Analysis of General Banking & Customer Relationship Management of United Commercial Bank

Internship Report

On

General Banking Activities and Customer relationship Management of United Commercial Bank

Submitted To:

Md. Abdullah Babu

Assistant Professor

School of Business & Economics

United International University

Submitted By:

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ID: 111 152 283

Major: Accounting

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Letter of Transmittal

October 7, 2020

Md. Abdullah Babu

Assistant Professor

School of Business & Economics

United International University

Subject: Submission of internship report

Dear Sir,

With due respect, I would like to draw your kind attention for submitting my internship report on the topic "**General Banking Activities & Customer relationship Management of UCB Bank"** for finishing the necessary requirement of my internship program and BBA degree.

As I have completed my 3 month Internship program at UCB Bank under general banking activities so decide to prepare a report on this topic. I tried to prepare the report collecting authentic information from various sources and to show the broad picture of General Banking & Customer Relationship. Hopefully you will get to know the detail information on the topic and get an idea about my job responsibility that I performed at UCB Bank.

I would like to thank you for your cooperation and help in preparing this report. I tried to answer your all queries and I address them with appropriate sincerity.

Yours Sincerely,

Rafiqul Islam Rajib

ID: 111 152 283

Declaration

I am Md. Rafiqul Islam Rajib student of United International University bearing ID: 111 152 283 would like to proclaim that the concerning report on the topic "General Banking Activities & Customer Relationship Management of UCB Bank" is prepare by me and that is assigned by Assistant Professor of United International University Abdullah Babu.

I am ensuring that the report is prepared only for the purpose of BBA degree completion, not for any other reason.

This report reflects my practical experience that I earn form UCB Bank. I am grateful to my supervisor for giving me this opportunity to make such report.

……………………….

Rafiqul Islam Rajib

ID: 111 152 283

Acknowledgement

First of all, I would like to convey gratitude to the almighty who give me the ability to make this report then all the individuals who helped me either directly or indirectly in preparing this report. Moreover I apologies all the individual who helped me but I forget to mention their names.

In beginning, I want to thank that respectable person who was mainly responsible to guide and instruct me by giving his valuable advice that is my honorable supervisor Md. Abdullah Babu, Assistant Professor of United International University of Accounting Department.

Then I want to give special thanks to the officials of UCB Bank, Comilla Branch my immediate supervisor Sraboni Akhter (Senior Officer) then Mimnun Ara (Junior officer), Rahat Ali (Assistant Cash officer) and Nazia Khan (Junior officer). Besides I am very much thankful to all the employees and stakeholders of UCB Bank who help me directly or indirectly in this internship period.

Lastly I want to thank my family members who support me all the time and help me to gain the capability of completing this internship program.

Executive Summary

The economic development of a nation is very much dependent on the flexible operation and smooth execution of banking sector. Form government to general people everyone is dependent on banking directly or indirectly to run their economic activity. So for the financial development of any country banking sector needs to be very strong.

In Bangladesh currently total 60 scheduled banks are running their operation. And among them 54 are commercial bank (9 foreign and 45 local) and 6 are government bank. United Commercial Bank is one of the leading commercial banks among 54 available commercial bank in Bangladesh. it started their journey form the 26th June 1983. The founding chairman of UCB Bank was late Mr. Shahjahan Kabir. According to the company act 1994, it is enlisted in Dhaka Stock exchange on 1986 and in Chittagong stock exchange on 1995.

The main purpose of preparing this report is to share my job experience that I learnt form the UCB Bank of Bangladesh. Actually I prepared this report form my practical experience that I gain by doing work at bank. Basically this report covers the five chapter. Among which the first chapter focuses on the introductory part. Then the next chapter covers the company and industry overview which includes mission, vision, products & services and strength, weakness, opportunity and threat of this Bank. Then the main part of the report is the literature review that includes the topic of the report which is all the necessary information about the general banking activities and customer relationship management of UCB Bank. Then the chapter four covers key responsibility that I performed in the bank. Then the final part of this report is the conclusion and key facts that consist of methodology of the report, findings, recommendation, conclusion and reference of the report.

Table of Content

List of Abbreviation

BBA	Bechelor of Business Administration
CSR	Corporate social responsibility
UCBL	United commercial bank limited
FDR	Fixed deposit recipt
DD	Deamnd Draft
TT	Telephone Transfer
PO	Pay Order
Swot	Strength waekness opportunity & threat
BB	Bangladesh Bank
KYC	Know your Customer
HRM	Human Resource Management
NFCD	Non resident foreign currency deposit

CHAPTER-1 (INTRODUCTION)

The chapter includes

The primary parts of the report such as background, objective, motivation, scope & limitation of the report.

