

HR PRACTICES at THE PHARMA WORLD

Prepared by

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

HR Practices at THE PHARMA WORLD

Submitted to:

Mr. Jakowan

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Major: Human Resource Management

Registration Trimester: 243



School of Business and Economics
United International University

Date of submission: 30th July, 2025

Letter of Transmittal

30/07/2025

Mr. Jakowan

Assistant Professor

Business and Economics School

United international University

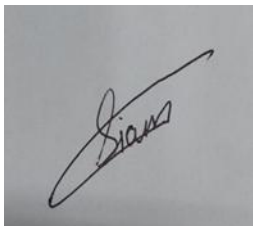
Subject: Internship report submission on the topic of “HR Practices at THE PHARMA WORLD”

Dear Sir,

With all the due respect, I shall hereby be submitting my internship report on the topic of the HR Practices at THE PHARMA WORLD, as one of the prerequisite requirements towards the degree of the Bachelor of Business Administration. Through my internship that began on January 2, 2025, and ended on April 2, 2025, I have tried to implement the theoretical knowledge in a real working setting and imbibe the professional surroundings to the best of my capacity.

This report contains a brief description of the internship experience at THE PHARMA WORLD. I want to thank you so much about all your help and advice you have given to me during this period. Hopefully, the report below is up to your expectation.

Sincerely,

A handwritten signature in black ink, appearing to read 'Siam', is written over a light gray rectangular background.

Siam Hossain

ID: 111 183 075

Major: Human Resource Management

Certification of Similarity Index

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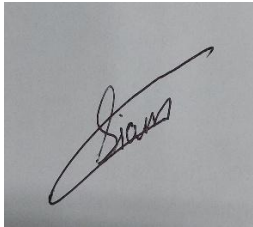
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Declaration of the Student

I, Siam Hossain affirm that the internship report with the title of the thesis as: HR Practices at THE PHARMA WORLD submitted in the School of Business and Economics, United International University is a record of original work by me, in partial fulfilment of the requirements of the degree program of Bachelor of Business Administration. I have done this report and it is a 100 percent original piece of work and has never been completed anywhere to earn any degree or diploma.

A handwritten signature in black ink, appearing to read 'Siam', is written over a light gray rectangular background.

Siam Hossain

ID: 111 183 075

Corporate Evidence

The PHARMA WORLD

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E-mail: thepharmaworld2012@gmail.com
Web: www.thepharmaworld.com.bd



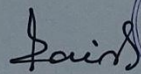
We reach the people – you need to reach!

April 10, 2025

TO WHOM IT MAY CONCERN

This is to certify that Mr. Siam Hossain (Student of BBA, in Human Resource Management) United International University, Dhaka has successfully completed his internship period for 3 (three) months w.e.f 02-Jan-2025 to 08-April-2025 in THE PHARMA WORLD, Head Office, Dhaka.

We wish him every success in life.


Faisal Ahmmed

Head of Business &
HR Operations



Acknowledgement

First of all, I want to express my unreserved thanks to Almighty Allah for giving me the courage and patience to compile this report. My special thanks to Mr. Jakowan Sir, Assistant Professor, UIU, who helped me to organize my internship report, guided me, encouraged me and supported me while I was on my internship period.

I am also thankful to my supervisor and the HR Department of THE PHARMA WORLD for their guidelines and providing me an opportunity to complete internship here. I also am thankful for my co-employees who have been with me every step of the way on this.

Last but not least, I would like to express my gratitude towards my family and my friends who always have been my great support and encouragement.

Executive Summary

This report gives a detailed picture of HR practices at THE PHARMA WORLD as observed during the internship period. It emphasizes the basic HR processes such as recruiting, managing the records of the employees and the logistical coordination of trainings. The internship period was for 3 months, starting from January 2025 to April 2025.

The report begins with introduction chapter - describing purpose, motivation, and terminology. It also provides the company profile, history, products and services, and SWOT analysis. The description of the industry is also included in order to provide the context of this company.

The chapter on the internship experience details overall tasks involved in, including assisting with recruitment, compiling employee files, and aiding with training. Intern's skills and contribution to the organization are detailed.

The report ends with key understanding and recommendations on HR practices, and also the conclusion of the interns learning. It was an experience worth treasuring for the practical learning from the academic perspective and gaining the required HR knowledge.

