Thesis Report

on

Recruitment and Selection Process in Bangladesh: A Case Study on Yurtec Corporation

Submitted by:

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ID: RMBA2203027003
Program: Regular Master of Business Administration
Major: Human Resource Management
Semester: Spring -2025

Submitted To:

Department of Business Administration
Sonargaon University (SU)
Submitted For the partial Fulfillment of the degree of Regular Master of Business Administration



Sonargaon University (SU)
Dhaka-1215

Date of Submission: April 28, 2025

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Submitted To:

Sharmila Sikder

Assistant Professor

Department of Business Administration

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Submitted For the partial Fulfillment of the degree of Regular Master of Business Administration



Sonargaon University (SU)

Dhaka-1215

Date of Submission: April 28, 2025

Letter of Transmittal

Date : April 28, 2025

Sharmila Sikder

Assistant Professor

Department of Business Administration

Sonargaon University (SU)

Subject: Submission of Thesis Report

Dear Sir,

I am very pleased to submit you of my thesis on report contains "**Recruitment and Selection process in Bangladesh: A Case Study on Yurtec Corporation".** I consider myself very fortunate that I have had the opportunity to prepare the report under your guidance. Here is my overview of **Yurtec Corporation w**as assigned and approved by you.

The thesis report paper has been prepared in accordance with the knowledge that I have gather during my study of the program. I have tried to make this report in detailed information from and in precise. I hope that you will find out this report worthy of my labor.

It will be my pleasure to clarify any matter regarding this report and thank you for allowing me the opportunity to undertake the task and for your cooperation.

Sincerely,

……

Amal Chandra Kar

ID No. RMBA2203027003

Semester: Spring 2025

Program: RMBA (Major in HRM)

Department of Business Administration

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Student's Declaration

I am Amal Chandra Kar, a student of Regular Master of Business Administration, ID No. RMBA2203027003 from Sonargaon University (SU) would like to solemnly declare here that this Thesis paper on "**Recruitment and Selection process in Bangladesh: A Case Study on Yurtec Corporation"** has been authentically prepared by me. While preparing this Thesis Report, I didn't breach any copyright act internationally. I am further declaring that I didn't submit this thesis report anywhere for awarding any degree, diploma or certificate.

Sincerely,

……

Amal Chandra Kar
ID No. RMBA2203027003
Semester: Spring 2025
Program: RMBA (HRM)
Department of Business Administration
Sonargaon University (SU)

Letter of Authorization

Certified that this thesis report titled "**Recruitment and Selection process in Bangladesh: A Case Study on Yurtec Corporation"** is the work of Amal Chandra Kar who carried out the research under my supervision. Certified further that in the best of my knowledge the work reported herein dose not form part of any other Thesis Report or dissertation based on which degree or award was conferred on an earlier occasion on this or any other candidate.

……

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgement

First, I would like to categorical my gratitude to the Almighty God. This is my pleasure that I could successfully complete my thesis report by the grace of almighty God. I want to convey my heartfelt respect and cordial thanks, Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University, Encouragement, Guidance, advices and valuable supervision. I am very lucky for getting the opportunity to prepare this report under her supervision and guidance. Without her instruction it was impossible for me to complete this report successfully.

I am deeply grateful to my honorable Din, Prof. Md. Al-Amin Molla, and teacher Md. Masud Sir, Head of the Department of Business Administration, Sonargaon University, for their countless support and guidance. This achievement is not solely my own; it is the result of their encouragement and assistance. I would like to extend my sincere regards and heartfelt gratitude to all my honorable teachers, whose invaluable guidance and teaching have enabled me to complete my RMBA program and helped me to develop my career.

Finally, I want to thank Mr. Tarek Sarawar, HR Manager **Yurtec Corporation,** for his regular support, coaching and supervision for getting ready. Along with this I receive active co-operation from the Country Manager, Manager, Account's controllers, senior officers and staff of "**Yurtec Corporation'**. The concern team made the environment congenial and favorable for me to recognize the tasks. Without their help and cooperation, this record would possibly not put together remaining report. I hope that it will help me in my future expert work. In preparing the report I am grateful to the Employees of this company who helped me by supplying many kinds of necessary information. This report suffers from many shortcomings although I have exerted my best effort while preparing this report. I seek excuse for the errors that might have occurred in spite of the best of my efforts.

Moreover, I would like to thanks all people who used to be helped me for preparing this report.

Abstract

Yurtec Corporation is a general facility engineering company that responds to a wide range of customer needs, in various fields, including construction, maintenance, and repair work of electric power equipment of Tohoku Electric Power Co., Inc.; electric, air conditioning, water supply and drainage, information communication equipment work at various facilities in society; and civil engineering, construction and renovation work. Since our founding in 1944, we have established a solid track record under the corporate principle of "Helping people enrich their lives and our society evolves." Reliable technical capabilities for protecting and establishing critical infrastructure are the very foundation and pride of Yurtec. Upholding the "Yurtec brand of safety, quality, and reliability" as an unchanging value worth protecting, we strive to further enhance the planning and technical capabilities

we have cultivated so far and help our society evolve.

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Successful human resource department makes it possible for the organization to acquire the number and types of people necessary to ensure the continued operation of the organization by the recruitment and selection process. So it acts an important role in HR department. As a part of RMBA program, my course teacher Sharmila Sikder assigned us to prepare a report on recruitment and selection process in a multinational organization as related topic on Human resource Management course. I have selected my report topic as "Recruitment and Selection process in Bangladesh a case study on Yurtec Corporation.". I have made a survey for required information in Yurtec Corporation Bangladesh office, Dhaka office.

1.2 Rational of the study

Going to prepare recruitment and selection process in Yurtec Corporation as a Human Resource Management acquire required knowledge about Yurtec Corporation recruiting and selection process that help us to perceive a common picture about recruiting and selection process in all multination company in Bangladesh.

1.3 Objective of the Study

I have prepared this report based on two purposes. Those are-

1.3.1 Primary Objective:

The report aims to provide information on the procedures of Recruitment and selection techniques followed by the Yurtec Corporation through HR department.

1.3.2 Secondary Objectives:

a) Yurtec Corporation is one of the world's greatest Engineering companies. The report is strongly informed with how this multi-local multi-national company conducts the aptitude and psychometric for a candidate and how it helps them to get objective, reliable and relevant information on candidates.

b) Yurtec Corporation always tries to add variety in life. At Yurtec Corporation they have created an environment where people with energy, creativity and commitment work together to fulfill ambitious goals. This report helps us to know how the selection process of a candidate leads him to become leader.

c) Selection is the last step for hiring a right employee. In Yurtec Corporation Bangladesh office, the selection board lasts for an entire day and covers a wide range of activities for fulfilling this post. By studying the report, I will know what type of activities they arrange for the entire day to get the final candidate.
d) Yurtec Corporation wants to attract the best graduates to join in their leadership actions. This report enlightens what type of recruitment opportunities offered by Yurtec Corporation Bangladesh office for university students and how the students can access that opportunity.

1.4 Scope of the Study

There is a certain boundary to cover this report. My report only covers recruitment and selection processes in Yurtec Corporation. I mainly focus on entry-level recruitment and selection process in Yurtec Corporation Bangladesh. And I also cover executive and higher-level employs‟ recruitment and selection process. I surveyed only Dhaka office of Yurtec Corporation. Though there have HR department in Dhaka regional office, here I talked with HR manager about recruitment and selection process in Yurtec Corporation Bangladesh through sharing their experience. I communicate with Yurtec Corporation. HR department in Dhaka and able to collect some valuable information as I will as I gathered information through internet Yurtec Corporation. Moreover, I got some confidential information which it is not possible to disclose Yurtec Corporation, so that data and information had to be ignored for this report.

1.5 Limitations of the Study

I lucky enough to get a chance to prepare a report on “Recruitment and Selection process in Yurtec Corporation.” I tried to prepare a complete report. But unfortunately, I faced some difficulties when preparing this report. I tried to overcome the difficulties. Despite trying my best level.

1.5.1 Shortage of time:

Within a short time, I need to prepare some other task reports for this session. For this reason, I could not get a fluent time schedule for the report.

1.5.2 Limitations related with the organization:

The employees of Yurtec Corporation Bangladesh office too busy of their work. For this, they did not sufficient time to fulfill my queries and some of them neglected us to support.

1.5.3 Difficulty in collecting data:

Many employers of the organization are not Ill known about all information that I asked them. Many of them also hesitated to answer the questions. These things hampered the information collection.

1.5.4 Confidential data:

I got some confidential data which is not possible to disclose Yurtec Corporation, so those data and information had to be ignored for this report.

1.6 Methodology:

For making any report most of the data should be taken that reflect actual situation. For this report I have collected various types of primary and secondary data.

1.6.1 Primary Data:

Informal face to face conversation with the employees in Dhaka office and share their own experience in getting a job.

1.6.2 Secondary Data:

- Yurtec Corporation, official website
- Annual Reports
- Prospectus
- Brochure.

1.7 Report Preview

In the following pages, the report is prepared for the practical knowledge about recruitment and selection process. First, I draw an overall picture of Yurtec Corporation Bangladesh office. Then, I try to point out recruiters qualification, recruitment methods and recruitment constraints and challenges of Yurtec Corporation. After that I will describe the selection process in Yurtec Corporation. Finally, I accumulate the findings, analysis them and draw a conclusion and give some recommendations for future steps.

CHAPTER 2

LITERATURE REVIEW

2.1 Definition of recruitment

Recruiting is the process of finding & attracting capable applicants for employment. The process begins when new recruits are sought & ends when their applications are submitted. The result is a pool of applicants from which new employees are selected.

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 recruiting is a process of discovering potential candidates for the actual or anticipated organizational vacancies. Or from another perspective, it is a linking activity-bringing together those with jobs to fill and those seeking jobs.

2.2 Factors Influencing Recruiting Effort

Although every organization engages in recruiting activity some do so to a much larger extent than others.

a. Size:

Large organization with huge manpower will recruit much more than smaller organization.

b. Employment condition:

In the community where the organization is located it will influence how much recruitment takes place.

c. The effectiveness of past recruiting effort:

It shows itself in the organization's historical ability to locate and keep people who perform Ill. If it is effective the number of recruitment processes will be few.

d. Working conditions, salary & benefit package:

This influences need for turnover, therefore the future recruitment of the organizations.

e. Growth of the organization:

Organizations that are not growing, or those that are declining, may find little need to recruit. On the other hand, organizations that are growing rapidly will have more need for recruitment.

a. Recruiting Cost:

Recruiting by an organization is expensive, sometimes containing a search for long periods of time is not possible because of budget restrictions. So recruiting costs can be one of the important constraints of recruiting efforts.

2.3 Possible Constraints on Recruiting Process

The pool of qualified applicants may not have included the "best" candidate or the "best" candidate may not want to be employed by the organization. There are five possible constraints which limit the manager's freedom to recruit.

b. The image of the organization:

If the image perceived to be low, then the likelihood of attracting many applicants is reduced. Then the image of the organization, therefore, should be considered a potential constraint.

c. Attractiveness of job:

If the job is unattractive, recruiting a large & qualified pool of applicants will be difficult for e.g. position for p.s. since these jobs traditionally appealed to females & woman have a wider selection of job opportunities. It has resulted in a severe shortage of secretarial jobs.

d. Internal organizational policies:

Internal organizational policies, such as "Promote from within wherever possible" will give priority to individuals inside the organization. Such a policy will ensure that all positions except entry level positions will be filled from within the ranks. Although this is promising once one is hired, it may reduce the number of applicants.

e. Union requirements:

Union requirements also restrict recruiting systems. Union determines who can apply & who has the priority in selection. It restricts management's freedom to select the best employees.

f. Government's Influence:

The Governments' influence in the recruiting process should not be overlooked. An employer can no longer seek out preferred individuals based on non-job-related factors such as physical appearance, sex or religion background. Government may impose restrictions on these matters.

2.4 Recruiting System

Recruiting is more likely to achieve its objectives if the recruiting System reflect the type of the position to be filled. Certain recruiting System are more effective than others for filling certain types of jobs. Mainly the System can be divided into two ways. They are discussed below:

2.4.1 Internal System

Many large organizations will attempt to develop their own employees for positions beyond the lowest level. Now some internal System are discussed below:

a. 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. The types of candidates may apply here in either of two ways-through (I) Self nomination and (II) Recommendation of a supervisor, employees who are interested in the posted opening report to the HR Department & apply.

b. Departing employees:

Departing employees are those who leave the organization because they can no longer work the traditional forty-employees, child care needs, education or others are the common reasons. If this situation occurs, then the employer uses Buyback. Buyback means when an employee resigns to take another job & the original employer outbids the new job offer.

2.4.2 External System

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:

a. **Advertisement:**

When an organization wishes to communicate to the Yurtec Corporation that it has a vacancy advertisement in one of the popular methods used. Want ad describes the job, the benefits and tells those who are interested how to apply. It is the most popular method. It can be placed in the factory gate or widely dispersed. Normally blue color jobs are ad. outside the plant gate. The higher the position, the more specified the skills, or the shorter supply of rescues in the labor force, the more widely dispersed the advertisement is likely to be. The job analysis information is a major issue of information to place in the advertisement.

b. **Employee referrals/recommendations:**

Recommendation from a current employee. An employee will have recommended it if he believes 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.

c. **Employment agencies:**

I will describe three forms of employment agencies: The major difference between these System is the type of clientele served.

(i) ***Yurtec agencies:***

It is designed both to help job seekers to find suitable employment and to help employers

to find suitable workers without any fee. The individuals who are registered with the Yurtec agencies will get unemployment benefits.

So, it tends to attract & list individuals who are unskilled or have had minimum training.

(ii) Private agencies:

Private agencies are believed to offer position & applications of a higher caliber. The major difference between these two is their image**.** Private agencies may also provide a more complete line of services. They may advertise the position, initial screening, provide a guarantee. The private employment agency's fee can be totally absorbed by either the employer or the employee, or it can be split. It depends on the demand-supply situation in the community involved.

(iii) Headhunter's/ Management consultant:

It is a special type of private employment agency. They specialize in mid-level, rare & important top level executive placement of the reputed organizations. Fees are paid by the employer. It is considered unethical because they engage stealing. So, it is called it.

d. **Temporary helps Service:**

These types of different organizations can be an issue 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 issue of supplemental workers. The temporary workers work for the agency. During vacation and peak season-these agencies can be a better alternative.

e. **School's colleges & universities:**

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

f. **Professional organizations:**

It includes labor unions; operate placement services for the benefit of their members. The Professional organizations include such varied occupations as industrial engineering, psychology, accounting, legal, & academics. These organizations Yurtec rosters of job vacancies & distribute these lists to members.

g. **Employee leasing:**

Whereas temporary come into an organization for a short-term project, leased employees typically remain with an organization for long periods of time. Under a leasing agreement, individuals work for the leasing firm. When an organization has a need for specific employee skills, it contracts with the leasing firm to provide a certain number of trained employees.

2.5 Selection

Selection is the process of selecting the best candidates for the job by using various tools and techniques. According to R.M. Hodgetts, "Selection is the process in which an enterprise chooses the applicants who best meet the criteria for the available position." So, I can conclude that it is the process in which candidates for employment are divided into two classes; those who are to be offered employment and those who are not.

2.6 Testing guideline

Some basic testing guidelines are followed in selection process which are:

a) Use tests as supplements

b) Validate the tests for appropriate jobs

c) Analyze all current hiring and promotion standards

d) Beware of certain tests

e) Use a certified psychologist

f) Maintain good test conditions

2.7 Definition of Interview

Interviewing candidate is a potential screening tool that gives an opportunity to make judgments on the candidates‟ enthusiasm, intelligence & to access subjective aspects of the candidates‟ facial expression, appearance, nervousness, so forth & to predict future job performance based on the obtained information. Interview gives you a chance to size up the candidate personally and to pursue questioning in a way that test cannot.

2.8 Types of Interviews

Interviews can be classified according to structured interviews and unstructured interviews.

a) Structured interview:

It is known as directive interview. It is an interview following a set of questions and responses that are specified in advance.

b) Unstructured interview:

It is known as a non-directive interview. It is an unstructured conversational- style interview. Question is asked as they come to mind. It allows the interview to ask follow-up questions, based on the candidate's last statement.

2.9 Literature Review

According to Korsten (2003) and Jones et al. (2006), Human Resource Management theories emphasize techniques of recruitment and selection and outline the benefits of interviews, assessment and psychometric examinations as employee selection process. They further stated that the recruitment process may be internal or external or may also be conducted online. Typically, this process is based on the levels of recruitment policies,

job postings and details, advertising, job application and interviewing process, assessment, decision making, formal selection and training (Korsten 2003).

Jones et al. (2006) suggested that examples of recruitment policies in the healthcare, business or industrial sector may offer insights into the processes involved in establishing recruitment policies and defining managerial objectives.

Successful recruitment techniques involve an incisive analysis of the job, the labor market scenario/ conditions and interviews, and psychometric tests to find out the potentialities of job seekers. Furthermore, small and medium sized enterprises lay hands on interviews and assessments with main concern related to job analysis, emotional intelligence in inexperienced job seekers, and corporate social responsibility. Other approaches to selection outlined by Jones et al. (2006) include several types of interviews, role play, group discussions and group tasks, and so on.

Any management process revolves around recruitment and failure in recruitment may lead to difficulties and unwanted barriers for any company, including untoward effects on its profitability and inappropriate degrees of staffing or employee skills (Jones et al. 2006). In addition, insufficient recruitment may result in lack of labor or hindrances in management decision making, and the overall recruitment process can itself be advanced and amended by complying with management theories. According to these theories, the recruitment process can be largely enhanced by means of Rodgers' seven-point plan, Munro-Frasers five-fold grading system, personal interviews, as well as psychological tests (Jones et al. 2006).

Price (2007), in his work Human Resource Management in a Business Context, formally defines recruitment and selection as the process of retrieving and attracting able applications for the purpose of employment. He states that the process of recruitment is not a simple selection process, while it needs management decision making and broad planning to appoint the most appropriate manpower. There exists competition among business enterprises for recruiting the most potential workers on the pathway towards creating innovations, with management decision making and employers attempting to hire only the best applicants who would be the best fit for the corporate culture and ethics specific to the company (Price 2007). This would reflect the fact that the management would particularly shortlist able candidates who are well equipped with the requirements of the position they are applying for, including teamwork. Since possessing qualities of being a team player would be essential in any management position (Price 2007)

Hiltrop (1996) was successful in demonstrating the relationship between the HRM practices, HRM-organizational strategies as well as organizational performance. He conducted his research on HR managers and company officials of 319 companies in Europe regarding HR practices and policies of their respective companies and discovered that employment security, training and development programs, recruitment and selection, teamwork, employee participation, and lastly, personnel planning are the most essential practices (Hiltrop 1999). As a matter of fact, the primary role of HR is to develop, control, manage, incite, and achieve the commitment of the employees. The findings of Hiltrop's (1996) work also showed that selectively hired has a positive impact on organizational performance, and in turn provides a substantial practical insight for

executives and officials involved. Furthermore, staffing and selection remains to be an area of substantial interest. With recruitment and selection techniques for efficient hiring decisions, highly performing companies are most likely to spend more time giving training, particularly on communication and team-work skills (Hiltrop 1999). Moreover, the finding that there is a positive connection existing between firm performances and training is coherent with the human capital standpoint. Hence, Hiltrop (1996) suggests the managers need to develop HR practices that are more focused on training to achieve competitive benefits

As discussed by Jackson et al. (2009), Human resource management approaches in any business organization are developed to meet corporate objectives and the materialization of strategic plans via training and development of personnel to attain the goal of improving organizational performance as well as profits. The nature of recruitment and selection for a company that is pursuing an HRM approach is influenced by the state of the labor market and their strength within it. Furthermore, it is necessary for such companies to monitor how the state of labor market connects with potential recruits via the projection of an image which will influence and reinforce applicant expectations.

Work of Bratton & Gold (1999) suggest that organizations are now developing models of the kind of employees they desire to recruit, and to recognize how far applicants correspond to their models by means of reliable and valid techniques of selection. Nonetheless, the researchers have also seen that such models, largely derived from competency frameworks, foster strength in companies by generating the appropriate knowledge against which the job seekers can be assessed. However, recruitment and selection are also the initial stages of a dialogue among applications and the company that shapes the employment relationship (Bratton & Gold 1999).

This relationship being the essence of a company's manpower development, failure to acknowledge the importance of determining expectation during recruitment and selection can lead to the loss of high-quality job seekers and take the initial stage of the employment relationship so down as to make the accomplishment of desirable HRM outcomes extremely difficult. In the opinion of Bratton and Gold (1999), recruitment and selection practices are essential characteristics of a dialogue driven by the idea of "front-end" loading processes to develop the social relationship among applicants and an organization.

In this relationship, both parties make decisions throughout recruitment and selection, and it would be crucial for a company to realize that high-quality job seekers, pulled by their view of the organization, might be lost at any level unless applications are provided for realistic organization as well as work description.

In view of Jackson et al. (2009) and Bratton & Gold (1999) applicants have a specific view of expectations about how the company is going to treat them; recruitment and selection acts as an opportunity to clarify this view. Furthermore, one technique of developing the view, suggested by Bratton and Gold (1999), are realistic job previews or RJPs that may take the form of case studies of employees and their overall work and experiences, the opportunity to "cover" someone at work, job samples and videos. The main objective of RJPs is to allow for the expectations of job seekers to become more realistic and practical. RJPs tend to lower initial expectations regarding work and a company, thereby causing some applications to select themselves; however, RJPs also increase the degree of organization commitment, job satisfaction, employee performance, appraisal and job survival among job seekers who can continue into employment (Bratton & Gold 1999) Jackson et al. (2009).

CHAPTER 3

ORGANIZATIONAL PART

3.1 The corporate objectives of Yurtec Corporation

Yurtec Corporation mission is the technological strength of and Yurtec Linke our affluent life and society in the future.

3.1.1 Contact Information of Yurtec Corporation

Yurtec Corporation Head office address

4-1-1, Tsutsujigaoka, Miyagino-ku,Sendai City,Miyagi 983-8622,Japan

TEL: 81-22-296-2111 FAX: 81-22-296-2121

Yurtec Corporation Bangladesh Office

Niharika Concord Tower,

Flat #5A, Plot #138, Block-C,

Road #4, Kemal Ataturk Avenue,

Banani, Dhaka, Bangladesh

Mobile: +8801886431725

Email: amachkar@ytc-bd.com

3.1.2 Management policy of Yurtec Corporation

Yurtec Corporation will always strive to disclose information in a timely and appropriate manner to our shareholders and investors, to achieve sustainable growth and enhance corporate value.

3.1.3 Building trust to expand business

Electrical Facilities Construction - Our services include the design, installation, maintenance, and management of electrical facilities in various buildings such as office buildings, factories, public facilities, hospitals, schools, and shopping malls. We also provide swift follow-ups. We will respond to your needs for the installation of electrical instruments in your factory, water supply, and sewer facilities. Yurtec offers its customers services for the construction of electrical facilities that make their everyday lives comfortable, convenient, and safe.

Air conditioning and Plumbing facilities Construction - Air-conditioning facilities, which maintain the air in a building in good condition, and water supply, drainage, and sanitary facilities, including toilets, are indispensable for users of the building. In its service areas in the Tohoku and Kanto regions, Yurtec provides these facilities in a systemized form

suited to the functionality of each building, to create a comfortable and functional environment for improved dwelling quality and productivity.

Renewable energy - To realize a low-carbon society, which is human- and environment-friendly, the renewable energy such as photovoltaic power generation and wind turbine generation are expected to play the most vital role. We at Yurtec already embarked on the development of facilities, technologies and systems for renewable energies more than 20 years ago. We are determined to continuously promote the effective use of natural energies by capitalizing on our proven reliable technologies for all-round engineering services with a view to building a healthy and sound future society.

Information and Telecommunications Construction - The waves of digitalization and networking are paving the way for the successive development of new systems and extending the field. We at Yurtec have been dedicated to constructing a number of information and telecommunication facilities for private companies, public offices, electrical power companies, etc. By making full use of the achievements and experience we obtained in the past, we are determined to drive next-generation technologies forward quickly in response to the evolution of telecommunications.

Business Scope - Scope of business includes planning, designing, construction, maintenance and consulting activities covering both general and electric power-related fields.

Finance Department - The finance department monitors and controls companywide finance and procurement activities. Business Review is conducted to analyze risk exposure and financial review provides monthly results internally. They provide consultancy and support to all other departments.

HR department - This is responsible for all the HR functions of Trade International Industries Limited, such as HR planning, recruitment and selection, training and development, compensation, support and maintenance.

IT Department - Maintains IT strategies by handling staff; researching and executing technological strategic solutions.

Capital Stock - Capital: 7.8039 billion yen, listed on the Prime Market of the Tokyo Stock Exchange

Number of employees - 3,796 (as of March 31,2024)

3.1.4 Management

Yurtec Corporation has in its Management a combination of highly skilled professionals of varied experience and expertise successfully led by Mr. Takeo Ono as its Country Manager, well-educated honest and dedicated officers working with missionary zeal for the growth and progress of the institution.

3.2 Organizational Structure

Yurtec Corporation is one of the leading Engineering companies in Bangladesh, Contractor for Mechanical, Electrical and plumbing. Currently, they are following "Hierarchical Structure" to run their business. The hierarchical model is the most popular organizational chart type.

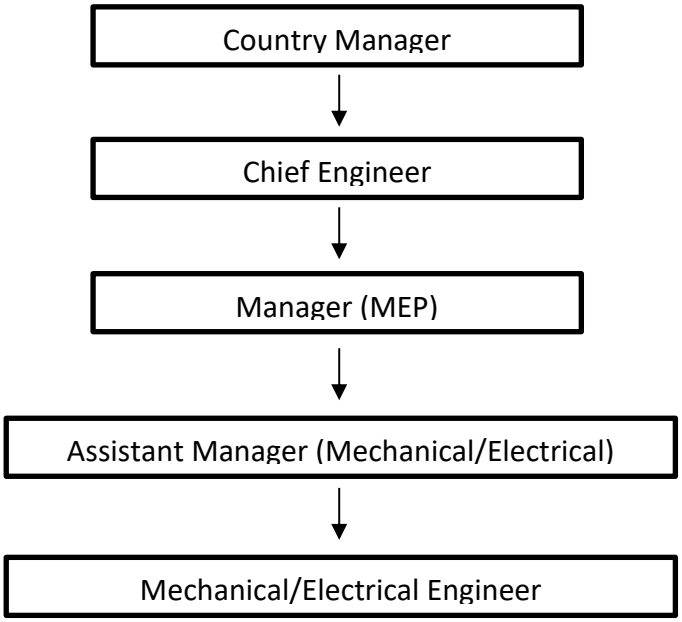


Figure: Management Structure (Bangladesh Office)

3.3 Department Role of Yurtec Corporation

3.3.1 Human Resource Department

Yurtec Corporation always believes that people are the worthiest asset. Yurtec Corporation commits considerable investments in developing efficient professional

human resources. They inspire their human resource to transform their innovation and creativity into new products to satisfy their valued customer. Yurtec Corporation constantly gives effort to providing their human resource with the best working environment. Their Human Resource involves people from various disciplines such as Chemistry, Engineering, Accounting, Administration, Finance, and other experts. The talent, skilled, efficiency, and hard work of their employees drive Yurtec Corporation towards acquiring their purpose and objectives.

3.3.2 Research & Development

The highly skilled human resources of Yurtec Corporation always believes that people are the valuable asset. Yurtec Corporation reaches considerable investments in developing efficient professional human resources. They inspire their human resources to transform their innovation and creativity into new products to satisfy their valued customer. Yurtec Corporation constantly gives effort to providing their human resource with the best working environment. Their Human Resource involves people from various disciplines such as Chemistry, Engineering, Accounting, Administration, Finance, and other experts. The talent, skilled, efficiency, and hard work of their employees drive Yurtec Corporation towards acquiring their purpose and objectives.

Limited is one of the driving forces. They are continuously striving to explore the core competencies of the employees to face the challenges of the competitive environment. Yurtec Corporation is necessary to research a product before launching it to the market they should study the ingredients of a product necessary to make it. Yurtec Corporation Industries require to study the chemicals used in products very carefully. According to that, they have chemistry and expertise to do so. They have the plan to expand their research department for more innovative and quality products to introduce in the market.

3.3.3 Marketing & Branding Department

The Marketing and Branding department of YC is accountable for advertising and promotional activities of products of the organization. In many times, it may be mobilized with the sales functions. The Marketing and Branding department engaged in several tasks, like promotional materials designing and developing, organizing marketing events, likely commencement and campaigns, websites developing as a digital marketing system.

3.3.4 Finance, Accounting & Audit Department

Yurtec Corporation has got efficient finance, accounting & audit department. They cover day to day performance of financial transactions. The department assists the purchasing department and for short or long-term investment. They have to do cross-function with the VAT department of the factory. The basic function of these departments is to assure that there is monetary stability among a business and a constant cash flow for supporting day-to-day transactions. These departments are also accountable for payment and transaction, investments, accounting procedures, budgets and forecasting.

3.3.5 Purchase Department

Yurtec Corporation ’s purchasing department is accountable for monitoring how many products or stock is necessary at any one time and buying accordingly. The purchasing department may also be accountable for buying consumable products, such as stationery, to provide help to the other functional departments within the organization. YC also has a potential administrative department.

3.6.6 SWOT Analysis of Yurtec Corporation



Figure: SWOT Analysis

3.3.7 Strengths of Yurtec Corporation

The strengths of a business or company are secure elements, something they do well and is under their control. The strengths of Yurtec Corporation are given below:

a) Competitive pricing is the main element of Yurtec Corporation ’s success, as this keeps them in line with their competitors, if not above them.

b) Maintaining costs lower than their rivals and maintaining the cost advantages helps Yurtec Corporation pass on some of the benefits to consumers.

c) They have a potential reputation and good popularity which people view it with respect and believe in it.

d) Being financially potential supports Yurtec Corporation deal with a problem, ride any dip in profits, and outperform their rivals

e) The important strength of Yurtec Corporation as it is recognized and respected.

f) They have a high percentage of the market share which indicates it is ahead of many competitors.

g) YC’s marketing strategy has measured to be effective, helping to increase profiles and profits and standing out as a major strength

h) Employees are experienced which helps to reach the key to the success of YC helping to drive them forward with expertise and knowledge.

i) It has a comprehensive customer base, which is a major strength about sales and profit.

3.3.8 Weaknesses of Yurtec Corporation

The weaknesses of Yurtec Corporation are given below:

a) Yurtec Corporation ’s prime weakness is the low availability of adequate infrastructural facilities.

b) Gradual investment in advanced technologies catch Yurtec Corporation back and

limits success, as other firms are making use of better and more reliable technologies.

c) Unavailability of adequate quality control and testing methods as per international standards hamper Yurtec Corporation 's market research.

d) The high requirement of the huge amount of working capital of Yurtec Corporation is important to expand more into the market.

3.3.9 Opportunities of Yurtec Corporation

Opportunities help firms or organizations to continue their business. The opportunities of Yurtec Corporation are given below:

a) Yurtec Corporation could benefit from Governmental help, in the form of grants, allowances, training, etc.

b) New market opportunities can be a way to push Yurtec Corporation move forward

c) Technological changes might give Yurtec Corporation an opportunity to enhance future success.

d) They are belonging in good financial position, which is a chance for them to pursue in terms of investment in new projects.

e) They have the opportunity to come in a niche market, earn a leading position, and therefore boost financial performance.

f) Expanding the product/service lines by Yurtec Corporation might serve them to increase sales and raise their product portfolio.

3.3.10 Threats of Yurtec Corporation

Threats can make damage to business and they can prevent continue the business. The threats of Yurtec Corporation are given below:

a) Without adopting technology switches might be injurious to the future of Yurtec Corporation as they might slip behind their opponent.

b) Price wars among competitors, price cuts and so on might harm profits for Yurtec Corporation

c) The actions of an opponent could be a prime threat against YC, for instance, if they get in new technology or expand their workforce to meet demand.

d) Increasing costs might be a main downfall for Yurtec Corporation as it would eat into profit.

CHAPTER 4

RECRUITMENT IN YURTEC CORPORATION

4.1 Recruiters qualification

Recruiting is the process of finding & attracting capable applicants for employment. The process begins when new recruits are required & ends when their applications are submitted. The result is a pool of applicants from which new employees are selected.

Manager becomes involves in this process. Yurtec in large organization, like the Yurtec Corporation Bangladesh specialists are often used to find & attract capable analyst they are called recruiters.

First, Yurtec Corporation is such a big organization that requires huge man power every year for its always boosting operations in various level and arena. Yurtec for common business operations they need

Three type of manpower

1. Fresh graduates as knowledge worker,
2. Specialist experienced people for special purpose
3. People for Skilled and labor based events

So in my discussion I will focus on all the three types.

4.1.1 Fresh graduates as knowledge worker

Commonly I discuss and learn major about this level recruitment and selection. The fresh graduates‟ recruitment is in fact the main and major recruitment event for Yurtec Corporation.