1.1 Background of the report

As a final year student, after completing all the academic credit a student needs to do an internship program for the purpose of getting practical knowledge or corporate knowledge and to utilize his subjective knowledge that he learnt from his academic session. So for completing that formality I was appointed at United Commercial Bank, Comilla branch by the recommendation of UIU Career Concealing Center. The internship program was started form 14th November 2019 and end by 15th January 2020.

In this 3 month of internship period I was working under General Banking Division and dealt with various kinds of general Banking activities at UCB bank. It was a great experience that helps me to utilize my academic knowledge in Practical field and get an essence of corporate world. So as an integral part of my internship program I have to submit an internship report to get the certification of my BBA degree. So the report is recommended by my honorable supervisor Md. Abdullah Babu sir.

By studying this report audience will get to know all the activities of general banking and customer relationship management of UCB Bank of Bangladesh. Moreover I have also discussed some its establishment, all other department available, their products & services. So audience will get a complete idea of UCB Bank of Bangladesh.

1.2 Objective of the report

The objective of the report can be classified into 2 forms. Those are the primary objective and Secondary objective. All of those objectives are discussing here.

- Primary Objective

So as I discussed earlier the primary objective of this report is to complete my academic requirement of submitting internship report. So for that purpose I am preparing this report which includes all the general banking activities and customer relationship management.

- Secondary Objective

And the secondary objective is to let people know about all banking activities of UCB Bank of Bangladesh. My experience to work with the bank specially general banking and customer relationship management such as different kinds of accounts, loan and deposit products, pay order, remittance and bank customer relationship. Besides to improve the lackness that I face in working with UCB I provide some recommendation so that they are able to overcome that problem.

1.3 Motivation of the Study

- First of all to get my bachelor degree I have to complete my internship program in an institution and submit a report. So it actually encourages me to do this study.
- As I worked UCB Bank under general banking activities that's why it encourages me to preapre this report on the topic.
- The report will help the audience to know the different account and deposit type, banking polices their terns and condition. In short by reading this report they will get the knowldege of how bank regulates their activities.
- Banking sector is one of the biggest sector of bangladesh that help all kind of institution to run their business.

So those are the reason that approch me to preapre this report on the topic general banking activities and customer relationship management of UCB Bank of bangladesh.

1.4 Scope of the study

Doing internship at UCB bank help me to get a comprehensive practical knowledge of banking sector and how it operates their daily activities. Not only that I also get chance to work except my department general banking. It enriches my practical knowledge so I can add it as my experince. Most impotantly by working with different people of different department I was able to create a networking that may help me in my near future.

1.5 Limitation of the study

I have to admit that I have gotten full support and cooperation from all the employess, stakeholders and officals of UCB Bank of Bangladesh. But in spite of that there were some limitation that I face to do this internship program and the report.

- When I was doing this internship program I took a course Advance Accounting 2. So it was very tough for me to manage time by taking leave form bank and attend classes of my course.
- As I worked with all the busy people, so it was tough for me to manage them to collect data for my report form their busy schedule.
- There are many information that are confidencial for banks. So they feel hesitated and sometimes disagree to give the information.
- In collecting secondary data I didn't get all the information that I was needed form their websites, annual reports and many other sites.

CHAPTER-2 (Company & Industry Overview)

The chapter includes

All the necessary information regarding UCB Bank of Bangladesh. As in- company overview, its products & services and swot of their industry.

2.1 Overview of UCB Bank LTD

With a strong promise to monetary and social advancement of Bangladesh, United Commercial Bank (UCB) began its excursion in mid 1983 and has had the option to set up itself as one of the biggest banks in the nation. With a huge system of 188 branches the Bank has just created remarkable imprint in the domain of Private Sector Banking through customized administration, creative practices, dynamic methodology and effective Management.

The Bank has extended its field in various and different portions of banking like Retail Banking, SME Banking, Corporate Banking, Off-shore Banking, and Remittance and so forth. Other than different store and advance results of Retail Banking, the Bank cooks fare and import credit to meriting up-and-comers which thusly helps the general economy of the nation through expanded winning of unfamiliar trade. Other buyer items like UCB Cards have been demonstrating enormous achievement and development since its commencement in 2006 and before long turned into the pioneer in nearby market with around 40000 card holders.

The Bank additionally furnishes its customers with both approaching and active settlement administrations. Along these lines the exiles locate a simple method to send cash through appropriate channel.

