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Sonargaon University (SU)
সোনারগাঁও ইউনিভার্সিটি (এসইউ)

An Internship Report

On

Management Information Systems at Pridesys IT Limited

SUBMITTED TO

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Lecturer

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SUBMITTED BY

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Semester : Spring – 2023

Major: Management Information Systems (MIS)

SUBMISSION DATE : MAY 11, 2023



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LETTER OF TRANSMITTAL

11th May, 2023

Ashik Das
Lecturer
Department of Business Administration
Faculty of Business
Sonargaon University (SU)

Subject: Submission of Internship report on **Management Information System Practices at Pridesys IT Limited.**

Dear sir,

I would like to take the opportunity to thank you for your guidance and support you have provided me during the course of this report. Without your help the report would have been impossible to complete. With deep gratitude, I would like to acknowledge the help provided by officials at Pridesys IT Ltd. for providing utmost supervision during my period of internship in the organization.

To prepare this report I have collected what I believe to be the most relevant information to make my report as reliable as possible. I have concentrated my best effort to achieve the objectives of the report and hope that my endeavor will serve the purpose. The knowledge and practical expertise I have acquired during my internship period will help me in my future professional career.

Thank you again for your support and patience.

Sincerely yours,

Foysal Chowdhury
ID: BBA1902017019
Semester : Spring – 2023
Program : Bachelor of Business Administration (BBA)
Sonargaon University (SU)

PREFACE

While searching for a suitable topic for BBA Internship, I came across an interesting term Management Information Systems (MIS) practices in ICT sector in Bangladesh. The topic having aroused my curiosity, discussion was held with my thesis supervisor and many other people working in Management Information Systems (MIS) Department of various sector, to understand the importance and effectiveness of Management Information Systems (MIS) practices in ICT sector in Bangladesh in solving the real-life issues.

All these aspects then resulted in the development of the thesis report titled Management Information Systems (MIS) practices in ICT sector in Bangladesh: A case study on " **Management Information Systems Practices at Pridesys IT Limited** ". It is strongly hoped that this report covers not only the common approaches but also the new potential way of application of Management Information Systems.

DECLARATION OF STUDENT

I am, Foysal Chowdhury, hereby declare that the Internship Report of entitled "Management Information Systems Practices at Pridesys IT Limited" is uniquely prepared by me after several analysis on Management Information Systems (MIS) practices in Information Technology (ICT) sector in Bangladesh System.

I also confirm that, this report is only prepared for my academic requirement. I assure that this report is not submitted anywhere.

Foysal Chowdhury

Student ID: BBA1902017019

Semester: Spring – 2023

Program: Bachelor of Business Administration (BBA)

LETTER OF ACCEPTANCE

This is to certify that the Internship repot entitled practices Management Information System Practices internship program. Congratulations! We believe that this program will provide you with an excellent opportunity to gain practical experience and develop your skills in the field of Management Information Systems. Foysal Chowdhury, Student ID: BBA1902017019, Semester: Spring – 2023, Program: Bachelor of Business Administration (BBA) a student of Department of Business Administration, Faculty of Business, Sonargaon University (SU). He has successfully completed his internship on Management Information System practices in Pridesys IT Ltd and he has prepared this internship report under my supervision. He worked hard during preparation of this analytical report. The findings and other information presented here seem to be authentic.

To the best of my knowledge, he bears a good moral character and pleasing personality.

I wish him every success in life.

Ashik Das
Lecturer
Department of Business Administration
Faculty of Business
Sonargaon University (SU)

Acknowledgement

At the very outset, I am very much thankful to almighty God for giving me strength, courage and ability to accomplish the internship report in a scheduled time in spite of various complications. I would like to evolve my implicit gratitude to all those who have been instrumental in the preparation of this internship report. I wish to place on records, my profound devoir for the support, supervision, and direction in every aspect from, “Pridesys IT Ltd.” officials, my faculty, and friends.

I would also like to express my deepest sense of thankfulness to my organizational supervisor of this Internship Program at Pridesys IT Limited MIS Division. To get accustomed with the nature of a corporate culture was quite a challenge for me; without his guidance, it would not have been possible for me to continue a successful internship.

I would also like to show my utmost gratefulness to all the officials of Pridesys IT Limited especially the separation team that I have worked in and all the others teams. I would like to mention the MIS Associates for facilitating me with all the internal information that helped me to prepare the company overview. Finally, and most importantly, I would like to concede the guidance of my supervisor for the helpful support PridesysERP out the whole period to complete the report successfully at a proper manner.

