Letter of Transmittal

September 05, 2023
Md. Rasel Hawlader
Lecturer
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Subject: Submission of Thesis paper.

Dear Sir,
I am hereby submitting my Thesis Paper entitled **"Management Practices of Bashundhara Group"** which was assigned to me as a requirement for the completion of the EMBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire Paper is based on my practical experience in **Bashundhara Group**. I expect this paper to be informative as well as comprehensive. This thesis paper will help me a lot in my future career life.

Thank You very much for your guidance and cooperation during the course without which this thesis paper cannot be completed.

Moreover, if you have any further inquiries concerning any additional information, I would be very pleased to clarify that.

Yours Sincerely

Md. Jamal Uddin
ID: EMBA2202026003
Program: EMBA
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Letter of Authorization

This is to certify that the Thesis report **"Management Practices of Bashundhara Group"** has been prepared as a part of completion of the EMBA program from Department of Business Administration, Sonargaon University (SU), carried out by Md. Jamal Uddin, bearing ID: EMBA**2202026003** under my supervision. The report or the information will not be used for any other purposes.

_____

Md. Rasel Hawlader
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Student's Declaration

This is to notify you that, the Thesis paper on **"Management Practices of Bashundhara Group"**, has been prepared as a part of my dissertation formalities. It is an obligatory part of my EMBA program to submit a thesis paper.

Moreover, I was inspired and instructed by my supervisor **Md. Rasel Hawlader**, Lecturer, Department of Business Administration, Sonargaon University.

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

_____

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Acknowledgment

In the beginning, I would like to convey my sincere appreciation to the Almighty God for giving me the strength and ability to finish the task.

I want to thank my academic supervisor Md. Rasel Hawlader, Lecturer, Department of Business Administration, Sonargaon University, for providing me with all the necessary help for the completion of this report. I want to give the greatest thanks to her for guiding me as an advisor to start and complete this report successfully.

The opportunity I had with **Bashundhara Group** is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

I would like to express my deep sense of thankfulness to Khairul Islam, GM, HR & Admin, Head Office, **Bashundhara Group** for his enormous help and endless support throughout the dissertation period.

And last but not the least; thanks to all my office colleagues working at **Bashundhara Group**. The opportunity I had with **Bashundhara Group** is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

Executive Summary

This thesis investigates management practices within the context of Bangladesh, focusing on the renowned business conglomerate, Bashundhara Group. The study aims to provide a comprehensive understanding of how management practices are implemented and their impact on the organization's performance and overall success. The research methodology involves a mixed-methods approach, combining both qualitative and quantitative techniques. Primary data was collected through structured interviews with key personnel at various levels of the organization, as well as through surveys distributed among employees. Secondary data, comprising of company reports, industry analyses, and academic literature, was also utilized to supplement the findings. The findings of the study reveal a dynamic interplay between traditional management approaches and contemporary strategies in Bashundhara Group. The organization places significant emphasis on hierarchical structures and top-down communication, which is congruent with cultural norms in Bangladesh. However, it is also evident that the group has adopted modern management techniques such as performance appraisal systems, cross-functional teams, and employee empowerment initiatives. The impact of these management practices is notably positive. The implementation of performance appraisal systems has contributed to employee motivation and goal alignment. Cross-functional teams have fostered collaboration and innovation across diverse business segments. Employee empowerment initiatives have led to increased job satisfaction and organizational loyalty. Nevertheless, challenges persist. The hierarchical structure sometimes impedes rapid decision-making and limits bottom-up innovation. Additionally, the coexistence of traditional and modern management practices can occasionally result in conflicting approaches, necessitating careful navigation. This thesis sheds light on the intricate landscape of management practices within the context of Bangladesh, using Bashundhara Group as a prominent case study. The research underscores the importance of a balanced approach, harmonizing traditional values with modern strategies for optimal organizational performance and growth. The insights gained from this study contribute to the broader discourse on effective management practices in emerging economies, offering valuable lessons for both academics and practitioners.

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