2.2 Slogan of the Bank

"United We Achieve".

2.3 Objective of the Company

- ✓ Providing the best banking products & Services to satisfy the customer need.
- ✓ Contributing to the GDP of Bangladesh to gain economic development of Bangladesh.
- ✓ Making available of banking services to all categories of customer.
- ✓ Helping to the general population by arranging capital to develop business to eradicate unemployment.

2.4 CSR activities of UCBL

As a responsible corporate body, UCBL take the responsibility to help the deprived population of the country in many sectors using many ways. Those are discussing below:

- ✓ **Education:** Though education is a basic right to all the people but many people of our country deprived of this basic right. So UCBL has many programs such as providing scholarship to poor brilliant students, education to underprivileged students, donation to educational institutions etc.
- ✓ **Health:** Health hazards are very common in Bangladesh. And it happens in many forms like contagious, non-contagious and sometimes as pandemic. But the matter of sorrow is that we don’t have that much health or medical support to backup that hazards. And it is understood very well at this time of COVID 19. So they performs many activities to support the health system such as Social awareness during outbreak of Epidemic, plague or other severe contagious diseases, donation to non-profit organization to help deprive, disabled people, Donating to different health-care institutions etc.
- ✓ **Disaster management:** Natural calamities are very common in our country. Geographic location and many other things make our country vulnerable in case of natural calamity. So UCBL have many programs to support disaster management such as financial support to government and non-government relief.

- ✓ **Environment:** We all are surrounded by our environment. Now days global warming and pollution is the common issue that degrade our environment and that becomes a threat for our survival. So UCBL has arranged some activity to protect the environment such donation to activities to protect environment, create awareness regarding climate change, effort toward green atmosphere.
- ✓ **Sports:** They also perform CSR activity in the sports sectors. Their activities includes Patronization on sports and youth development especially at rural and sub-urban level, Financial support for development of major sports like football, cricket and golf.
- ✓ **Arts & Culture**: Their art & cultural activities involve financial support to poor artist, donation to the institution who works for art & culture, promotion to local tradition etc.
- ✓ **Socio economic development:** Development in this arena strengthen the socio economic structure. Their activities in this arena includes encouraging women entrepreneurship, developing the tourism industry in the country, Support and development for SME sector etc.

2.5 Products & Services of UCBL

All of the products & services of UCBL can be classified in 5 segments. Those are **Retail Banking, Cards, NRB Banking, SME Banking, Corporate Banking.** All of their products & services are describing in tabular formation.

Retail Banking

Accounts

- Savings
- Current
- Dynamic benefit
- UCB NRB
- UCB Women
- UCB Youngster
- SND

Fixed Deposit

- UCB earning plus FD
- UCB money maximize
- UCB multimillion
- Fixed deposit

DPS

- UCB super flex
- UCB women dps plus
- UCB youngster plus
- UCB NRB DPS plus

Loan

- Personal Loan
- Auto Loan
- Home Loan

Credit Cards

Classic Cards

- Visa Classic cards
- Master Classic Cards

Gold cards

- Visa Gold Cards
- Master Gold Cards

Platinum Cards

- Visa Platinum Cards
- Master Platinum Cards

SME Banking

SME Loans

- UCB Installment Loan
- UCB Shopno
- UCB Dhrubo
- UCB Onkur
- UCB Durjoy
- UCB Jyoti
- UCB Dipti

SME Deposit

- Sonirvor Current Account
- Sabolombi account
- Prottoyi monthly account
- Uddomi fixed account

NRB & Corporate Banking

NRB Banking

- UCB NRB savings
- UCB NRB DPS plus
- Locker services
- Remittance Services
- SMS Banking

Corporate Banking

- Export Import Finance
- House Building Finance
- Industrial Loan
- Letter of credit
- Project Finance
- Structure finance
- Working capital
- More corporate banking loan

2.6 Organizational Chart of UCBL

This organization chart is the visul representation of how power distribute from top to bottom level at UCBL. They maintain this organogram in terms of hierarchy so that there are balanced distrubution of power and relationship among the employess of UCBL.