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List of Acronyms & Abbreviations

HR	Human Resource
HRM	Human Resource Management
CV	Curriculum Vitae
HRP	Human Resource Planning
HCP	Health Care Providers
BBA	Bachelor of Business Administration

CHAPTER 1: INTRODUCTION

I.1 Background of the Report

The internship report discusses the Human Resource (HR) Practices of THE PHARMA WORLD. The students will undergo an internship as a unit of the BBA program of the United International University and have to submit a report based on his or her experience and learning. The purpose of this paper is to explore how HR policies and practices can be actually put in purchase in firms such as THE PHARMA WORLD.

I.2 Objectives of the Report

- To examine the HR practices of THE PHARMA WORLD.
- To know the strategies of recruitment, training, performance appraisal and employee engagement.
- To detect their strengths and room improvement in their HR activities.

I.3 Rationale of the Report

Print media is one of the most vibrant industries in Bangladesh and HR practices are essential in operation efficiency. The student report is a great chance to connect the gap between academic knowledge and the actual HR practices.

I.4 Scope and Limitations of the Report

In this report, the practices of recruitment, training and employee management in THE PHARMA WORLD shall be described. The internal constraints are the inability to access confidential HR data and the time restraint allowance because of the internship period.

I.5 Definition of Key Terms

- **Recruitment:** The act of drawing and hiring the candidates, who are to be employed.
- **Training:** Organizational activities that aim to enhance performance of the employees.
- **Employee File Management:** This involves keeping of records that involve personnel activities as well as personnel information.

CHAPTER 2: COMPANY AND INDUSTRY PROFILE

2.1 Company Analysis

2.1.1 Overview and History

THE PHARMA WORLD is a bi-monthly medical & pharmaceutical journal designed to disseminate useful & updated medical & health information & developments in the vast landscape of medical science around the world for the benefits of all stakeholders & Health Care Providers (HCP) in particular. Equipped with a team of Academicians, Pharmacists & Pharmaceutical Professionals, **THE PHARMA WORLD** may be envisaged as an effective tool to build awareness on many vital issues concerning human health. **THE PHARMA WORLD** is probably the most wholesome magazine and journal to subscribe in Bangladeshi Pharmaceutical Industry.

Company Name	"THE PHARMA WORLD"
Company Logo	
Established	2007
Office Location	51, Kalabagan, 1 st lane, Dhaka, Bangladesh
Website	https://www.thepharmaworld.com.bd

Table 1 (Company Details)

2.1.2 Trend and Growth

The company has also been showing consistent development as it observes quality, innovation, and development of employees. Its human resource has a central role to play in ensuring that this growth is well managed.

2.1.3 Product / Service / Customer mix

THE PHARMA WORLD is a company publishing pharmaceutical and health related contents, organizing the training programs, marketing pharmaceutical products & events, printing the interviews of the leading doctors and industry leaders within the sector of health and pharmaceutical industry, offering market surveys, acting as agent of the bioequivalent studies.

2.1.4 Company Operations / Activity

There are different kinds of departments in the organization such as Editorial, Marketing, Sale, and Human Resources. HR department is central in hiring qualified personnel, arranging trainings, and maintaining well-being of the employees.

2.1.5 SWOT Analysis

Strengths: Good HR team Shadow training programs

Weaknesses: The inability (limited digitalization) to conduct HR operations

Opportunities:

- Increased pharmaceutical market
- Automated

HR Threats:

- Legislation developments
- Regulatory approaches
- Desirable competition in acquisition of talent

2.2 Industry Analysis

2.2.1 Specification of the Industry

Bangladesh pharmaceutical publishing industry is an even narrower but yet an important industry in pharmaceutical and health sector. Print & Digital Media such as THE PHARMA WORLD plays a significant role as a mediator between the stakeholders so as to carry out communication between the pharmaceutical companies, the medical providers, regulatory authorities and the suppliers of medical innovation. In this section, it includes:

- The pharmaceutical field: Journals and Magazines.
- Medical and health services information.
- Trainers and seminars organizers to the industry people.
- Market intelligence companies and industry analysis companies.

2.2.2 Size, Trend, and Maturity of the Industry

Reliability of pharmaceutical information and life-long learning requirements are gaining momentum since it is becoming an expectation that pharmacists must come with access to trusted pharmaceutical information as well as lifelong learning needs, due to: Invest more in business of pharmaceutical of Bangladesh.