Last but not least, I am fortunate to have had the guidance of all the faculties and mentors PridesysERP out my 4 years Bachelors of Business Administration program at Department of Management Studies, which helped me to shape my perception and understanding for facing the real-world career challenges. It also helped me to prepare a fruitful report.

ABSTRACT

Now-a-days ICT industry is going PridesysERP an intense competition. In order to gain competitive advantage ICT must have to focus on customer satisfaction as well employee satisfaction. Because employees are the direct service provider to the customers. So, the success of any IT largely depends upon the service of employees. It is a great challenge for any organization how efficiently they manage their human resource. This report has emphasized the human resource management practices at Pridesys IT limited. Pridesys IT Limited performs several tasks in order to properly manage its employees. They start their MISM practices with MIS planning by which they define their current manpower and future need of manpower. They select employees both from internal sources and external sources. Most of the cases they prefer to recruit lateral employees. Pridesys IT Limited has its own MIS training and development center to train up the employees. Sometime they hire trainer from BASIS, ECAB and other training institutions. In the case of foreign training, they maintain training bond. Pridesys IT Limited follows 360-degree management information system method which is based on ratings system. They use the appraisal result for promotion, incentives, and punishment. They score the appraisal on 300 marks. Pridesys IT Limited follows two promotion and up-gradation system. These are done on the basis of performance appraisal. Pridesys IT Ltd. follows data base leave management system. They have their own policies regarding transfer and posting. In the cases of resignation, the employee must have to resign with 01-month notice. Along with the highly attractive compensation package Pridesys IT Ltd provides some other benefits like, provident fund, gratuity, death benefit, retirement benefit and so on. By properly performing these tasks MIS division of Pridesys IT limited plays a vital role on the progress of ICT.

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Chapter One

Introduction

1. Introduction

A Management Information System (MIS) is a systematic organization and presentation of information that is generally required by the management of an organization for taking better decisions for the organization. The MIS data may be derived from various units of the organization or from other sources. However it is very difficult to say the exact structure of MIS as the structure and goals of different types of organizations are different. Hence both the data and structure of MIS is dependent on the type of organization and often customized to the specific requirement of the management.

The meaning of MIS is well represented by the PridesysERP it consists. “Management” – the information system is built for management and not for the operational staff. “Information System”- an information system that takes care of sourcing, organizing and managing the required data and presenting in the desired formats that may be useful in a context and for a purpose. We have established mechanisms to collect data from various sources within our organization, including customer interactions, sales figures, financial records, and employee feedback. This data is integrated into our MIS, ensuring a centralized and comprehensive database that serves as a foundation for decision-making and analysis. We embrace process automation as a means to streamline our operations and enhance efficiency. Our MIS incorporates workflow automation, eliminating manual and repetitive tasks, reducing errors, and improving overall productivity. This enables our employees to focus on more value-added activities while ensuring consistent and standardized processes. Effective communication and collaboration are essential for our organization's success. Our MIS includes features such as shared workspaces, document management systems, and real-time messaging platforms to facilitate seamless collaboration among our teams. This ensures efficient information sharing, fosters innovation, and enhances productivity. We employ performance monitoring tools within our MIS to track and evaluate key metrics and indicators. This allows us to measure the effectiveness of our processes, identify areas for improvement, and make data-driven decisions to optimize performance. Regular performance reports are generated and shared with relevant stakeholders to ensure transparency and accountability. Thank you for your attention, and we look forward to the opportunity to collaborate with you further.

1.2 Origin of the Report

As a student of BBA, it is mandatory to engage in an organization as intern to know more about the corporate world in order to increase business knowledge. In this internship program, I got the opportunity to do my internship at MIS Division, Pridesys IT Limited, head office, Dhaka. During this internship program, I have to prepare a report on a specific topic related to the organization, which is assigned by my supervisor. My honorable supervisor has assigned me the topic Management information system Practices at Pridesys IT Limited.. This report and internship program have familiarized me with the practical implementation of the knowledge which I have learnt during my BBA program. In this report I have written the MIS practices which are followed by Pridesys IT Ltd and on the basis of my theoretical knowledge and practical observation I have written the findings.

1.3 Objective of the Report

The objective of MIS is to provide information for decision making on planning, initiating, organizing, and controlling the operations of the subsystems of the firm and to provide a synergistic organization in the process.

It facilitates the decisions-making process by furnishing information in the proper time frame.

- General Objective

The main objective is to compare the theoretical knowledge with the practical aspects of MIS practices.

- Specific Objectives

  - ❖ To know Data Capturing at Pridesys IT Ltd.
  - ❖ To know Processing of Data at Pridesys IT Ltd.
  - ❖ To know Storage att Pridesys IT Ltd.
  - ❖ To know Retrieval at Pridesys IT Ltd.
  - ❖ To know Dissemination at Pridesys IT Ltd.

1.4 Scope of the Report

After understanding what is MIS and the nature of management, we move on to the scope of MIS. Information Systems is growing at a fast pace to become one of the most promising career fields in today's world. With everything happening digitally, the demand for MIS professionals is increasing more than ever. MIS involves performing a number of task simultaneously such as-:

- ❖ Processing data
- ❖ Initiating transactions
- ❖ Responding to inquiries
- ❖ Producing reports and its summaries
- ❖ Manage the data created within the structure of a particular business

1.5 Methodology

The methodology of this report is different from the conventional reports. I have emphasized on the practical observation, though I need some primary and secondary data. Nevertheless, eventually almost the entire report consists of my practical observation.

Source of Data Collection

Most of the necessary information has been collected from the personal observation and one to one discussion with relevant officials. PridesysERPout the tenure of my internship, I have to work in different areas of MIS division and that gives me a great opportunity to collect information and learn more.

1.5.1 Primary Sources

- Practical deskwork in my specific area posted by the office.
- Face to face conversation with the employees of the division.
- Direct observations are another important way to aid myself in learning more about the topic.

1.5.2 Secondary Sources

- Annual report of Pridesys IT Limited.
- MIS policy of Pridesys IT Limited.
- Related articles about Pridesys IT Limited.
- Some hard copy of report.
- Publications obtained from the internet and from the website of Pridesys IT Limited.
- Office circulars and other published paper, documents and reports.

1.6 Limitation of the Study

The report is written mainly on the basis of face-to-face conversation with the officials and little practical experience in the IT Company. So, no perfect study is conducted to measure the viability of the report. Though I try my level best to make this report based on facts and complete information available, there are some limitations that are unavoidable. The following are some limitations-

- The main obstacle while preparing this report was time. As the tenure of the internship program was only PridesysERP months, it was not possible to highlight everything deeply.
- As, I had more dependence on the primary sources, so there might be some level of inaccuracy with those collected information.
- Confidentiality of information was another important barrier that was faced during the conduct of this study. Every organization has their own secrecy that cannot be revealed in publics.
- Preparing this report required lots of work. After doing fulltime office, it was tough to do the report. That was another limitation of the report.

Chapter Two

Industry Overview

2.1 Meaning of IT

A software company creates products that take the form of various types of software. They work on technology, distribution, and product development.

Still looking for more clarity? We've got you covered. In the following sections, we'll get into more detail about what IT companies do and what software companies do.

An IT company has several different responsibilities that are the key to success in business. They do a lot of work behind the scenes, aside from making sure that your computers are working. IT companies make it possible for people to leverage systems and devices to keep things running smoothly in their organizations. Every day, they help teams use to access information, communicate and automate tasks PridesysERP technology. Most of these tasks fall into one of PridesysERP categories.

2.2 History of IT Sector in Bangladesh

Dhaka is emerging as a freelance IT and IT-enabled services outsourcing (ITES) center. The ICT sector in Bangladesh is poised for continued expansion. Bangladesh ranked 147 out of 176 on the most recent ITU's ICT Development Index a report that captures the level of ICT development. The Bangladesh Telecommunication Regulatory Commission (BTRC) puts total internet subscribers at 123.82 million as of December 2021, of which only 10.09 million use broadband connections while the rest are mobile internet users. According to the Bangladesh Association of Software and Information Services (BASIS), over 1,500 software and IT-related companies have registered in Bangladesh. The ICT sector, excluding telecommunications, employs around one million professionals, while ICT exports are estimated to be worth over $1 billion, with North America the main destination. This growth in the ICT sector is expected to create demand for services, including training and equipment export opportunities for U.S. businesses.

2.3 List of IT Company in Bangladesh

Bangladesh has made a lot of progress in the tech industry over the past 20 years, thanks in large part to the exponential growth of its software companies. In the software industry, there are hundreds of companies that are constantly coming up with new ideas, being creative, and being the best they can be to serve both local and international markets.

Before outsourcing any software from Bangladeshi companies, you may be thinking of the best software companies in Bangladesh that have a clean track record of fulfilling your needs.

This article reviewed the top 18 software companies in Bangladesh to find highly capable software companies for your business.

Best Software Companies in Bangladesh	
COMPANY NAME	**KEY SERVICES**
Enosis Solutions	Custom Software Development
DataSoft	Software Solutions and System Management
Brain Station 23 Limited	Web App Development, BI Solution and AR VR Solution
Cefalo	Project Management and Software Architects
Apploye	Time Tracking and Employee Monitoring
Daffodil Software Ltd.	SaaS Solutions, Custom Solutions and IoT Solution
Pridesys IT Ltd	ERP, MIS and Call Center Solutions
Selise	Enterprise Cloud, Custom Applications and Ecommerce
Dream71 Bangladesh	Software and IOS App
SouthTech	Software and UI/UX solutions
Kaz Software Limited	Software Development
Lead soft	Resource Outsourcing and Custom Software
Tiger IT Bangladesh Limited	Managed Security and Identity and Access Management

Chapter Three

Organizational Overview

3.1 Organizational Overview

Pridesys IT is a leading software development company based in Bangladesh, with a mission to transform businesses through innovative technology solutions. Since its inception in 2011, Pridesys IT has been committed to delivering high-quality software products and services to clients across industries and geographies.

Organizational Structure

Pridesys IT has a flat organizational structure with a focus on teamwork, collaboration, and innovation. The company is divided into several functional departments, including software development, quality assurance, project management, sales and marketing, and human resources. Each department is led by a department head who reports to the CEO.

Services

Pridesys IT offers a wide range of software development services, including web and mobile application development, enterprise software development, software testing, and IT consulting. The company has expertise in a range of technologies and platforms, including Java, .NET, PHP, Android, and iOS.

Clients

Pridesys IT has served clients across a diverse range of industries, including healthcare, finance, education, and retail. The company has an impressive client portfolio, including global brands such as Samsung, Unilever, and Nestle.

Quality Assurance

At Pridesys IT, quality assurance is a top priority. The company has a dedicated quality assurance team that ensures all software products meet strict quality standards. The team uses industry-leading testing tools and methodologies to ensure that all software products are thoroughly tested and free of bugs and errors.

Training and Development

Pridesys IT places a strong emphasis on employee training and development. The company provides regular training programs and workshops to enhance employee skills

and keep them up-to-date with the latest technologies and industry trends. This approach has helped Pridesys IT to build a highly skilled and motivated workforce.

Corporate Social Responsibility

Pridesys IT is committed to giving back to the community and promoting social responsibility. The company has undertaken several CSR initiatives, including supporting underprivileged children's education, providing disaster relief, and promoting environmental sustainability.

In summary, Pridesys IT is a dynamic and innovative software development company with a focus on delivering high-quality products and services to clients worldwide. The company's commitment to quality, innovation, and employee development sets it apart in the highly competitive IT industry..

3.2 Corporate profile of Pridesys IT Ltd.

Company Profile

BASIC INFORMATION (PRIDESYS IT LTD.)	
Name of the Firm	Pridesys IT Ltd.
Slogan	Different, Innovation and Excellence
Mission	Be the leading IT solution provider in terms of Quality, Best Practices, Job Environment, Profitability and Social Commitment
Vision	Our vision is to introduce Bangladeshi Software Industries globally.
Corporate Guiding Principles	Pridesys IT Ltd. makes your office into an automated office reducing its operational costs and improving profit.
Business Philosophy	Encouraging clients to choose the ERP software with the best functional and organizational fit for their business.
Business Domain	Software Development and IT Enable Services Provider.
BASIS Incorporation	2013
Business Operations	Bangladesh & International Market
Manpower	Pridesys IT Ltd. has 55+ IT professionals, among them 20 OCP (Oracle Certified Professional), 3 DBA