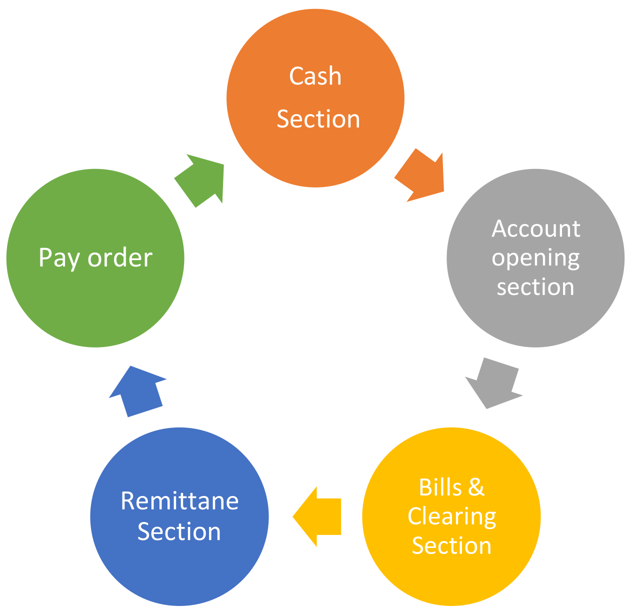
Chapter-3 (Literature Review)

The chapter includes

All the general banking activities maintained by UCBL & customer relationship management strategies of UCBL.

3.1 General Banking

General banking is the first phase that establish relationship between bank and customer & this section is responsible for everyday transaction under the daily operation of banking system. Basically general banking comprises some activities which all together we say general banking. So those activities are describing here.



3.1.1 Cash section

When it comes to cash it involves two type of activities. Those are receiving and payment of cash. Besides it implies the liquidity power of the bank. Because of safety concern high attention should be given when working with this department. The role of cash department are given as tabular formation:

Payment of Cash	1. Payment of cash is only approved only against of check. 2. It is a special function of banking system that is called as “Payment on Demand”. 3. It approves payment only in the case of valid printed check.
Receipt of Cash	1. It involves receiving of cash from the depositor in terms of cash. 2. So the system is also known as mobilization unit of banking. 3. This receive money only in receipt form.

3.1.2 Account Opening Section

All the banking activities are started to happen when a customer opens account in the bank. There are different types of accounts in banks. Based on different requirement and criteria accounts vary from bank to bank. In terms of UCBL there are a bunch of accounts and those are listed below.

- ✓ Current Account
- ✓ Savings Accounts
- ✓ Special Notice Deposit
- ✓ NFCD & RFCD
- ✓ Fixed Deposit
- ✓ DPS

Account opening process

- ✓ First of all applicant need to decide which account he/she want to open.
- ✓ After deciding they need to meet concerning bank officer of the bank and collect form.
- ✓ Then fill up the account opening form with necessary documents such as photographs and NID card.
- ✓ Then the prospective account holder need a reference form existing account holder of UCBL.
- ✓ Submit the account form with necessary documents.
- ✓ Then the concerning officer will verify the account opening form.
- ✓ After getting the approval need to deposit the initial amount for the account.

Current Account:

Current account is a kind of account where drawer can deposit & withdraw money at any banking time without any restriction. This account of UCBL is the ideal choice for customers like business institutions and business man who make transaction regularly and need money on daily basis. Under this account of UCBL customer will get debit card and check book facility.

Savings Account:

UCB bank provides the opportunity to their customer of savings with attractive savings rate using their savings account. Under the savings account UCBL also offers new 4 types of saving account for 4 types of customers. Those are **Dynamic Benefit Savings, UCB NRB Savings, UCB Women Savings, UCB Youngster Savings**.

Dynamic benefit savings is an account that provides dynamic facility to their customer that no other accounts provides. The system is that the more you add to your saving, the more benefit you will enjoy.

Under the UCB NRB Savings customers must be a non-resident Bangladeshi. And it's minimum opening balance is 25000 tk.

UCB Women savings accounts gives benefit to the women for opening account at bank irrespective of any age and profession. The minimum opening balance is 100 tk.

UCB Youngster savings account provides the opportunity to the students to open account at UCBL. The minimum opening balance is 100 tk.

NFCB & RFCD:

NFCD account is for non-resident people to make transaction in foreign currency. And RFCD account is for Bangladeshi Nationals residing in Bangladesh are eligible to open this a/c with foreign exchange brought in at the time of their return from travel abroad.

Fixed Deposit:

UCB bank provides attractive fixed deposit scheme to the people who have idle money in their hand. They urge them to invest and ensure lucrative return. They have 3 types of fixed deposit scheme **UCB earing plus fd, UCB money maximizer, UCB multi-millionaire**. Each of these account has its own terms and condition and benefits for its different kinds of customer group.

Deposit Pension Scheme (DPS):

Deposit pension scheme allows customers to provide certain amount of money every month till certain period. After that time customer will get a lum sum amount or certain amount of money every month. UCBL has 4 types of DPS scheme and those are UCB Super Flex DPS, UCB Women DPS Plus, UCB Youngster DPs, UCB NRB DPS Plus. Each of these DPS have different features and benefit for their targeted customer group.

3.1.3 Bills & Clearing Section

Clearing implies the mutual disposal of claims that take place among member banks at a consentient time and place in terms of instruments drawn to each other. Clearing House is a contract by that member banks consent to meet, through their agents, a designated time and spot to convey instruments drawn on the other and in return to get instruments drawn of them. The net sum payable or receivable by and large, is settled through a record kept with the monitoring bank that is Bangladesh Bank.

Variation of Clearing:

- ✓ Outward clearing
- ✓ Inward clearing

Outward Clearing:

At the point when a specific branch gets instruments drawn on the other bank inside the clearing zone and sends those instruments for assortment through the clearing course of action is considered as Outward Clearing for that specific branch. That branch is considered as collecting branch.

Inward Clearing:

These - Inward clearing - checks are the checks drawn by the bank/office clients for them for different gatherings. On receipt of the internal clearing, the checks are presented on the different records on which they are drawn - which means the records of the check guarantor or cabinet with the bank is charged to the record and the installment is made to the bank introducing the check.

3.1.4 Remittance Section

At present condition remittance has become the most influencing factor to boost up our economy and help to increase GDP. According to the Bangladesh Bank report, in July 2020 Bangladesh receives 220.36 billion taka which is a huge amount of money that certainly makes a huge contribution in the economy of Bangladesh. UCBL has 2 types of remittance system and those are

- ✓ Local Remittance
- ✓ Foreign Remittance

Local Remittance:

Local remittance means that while the money is transferred within the boundary of the country then it is considered as local remittance. UCBL has 180 branches all over the country so it provides the best medium to transfer the fund of remittance. Both customer and non-customer of UCBL can enjoy this service. The service is provided by UCBL using 3 medium and those are-

- ✓ Demand Draft (DD)
- ✓ Telephonic Transfer (TT)
- ✓ Pay Order (PO)

Foreign Remittance:

The main functions of foreign remittance are to outward remittance using foreign exchange from one country to another country. So for the purpose of providing this service it purchases and sells the foreign currency. The exchange rate is settled by the pre agreement where the bank quotes for purchasing and selling. There are 2 types of foreign remittance. Those are inward foreign remittance and outward foreign remittance.

Inward foreign remittance means purchasing of foreign currency using TT, DD and MT.

Similarly **Outward foreign remittance** means selling of foreign currency by issuing foreign TT, Travelers check etc.

3.1.5 Pay order

Basically pay order is a medium of payment which is needed to be freed by certain branch of the bank which issued this. In a broader scene, it is a request that orders the bank to pay a certain amount to a third party on behalf of the client, and such orders are generally accepted by the bank that ensures that the payment is made.

Methods of issuing pay order:

There are a number of process that must be followed to issue the pay order & those are given below:

- First of all the applicants need to fill up the concerning application for applying and then need to submit it to the officer of remittance division.
- After that the relevant officer will fill up the commission and vat portion intended to use by the bank then instruct the candidate to deposit money either by cash or check on the department of cash.
- Then the division of cash finish their all necessary steps and send it to the remittance division.
- The remittance division will make the pay order based on the form with details along with properly crossed number in 3 portion and A/C payee will be in the main portion and will enter into the register.

Process of payment:

Since A / C Payee crosses the pay order, the similar will be sent to the issuing branch either for payment by clearing and crediting the customer's account. In the remittance department payment orders are handled upon presentation for payment. The relative entry in the pay order register when making the payment is indicated by entering properly authenticated payment information in the pay order register. Instruments are considered as debit instrument when it is paid.

Reasons of refunding pay order:

The process of pay order refunding through termination are followed:

- The buyer will request a written application to cancel the pay order adding the initial pay order.
- The purchaser's signature as verified on record from the original application form
- Direct approval of the second manager shall be sought before the cancelation balance is refunded.
- The applicant shall recover the prescribed cancelation fee and only the amount of the draft less the cancelation fee shall be reimbursed for Commission postage etc.

3.2 Customer & Services of UCBL

UCBL always pay special attention to their customer group. UCBL is determined to provide best services to their customers so that they are able to make them as loyal and long term customer. So by keeping this target they are working on improving and increasing their different services. They were able to reach every district of Bangladesh by opening their 180 branches all over the country so that each and every persons of the country enjoy the banking facilities of UCBL. Besides it is one of the highest branches among all the bank available in the country.

3.2.1 Types of Customer at UCBL

As far as I seen in the 3 month of internship period, the customers of UCBL Comilla Branch can be divided into below segments:

- ✓ **Loyal customer:** Loyal customer are those who are with UCBL from the long period of time and take different and regular service from UCBL.
- ✓ **Need based customer:** They are the customer group who have accounts in the bank but only use when they need it or use barely.
- ✓ **Switchable customer:** They are the customer group who is not loyal to UCBL. When they get better return rate or facilities from different rate they switch to that bank.
- ✓ **Single service taker:** They are the customer who only take one service from the bank may be because of the necessity of the situation. As in- They have salary account in the bank so they use it only to withdraw money.

Customers are very much precious. It doesn't matter what kind of customer you are. So UCBL should focus on strategy for retaining customers and attract new customers by giving better services and interest rate.

3.2.2 Client Touch Points

Customers of UCBL interact with the bank through many ways such as directly visiting to the bank, contact with email, Telephone and most commonly using internet. Among all the medium generally it is seen that customers prefer to visit directly to the Bank or contact over telephone. Similarly bank uses those mediums to interact with customers to let them know about their new products and services. Each and every touch points are very much important to make customers satisfied. And this is one of the most significant sides of customer relationship management. Without having proper clients touch points customer relationship management is unfulfilled. So the touch points that UCBL generally used to attract their customers and solve their problems are given below:

- ✓ **Telephone:** One to one conversation to the clients over telephone and mobile is the one medium that customer service representatives usually use to solve the problem of the clients regarding account information, withdrawal of money or regarding any other transaction issues.
- ✓ **Email:** UCBL has digital marketing team who are responsible to send and receive email regarding any issue of account opening or informing the clients and potential clients regarding their products and services.
- ✓ **Branch Visit:** It is mostly seen and uses medium of the clients not for only UCBL for every bank. When any client face any problem regarding account, check or balance they visit the nearest branches to them. And it is an effective medium to solve problem rapidly.
- ✓ **Ordinary mail:** Some time problems can be solved using traditional mail, flyer etc.
- ✓ **Media:** In Bangladesh banks are not much advance in providing TV advertisement but it is often seen PPC in newspaper or print media. UCBL also uses PPC in giving advertisement or reaching out their message of products and services through this media.

3.2.3 Multiple Communication Channel offered by UCBL

In this part we are going to discuss the various communication channels that UCBL use to provide services to the client. Generally it is seen that previously branch banking is the only channel for UCBL to communicate with their clients. But with the advancement of technology and competitions of other bank they introduce new channels to serve their customers. As a result, it makes easier for the customer to contact with the bank using any of the channel according to the preference of the customer. So the most common communication channel of UCBL are discussed below:

Branch Banking

Branch Banking is the most common communication channel maintained by almost all bank in Bangladesh. There are many benefits of using this branch banking as communication channel. First of all customers are able to get services through their physical presence. Secondly customers also feel flexible in branch banking because they were able to see the transaction happen in front of them like deposit and withdraw of money. Lastly it helps both customer and bank employees to maintain a relationship as direct conversation happen between them.

Phone Banking

Now days it becomes very much popular in banking sector. Because customers are able to solve their problem without visiting bank physically. Moreover customers are getting this service 24/7. UCBL has a different department of call center that works only for phone banking services where call center representative provides services 24/7 to the clients. So it becomes so much convenient to the customer because they are getting this service sitting at their home or office. Generally solutions that phone banking provides are related to balance of the account, payment of installment, debit card, credit card, interest charge etc.

Automatic Teller Machine

It has added a new dimension in the banking industry. It helps customer to know the balance of their account, withdrawal of cash, phone credit etc. In this system generally bank provides an ATM card that contain a magnetic strip and have distinct pin codes for each user. When customers want to use the service he only need to put his ATM card on the machine and input his pin then they were able to get his desirable service. The most amazing thing about this service is that you are getting 24/7 service here. Moreover you don't need to carry cash money in your wallet that ensure the safety of the money. Again for general banking there are scheduled time. After that time no one will get banking service. But here customer can get those certain banking service anytime when they need.

Internet Banking:

Currently it has become the very common way of conducting the banking. With the blessings of technology it makes the life of the customer easier to get banking service in a very convenient way. It helps customer to monitor their economic activity using internet without visiting bank. Most importantly it helps to reduce the cost of the customer over banking. Besides it also helps the bank to get the information of the customer very easily using internet. UCBL has their own apps that is called U Cash by which customer can send money withdraw money using a small app in their mobile. UCBL is trying to develop more internet facility so that they were able to make customer life easy.