- Pharmaceutical export biased manufacturing.
- Corporate regulation and inferiority complex about meeting the ends of existing norms worldwide.
- Raising the interest in industry knowledge by healthcare professionals and healthcare facilities.

2.2.3 Industry SWOT Analysis

Although THE PHARMA WORLD is a prominent innovator in this field, the other threats could be:

- Both local medical associations and scholarly journals.

- Self-publishing health contents.
- Web sources that provide medical courses and certifications.

Yet, what makes THE PHARMA WORLD stand out is that it is the first and only bi-monthly pharmaceutical and health journal in the country as well as that it is a provider of a complete line of services besides the publication one, which is the management of events and training.

The competition pressure is not great since:

- Great levels of entry barriers due to knowledge of the industry, credibility and network.
- Regulation, desperate awareness and knowledge are also needed.
- Depending upon the industry ties concerning the content and the sponsors.

However, digital disruption is a threat, and as more practitioners in the medical field consult the Internet with regard to instant knowledge and education.

Yet, there exists a threat of digital disruption as an increasing number of healthcare professionals resort to online sources of real-time information and training opportunities.

HR Practices as a Competitive Advantage

The effectiveness of the HR practices counts in an industry that is knowledge-based. In this ISO Pharma market, THE PHARMA WORLD has been well received, and shows good features in:

- Selection and Planned recruitment (Merit).
- Training and up to date development for the industry.
- Well-defined performance appraisals in the scope of career development.
- Wellbeing programs of the employee's promotion of participation and retention.

The above practice helps in the efficiency of the organization and the quality of services a content based and credibility driven industry value.

CHAPTER 3: HR PRACTICES AT THE PHARMA WORLD

The Human resource department at The Pharma World is small but very efficient. It is directly subsidiary to the top-level management where there would be a strategic congruency between management of the employees and organizational objectives. Normally, the department has the following positions:

- **HR Manager:** He guides all the HR workforce, policies and employee relations.
- **HR Officer:** To help in recruitment, documentation and to coordinate training.
- **Administrative Assistant:** It carries out employee records, leave management and office management.

3.1 Recruitment and Selection

The Pharma World follows a transparent recruitment process. The HR department uses a merit-based system that entails:

- **Job Posting:** The advertisements of vacancies are both made internally and externally on job boards or LinkedIn.
- **Application Screening:** The first level of screening is on qualifications, experienced background, and similarity with organizational values.
- **Interview Process:** Candidates are subjected to interview process of at least two or more including technical assessment and an end-end interview by either the HR or the management.
- **Final Selection:** The candidates to be hired are given employment letters and then conducted a process of onboarding.



(Fig 2 – Recruitment Process)

3.2 Training and Development

The Pharma World is of the perception that continuous learning takes place and therefore, the organization often organizes:

- Training of new recruits on job.
- Workshops and webinars about industry trends, editing standards and online publishers' tools.
- Knowledge sharing across different functions to promote cooperation between editorial, marketing and IT staff.

THE PHARMA WORLD also implies the following HRM training process for their employees:



(Fig. 3 – HR Training Process)

First of all, an assessment is done to find out if there is a need for training, if there is any need for training, then training objectives are defined to make it easier to design the training program effectively. After that, there is implementation of the training program designed for employees in need of the training. Finally, once employees get out of the training program, they are observed on works related to the program. Thus, they are evaluated and followed up, to find if the training program was really effective or not.

3.3 HR Planning (HRP)

Human Resource Planning (HRP) is a forward-looking procedure at The Pharma World whose aim is to harmonize the workforce talents with the changing requirements of the organization. It contains planning of HR needs of the future with planning of meeting the same. HRP at The Pharma World involves important elements which include:

- **Workforce Analysis:** Conducting constant review of available manpower with a view to either excess or deficiency needs as indicated by the departments.
- **Demand and supply forecasting:** Estimating the upcoming staffing needs on basis of future projects, publication cycles or market growth.
- **Succession Planning:** Ensuring leadership and expertise continuity (while there are always external candidates, only some of them might be suitable to take up key positions, making the search among internal candidates desirable).
- **Internship and entry- level planning:** Recruitment of fresh graduates and interns in order to provide a talent pipeline, alleviating workload, and ensuring down the line hiring.



