# Thesis Report
# on
# Human Resource Management Practices in Bangladesh : A Case Study on Southeast Bank Limited.
# Submitted by :


**Name:** Md. Mamun Mia

ID: MBA2002020002

**Program:** Master of Business Administration

**Major:** HRM


Summer-2021

**Submitted To :**

**Name :** Md. Rasel Hawlader

Department of Business Administration Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Master of Business Administration




Sonargaon University (SU)

Dhaka- 1215

Date of Submission: 28 September, 2021

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# Letter of Transmittal

28 September, 2021

Md. Rasel Hawlader
Lecturer
Department of Business Administration
Sonargaon University (SU), Dhaka.

Subject: Submission of thesis report.

Dear Sir,
With humble honor and respect, I am submitting my internship report on "Human Resource Management Practices in Bangladesh: Southeast Bank Limited". as per partial accomplishment of the requirements for the MBA degree, I have completed thesis from "Southeast Bank Limited." [As per partial accomplishment of the requirements for the MBA degree, this thesis has been carried out] under the supervision of you.

This report is an integral part of our academic courses in completion of the MBA program which has given me the opportunity to have an insight into the Human Resources Management Practices. I hope this report reflects on the contemporary issues on the HRM that are being practiced by organizations in our country.

In completing the report, I tried my best to blend all my knowledge and imparted every available detail and also attempted to avoid unnecessary amplification of the report. I humble request you to accept this report for your kind evaluation.

Sincerely Yours,

Md. Mamun Mia
MBA2002020002
Master of Business Administration
Sonargaon University (SU)

# Certificate of Supervisor

This is to certify that thesis paper of “Human Resources Management Practices in Bangladesh: Southeast Bank Limited.” has been prepared as a part of completion of the Master of Business Administration program from Department of Business Administration, Sonargaon University (SU), carried out by Md. Mamun Mia, bearing ID: MBA2002020002 under my supervision. The report or the information will not be used for any other purposes.

…….

**Md. Rasel Hawlader**
Lecturer
Department of Business Administration
Sonargaon University (SU), Dhaka.

# Student Declaration

I am Md. Mamun Mia, a student of Master of Business Administration, ID: MBA2002020002 from Sonargaon University would like to solemnly declare here that this report on "Human Resource Management Practices in Bangladesh: Southeast Bank Limited." has been authentically prepared by me. While preparing this report, I didn't breach any copyright act internationally. I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.

Sincerely Yours,

…….

**Md. Mamun Mia**
ID: MBA2002020002
Program: Master of Business Administration
Department: Business Administration
Major: HRM
Semester: Summer-
2021
Sonargaon University (SU), Dhaka

# Letter of Authorization

This is to certify that this project report titled “Human Resources Management Practices in Bangladesh: Southeast Bank Limited.” is the bonafide work of Md. Mamun Mia, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

…….

**Md. Rasel Hawlader**
Lecturer
Department of Business Administration
Sonargaon University (SU), Dhaka.

# Abstract

As a part of academic requirement and completion of Master of Business Administration program, I have been assigned to complete thesis report on "Human Resources Management Practices in Bangladesh: Southeast Bank Limited." under my supervisor **Md. Rasel Hawlader**.

As usual, primary data and secondary data were used to prepare this report. Primary data came from my day to day observation and interviewing employees. Secondary data were collected by Organizational employees, hand book, website, and relevant books. I tried to minimize bias and produce and unbiased report.

"Human Resources Management" is a slice of human resource process, as such I have selected this topic to make it clear. I have divided this report in some sub segments.

As an Assistant Manager (HR & Payroll) in a reputed organization "Southeast Bank Limited." I have tried to go through their Human Resource Management process to employee within my tenure of last eight years.

The report starts with a general introduction "Southeast Bank Limited." and then comes the introduction of "Southeast Bank Limited." as well as origin of the report, Statement of research problem, Objective of the report. The Mission and Vision of "Southeast Bank Limited." are also discussed. Then this report proceeds onto the preliminary discussion about the products of "Southeast Bank Limited."

After that I tried to shed a light on the HR structure of Southeast Bank Limited. All the function of HR department are briefly described here. After that I continue on the main focus of the report "Human Resources Management Practices in Bangladesh: Southeast Bank Limited" describing the different steps are well described with and example.

After completion of this report, it can easily be said that efficient, competent and active part in Human Resource Management practices take a company to the peak of the success.

# Executive Summary

The banking system plays a critical role in underpinning economic development of any country. On that view Southeast Bank Limited, Prncipal Branch was opened on December 29, 2002. Now they are one of the leading banks in Bangladesh. Actually the bank gets a good position in the market for their diversified services. Employees are the most valuable assets in the origination. Human Resource Department is responsible for the people dimension of the organization. The basic objective of this study should be analyzing the Human Resource Activities in Southeast Bank Limited.

All kinds of commercial banking services are provided by the Bank to the customers following the principals of Islamic Sari'ah, the provision of the Bank Act 1991 and Bangladesh Bank's directives. Apart from the corporate culture, working environment, employee relationship and overall the mission and vision of the Bank demonstrates a highly conductive and praiseworthy.

Of course, there traced few limitations and shortcomings. With the increasing flow of customers the Bank needs to increase the number of service provider in the particular branch to gain a best customer satisfaction.

In brief I can say that the SEBL develops diversified Human Resource Activities and very short they have got good response from their customers. They actually have achieved tremendous success in the last few years. It has come forwarded with an ideology accompanied with modern and innovative banking services to attract new customers in the competitive market place.