Chapter-4 (Internship Experience)

The chapter includes

My position, duties at UCBL. And initial training that I receive & contribution to the departmental function etc.

4.1 Position Duties & Responsibility

I was joined United Commercial Bank at 14th November and worked there up to 15th January. It was an amazing experience working with UCBL. In this 3 month of internship period I was able to learn a lot about banking and most importantly it enriches my practical knowledge that may help me to develop my career in banking in near future.

I was assigned to work under general banking division of United Commercial Bank. So as an intern employee I was responsible to work with basic general banking functions like opening bank account, closing account, Check requisition and delivery and communicating with the clients. In the subsequent step I have discussed about the topic in details.

4.2 Training

At the first day of my internship at UCBL my supervisor train me that how to open bank account, closes the account Check receive and delivery and most importantly how to deal with customer and talk to them. Moreover by doing the internship of 3 month I was learnt many thing by observing the all activities of banking. Though I was appointed to work under general banking but the place was open for me to work with other team and learn all other banking activities. Thanks to the UCBL team to support me in the initial stage of my career to learn and work there.

4.3 Contribution to the Departmental Functions

- ✓ **Account opening:** My one of the main responsibility at UCBL was to open account. According to the demand of the customer. I advise them to open the necessary account. Then help them to arrange all the necessary documents that is needed to open an account. Then according to the need and requirement of the account I complete all the necessary formalities to open account.
- ✓ **Closing account:** When any customer want to close their account I arrange all the necessary work that must be done to close that account. And I always try to behave in a way so that when they want to open such required account UCBL comes first in their mind.
- ✓ **Check Requisition & Delivery**: When the pages of the check got finished then customer apply for new check book. Then I receive that requisition of the check and transfer it to the concerning department. After the check requisition it takes generally 5-7 working days to issue new check book. When check get issued they collect it from me.
- ✓ **Helping and Communicating with the customer:** The branch of UCBL where I did my internship, there were many people who were not that much educated and don't understand banking activities. So I tried my best to help them like by writing deposit slips and check. And one important thing in UCBL was there were many giant business man who were customers of UCBL. I was able to communicate with them and make a relationship that may help me in my future career.

4.4 Skill Development

- ✓ **Time management:** My working hour at UCBL was form 10 am to 5 pm. Maintaining this time frame helps me to lead a discipline life and obey the time. It helps me to develop professionalism that help me in my career.
- ✓ **Communicating with customer:** Every day in the bank different kind of customer were come at our branch. I had to communicate with them politely and solve their problem. It helps me to improve my communication skill.
- ✓ **Problem solving:** Each day I had to face many problem to solve the problem of the customer. It helps me to solve those problem in calm and cool head. So it enriches my problem solving skill.
- ✓ **Dedication to work:** Each and every employees of the bank was very much dedicated to their work. It also help me to improve professionalism and be dedicated to my work.

Chapter-5 (Methodology)

The chapter includes

This part of the report covers methodology of the report that discuss different sources of data as in primary & secondary sources..

5.1 Methodology of the Study

In completing this report I have collected data from both primary and secondary sources. Basically I tried to collect primary data from my own observation of work and conversation and interviews with employees, customers and other stakeholders of the United Commercial bank. Though maximum data were collected using secondary data analysis, basically secondary data are the data that are already exist in different sources. Writers only need to collect it according to his preferences. So I also tried to collect both primary and secondary data to my feasible way. Here I am going to discuss the details about collecting data.

Primary Sources of the Data:

- ✓ One to one conversation with officials and employees of UCBL
- ✓ Face to face interview with clients visited to our branch office.
- ✓ Keen observation of regular work.
- ✓ Through completing practical work at UCBL
- ✓ By discussing with other relevant individuals.

Secondary Sources of the Data:

- ✓ By visiting the website of UCBL.
- ✓ Using various references from the book.
- ✓ Annual report of UCBL.
- ✓ Website of Bangladesh Bank.
- ✓ Manual information from the bank.
- ✓ Course materials related to the topic.
- ✓ Various publication and magazines on bank.

Chapter-6 (Findings and Analysis)

The chapter includes

My findings and analysis on overall banking and other activities on UCBL.

6.1 Findings of the Study

When doing internship at UCBL, I have discovered some inconsistency in UCBL at different sector that I think authorities should be concern about it. So I am going to discuss those observations.

- ✓ UCBL is one of the top rank commercial banks in Bangladesh. But their pay scale to the officials is not competitive compared to the other top commercial bank in Bangladesh.
- ✓ There are shortage of manpower in the branch where I worked. Though it is considered as rural branch of UCBL, but there were huge customer base there. As a result most often the employees of UCBL at Comilla branch get troubled by the pressure of the customers.
- ✓ There are certain rules and regulation of Bangladesh Bank that must be maintained by every commercial Bank. But sometimes because of extreme pressure of customers it is not possible to maintain all the rules of Bangladesh Bank which I feel totally unethical.
- ✓ There were not enough ATM booth at the place where I did my internship. As a result they were deprived of a huge customer base that is taken by Dutch Bangla Bank because there were many ATM Booth of DBBL around the whole area of Comilla.
- ✓ There were not proper training facilities for the employees of that branch. As a result the employees of Comilla Branch were lag behind of many things. For an example- Employees of this branch is not competent in using internet banking because of scarcity of training.
- ✓ There were only 2 branch of UCBL at Comilla. But I think in the age of competition they should increase their branches here.

6.2 SWOT analysis in terms of overall banking of UCBL

By evaluating the overall banking activity of UCBL, I have made a swot analysis that will relfect their strength, weakness, opportunities and threats. As I was involved with UCBL for 3 month so I have got that chance to analysis their activity. So I am discussing my observation over it.

Strength:

- Having 189 of branches all over the country.
- Maintain a centralized management system.
- Provide maximum interest rate for women saving deposit.
- Highest priority to customer makes customer loyal to them.

Weakness:

- Less ATM booth all over the country.
- Disorganized information with outdated website.
- Provide less interest rate on FDR than others.
- Unadaptability with online banking.

Opportunity:

- Can increase ATM booths.
- Grab of market with the help of branches.
- Agressive products.
- Should increase new product line in Islamic Banking.

Threat:

- Government interuuption.
- Hectic political system.
- Emergance of new commercial bank.
- Unstable economic condition of Bangladesh.

Chapter-7 (Recommendation & Conclusion)

The chapter includes

The last part of the report that discuss the recommended solution to the problems that I face and conclusion.

7.1 Recommendation

As an intern employee I don't deserve much to recommend any suggestion to UCBL. In spite of that I am trying to recommend some suggestion that may help UCBL to improve.

- ✓ UCBL should be more concern on customer relationship management.
- ✓ They should introduce more products and services on Islamic Banking.
- ✓ They should introduce more diversified deposit scheme to increase their deposit.
- ✓ Pay scale packages for the employees of UCBL should be restructured. As many top leading commercial Banks offer handsome salary packages to their employees.
- ✓ They don't have enough ATM booth not only in Comilla but also in the whole country compared to the number of branches all over the country. So they must be very much concern about it. Because it is generally seen that banks who have more ATM booths get more customer base.
- ✓ More employees should be appointed to tackle the existing pressure of the customer.
- ✓ They should be more concern about online and internet banking like increasing and improving their online infrastructure and train their employees according to it.
- ✓ More attention must be given to the FDR customer if bank doesn't want to loose new customers.

So those are the general recommendation that I think UCBL should work on it. Besides there were many inconsistency that may be solved by the proper attention of the management.

7.2 Conclusion

Internship is a practical experience of academic degree that is necessary to complete for getting academic degree approval. And I am very much fortunate to get the opportunity to do internship in institution like United Commercial Bank of Bangladesh. Though it was 3 month of internship period but the environment that I got to work, the supervisions of the leaders and most importantly the networking that I was able to make was very much precious and life time experience.

By reviewing all of United Commercial Bank Ltd's general banking operations and customer relationship management it can be said that this is a well-reputable and one of our country's oldest commercial banks. It has several branches, so it is not feasible for the management to grow all the branches at once, but they are committed to developing technology, banking services and satisfying the customer by giving their highest level of efforts. However UCBL should remind the present customer's demand because the definition of customer satisfaction has frequently changed. They should establish research and development department so that they are able to gather information about the competitors and update the data. 'United We Achieve' is their main brand slogan which actually implies that they work together and cooperate each other to achieve their organizational goal and to be the leader of the market. But to win the competition they've got to be very straightforward about their product and service.

Finally I can say that every organization have some positive and negative sides. But the matter of fact is that how they are trying to overcome that gap or negativity. And United Commercial Bank is the organization that always thinks about consumer priority and societal development. As a former intern employee I wish to their consistent success and development in every sector of banking.

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