(Fig 4 – Human Resource Planning)

3.4 Performance Management System

The Pharma World is a semi-annual performer evaluating organization. They include:

- Self-reporting.
- Supervisor evaluation.
- Development planning feedbacks.

Performance metrics vary by role but typically focus on work quality, timeliness, creativity, and team collaboration.

3.5 Payroll Management

The Pharma World has a confidential payroll system that works in accordance with the local labor laws. Practices of key features of payroll system entail:

- Salary payment through bank transfer or by cash on monthly basis.
- Well-structured breakdown of salary (basic, allowances, and bonuses in case of them).
- Keeping payrolls and salary records.
- Proper calculation of leave adjustments and deductions (in case of deduction available)

The Finance Department, through the HR Officer, prepares payroll and makes sure that the payment is on time in an error-free manner. As an intern, I was able to monitor how salary sheets were prepared, what secrecy meant and precision.

CHAPTER 4: INTERNSHIP EXPERIENCE

4.1 Position, Duties, and Responsibilities

As an intern at THE PHARMA WORLD, I was in Human Resource Department. My core duties involved helping in the recruitment process, keeping files, and supporting training programs. I was also doing data entry, formulating employee records and updating personnel records.

4.2 Training & Development

I was practically exposed to different HR operations. This was comprised with the knowledge of recruitment life-cycle, watching recruitment interviews and studying documentation requirements. I was also presented to start with simple HRIS tools utilized by the firm.

THE PHARMA WORLD pays special attention to forward learning and professional growth. Training initiatives are –

- **New Employee Orientation Programs:** Getting new employees acquainted to the culture and policies of an organization.
- **Skill Development Workshops:** It will focus on topics, including content writing, digital marketing, and pharmaceutical regulations.
- **Outwardly Training:** Proposing the involvement in industry seminars and conferences to be abreast with the world trends.

The programs will increase competencies of employees and develop people. The main motive of this program is to make the employee know about the company ethics, environment working in the organization, its policies, and culture. Orientation programs assist the newly recruited employees to understand more about the organizational policies and culture. The skill development classes and outside training is more of goal focus, in order to enable employees to acquire and embrace a particular skill or rather

just to know more about the market and global trends, competitors among other variables.

4.3 Contribution to Organization / Operations

The things that I did mostly involved improving the management of the employee files, assisted with shortlisting of the candidates and also keeping the training files updated. My support in interview schedules preparation and updating databases internally helped improve the efficiency of working processes.

4.4 Evaluation

My manager and head of HR and operations at THE PHARMA WORLD noticed my commitment and precision in performing some duties. I was also punctual and responsible in carrying out duties. The suggestions were that I was a good proactive and detailed person.

4.5 Skills Applied

- Abilities in communication when dealt with candidates and employees.
- Management of time on keeping deadlines of the tasks.
- Record and file management abilities.
- Documentation by means of MS Excel and Word.
- Gaining knowledge on team work and flexibility within the corporate environment.

CHAPTER 5: CONCLUSIONS AND KEY FACTS

5.1 Recommendations

- THE PHARMA WORLD can use automation of some of its HR activities by adopting proper advanced HR software.
- Employee engagement can be improved by more formal training programs in regard to onboarding.
- The learning outcome can be widened by granting the interns more job rotations.

5.2 Key Understanding

This internship program has made me better understand HR practices in the real world such as recruitment, administration of files and training programs. It closed the distance between academics and business.

5.3 Conclusion

My internship experience in THE PHARMA WORLD was a beneficial experience. It gave me the opportunity to study the practice of HR in detail and acquire the necessary professional skills. The advice of the HR professionals and the faculty increased my intellectual strength and assured me of future career endeavors. But still, the efficiency of HR and the satisfaction of the employees can be improved even more by using the established measures.

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- Managing Human Resources: HRM by Mejia, Luis R. Gomez / David B. Balkin et al
- Strategic human resource management / Jeffrey A. Mello.

Appendix-A:

Digital Version of THE PHARMA WORLD's Latest Journal:

<https://anyflip.com/cuxqt/zvdo/>



(With Managerial Team
of THE PHARMA
WORLD at ASIA
PHARMA EXPO 2025)



(Official Banner of THE PHARMA WORLD)