From across the country they get people for their recruitment. The universities in the country provide the people to be knowledge worker in big organizations like Yurtec Corporation and such. For this they highly suit the business graduates Passed from reputed business school or institutes both from country and from abroad. The discussion is now designed as to the following my terms:

a) Personnel planning and vacancy announcement
b) Nature of Application form
c) Recruiters qualification
d) Channels of recruitment
e) Recruitment- Constraints and challenges

4.1.2 Personnel planning and vacancy announcement

Human Recourse department headed by The HRM, receives data about need of personnel, the vacancy information is then analyzed by HRM in collaboration with the finance department with financial feasibility of the recruitment. After judging the feasibility, the approved number of vacancies is informed to the job market through strong mass media. As means of media they use

- The internet,
- Online based job portals
- English and Bangla news paper
- On campus recruitment
- From Intern inventory.

4.1.3 Recruiters' qualification

Recruitment qualification for entry-level employees:

- You must be graduated within less than three years, or will graduate within the next 12 months form a reputable university.
- You must be within 35 years of age.

Recruitment qualification for labor based task:

- You must physically fit and skilled in the particular task.

4.2 Methods of recruitment

4.2.1 Recruitment channel

I. External recruitment channel

II. Internal recruitment channel

Normally I know about two types of recruitment channel those are

I. External recruitment channel

When job openings cannot be filled internally, the HR department must look outside the organization and basically for Yurtec, recruitment of fresh graduates is done through this means.

There are some ways for external recruitment in the Yurtec Group, which occurs in direct or indirectly for various level of recruitment. Those are-

a) Walks- ins and write- ins
b) Employee referrals
c) Advertising
d) Private placement agencies & Professional search firms
e) Educational institutions & Professional associates
f) International recruitment

a) Walks- ins and write- ins

Walks in are job seekers who arrive at the HR department in search of a job; write ins are those who send a written inquiry. Both groups normally are asked to complete an application blank to determine their interests and abilities. Usable applications are kept in an active file until a suitable opening occurs at the YURTEC. These occurs mainly for skill based labor worker and for part time project jobs or contract basis program implementing or running job

b) Employee referrals

For lower level workers, Yurtec Corporation follow the employee referrals procedures. This is the procedures when existing employees refer one new and the new is considered to be further judgment. For various daily operations like travelling the product carry and collecting small market revenue. YURTEC needs trustworthy root level worker. They, so follow here the reference of other employee in the organization so that guarantee" performs securely.

c) Advertising

YURTEC next to employee referrals in fact for fresh graduates majorly follow the advertisement procedure for recruiting purposes. They advertise in the reputed English and Bengali National papers. They also use the internet for online application.

For the online recruitment the applicants get Tracking Number that is a unique number automatically generated by the Online System at the time of CV submission. The applicant provides the password at the time of filling the CV Form. Both the Tracking

Number and Password will be needed if one wants to edit/update ones CV Online. To updating the CV is enough, entering the tracking number and password after clicking at the "Update CV" link at the Yurtec Corporation Bangladesh Career Page.

d) Private placement agencies & Professional search firms:

Yurtec Corporation use several privet placement and human resume management assisting firm for their recruitment those are

- ***i.*** The Consumer that works in the Dhaka
- ***ii.*** The intellectual property right organization Bangladesh
- ***iii.*** Jobscncl.com Dhaka

e) Educational institutions & Professional associates

More over the organization takes its manpower from the universities and educational institutions across the country. The nationwide universities and its important institutes provide the potential graduates as the employee of the organization. Yurtec Corporation does the same job with the business schools of the country, other discipline fresh graduates and especial IT and engineering graduates passed from reputed engineering universities of the country.

From discussion with HRM it was known that their preferred institutions range from IBA, BUET, DU, KU, Brac, NSU, AIUB, JU, to Chittagong University and such. Again this university campus is often headed by often a panel of associates. The Professor of these institutes who work for ULB refers or primarily places the recruited to central HRM.

f) International recruitment

Sometimes, especially in importance of cases international recruitment occurs in Yurtec. Yurtec Group such rare events happen if the candidate stays in abroad or are working in international company on foreign land. Another within the organization recruitment in most senior post occurs with international recruitment process. The process is done through E- recruitment. Such case occurs in inter sub continental recruitment of YURTEC CORPORATION World.

4.2.2 Internal recruitment channel

Current employees are a major issue of recruits for all but entry- level positions of Yurtec Corporation. Whether for promotions or for lateral job transfers, internal candidates already – know the already informal organization and have detail information about its formal policies. In fact, for Yurtec Corporation this short of recruitment is occurred only with especial purpose experienced employee recruitment. It is frequently occurred in the Brand Management department. For senior posts in Brand Management, employee's recruitment take channel through the internal human rescue inventory.

Job posting programs happen in the way that the Electrical Engineer

4.3 Nature of Application form

After getting information, huge applicants apply for Yurtec entry level posts. The posts are designed with different title for different branch of operation like earlier stated 4 departments for operation –

Human Rescues**,** Finance**,** Information Technology and Customer Management**.**

The application forms are produced over the internet online as I will printed copies to campus of different institutes. For all the levels the form is alike. An interested candidate for different branches will mention the interested field.

In the online there are 2 different forms one for entry levels another for experienced people. A dummy of application form collected from the internet will be produced at the end of the report.

4.4 Recruitment: constraints and challenges

The application forms are produced over the internet online as printed copies to campus of different institutes. For all the levels the form is alike. An interested candidate for different branch will mention the field of interest.

In the online there are 2 different forms one for entry levels another for experienced people.

A dummy of application form collected from the internet will be produced at the end of the report.

Country manager and HR manager are recruitment and selection.

Recruiters face such common constraints which are:

a. Biasness:

Most of the time, the organization's employers try to appointment their relatives, familiar person.

b. Recruiter habit

A recruiter's past success can lead to certain habits. Admittedly habits can eliminate time-consuming decisions that yield the same analysis, but habit may also continue past mistakes or avoid more effective alternatives.

c. Competition of talent

There is a lack of vast talent people in Bangladesh for the special task. The potential job applicants most of the time can't meet up Yurtec Corporation requirement. Few talent guys who has already appointed with other multinational company. And Yurtec Corporation need to compete with other multinational organization to hire skilled manpower.

d. Job requirement

People with greater experience usually require a higher level of job. In my country, there are vast population but they are not so skilled in working with hard labor. They feel comfort flexible job like government job. So Yurtec Corporation Bangladesh office can't fulfill their requirement in all time.

CHAPTER 5

SELECTION PROCESS IN YURTEC CORPORATION

Selection is the process of select the best candidates for the job by using various tools and techniques.

In my country, recruitment and selection process work simultaneously. Those are joined term as employment function of the organization and this employment function is stated here for Yurtec Corporation practices.

5.1 Reception of application

After accomplishing the recruitment process, Yurtec Corporation go to the selection process where they start the process with the reception of application form filled up through internet online form. After scrutinizing the data, they select applications for written tests.

5.2 Evaluating reference and biographical data

At the second stage of evaluating the data, they verify the validity authenticity of the information presented on the form as reference of the employee through references.

5.3 Employment test

This written test measures the candidates

1. Analytical ability
2. Computation ability
3. Verbal skill
4. Written skill
5. General knowledge

More above 65% marks ensures applicants pass.

5.4 Assessing candidate through interview

Mainly three steps are followed in the selection procedure. In the first stage the candidates are invited for a viva with Chief Engineer, in Dhaka office. A human resource manager also exists there. In this viva the candidate’s situation handle ability is measured.

Second phase:

It is the viva with the Country manager, and HR manager

.in this stage individual skill is measured. The question tries to measure out the fitness of the candidate for the post.

Third phase:

In this stage the applicant faces the HRD customer development team (CDT) this phase measure the applicability of the applicants‟ potential for the jobs. In these stage why the applicant prefers the Yurtec Corporation and why it would like to join the expected team. The questions try to measure the passion and the thrill in the employees or Yurtec Corporation.

5.5 Cognitive ability test

There is no recognized cognitive ability test for Yurtec Corporation selection process. Yurtec, the written test through its analytical questions the dose the cognitive test on applicant's mentality.

5.6 Physical ability test

The physical test is administered by Apollo Hospital Dhaka to measure the HIV, Hepatitis B, C or such many diseases in its applicant's health and fitness for job effort.

5.7 Work samples

For some technical jobs Yurtec Corporation follows the work sample test on particular employee like the one of Engineering.

5.8 Hiring decision

Finally, every step ensures an applicant join in the Yurtec Corporation family.

CHAPTER 6

FINDINGS AND ANALYSIS

6.1 Findings:

6.1.1 The types of recruitment in Yurtec Corporation

Yurtec Corporation follows three types of recruitment process, which are:

- Fresh graduates as knowledge workers,
- Specialist experienced people for special purpose
- People for Skilled and labor-based events

6.1.2 The types of selection in Yurtec Corporation

Yurtec Corporation follows some selection evaluation tests to select the best candidate, which are:

- Employment test
- Assessing candidate through interview
- Cognitive ability test
- Physical ability test

6.1.3 The frequency of recruitment by Yurtec Corporation.

Yurtec Corporation Bangladesh office accomplish their recruitment process depends on created vacancy. However, I see a common phenomenon that Yurtec Corporation Bangladesh office arranges recruitment and selection activities twice a year when students pass from various institutes based on their completion of 6 months' semesters.

6.1.4 Responses from the students (Institution) regarding MNC

In my survey, I point out that most of the business graduate students have a dream to join a prominent multinational company. It means from the selection ratio or applicant ratio's fresh graduates hold the mentality to join prominent multinationals and Yurtec Corporation is one of the best choices.

CHAPTER 7

RECOMMENDATIONS AND CONCLUSION

7.1 Recommendations

After going through the report, I draw some recommendations which are:

- I must suggest Yurtec Corporation Bangladesh office to arrange “on campus” recruitment. In my survey I get a common scenario that “on campus” recruitment process motivates the student to enthusiastic, creative and rigorous.
- Students try to show extra ordinary performance and perform their innovative ideas innovative.
- They come with new ideas and work heart and soul to accomplish their task. Recruitment assures students to get a better job after completing graduate.
- As a result, it reduces their waste of time to search for a better job and company get genius and meritorious people who are hungry for success and perform their innovative activities with full of enthusiasm.
- Yurtec Corporation entry-form is so complicated and some information which is asked for is not available all time.
- My recommendation to minimize the entry form and make it easy presentation for all potential applicants.
- Developed their working environment.
- Added new verify product with a production layout.
- Give up training about increasing knowledge and skill development.
- As they go for manual production, it takes a huge the time complete the production cycle so the quality of the product can’t be maintained always. It would be better if they convert their production process in an automated manner.

7.2 Conclusion

The recruitment and selection process at Yurtec Corporation demonstrates a structured and strategic approach to attracting and retaining talent. Through a combination of internal promotions, campus recruitment, and external hiring, Yurtec ensures that it brings in individuals who align with its organizational culture and long-term goals. The company's emphasis on clear job descriptions, multiple stages of assessment, and comprehensive interviews reflects its commitment to selecting candidates not only with the required technical skills but also with the potential for growth and adaptability.

This case study highlights that a well-planned recruitment and selection process directly contributes to organizational success by enhancing workforce quality, promoting employee satisfaction, and reducing turnover. Yurtec’s practices serve as a model for how careful alignment of human resources strategies with corporate objectives can create a competitive advantage. However, continuous improvement, especially through the adoption of modern recruitment technologies and more diverse hiring practices, could further strengthen Yurtec’s position in an increasingly dynamic business environment.

I also take support by some secondary reports as internet and Yurtec Corporation report. I must ignore some confidential data.

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