# Table of Contents


| | | |
|---|---|---|
| **Chapter: 1** | **Introduction** | 12 |
| Introduction to Report | | 13 |
| Objective of the Report | | 13 |
| Methodology of the Report | | 14 |
| Sources of data are used | | 14 |
| Collection of Data | | 14 |
| Primary sources of information | | 14 |
| Secondary sources of information | | 14 |
| Limitations of the Report | | 14 |

| | | |
|---|---|---|
| **Chapter: 2** | **Organizational Profile** | 16 |
| Profile of the Bank | | 16 |
| Division-Wise-Branches | | 16 |
| Product And Services | | 17 |
| History And Backround | | 17 |
| Structural Management Of the Bank | | 18 |
| Corporate Mission | | 19 |
| Corporate Vision | | 20 |
| Object Of the Bank | | 20 |
| Corporate Slogan | | 20 |
| Values of the Bank | | 20 |
| Strategies | | 21 |
| Executive Commitee | | 21 |
| Audit Commitee | | 21 |

| Chapter: 3 | Literature review | 23 |
|---|---|---|
| Definition of HRM : ..... 23 | | |
| Functions of HRM : ..... 23 | | |
| Principles of HRM ..... 25 | | |
| Training & Development ..... 26 | | |
| Performance Appraisal..... 27 | | |
| Compensation Management..... 27 | | |
| Employee Relations ..... 27 | | |
| Turnover……28 | | |
| Placement……...28 | | |
| Promotion……28 | | |

| Chapter: 4 | Analysis of the Study | 29 |
|---|---|---|
| Core Activities of Human Resource Department Orientation and Training : ……29 | | |
| Recruitment Process ..... 29 | | |
| Human Resource Policy ..... 30 | | |
| The HR Policies ..... 30 | | |
| Recruitment and selection Policy ..... 30 | | |
| Wages and Benefit Policy ..... 31 | | |
| Attendance Bonus Policy ..... 32 | | |
| Maternity leave & benefit Policy ..... 32 | | |
| Performance Appraisal Policy..... 32 | | |
| Prohibition of Harassment & Abuse Policy ..... 33 | | |
| Grievance Policy ..... 33 | | |
| Desciplinary Action policy..... 34 | | |
| Female Workers Rights Policy..... 35 | | |
| Job Separation Policy ..... 35 | | |
| Internal audit policy & Procedure ..... 36 | | |

| **Chapter: 5** | **Findings** | **37** |
|---|---|---|
| Products and services | | 37 |
| price | | 37 |
| Place | | 37 |
| Promotion | | 37 |
| Pleople | | 37 |
| Physical Evidence | | 38 |
| The Working environment of the branch | | 38 |
| Salary Structure | | 38 |

| **Chapter: 6** | **Recommendations And Conclusion** | **39** |
|---|---|---|
| Recommendations | | 39 |
| Conclusions | | 40 |
| References | | 40 |
| Book | | 40 |
| Internet | | 40 |

# Chapter One:

## Introduction

## Introduction

I have done my major in human resource management from Sonargaon University (SU). There I have completed one year and four months of the theoretical part of the MBA. Now the rest of the practical part I have completed from Southeast Bank Limited. HR department. This practical part will be evaluated by my honorable academic supervisor. For that reason, I have prepared this report on the basis of my practical experience and submitted to my supervisor. The topic of the report is "Human Resource Management Practices in Bangladesh: A Case Study on Southeast Bank Limited". As a part of my thesis program for my MBA I got the opportunity to do more analysis in a Southeast Bank Limited. Southeast Bank Limited. I was assigned in the Human Resource department. My organizational supervisor was Mr. Masum General Manager (HR & Compliance). My project topics covered the aspects of the HR department and the various issues related to it in respect to the company. The topic was approved by my university supervisor Mr. Md. Rasel Hawlader, Lecturer of Sonargaon University (SU).

My program started from 15 May 2020 and ended at 16 July 2021. My project was on the Human Resource Management Practices on Southeast Bank Limited. It was assigned to me by my organizational supervisor.

Principal Branch of South East Bank Ltd. as a rare opportunity to enrich my learning. From the very beginning all the personnel of the Bank extended me their sincere assistance and cooperation. I had to ask question and clarification from personnel of different level of the Bank who, have subsequently helped me to understand.

Though it is the first time in the bank as an internee I never felt very uncomfortable with process of working environment of the bank.

## Objective of the Report:

The justification or rational of the study can be elaborated such as, developing a simple guideline for the interested people in commercial banking operation. It can be useful to the banker and the investor who might be interesting and useful in general banking, process and procedure.

Different researcher, resource person in banking sector can also use to undertake research activities, using the training and workshop of banking operation.

**In specifically the study focused as follows:**

a) To identify the effectiveness operation aspects of South East Bank Limited.

b) To identify the process, procedure and other indicators of facilities in comparison with other banks.

c) To analysis and observation of the Human Resource Management process implementation.

## Methodology of the Report :

This report has been prepared on the basis of experience gathered during the period of internship. In order to make the study more meaningful and presentable; two sources of data are used:

### a. Collection of Data

This report is report on the basis of primary and secondary data and most of the data has been collected from the secondary sources.

**Primary sources of information:**

- Face to face conversation with the officers of the Branch of the Bank.
- Face to face conversation with the clients of the bank.
- Interviewing branch manager
- Observation method also used to collect data.

Secondary sources of information

**Secondary sources of information:**

- Branch records
- Service Rule of Suotheast Bank Limited.
- Website of the bank.
-

## Limitations of the Report:

This report is an overall view of Organizational Structure, foreign exchange business procedure and its contribution to profitability of SEBL and financial analysis. But there are some limitations for preparing this report.

Firstly, this bank is moderately new so they do not have enough data, that's why I did not make vast compare this bank with other banks.

Secondly, when I was doing my internship, the bank was conversion others bank. That's why I could not get all required data. With all of these limitations, I tried my best to make this report as best as possible. So readers are requested to consider these limitations while reading and justifying any part of my study.

Some restraint at the time of preparing the report are appended below

- The insufficiency of information is main constraint of the study. Moreover employees are not interested to provide all information due to security and other corporate obligation.
- The employees and clients are busy to provide me time for interview.
- Inexperience and time limitation were the constraints of the study.
- Lack of knowledge about HRD system.

- It is too much difficult to comment & suggest based on only the annual report and information supplied by the organization.
- Don't give the data from their source document.

# Chapter Two:

## Organizational Profile

### Profile of the bank:

Southeast Bank Limited was established in 1995 with a dream and a vision to become a pioneer banking institution of the country and contribute significantly to the growth of the national economy. The Bank was established by leading business personalities and eminent industrialists of the country with stakes in various segments of the national economy. The incumbent Chairman of the Bank is Mr. Alamgir Kabir, FCA, a professional Chartered Accountant. Mr. M. A. Kashem a member of the Board and Mr. Yussuf Abdullah Harun were past Presidents of the Federation of Bangladesh Chamber of Commerce and Industries (FBCCI)

Southeast Bank is run by a team of efficient professionals. They create and generate an environment of trust and discipline that encourages and motivates everyone in the Bank to work together for achieving the objectives of the Bank. The culture of maintaining congenial work – environment in the Bank has further enabled the staff to benchmark themselves better against management expectations. A commitment to quality and excellence in service is the hallmark of their identity.

### Division-wise-Branches:

Southeast Bank Limited has 64 branches in the country. Divisional distribution are given below:

| Division | Branches |
|---|---|
| Dhaka | 31 |
| Chittagong | 17 |
| Rajshahi | 4 |
| Sylhet | 8 |
| Khulna | 1 |
| Barishal | 1 |
| Rangpur | 2 |

## Product and Services:

Since commencement of banking operation, Southeast Bank Limited has not yet only gained enormous popularity but also been successful in mobilizing deposit and loan products.

The bank has made significant progress within a very short time period due to its dynamic management and introduction of various consumer-friendly loan and deposit products. Those are given below:

- SME Banking
- Monthly Benefit Deposit
- Fixed Deposit
- Saving Deposit
- SND (Short Notice Deposit)
- CCS (Consumers' Credit Scheme)
- Loan against Shares and Securities.
- House Building Finance Scheme
- Import Financing
- Export Financing
- Industrial Financing
- ATM Services
- SWIFT Service
- Remittance Business
- Locker Service

## History and Background:

South East Bank Limited is a schedule commercial bank in the private sector established under the ambit of bank company Act 1991 and incorporated as a public limited company under company Act 1994 on March 12, 1995. The bank started commercial banking operations on May25, 1995. During this short span of time the bank has succeeded in positioning itself as a progressive and dynamic financial institution in the country. The bank has been widely acclaimed by the business community from small entrepreneurs to large traders and industrial conglomerates, including the top rated corporate borrowers for its forward-looking business out look and innovative financial solutions. Thus within this very short period of time it has been able to create an image and earn significant reputation in the country banking sectors as a bank with vision.

South East Bank Limited has been licensed by the Government of Bangladesh as a scheduled commercial bank in the private sector in pursuance of the policy of liberalization of banking and financial services and facilities in Bangladesh. In view of the above , the bank, within a period of 16 years of its operations, achieved remarkable success fully meeting capital adequacy requirement of Bangladesh Bank.

As evident from the financial statements for the last 12 years, it has been growing rapidly as one of the leaders of the new generation banks in the private sectors in terms of business and profitability.

## Structural Management of South East Bank Ltd.

Chairmen

↓

Board of directors

↓

President and Managing Director (MD)

↓

Deputy Managing Director (DMD)

↓

Senior Executive Vice President

↓

Executive Vice President

↓

Senior Vice President

↓

Vice President

↓

Senior Assistant Vice President

↓

Assistant Vice President

↓

Senior Principal Officer

↓

Principal Officer

↓

Executive Officer

↓

Senior Officer

↓

Officer

↓

Junior Officer

↓

Assistant Officer

## Corporate mission:

- High quality financial services with state of the art technology
- Fast customer service
- Sustainable growth strategy
- Follow ethical standards in business
- Steady return on shareholders' equity
- Innovative banking at a competitive price

- Attract and retain quality human resource
- Commitment to Corporate Social Responsibility

## Corporate Vision:

To be a premier banking institution in Bangladesh and contribute significantly to the national economy.

## Objects of the Bank:

- To establish relationship banking and improve service quality through development of Strategic Marketing Plans.
- To remain one of the best banks in Bangladesh in terms of profitability and quality.
- To introduce fully automated systems through integration of information technology.
- To ensure an adequate rate of return on investment.
- To maintain adequate liquidity to meet maturing obligations and commitments.
- To maintain a healthy growth of business with desire image.
- To maintain adequate control systems and transparency in procedures.
- To develop and retain a quality work-force through an effective Human Resources Management System.
- To ensure optimum utilization of all available resources.
- To pursue an effective system of management by ensuring compliance to ethical norms, transparency, and accountability at all levels.

