Limited should provide the facility of an online CV posting system which is a very common and efficacious practice utilized by the top business organizations in Bangladesh.
7. In the case of non-management appointments, such as sales representatives, the same selection criteria should be followed. I have noticed that some boards are not following the same selection conditions. As a result, due to the strict selection process, some candidates get their jobs with great difficulty and some get their jobs very easily due to their easy selection process.
8. Beximco Communications Limited should not use reference system in their recruitment and selection process because there is a high chance to select wrong person for their position and as well as they can miss to grabbed a better qualified and skilled candidate.
9. After selection of their right candidates, Beximco Communications Limited should inform to the failure candidates also at least by email.
10. Before joining the candidate, Beximco Communications Limited must be informed about all Bangladeshi labor laws to the candidate. In that way, a company could avoid some difficulties and as well as joining employees could know their boundaries.

## **5.2 Conclusion:**

Recruitment is a consequential issue for any organization. By the recruitment and selection process, an organization can measure the vacancies and select the best candidate who will lead that organization in the future. Thus, the organization must give extra highlights on their candidate selection. HRM is one of the heavyweight tasks for any organization, sizably big or small. This is because it can be difficult for an organization to achieve its goals without proper support from the employees. Thus, the recruitment and selection process are very paramount for any organization. The recruitment and selection process of Beximco Communications Ltd. is a very advanced and efficient one. The HR division of Beximco Communications Ltd. conducts its HR activities, especially the recruitment and selection process very efficiently and effectively. They are very resolute to achieve their goals and objectives and to be established in the market of Bangladesh and with the avail of every one of its employees. However, there are some limitations and gaps in their recruitment and selection process. So, if they meet their limitations and gaps, they will become more successful as well as role models to others.

## Appendix:

### a) References:

1. <https://www.beximco.com/>
2. <https://akashdth.com/>
3. [https://www.academia.edu/49312916/Entrepreneurial Marketing in Direct to Home DTH Service The Case of AKASH in Bangladesh](https://www.academia.edu/49312916/Entrepreneurial_Marketing_in_Direct_to_Home_DTH_Service_The_Case_of_AKASH_in_Bangladesh)
4. <https://www.slideshare.net/TaherAlamin/beximco-communicationsltd-1>
5. <https://www.scribd.com/document/138878526/Beximco>
6. Official records of Beximco Communications Limited
7. Tabia Zaman (Senior Executive HR, Beximco Communications Limited)
8. Rubaida Hasin (Executive HR, Beximco Communications Limited)
9. Text Book: Fundamental of Human Resource Management by S. P. Robbins, David A. DeCenzo

## **b) Questionnaire:**

I am preparing an internship report which is on the topic of “Recruitment and selection Process of Beximco Communications Limited”. I am assuring you that your information will be used exclusively only the purpose for academic and will be kept confidential.

1. From what source can people find out about the vacancy of your organization?

Answer:

2. Does this company pellucidly define position objectives, requisites, and candidate specifications in the recruitment process?

Answer:

3. What are the sources you use for recruitment and selection process?  
(External/Internal/Both)

Answer:

4. By using this method, do you get the best people for your company with very satisfied?

Answer:

5. In the recruitment and selection process, do you give priority to males or females separately?

Answer:

6. How many times do you take to hire an incipient employee after your employee leaves your company?

Answer:

7. Is this company preferring employees who are fresher or experienced?

Answer:

8. Do you take written exam and interview for select any employee or only interview?

Answer:

9. When you screen and shortlist a candidate’s CV then what things do you usually notice?

Answer:

10. In this pandemic situation, what do you prefer? Online interview or offline?

Answer:

11. Do you cerebrate this company is utilizing copacetic methods of the interview now?

Answer:

12. What do you notice about the candidate during the interview?

Answer:

13. Which of the following is the most important quality that a Beximco Communications Ltd. candidate looks for?

Answer:

14. After selecting the candidate, how many days you take time for recruit him or her?

Answer:

15. Does this company do employee verification before selection?

Answer:

16. After selection any employee, do you take documents from him? If you have taken then what are the documents you usually take from him?

Answer:

17. Is this company preferring ex-employees to recruit him again?

Answer:

18. Do you think, this organization doing timeliness recruitment and selection process?

Answer:

19. Are you slaked with this whole recruitment and selection process?

Answer:

20. Would you please tell me the higher-level manager to lower-level manager of the human resource department and other departments in your company?

Answer:

21. What is the objective, mission and vision of your company?

Answer:

22. Before joining of any employee, do you check up medical of him or her?

Answer:

23. As corporate social responsibility of your company, what role do the company play?

Answer:

24. Would you like to tell me shortly recruitment and selection process of your company?

Answer:

25. Do you tell me the internal and external recruitment systems of your company?

Answer:



26. How many methods use in your internal sources of recruitment process? What are they?

Answer:

27. How many methods use in your external sources of recruitment process? What are they?

Answer: