

Sonargaon University (SU) Dhaka,
Bangladesh

Thesis Report on
An Analysis of Selection and Recruitment Process of Ascent Group.

Submitted by:

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Submitted to:

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Date of Submission:
May 14 , 2022

Letter of Transmittal

Date: ……..

Md. Rasel Hawlader
Lecturer
Department of Business Administration
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Dhaka, Bangladesh

Subject: Submission of the Thesis Report

Dear Sir,

With great respect, I would like to inform you that as per our RMBA Thesis Paper I have prepared my report on **An Analysis of Selection and Recruitment Process of Ascent Group.** Under your supervision. Now I would like to submit my report to you. I tried my best to prepare an effective, informative, reliable and an insightful report. Here I have gather information through different sources such as personal interview for collecting primary data, company website, different journals, internet and other published sources for secondary data.

I humbly request to accept my report. I hope that this study will very articulate the multinational functions of Group of industry in Bangladesh. I would be pleased to clarify any question or inquiry regarding this report whenever you ask.

So, I am requesting and hoping that you would be kind enough to accept my report and oblige thereby.

Sincerely yours,

……..

Md. Ilius Uddin
ID: RMBA2101022022
Semester Spring: 2022
Major: HRM
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Supervisor's Declaration

This is to certify that, Md. Ilius Uddin, student of Regular Masters of business administration (RMBA), major in HRM of Sonargaon University (SU) has completed this thesis paper on **An Analysis of Selection and Recruitment Process of Ascent Group.** He has completed this thesis satisfactorily under my supervision as he partial fulfillment for the award of RMBA degree.

He has done his job according to my supervision and guidance. He has tried his best to do this successfully. I think his study will help him in future to go build his career.

I wish him every success in life.

.....

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

Student's Declaration

I have declare that thesis paper on **An Analysis of Selection and Recruitment Process of Ascent Group** include the result of my own works, pursued under the supervision of **Md. Rasel Hawlader, Lecturer,** Department of Business Administration, Sonargaon University (SU), Dhaka, Bangladesh

I also like to declare that this report is my original work and is prepared for academic purpose which is a part of RMBA program.

.....

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Acknowledgement

I would like to express my immense gratitude that have incurred over **last three months** while preparing this report to the number of people who have provided me guidelines, assistance, support and cooperation for making it happen.

First and foremost, I would like to my gratitude to the almighty Allah for giving me the ability to hard work.

I wish to extend my sincere gratitude to **Md. Rasel Hawlader** for giving me opportunity to take up this study and his Precious comments, Excellent and Valuable suggestions with his supervision through the course of my study. Without his cordial support it would have been very difficult for me to complete this report.

This acknowledge to our **Departmental Head Mr. Abul Kalam** and **Coordinator Mr. Masud Rana,** Department of Business Administration, I am really grateful to them for their valuable suggestion, nice cooperation and excellent guidance. I always respect and remember them.

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Incomplete if I don't acknowledge and thanks to my Classmates and others Colleagues for their help and valuable support time to time.

I am also acknowledged to my family members, who are my pillars of strength and all concerns for helping me in completing this report and RMBA course. I am grateful for their nice cooperation and inspiring me in my ending life.

……

Md. Ilius Uddin
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Executive Summary

This report was written for the fulfillment of my Internship Program with Sonargaon University. I completed my internship with Ascent Group, specifically with the Selection and Recruitment team of Ascent group, as an Operations Intern.

The objective of this study is to measure the Effectiveness of the Selection and Recruitment Process of Ascent Group. The model used to measure such was Selection and Recruitment model.

Recruitment is the process of finding candidates for the vacant position and encouraging them to apply for it. Selection means choosing the best candidate from the pool of applicants and offering them the job. It has been proven that Selection and Recruitment is more beneficial to companies than it is to employees, since competent employees equal to more effective and efficient performance. Ascent Group places heavy emphasis on Selection and Recruitment as well. This practice has managed to keep Ascent Group (Scholastica) relevant and maintain its reputation in the market for over 40 years.

During my internship, I learned that Scholastica, SPEED, the Selection and Recruitment team of Ascent Group, uses a combination of feedback forms and tests taken at different stages to determine the effectiveness of their Selection and Recruitment.

According to the information I was able to collect from the HR department of Ascent Group, and my own personal observation, the overall results from Selection and Recruitment of the jobs candidate are positive.

Table of Contents

CHAPTER 1 : INTRODUCTION		
1.1	Introduction of the Study	
1.2	Origin of the Study	
1.3	Objectives of the Study	
1.4	Scope of the Study	
1.5	Methodology of the Report	
1.6	Limitations of the Report	
CHAPTER 2 : PROFILES OF THE ORGANIZATION		
2.1	Profiles of Ascent Group	
2.2	Objective of Ascent Group	
2.3	Scope of the Report	
2.4	Mission & Vision of Ascent Group	
2.5	Business of Ascent Group	
2.6	An Overview of Ascent Group Operation in Bangladesh	
CHAPTER 3 : Literature Review		
3.1	Recruitment Definition	
3.2	Recruitment Needs	
3.3	Generalized Recruitment Model	
3.4	Recruiting Sources	
3.5	External Sources	
3.6	The Generalized Selecting Method	
3.7	Meaning of Selection	
3.8	Standard Selection Process	

CHA PTER 4 : Analysis of the study		
4.1	Recruitment & Selection Process of Ascent Group	
4.2	Recruitment and Selection Sources of Ascent Group	
4.3	Requirement for all Employees in Ascent Group	
4.4	Selection Activities	
CHAPTER 5 : SWOT ANALYSIS OF ASCENT GROUP		
5.1	Strengths	
6.2	Weakness	
6.3	Opportunities	
6.4	Threats	
CHAPTER 6 : FINDINGS		
7.1	Findings	
7.2	Recommendations	
7.3	Conclusion	
Bibliography		

CHAPTER -1

Introduction

1.1 Introduction of the Study

I completed my internship with Ascent Group. This group of companies consists of a few subsidiaries – the most famous of them being Scholastica. My contract with them was for months. The internship report comprises a brief study on the Ascent Group during three months internship. The report is distributed in many parts according to nature and requirement of organization and according to the instructions of supervisor of report.

1.2 Origin of the Study

This report is a requirement of the thesis report which is an important part of the RMBA degree requirement. As the supervisor has advised me to develop a thorough understanding of the recruitment and selection processes of Ascent Group, this report will be prepared on those aspects of the HR practices of Ascent Group.

1.3 Objectives of the Study

The objectives of this study will be:

To evaluate the current selection and recruitment policy and process of Ascent Group.

To find out the weaknesses of the current policy.

To suggest improvements to the policy.

Theoretical analysis of selection and recruitment

Analysis current selection and recruitment of Ascent Group

Recommendations regarding the selection and recruitment of Ascent Group.

1.4 Scope of the Study

The scope of this study is only the recruitment and selection policy and processes of Ascent Group.

1.5 Methodology

In the preparation of this report, data has been collected from both primary and secondary sources. In-depth interviews of some of the employees of the HR Division of Ascent Group have been conducted to gather necessary information. Also, the Recruitment and Selection Policy of Ascent Group has been consulted in preparing this report. Moreover, text books, the internet, the annual report of Ascent Group etc. have been used to collect information.

1.6 Limitation of the Study

1. The major limitation of this report is that some confidential information was not available for the purposes of this report.

2. Short time prepare this report

4. Insufficient sample size for statistical measurements

5. Lack of previous research studies on the topic.

6. Limited access to data.

7. Conflicts arising from cultural bias

8. And other personal issues.

Identify the limitation(s)

CHAPTER -02

Profiles of the Organization

2.1 Profiles of Ascent Group

Ascent Group was established in 1977. It is the Bangladeshi Group of companies in Bangladesh. Over the years, Scholastica has developed remarkably. It has managed to fulfill Mrs. Yasmeen Murshed's vision by striving for the highest standards in education emphasizing on the development of their students through sports, arts and all kinds of other extra-curricular. From it also emerged a group of companies – Ascent Group.

With the introduction of this Group, the entire management of this organization had to adapt and learn to conduct operations with a corporate mindset. It operates in retail, technology, design and construction, training, and transportation industries.

2.2 Objective of Ascent Group

Ascent Group Over three decades, and over several transformations in its identity, the common thread that both parent and member companies have shared is the desire to make international lifestyles and services accessible to the citizens of Bangladesh.

2.3 Sources of the Information

For smooth and accurate study everyone has to follow some rules and regulations. The study inputs were collected from two sources:

Primary Sources:

Practical desk work.

Face to face with officers.

Face to face conversation with the client.

Facing some practical situation related with the day to day Official working activities.

Secondary Sources:

Annual Report of Ascent Group.

Brochures.

Websites.

2.4 Mission and Vision of Ascent Group

Our Vision:

Ascent's vision is to be an invaluable partner to our customers, associates and suppliers, to be a world-class solutions-provider, and to be a leader in the industries we serve.

Our Mission:

Ascent's mission is to strive passionately to have a profoundly positive impact on the lives of our customers, associates and employees. It aims to achieve this by:

Providing the highest quality in the services and goods it provides.

Being welcoming, friendly and approachable.

Working closely with employees across the Group, sustaining a strong team.

Being transparent and honest in its dealings.

2.5 Business of Ascent Group

Scholastica is part of Ascent Group.

Other concerns of Ascent Group include the following companies: Office and Home Solutions (OHS) Private Limited - an interior design and real-estate development company Services for Professional Education and Enterprise Development (SPEED) Limited-anprofessional training centre Printcraft Company Private Limited - a printing company Scholastica Transport Services (STS) Private Limited - a transportation services company Etcetera Bangladesh Private Limited - a food and beverage company Imagine Technologies Bangladesh Limited - a software development company Ignite Publications Limited - a publishing company

2.6 An Overview of Ascent Group Operation in Bangladesh

ASCENT GROUP begins its journey with a view to:

Strengthening its competitive capability.

Deepening consumer insights.

Making breakthrough innovations in products and processes.

Honing its ability to rapidly absorb knowledge and harness technology.

Widening the field of vision of distributed leadership.

Growing a nimbleness to proactively manage change and adapt, to continuously leverage market opportunities.

Blending its multiple core competencies to create new epicenters of growth.

A robust platform has been shaped for embarking on the next phase of expansion that will entail deeper forays into the sectors of knowledge, retail, spaces, services, and InfoTech.

CHAPTER -03

Literature Review

3.1 Recruitment Definition

Recruitment is a process of locating individuals with sufficient qualification & number and encourages them to apply for jobs. From other perspective it is a process of identifying and hiring the best-qualified candidate for a job vacancy, in a most timely and cost-effective manner.

According to Edwin B. Flippo, “Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization”.

According to Robins, “The ideal recruitment effort will attract a large no of qualified applicants who will take the job if it is offered. A good recruiting program should attract the qualified & not attract the unqualified. This dual objective will minimize the cost of processing unqualified candidates”.

So recruitment is a continuous process whereby the firm attempts to develop a pool of qualified applicants for the future human resources needs even though specific vacancies do not exist. Usually the process begins when new recruits are sought & ends when their applications are submitted

3.2 Recruitment Needs

There are three types of recruitment needs. Those are:

- **Planned:** The employment needs arising from changes in organization and retirement policy.
- **Anticipated:** Anticipated needs are those movements in personnel, which an organization can predict by studying trends in internal and external environment.
- **Unexpected:** Resignation, deaths, accidents, illness give rise to unexpected needs.

3.3 Generalized Recruitment Model

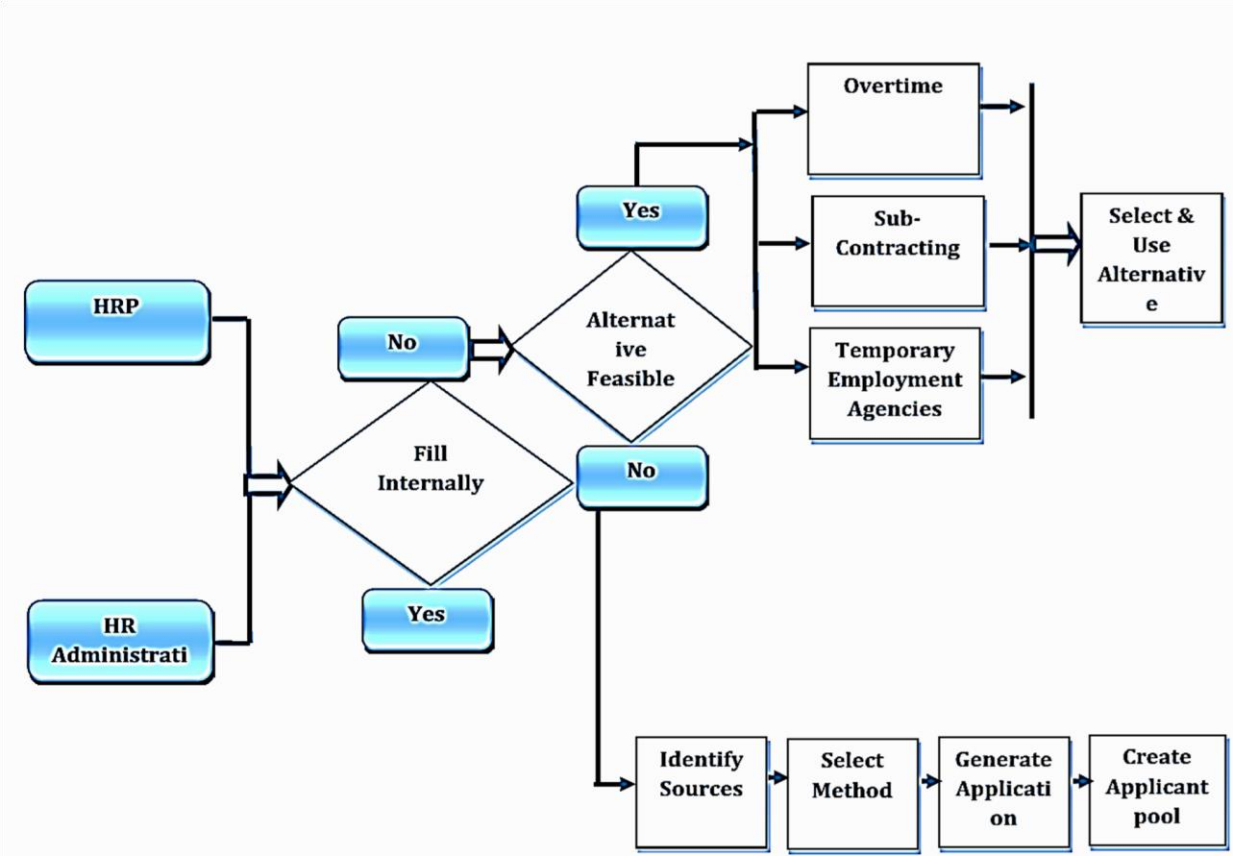


Diagram 3.1: Generalized Recruitment Model

3.4 Recruiting Sources

Recruiting is more likely to achieve its objectives if recruiting sources reflect the type of the position to be filled. Certain recruiting sources are more effective than others for filling certain types of jobs. Every organization has the option of choosing the candidates for its recruitment processes from two kinds of sources. Those are:

- **Internal Sources**
- **External Sources**

Internal Source

The sources within the organization itself (like transfer of employees from one department to other, promotions) to fill a position are known as the internal sources of recruitment.

In 3 three ways internal candidates are recruited:

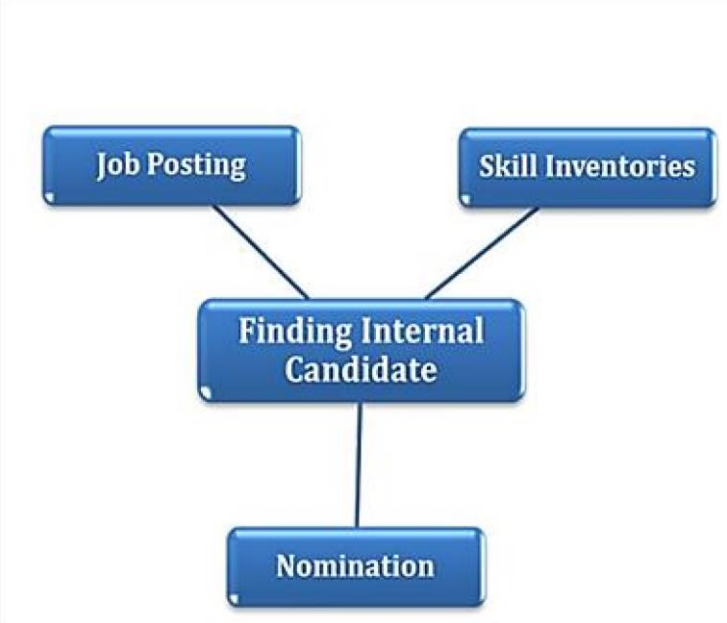


Diagram 3.2 : Recruiting Sources

Job Posting

Posting notice of job openings on company bulletins boards is an effective internal recruiting method. It informs employees about openings & required qualifications & invites qualified employees to apply. The notices usually posted on company bulletin boards or electronic bulletin boards or are placed in the company newspaper.

Qualifications & other facts are drawn from the job analysis information.

Skill Inventories

Making use of HRIS can find the best suited candidate and this must be secure and confidential source of internal candidate. This source gives adequate but relevant employee information.

Nominations

Recommendation from potential supervisor, employees who are interested in the posted opening report to the HR Department & apply.

3.5 External Sources

Recruitment candidates from all the other sources (like outsourcing agencies etc.) are known as the external sources of recruitment. In addition to looking internally for candidates, it is customary for organizations to open up recruiting efforts to the external community. These efforts are discussed below:

Advertisement

When an organization wishes to communicate to the public that it has a vacancy advertisement in one of the popular method used. Want ad describes the job, the benefits and tells those who are interested how to apply. It is the most popular method.

Employee Referrals/Recommendation

An employee will recommend if he believe the individual can perform adequately. Employee referrals also may have acquired more accurate information about their potential jobs. The recommender often gives the applicant more realistic information about the job than could be conveyed through employment agencies or newspaper advertisement

Employment Agencies

There are certain professional organizations which look towards recruitment and employment of people; they supply required manpower to needy concerns.

Schools Colleges & Universities Recruiting

Whatever the educational level required for the job involves a high-school diploma, specific vocational training, or a collage background with a bachelor's, masters or doctoral degree, educational institutions are an excellent source of potential employees.

Sending an employer's representatives to college campuses to pre-screen applicants and create an applicant pool from the graduating class.

Unsolicited Application

Many job seekers visit the office of well-known companies on their own. Moreover without encouragement from other sources applicants go directly to the organization. In addition courteous treatment of any applicant is a good business practice.

Temp Agencies

These types of different organization can be a source of employees when individuals are needed on a temporary basis. Temporary employees are particularly valuable in meeting short-term fluctuations in HRM needs. It does not provide recruits. They are a source of supplemental workers. The temporary workers actually work for the agency. During vacation and peak season-these agencies can be a better alternative.

3.6 The Generalized Selecting Method

Selection begins where recruitment ends- with applicant pool. Selection goes through five steps:

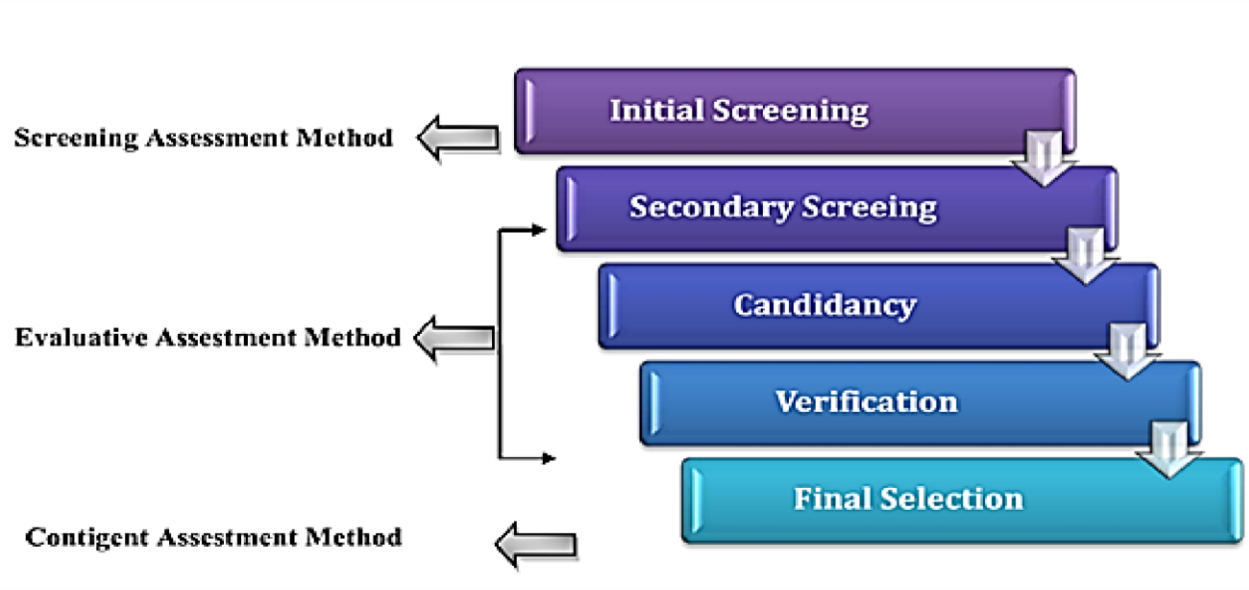


Diagram 3.3: Generalized Selecting Method

A. Initial Screening

A systematic examination of employment application, resume analysis is done in this stage. This is the primary stage where shortlisting is done from a huge applicant pool.