## Corporate Slogan:

Bank with a Vision. (একটি দূরদর্শী ব্যাংক)

## Values of the Bank:

- To have a strong customer focus and to build relationship based on integrity, superior service and mutual benefit.
- To work as a Team to serve the best interests of the organization.
- To work for continuous business improvement.
- To value and respect people and make decisions based on merit.
- To provide recognition and reward on performance.

## Strategies:

- To manage and operate the Bank in the most efficient manner to enhance financial performance and to control cost of fund.
- To strive for customer satisfaction through quality control and delivery of timely services.
- To identify customers' credit and other banking needs and monitor their perceptions towards our performance in meeting those requirements.
- To review and update policies, procedures and practices to enhance the ability to extend better service to customers.
- To train and develop all employees and provide them adequate resources so that customers' need can be reasonably addressed.
- To promote organizational effectiveness by openly communicating company plan, policies, practice and procedures to employee in a timely fashion.
- To cultivate a working environment that factors positive motivation for improved performance.

## Executive Committee:

All routine matters beyond the delegated power of the Management are decided upon by or routed through the Executive Committee, subject to ratification by the Board of Director.

| Name | Designation |
|---|---|
| Mr. Alamgir Kabir (FCA) | Chairman |
| Mr. Mahabubul Alam | Managing Director |
| Mr. Ragib Ali | Member |
| Mr. M. A. Kashem | Member |
| Mr. Azim Uddin Ahmed | Member |
| Dr. Zaidi Sattar | Member |
| Mr. A.H. M. Moazzem Hossain | Member |

## Audit Committee:

In line with the guidelines of Bangladesh Bank, 3 (three) members Audit Committee of the Board of Directors has been formed to assist the Board to Audit and Internal Control system of the Bank.

| Name | Designation |
|---|---|

| | |
|---|---|
| **Mr. Azim Uddin Ahmed** | Chairman |
| **Dr. Zaidi Sattar** | Member |
| **Mr. M. A. Kashem** | Member |

# Chapter Three:

## Literature review

With the growing competition among nationalized, foreign and private commercial banks as to how the banks operates it banking operation and how customer service can be made attractive. Commercial or private banks are trying to evaluate their traditional banking service to a better standard, to meet the challenging needs. So they pay attention on better performance and existence. Under the above circumstances, it has become necessary for Southeast Bank Limited, one of the private commercial banks, to focus its attention towards its services.

### Definition of HRM :

Human resource management (HRM) is the practice of recruiting, hiring, deploying and managing an organization's employees. HRM is often referred to simply as human resources (HR). A company or organization's HR department is usually responsible for creating, putting into effect and overseeing policies governing workers and the relationship of the organization with its employees. The term human resources was first used in the early 1900s, and then more widely in the 1960s, to describe the people who work for the organization, in aggregate.

HRM is employee management with an emphasis on those employees as assets of the business. In this context, employees are sometimes referred to as human capital. As with other business assets, the goal is to make effective use of employees, reducing risk and maximizing return on investment (ROI).

The modern HR technology term human capital management (HCM) has been used more frequently compared to the term HRM. The term HCM has had widespread adoption by large and midsize companies and other organizations of software to manage many HR functions.

### Functions of HRM :

Human Resource Management functions can be classified into the following three categories.

- **Managerial Functions**
- **Operative Functions**
- **Advisory Functions**

### The Managerial Functions of Human Resource Management are as follows:

**1. Human Resource Planning** - In this function of HRM, the number and type of employees needed to accomplish organizational goals is determined. Research is an important part of this function, information is collected and analyzed to identify current and future human resource needs and to forecast changing values, attitude, and behavior of employees and their impact on the

organization.

**2. Organizing -** In an organization tasks are allocated among its members, relationships are identified, and activities are integrated towards a common objective. Relationships are established among the employees so that they can collectively contribute to the attainment of the organization's goal.

**3. Directing -** Activating employees at different levels and making them contribute maximum to the organization is possible through proper direction and motivation. Taping the maximum potentialities of the employees is possible through motivation and command.

**4. Controlling -** After planning, organizing, and directing, employees' actual performance is checked, verified, and compared with the plans. If the actual performance is found deviated from the plan, control measures are required to be taken.

## The Operative Functions of Human Resource Management are as follows:

**1. Recruitment and Selection -** Recruitment of candidates is the function preceding the selection, which brings the pool of prospective candidates for the organization so that the management can select the right candidate from this pool.

**2. Job Analysis and Design -** Job analysis is the process of describing the nature of a job and specifying the human requirements like qualification, skills, and work experience to perform that job. Job design aims at outlining and organizing tasks, duties, and responsibilities into a single unit of work for the achievement of certain objectives.

**3. Performance Appraisal -** Human resource professionals are required to perform this function to ensure that the performance of employees is at an acceptable level.

**4. Training and Development -** This function of human resource management helps employees acquire skills and knowledge to perform their jobs effectively. Training and development programs are organized for both new and existing employees. Employees are prepared for higher-level responsibilities through training and development.

**5. Wage and Salary Administration -** Human resource management determines what is to be paid for different types of jobs. Human resource management decides employee's compensation which includes - wage administration, salary administration, incentives, bonuses, fringe benefits, and etc,.

**6. Employee Welfare -** This function refers to various services, benefits, and facilities that are provided to employees for their well-being.

**7. Maintenance -** Human resource is considered an asset for the organization. Employee turnover is not considered good for the organization. Human resource management always tries to keep their best performing employees with the organization.

**8. Labour Relations -** This function refers to human resource management interaction with employees represented by a trade union. Employees come together and form a union to obtain more voice in decisions affecting wage, benefits, working conditions, etc,.

**9. Personnel Research -** Personnel researches are done by human resource management to gather employees' opinions on wages and salaries, promotions, working conditions, welfare activities, leadership, etc,. Such researches help in understanding employee satisfaction, employee turnover, employee termination, etc,.

**10. Personnel Record -** This function involves recording, maintaining, and retrieving employee-related information like - application forms, employment history, working hours, earnings, employee absents and presents, employee turnover, and other data related to employees.

**The Advisory Functions of Human Resource Management are as follows:**

Human Resource Management is expert in managing human resources and so can give advice on matters related to human resources of the organization. Human Resource Management can offer advice to:

**1. Advised to Top Management**
The personnel manager advises the top management in the formulation and evaluation of personnel programs, policies, and procedures.

**2. Advised to Departmental Heads**
The personnel manager advises the heads of various departments on matters such as manpower planning, job analysis, job design, recruitment, selection, placement, training, performance appraisal, etc.

## Principles of Human Resource Management :

Human resource management (HRM) or management of human capital is essential in today's industries. The principles of HRM are the foundations in any sector, and these must be observed.
For every institution, some essential principles should be followed by the human resources department.
For example, the selection of employees should be strictly merit-based, there should be no discrimination or favoritism, and every employee should be treated fairly and consistently.
These principles are essential for any business to succeed.

The fundamental principles of HR management are as follows:

1. Deal with people as complete individuals.
2. Make people feel worthwhile and related.
3. Treat all employees with justice.
4. Human resource management is not personal.
5. Rewards should be earned, not to be given.

6. Supply employees with relevant information.
7. Do not underestimate the intelligence of people.
8. Treat people with respect and dignity.
9. Provides opportunities for growth within the organization.
10. The predominance of group interest over individual interests.
11. Sell the HR program. It must be sold.

## Recruitment & Selection :

The delivery of Human Resources has been transformed by Improved Service Delivery (ISD). Here's how you can best experience that transformation.

First, contact your HR Coordinators. They are the first point of contact and local HR representative as a supervisor or employee in the organization. Whether you need a new position or want to change an existing one, consult your HR Coordinator for guidance on the type of position, level and compensation.

taff Recruiting Specialists are here to streamline the staff hiring process and get you the right talent for staff and postdoc positions. They can help you:

**Advertise a position :** After connecting with your HR Coordinator on the need to post a vacancy, you'll work with the Staff Recruiting Specialist (SRS) to get your staff and postdoc roles on Workday and in other advertising outlets.

**Find and evaluate talent :** Collaborate with them on recruiting strategies and identifying the competencies of a successful candidate. Ask them about existing talent pipelines and high-potential candidates who could be a good fit. Trust them as talent acquisition professionals to use the strategy and competencies to find you the top candidates for final interviews. Collaborate on the review of candidates; they may check in on high potentials or the need to extend postings to make sure you get the right people.

**Make the hire :** Consult with them on final interview questions and final hire negotiations; they will have a great relationship with these candidates. Once you finalize your decision they will help the candidate through the background checks and transition them to the onboarding process.

## Training & Development :

Training and development refers to educational activities within a company created to enhance the knowledge and skills of employees while providing information and instruction on how to better perform specific tasks.

Training is a short-term reactive process meant for operatives and process while development is designed continuous pro-active process meant for executives. In training employees' aim is to develop additional skills and in development, it is to develop a total personality.

In training, the initiative is taken by the management with the objective of meeting the present need o fan employee. In development, initiative is taken by the individual with the objective to meet the future need o fan employee.

## Performance Appraisal :

The term performance appraisal refers to the regular review of an employee's job performance and overall contribution to a company. Also known as an annual review, performance review or evaluation, or employee appraisal, a performance appraisal evaluates an employee’s skills, achievements, and growth, or lack thereof.

Companies use performance appraisals to give employees big-picture feedback on their work and to justify pay increases and bonuses, as well as termination decisions. They can be conducted at any given time but tend to be annual, semi-annual, or quarterly.

## Compensation Management :

Compensation management is the process of managing, analyzing, and determining the salary, incentives, and benefits each employee receives.

Compensation managers aim to attract, retain, and engage employees by offering broad and competitive compensation plans within the company budget.

A good onboarding process is reminiscent of boarding a plane. At the beginning of an adventure, you’re greeted by someone who’s happy to have you. They help you find your seat and get acclimated so the flight will be comfortable and you’ll get to your destination safely.

Though remote onboarding takes place virtually, the process is inherently the same as face-to-face onboarding.

## Employee Relations :

The definition of employee relations refers to an organization’s efforts to create and maintain a positive relationship with its employees. By maintaining positive, constructive employee relations, organizations hope to keep employees loyal and more engaged in their work. Typically, an organization’s human resources department manages employee relations efforts; however, some organizations may have a dedicated employee relations manager role. Typical responsibilities of an employee relations manager include acting as a liaison or intermediary between employees and managers, and either creating or advising on the creation of policies around employee issues like fair compensation, useful benefits, proper work-life balance, reasonable working hours, and others. When it comes to employee relations, an HR department has two primary functions. First, HR helps prevent and resolve problems or disputes between employees and management. Second, they assist in creating and enforcing policies that are fair and consistent for everyone in the workplace.