B. Secondary Screening

This stage eliminating unqualified employees and identify prospective employees for open position. Selecting process starts with testing. Test can be different type.

We can conveniently classify test according to whether the candidate's

- **Cognitive abilities**
- **Motor and physical abilities**
- **Per Janata and interest**
- **Job Knowledge**

Cognitive Abilities

Cognitive tests include tests of general reasoning ability and tests of specific mental abilities like memory and inductive reasoning.

Motor and Physical Abilities

Motor ability measurers the speed and accuracy of simple judgment as well as the speed of finger, hand, and arms movements. **It includes-:**

- Stromberg → Dexterity test
- Minnesota → Rate of Manipulation test
- Purdue Peg → Board

Test of physical abilities are also required. **It includes-:**

- Dynamic → strength
- Body → coordination
- Stamina →

Per Janata& Interest

Per Janata test measure basic aspects of an applicant‟s per Janata, such as introversion, stability, and motivation.

Job Knowledge

This tests measure what a person has learned. It measures the job knowledge of different area like- economics, marketing human resource etc.

Candidacy

The basic component of this stage is the employment interview or series of employment interviews, which focus on an in depth evaluation of the applicant's qualification. In some organization, individuals successfully sent to an assessment center where they may complete batteries of tests

and engage in various simulations to further assess their capabilities. Applicants completing this stage are potential employees.

Verification

This stage is concerned with verifying the reference information furnished by applicant. Due to the increasing number of negligent hiring cases, organizations must be careful to exercise due diligence in verifying and documenting references.

Final Selection

This is decision making stage. The information furnished by the applicant and gathered by the organization is evaluated. If the information is favorable, a job offer is made; if the information is unfavorable, no job offer is extended. The tentative job offer is subject to a physical examination and a background investigation. If the candidate successfully completes these two final hurdles, a final job offer is made.

3.7 Meaning of Selection

The term „selection „denotes a choice of one or some from amongst many. The vital importance of making the right selection of staff for any enterprise cannot be overemphasized. While selecting employees, it should be borne in mind that they are the greatest source of an organization. Building and money are always secondary. Selection is basically picking an applicant from (a pool of applicants) who has the appropriate qualification and competency to do the job.

Selection is the process that starts with gathering complete information about the applicant from his application form and ends with inducting the candidate into the organization.

3.8 Standard Selection Process

Collection of Curriculum Vitae (CV)

It is the applicant's responsibility to send his/her CVs in time to the given address. Lafarge collects CVs through internets, postal Dak, currier and by hand who are coming physically.

Screening/Short listing

After detail study and analysis the CVs are sorted department wise and short listed for call up message. Initially a list of qualifications and experience is prepared and the HR department alone

or in association with the concerned departmental head reviews the lists and sorts out likely acceptable applicants. In the process of initial screening, generally the eliminatory factors pointing to the unsuitability of an applicant are:

- In adequacy of applicants experience and education.
- Too many jobs of short duration changes of job frequently shows a person with poor records.
- Frequent changes of residence (may be as a result of job change) shows instability in the makeup of the applicant.
- Applicants those with a recent separation or divorce shows instability and under emotional involvement that may hamper the work they would do.
- Long unemployment shows particular information of unwillingness or not desired for employment.
- Application poorly written misspelling, blots erasures, and at places illegible shows less interest.
- After the initial screening is done a list of likely acceptable candidates are made. Sometime final screening also done by personnel manager in association with the departmental heads.

C. Reference check

Generally reference imply letter of commendation, which are mainly two types:

- Character references as provided by friends and acquaintance of the applicant.
- From previous employers or teachers, .the process is mainly regular checks which concerned with verification or confirmation of factual information as provided in the application.

Methodology of reference check

There are many methods to check the reference but mostly used are:

The Mail

This method is used in soliciting opinion of people who cannot be easily accessible on telephone. Though it is economical but suffers from drawbacks like not answering and delayed answer etc.

The Telephone

This is more useful and advantageous method. It is more popular, quicker, and cheaper than the written quarries through mail. The reliability of such personal contacts is also greater.

Personal Visit

The personal visit is of still more beneficial than a telephone call. It allows longer conversation and reliability is more. Though it is time consuming and expensive.

One thing is more important while reference checking is that the kind of relationship of the candidates with those whom they refer. It should be carefully determined, considered and weighted while evaluating the opinion expressed. It is often the case that reference with high commendation carries a stigma behind it that the employer wants to get rid of the applicant. It is nothing unusual in the modern business practice.

D. Test

Selection and employment tests are usually administered after the application has been examined and candidate appears to be acceptable, test involves both professional and psychological. The importance of tests is recognized and found more suitable tool for selecting their employees, primarily tests supplement the information already collected though application.

Objectives of Test

The main objectives of the test include:

- Measuring job applicant's latent abilities, experience, education and suitability to perform assigned job.
- Means of eliminating misfits and failure and thus selecting the right man for right job.
- Tests help improving the personnel selection procedure.
- The test seeks to eliminate the possibility of prejudice or bias on the part of an interviewer for taking selection decisions.
- Test contributes greatly to training programs by identifying the weaknesses and deficiencies of individuals.

Types of Test

In broad classification of test, it may be placed in two categories firstly, those tests involving group approach and applicable to many individual at one time. Secondly, those tests with individual approach, which require separate examination for each person being tested. Few of the typical tests in each category are:

Intelligence test.

- Aptitude test.
- Dexterity test.
- Personality test.
- Interest test.
- Achievement of proficiency test.

In Lafarge IT test is carried out to judge the IT knowledge of the candidates.

E. Interview

The applicant passed though the screening test and his/her references also having been checked up, he/she is now ready for final interview. It is the last phase of selection process. According to the Scott "An interview is purposeful exchange of ideas, the answering of questions and communication between two or more persons". Interview is considered to be the most important universal method of evaluation and is widely used for effective selection and placement. It is recognized as the "heart" of the employment process. However at the same time the interview is perhaps a highly intricate, complicated and difficult part of the selection procedure.

Some of the important objectives are:

- An interview enables the interviewer to view the "total individual" about the applicant.
- An intelligent and experienced interviewer can get the clues to discover application aspiration, behavior and other interpersonal attitude.
- A means of motivating the applicant of the advantage of employment in the organization and vice versa.

Types of Interview

There are four types of interview commonly in use in the process of selection. These are:

1. Preliminary Interview

In the preliminary interview the applicant is apprised of the nature of the job terms and condition and the policies of the company. It the candidate after the preliminary interview appears to be likely acceptable, he/she is placed in the short list.

2. Structured Interview

The structural interview primarily relates to direct or indirect questioning, questions more or less have been already framed. The question mainly covers work experience, education and career planning.

3. The Stress Interview This type of interview is used to discover and assess some of the very important personality characteristics of the applicant. In brief it helps to find out his/her reaction towards any stress or uncomfortable situation likely to face. It should be remember that, the situation to be created tactfully and carefully to bring out the exact feelings of the candidate

4. Group Interview

This type of interview is used when the numbers of applicants for a given job is large and there is less time available. This type of Interview saves time and proves to be economical. However, it should be conducted by an interviewer having well judgment and long experience.

Selection Approaches

1. Ethnocentric Selection

In this approach, staffing decisions are made at the organization's headquarters. Subsidiaries have limited autonomy, and the employees from the headquarters at home and abroad fill key jobs. Nationals from the parent country dominate the organizations at home and abroad.

Polycentric Selection

In polycentric selection, each subsidiary is treated as a distinct national entity with local control key financial targets and investment decisions. Local citizens manage subsidiaries, but the key jobs remain with staff from the parent country. This is the approach, which is largely practiced in our country.

Re-geocentric Selection

Here, control within the group and the movements of staff are managed on a regional basis, reflecting the particular disposition of business and operations within the group. Regional managers have greater discretion in decision.

Geocentric Staffing

In this case, business strategy is integrated thoroughly on global basis. Staff development and promotion are based on ability, not nationality. The broad and other parts of the top management structure are thoroughly international in composition. Needless to say, such organizations are uncommon.

CHAPTER -04

Analysis of the study

4.1 Recruitment & Selection Process of Ascent Group

Human Resource management is of paramount importance for company Management.

Company's physical resources, human resources and technology are to be combined into a productive system to achieve organizational goals Human resource recruitment involves evolving an appropriate planning process to move the company from its particular human resource position to desire human resource position and placement of right of people at the right place at the right time.

Human Resource planning

Recruitment and Selection are not simply mechanisms for filling vacancies rather they are viewed as the key factor for suitable placements. Effective human resource planning helps in determining the gaps present in the existing manpower of the company. It also helps in determining the number of employees to be recruited and what qualification they must possess.

Manpower Requisition

Based on the HR Planning respective Division/Department Head informs HR on personnel requirement through Manpower Requisition form, after obtaining necessary approvals from the Managing Director. Employment Requisition Form must contain a JTOR (Job Terms of Reference), comprising Job Description and Job Specifications / Requirements of the position.

Requisition form contain some information like:

Name of the position

Status of the employment

Job description

Job specification

Approval of the HRD

The success of a company depends largely on the quality of services rendered to the clients. Quality depends on the competence and the quality of the Officers and Executives. Ascent Group believes in paying competitive salary and emoluments to its employees and to get maximum

services out of them. Therefore, the authority of the Ascent Group has to be careful in recruiting the right person for the right job. Personnel Management is by far the most important element of an organization. This is particularly true for a service organization like a Group of companies. Progressive companies pay special attention to recruitment, selection, training, orientation, evaluation, promotion and compensation of Executives, Officers.

In the recruitment process there are couple of steps are to be followed:

Ascent Group Job Posting

Ascent group posting notice of job openings on our company bulletins boards is an effective internal recruiting method. We are informs employees about openings & required qualifications & invites qualified employees to apply. The notices usually posted on our company bulletin boards or electronic bulletin boards or are placed in the company newspaper. Qualifications & other facts are drawn from ours job analysis information.

Ascent Group Collection of Curriculum Vitae (CV)

Ours HRD department received all curriculums vitae or bio-data. It is the applicant's responsibility to send his/her CVs in time to the ours address. Ours HRM department receive Lafarge collects CVs through internets, currier and by hand who are coming physically.

Screening/Short listing

Ours HRM department after detail study and analysis the CVs are sorted department wise and short listed for call up message. Initially a list of qualifications and experience is prepared and the HR department alone or in association with the concerned departmental head reviews the lists and sorts out likely acceptable applicants. We are in the process of initial screening, generally the eliminatory factors pointing to the unsuitability of an applicant are:

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Ascent group Types of Test

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- Aptitude test.
- Personality test.
- Written test
- Interest test.
- Achievement of proficiency test.

In Lafarge IT test is carried out to judge the IT knowledge of the candidates.

VIVA

The candidate after qualifying Ours HRD written test has to face VIVA test. VIVA usually taken by HRD Manager or the top management of ours Group. Only short listed candidate are selected finally for the job.

In the face-to-face interview, the following are taken into consideration:

- Verbal communication
- Appearance
- Spoken English (moderate)
- Attitude
- Etiquette & mannerism
- Family background & need
- Reference personnel

4.2 Recruitment and Selection Sources of Ascent Group

Ascent Group both the internal and external sources for their recruitment and selection. The internal and external source is described below:

The internal sources of Recruitment and Selection of Ascent Group are:

External Sources of recruitment and selection

- **Present Employees**

This refers to promotion and transfers of present employees to high positions. Ascent Group encourage ambitions of their staffs and welcome competent persons to perform

- **Employee Referrals**

This involves appointing family members or friends of the existing employees. But of course the candidates has to be well qualified for the post

Previous application

Although this is not truly on internal sources, the applicants who have previously applied for job can be contacted by mail and vacancies can be filled quickly without spending too much.

Promotion and transfers

This process also useful for recruitment of the employees. So Ascent Group sometime try this method for recruit their employees.

The external sources of recruitment and selection of Ascent Group are:

Advertisement

Advertisement is a well-known and worldwide accepted source of recruitment. Advertisement can be published in job sites, newspaper, internet or other media like, Www. bdjobs.com, Www. JobsA1.com, and www.prothomalojobs.com. Etc. When the job requirement is matched with the applicant's CV then HR selects these applications for recruitment.

Internet

Internet advertisement is another new source of Recruitment. Now a day every employee has a website and they collect CVs by internet. Ever there is lots of job website and company can send advertisement over there. Generally Ascent Group gives advertisement in ours own website and www.bdjobs.com.The interested candidates whose profiles match with the requirements can apply for job over the net. By this way Ascent Group gets many CVs.

Campus Recruiting

From the field of study or various campus can also provide lots of capable students which can helpful for recruit for Ascent Group.

4.3 Requirement for all Employees in Ascent Group

- She/he can be a citizen of any country
- Third division/class in his/her academic attainment shall not be considered for employment in the Ascent Group."
- She/he must be physically fit.

- No person shall be appointed in the service of the Ascent Group unless he/ she is declared physically and mentally fit .

4.4 Selection Activities

Screening of Candidates

- Following publication of Job Vacancy, concerned Division/ Department Head and HR Division will scrutinize the applications and short list candidates for inviting to oral interviews or written tests where applicable. When screening the following criteria will be followed:

- For the Executive position, candidate must be at least graduate (from Ascent Group preferred universities)

- For Executive and above, candidate must have at least good result in all academic level. However, in case of competent candidates with strong experience in the relevant field such educational qualification may be relaxed.

- For Non-Executive permanent employees, minimum educational requirement is SSC.

- For Non-Executive contractual employees, candidate must be of class eight pass.

Job Analysis

Ascent Group job analysis is the process used to collect information about the duties, responsibilities, necessary skills, outcomes, and work environment of a particular job.

Job Description

Ascent Group job descriptions are written statements that describe the:

- Duties,
- Responsibilities,
- Most important contributions and outcomes needed from a position,
- Required qualifications of candidates, and

Reporting relationship and coworkers of a particular job.

Job Specification

Derived from job analysis, it is a statement of employee characteristics and qualifications required for satisfactory performance of defined duties and tasks comprising a specific job or function. For the top level recruitment process Ascent Group uses the internal source.

Written Exam

For every job, Ascent Group HR Department arrange for a written examination for the candidates.

Preliminary Interview

Conducted by the respective immediate Manager and another member from cross functional area.

Second Interview or Final Interview

Conducted by the particular department's next level managers along with the respective Departmental Heads.

Interview of Key Position

If the recruitment is for any key position/ AGM or above level a final interview must be conducted with the Managing Director. Sometimes one interview makes the final result and sometimes there are two interviews. Interviews are arrange by HR. HR arrange interview for every post even for a tea boy and for a driver. Generally these interviews are held in HR floor of Ascent Group. There is a separate room for interview.

Final Selection

From the interview some suitable candidates comes out. Once the final incumbent is selected, HR Division (Compensation & Benefit) will initiate the compensation Plan and will make offer/ process the appointment formalities. This time HR discuss about few things like:

Terms and condition of company

Salary and benefit

Joining

Final Approval

Like the requisition for appointing candidate the approval of MD is needed. This time HR sends the approval to MD that these candidates are selected in interview for this position and they are going to appoint these candidates for the post.

Appointment and placement

Selection panel of HR has issued the appointment letter. When the appointed candidate join in the Ascent Group than the Group provide them the work place according to their post. After completion of probationary / training period, the performance of a fresh officer shall be evaluated by the Management.

CHAPTER -05

SWOT ANALYSIS OF ASCENT GROUP

5.1 The Strengths of Recruitment and Selection Process of Ascent Group

- The management of Ascent Group cares for the quality of service as well as the quality of its human resources. As a result, Scholastica, Speed, Ignite Publication.

- The recruitment and selection is quite fair. Everyone at the HR Division is honest and impartial which promotes the environment of accountability.

- Internal growth creates an attachment between the employees and the organization. Moreover, internal growth has increased the recruitment and selection efficiency of the HR Division, since it has better knowledge about the applicants‟ knowledge, skills, abilities and other qualifications.

- The recruitment and selection process of Ascent Group emphasizes more on who fits the organization, rather than who fits the job. Thus, it has created a unique organizational culture and the whole HR Division has ensures a friendly and caring working environment.

5.2 The Weaknesses of Recruitment and Selection Process of Ascent Group:

- Ascent Group's HR planning can be made more effective if it is revised more often according to the change in this fast moving industry.

- Statistical measures such as correlation analysis and regression analysis are not applied to predict and analyze the recruitment and selection requirements more precisely.

- Quantitative methods are not practiced in determining utility in recruitment and selection. There is no feedback system established to find out the efficiency of the system and correct its drawbacks.

- No study is conducted to justify the effectiveness of the recruitment tests.

- Regret letters are not sent to the candidates who are not selected after joining of the finally selected candidates.

- Ascent Group does not always check references properly, which may lead to a grave problem for the organization.

5.3 Opportunities Recruitment and Selection Process of Ascent Group

Ascent Group offers career opportunities in a wide variety of disciplines.

When it comes to recruitment and selection, Ascent Group aims to hire candidates who share similar values and have a passion for a rewarding career and professional development. We thrive on team work, being pro-active, having a positive spirit and the commitment to achieving our ultimate goals of service of the highest quality.

We see the recruitment and selection team as a strategic partner of our business, one that enables us to continuously improve and strengthen the key resources of our organization, i.e. our employees. The emphasis is on finding and attracting the right people for the right position at the right time.

We also believe that retaining talent is a big challenge in today's job market. Our performance driven approach allows us to acknowledge and value high performers and offer the growth and personal development that can take them to the highest levels in their career.

5.4 Threats Recruitment and Selection Process of Ascent Group

Threats include external factors beyond your control that could place your strategy, or the business itself, at risk. You have no control over these, but you may benefit by having contingency plans to address them if they should occur.

Increase in the competition in Ascent Group concern sector (Scholastica, Speed).

Increase in the use of modern technology and services

Recent events like frauds where employees were found involved.

Increased completion for market share in the industry.

Political instability.

Intense competition.

CHAPTER -06

Finding

6.1Findings:

Recruitment is an important issue for any organization. Recruitment and selection allows an organization to assess the vacancy and choose the best personnel who will lead the organization in future. So the organization should give more emphasize on selecting a person. A person who can carry forwarded the organization in terms of development, values and ethics. Mainly the precious resource for any organization is their knowledge based efficient workers. The organizations should more cautious on this issue to ensure the quality and ethics. That can make Ascent Group perfect in recruiting people and the company will get efficient professionals that will increase the productivity as well as revenue.

- The organization fills the position by promoting the present employees. But some of the times it recruits from outside.
- Interns are recruited based on their performance.

Based on employee skills, educational background, experience of work employee can be recruited in the organization.

6.2 Recommendations

After completion the study I have gathered some practical knowledge about the Recruitment & Selection process of Ascent Group. Now I would like to provide some recommendations, which might be helpful to upgrade the Recruitment & Selection process of Ascent Group is given as under:

- First of all the main important thing for an organization is the Recruitment, Ascent Group is running a well-designed recruiting process but they should follow an influence free and fair judgmental decision to recruit any new employee
- To get effect and efficient employee's the company should arrange proper Recruitment and Selection Process.
- The organization should give more emphasize on selecting a person.

➢ As a multinational company for making the process more effective Ascent Group should analyze the recruitment and selection process of other multinational company of home and abroad.

6.3 Conclusion

Internship is a bridge between theoretical knowledge and practical knowledge. Now that I have completed my Internship, I believe the experience I have gathered working in the official environment will be proven vital for me to go ahead in my professional life. During my internship I have realized how modern Science and Information Technology have been contributing more and more to the development of operational and management process. To serve customers well, companies need to be skillful in many areas faster development of new business strategies, shrinking company formalities, reducing procedure times, improving customer service and increasing and maintaining knowledge for accomplishing all these goals.

As an internee of Ascent Group (Scholastica), I have truly enjoyed my internship from the learning and experience viewpoint. I am confident that this three months internship program at Ascent Group (Scholastica) will definitely help me to realize my further carrier in the job market.

The success of Ascent Group (Scholastica) depends largely in the quality of service rendered to the clients. Quality of service depends on the competence and the quality of the employees of the organization. Therefore, the authority of Ascent Group (Scholastica) has to be careful in recruiting the right person for each job.

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