To maintain positive employee relations, an organization must first view employees as

stakeholders and contributors in the company rather than simply as paid laborers. This perspective encourages those in management and executive roles to seek employee feedback, to value their input more highly, and to consider the employee experience when making decisions that affect the entire company.

## Turnover :

Turnover is an accounting concept that calculates how quickly a business conducts its operations. Most often, turnover is used to understand how quickly a company collects cash from accounts receivable or how fast the company sells its inventory.

In the investment industry, turnover is defined as the percentage of a portfolio that is sold in a particular month or year. A quick turnover rate generates more commissions for trades placed by a broker.

"Overall turnover" is a synonym for a company's total revenues. It is commonly used in Europe and Asia.

## Placement :

In general recruitment terminology, the term placement is often used to refer to the successful allocation of a person to a job.

A placement can also refer to the temporary posting of a worker at a workplace that is not typically their own.

Placements occur for a set, finite period of time that is agreed upon between the workplace and the worker. Unlike temporary work, the purpose of a placement of this nature is usually to give the worker an opportunity to learn something from a new work environment or for them to contribute something to that environment for a set period of time.

After a placement has been completed, a worker will usually return to their usual place of work, ideally with insight to bring to their role or business.

## Promotion :

Promotion is a fundamental component of the marketing mix, which has 4 Ps: product, price, place, and promotion. It is also an essential element promotional plan or mix, which includes advertising, self and sales promotion, direct marketing publicity, trade shows, events, etc.,

Some methods of this procedure contain an offer, coupon discounts, free sample distribution, trial offer, buy two items in the price of one, contest, festival discounts, etc. The promotion of a product is important to help companies improve their sales because customers reaction towards discounts and offers are impulsive. In other words, promotion is a marketing tool that involves enlightening the customers about the goods and services offered by an organization.

# Chapter Four:

## Analysis of the Study

### Core Activities of Human Resource Department Orientation and Training :

When I was joined, first week I was introduced to Southeast Bank Ltd. I had to visit different managers and departments to figure out how the bank works and how all the department works. How Brands Supply chain, Brand, Customer Development are interrelated. As an Asst. Manager (HR & Payroll) of HR, I had gone through HR activity in detail. At the same time how to inter-relate all the data from several departments and report it to the HR head.

### Recruitment Process :

As an Asst. Manager (HR & Payroll) I am receiving a lot of support from my superiors and as a result, I have the opportunity to be involve in most of the sectors of the factory. I am also involved in the recruitment process. I am assisting and observe how the whole thing is being operate. I also screened the CVs of the candidates; short listed them and called them for interview. In case of labors their CVs are not the usual formal CV but rather their national ID card or their educational background mainly covers it. Arrange interview dates, time and venue and panel for interview and coordinate accordingly. After shortening the application, interviews are conducted as per requirement of the post, which include written, viva, and practical test on individual's skill, health test by house medical team. All the selected candidates are issued appointment letter where all the terms and condition of the service is written clearly. As per the mentioned date on appointment letter candidate are supposed to come withal required papers (if not deposited before). No child labor can be recruited in this facility, minimum age of the applicants 18 years. It will not be relaxed under any circumstances. Those who have been convicted by any court of law for criminal offences will not be considered for employment. If any applicant or employee thinks that he/she is discriminated under any circumstances can report to Welfare Officer to Managing Director in this company. Also, he/she can go to the respective authority from Government organization.

### Maintaining the employee attendance :

UML has zero tolerance on unnoticed absenteeism as it hampers the production process a lot. The top management follows as per the labor law imposed by the Bangladeshi government. The law states that any employee who wants to take a leave must inform the Supervisor. Irregular attendance or tardiness will not be tolerated and may result in termination. Employees who will be

late or absent from work must inform their Supervisor. Employees will only be paid for the number of days worked. Employees must punch in the attendance device personally.

## Human Resource Policy :

My research is mainly focused on study based on observations of the whole Bank HR department throughout my whole experience one very crucial element that I noticed is that the labors are the heart of the Bank sector. But ironically the turnover rate was very high. A high employee turnover rate can be detrimental for any organization. High turnover rates can create a lack of staff to complete essential daily functions of a company. In addition, high turnover rate can cause a loss of productivity as new employees take some time to get up to speed, particularly in complex jobs. During my internship period I also reviewed the HR policies of the bank.

## The HR policies are as follows:

**Standard Conduct:** Employees are expected to conduct themselves on the job in a manner that contributes to operating effectiveness, productivity, safety and a harmonious work environment. If employees do not meet the company's expectations of performance and/or conduct, corrective action, up to and including termination may be taken. It is within management's discretion to determine what measure would be appropriate under each circumstance. Southeast Bank Ltd. does not employ mandatory progressive steps of corrective action. To monitor all the activities the authority has installed cameras all around.

**Harassment Policy :** Now a days this is a major issue and if any such incident takes place it can ruin the reputation of the company. So, it is strictly monitored by the authorities. But if any employee feels that he or she is subjected towards any such behavior then that person is free to complain it to the authority.

**Security:** Theft is a common thing is Bangladesh that frequently occurs. To protect from such incidents UML has taken necessary precautions such as hiring good security guards.

## Recruitment and Selection Policy :

The company employs best person for every position amongst those made available for selection, according to the company's authorized employment procedure by a recruitment committee. No discrimination is made in selection due to sex, religion, cast, creed or regional consideration. This policy is applicable in promotion, separation, recruitment, transfer, and training or any other field.

1. The circulation of vacancies is usually done through advertising in internal source & external sources like: newspaper, bdjobs, etc.

2. The candidate has to provide following documents with application.

3. Detailed bio data of the employee.

A. Job application

B. PP size photograph

C. Education certificate and/or

D. Age certificate/chairman/doctor certificate

**After Selection to employees the below procedure is as following;**

- Background check
- Educational background check
- Their reference checks
- Criminal records check

**Wages and Benefit Policy**

Southeast Bank Ltd. is following the Labor Act & Rules for paid all types of wages and benefits like; Wages of Workers, Bonuses, Compensation and others allowances. This company have a policy and procedure regarding Wages & Benefits;

- Company will not pay less according to the country labor law
- All the wages & salaries will be pay in between within the seven working days
- Company authority pay wages to the workers bank account
- Company authority provide individual pay slip to the workers before the wage's disbursement.
- The company management will be disclosing the calculation methods to the workers
- An automatic device system has to keep the employees in & out records.
- The company management has given 01-hour rest in between general working hours.
- The company has Saturday to Thursday as working day and Friday is week off.
- If the company is working more than 08 hours in a day then the after working hours will be treated as overtime and that amount will be pay as double from the general hours pay.

- The company authority has given Festival leave with full pay according to Bangladesh Labor Act or BEPZA Labor Act.

**Attendance Bonus Policy**

Southeast Bank Ltd. is always positive to give the facilities more. Attendance Bonus is a benefit which encourage to workers best attendance. The policy is as below;

- A worker will not be entitling for attendance bonus if 01 day absent in a month

- When entitle for attendance bonus, the amount is for 500 taka per month.

- If a worker takes 01 day approved leave but no any absent, the amount for attendance is 300 taka on that month.

- The amount of attendance bonus will be paid with wages on same day.

- The attendance bonus is applicable from the joining month.

- This attendance bonus is not applicable for Head of Department and Administrative staffs.

**Maternity Leave & Benefit Policy**

Southeast Bank Ltd. authorities always carry out all activities with honesty and sincerity. No any discrimination on female workers recruitments or partiality.

- The authority does not test any pregnancy when recruiting any female workers.

- The authority follows the EPZ act 2019 to give the maternity leave & benefit.

- After certify from registered medical doctors that women workers will get 112 days maternity leave & benefit.

- The entitlement for maternity leaves that workers must be working six months or more and not alive her two or more baby's.

**Performance Appraisal Policy**

Southeast Bank Ltd. has a very effective performance appraisal system. This company management evaluated only their performances, attitudes, skills etc. Evaluation criteria's;

- Attendance
- Work knowledge
- Quality of the work
- Team work
- Commitment
- Leadership skills
- Communication skills
- Efficiency
- Integrity
- Attitude & Conduct

**Prohibition of Harassment & Abuse Policy**

Southeast Bank Ltd. authority has prohibited all kinds of physical harassment, treat, mental harassment and any unlawful punishment etc. has been prohibited:

- All cases of this organizations physical or mental harassment are totally prohibited.
- In everywhere of this organization follows the prohibition of harassment & abuse policies.
- Punishment or mistake of in any crime no one can not be harassment & abuse either physical or mental.
- If anything, happen same like this the victim can written complain to authority.
- After complain as above if the victim thinking that, he/she will not get the right judgement, he/she can inform or can take help from government authority.
- The workers can give complain by grievance boxes to maintain secretly.

**Grievance Policy**

Southeast Bank Ltd. has an effective grievance policy & procedure which increase the facilities to the employees and reduce misconduct. To ensure the highest transparency in all the departments. If grievance is coming don't mentioned it is the lack of organization where it is the key of

development for the organization.

Employees can give the grievance in two ways; one is verbal & another one written.

Verbal grievance system;

- Inform to line supervisor, if corrected then no need to go further authority.
- Inform to Welfare Officer, if corrected then no need to go further authority.
- Inform to Manager HR & Admin, if corrected then no need to further authority.
- If the above level not given proper solution then need to go the authority.

Written grievance system;

Written grievance system is another two types, such as directly give to Head of HR & other system is complain box.

i) Direct grievance procedure handle by Head of HR & Admin

ii) By the complain box grievance, company has a well dismissal committee.

**Disciplinary Action Policy**

Southeast Bank Ltd. is very strict regarding disciplinary action. They have a policy regarding this. The aim of this policy is to create a harmonious weather between employer & employees. The procedure as below;

- Simple disciplinary broken, verbal warning or advisory letter will give.
- Theft, habitual late or absent, misbehave, fighting, habitual work less, dishonesty, unauthorized more than 10 (Ten) days absent then show case notice will give.
- If the answer of that show case notice could not satisfied the company authority then inquiry team will inquiry the issues.
- If the inquiry report is going to against of that guilty then company authority will be punished. On the other hand, the inquiry report is positive for guilty then the guilty will free from complain.

**Female Workers Rights Policy**

Southeast Bank Ltd. authorities are always aware of women's rights in the workplace.

- Workers recruitments where no violation for women
- Maternity Leave
- Facilities more when pregnant
- No discrimination for women
- No partiality
- Equal wages for women
- Leadership
- Day care center

**Job Separation Policy**

Southeast Bank Ltd. maintain a job separation policy for all the employees. Every individual can be separated from his job by resign, termination, retrenchment, discharge and dismissal.

i. Resign: Any permanent employees want to resign from his job he/she need to give one month before notice. If he/she cannot give the proper notice to left his job then company will deduct one month notice period basic wages/basic salary.

ii. Termination: If the owner or the authority want to separate any employees then need to give 120 days before notice or if it is instantly need to pay 120 days wages.

iii. Retrenchment: If the owner wants to retrenchment any workers need to give 30 days before notice to that individual with the reason of retrenchment or need to pay 30 days basic wages.

iv. Discharge: If any employee certified by the Medical Officer (Minimum MBBS Doctor) for continuous very illness to do work or permanently unfit health conditions.

v. Dismissal: Dismissal is punishment system which came from any kind of misconduct.

Compensation will be paid for the above job separation system according to Labor Law.

**Internal Audit Policy & Procedure**

To ensure organizational goal and perform sound business activities thorough conducting internal audit in accordance with Bangladesh Labor law, ILO, Buyer's COC and Company COC.

# Chapter Five:

## Findings

### Findings:

Bank is a financial institution. A bank must have to follow HRM. The service of a bank is considered as its product. On the basis of my observation I would like to present the following findings:

**Products and Services:**

Southeast bank Ltd mobilize its fund from surplus unit through different types of deposit schemes and deployment this fund for deficit unit through various investment schemes. So the main products of Southeast bank Ltd are different kinds of deposits and investment schemes.

**Price:**

Southeast bank Ltd. takes lower services charge and also takes lower interest against their different loans & advances than private banks of Bangladesh. Most of the customers are satisfied that Southeast bank sets the fees and charges reasonable and competitive.

**Place:**

The branches of Southeast bank Ltd. are situated at convenient location.

**Promotion:**

Southeast bank Ltd. promotional activities are not in satisfactory level. Most of the customers think Southeast bank Ltd. needs more advertise their brand and service.

**People:**

Southeast Bank Limited gives opportunity to their employees to participate in decision making. As a result the Customers give the better services from the employees. Employees of Southeast Bank Limited are capable to realize customers' needs & they are so friendly to customers.

**Process:**

The Southeast Bank Limited designs its process in such a way that lead to fast, dynamic and very effective service delivery and result in satisfied customers.

**Physical Evidence:**

Interior & Exterior designs of Southeast Bank Limited branches are attractive. Waiting time is reasonable & transaction in Southeast Bank Limited is reliable.

**The working environment of the branch :** Employees are satisfied with the branch environment of per group cohesiveness, air condition room, separate desk, pc and telephone facilities etc.

**Salary structure :** The salary package of SEBL is not as the market demand, so the turnover of manpower is increasing day by day.

**The branch work load :** Banking activities are average. The work load is moderate.

**The bank remuneration system :** SEBL is good package by occasionally.

**Consumer behavior :** Consumer behavior is also good quality. Every Sunday and Thursday is so pressure from the coustomer but employees are taking easily.

**Computer facilities :** The number of computers and other supporting facility is sufficient in Bank.

**The bank promotion system :** Branch Employees are get promotion to be following SEBL. Promotion policy and they are satisfied.

**The employees of the branch are co-operative :** Every employee is maintaining good relationship each to other.

# Chapter six:

## Recommendations & Conclusion

### Recommendations:

- The Bank should consider the issue of better customer service more sincerely, and in this regard it may introduce various customer-oriented services, should automated operation.
- Every employee should have individual computer to work faster and give better quality services to the customers.
- The way of entrance of the branch is combined with other organization, for that Bank needs a separate entrance.
- In this branch for the investment clients to give them clear idea about some formalities with the bank before sanctioning of investment facility particularly to the new investment clients.
- It is necessary to increase the working capacity of all bankers in this Branch.
- More training, professional development is required for more often. Officers should be sent for training for betterment of service.
- For the employees of the Branch they do not have any canteen. Canteen facilities should be provided to the Branch.
- Only higher salary package cannot satisfy a self-motivated and exposed employee in high level. The employee wants recognition and reward for their self-actualization. There are few reward and recognition options is available in SEBL should be review for deals with employee turnover.
- HR development activities as individual, career and organizational by the HR department for enhancing the employee's growth as well as achieve organizational hierarchy.
- The recruitment process of the bank is very lengthy and expensive. The bank should select the employee by reducing the lengthy process.
- One of the business strategies is promotion. Successful business depends how they can promote their products of services to the customer. In this connection to improve the business bank should introduce more promotional programs.

## Conclusion :

Southeast Bank Limited. Achieved stable growth and continuous as one of leading private sector Banks of the country. Since after its inception the Bank is satisfactorily contributing to the growth of GDP of the country through stimulation trade and commerce, acceleration the pace of industrialization, boosting up export, creating employment opportunity for the unemployed youths, poverty alleviation, raising standard of living of limited income group and overall sustainable socioeconomic development of the country. From the evaluation and analysis of the facts and information collected during the period of my involvement as an internee, it is clear that, Southeast Bank Limited is performing satisfactory over the last years and growing rapidly preserving a unique position in the banking sector of the country. The profitability of the Bank is showing increasing trend as a consequence of a dynamic investment management policy and farsighted efficient direction. The Bank has all the possibility of becoming maintain this trend of improvement and I think SEBL will be able to do so.

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