	(Database Administration), 1 RHCE, 4 CCNA and 1 CCNP.
Vendor Certification	BASIS Member
Client	50
ISO	9001:2015 Certificate
ISO	27001 Certificate
Copyright	Copyright Certificate
NBR	NBR Enlisted Company
Trade License	Under the act of Dhaka City Corporation Ordinance, 2009, section 84
COMPANY INFORMATION (PRIDESYS IT LTD.)	
Type of Organization	Private Limited Company
BASIS Membership No	G547
Corporate Address	Software Technology Park, Level-11, Vision 2021 Tower-1, 49 Kawran Bazar C/A, Dhaka- 1215, Bangladesh.
Tel	+ 880244810030-1
Hot Line	+88 01550000003-8
E-mail	info@pridesys.com
Web	http://www.pridesys.com

3.3 Vision, Mission of Pridesys IT Ltd.

Vision

Our vision is to build and secure a leading position in the expanding ICT industry by providing Cutting-Edge Technology Services in the competitive global marketplace.

Mission

Our mission is to offer market-defining high-quality complete and innovative IT solutions that create value and reliable competitive advantage for our clients around the world.

3.4 Organogram of Pridesys IT Ltd.

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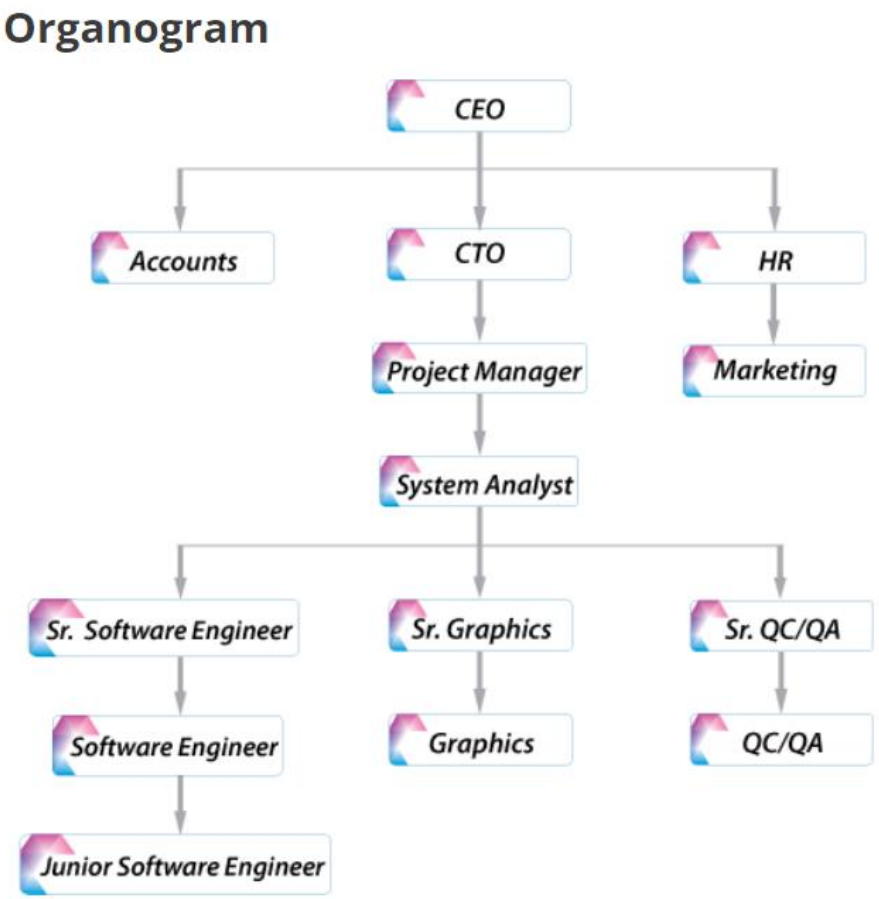


Figure 1: Pridesys IT Ltd Organogram

Chapter Four

Theoretical background

4.1 Management information system

A management information system (MIS) is a computerized database of financial information organized and programmed in such a way that it produces regular reports on operations for every level of management in a company. It is usually also possible to obtain special reports from the system easily. The main purpose of the MIS is to give managers feedback about their own performance; top management can monitor the company as a whole. Information displayed by the MIS typically shows "actual" data over against "planned" results and results from a year before; thus, it measures progress against goals. The MIS receives data from company units and functions. Some of the data are collected automatically from computer-linked check-out counters; others are keyed in at periodic intervals. Routine reports are preprogrammed and run at intervals or on demand while others are obtained using built-in query languages; display functions built into the system are used by managers to check on status at desk-side computers connected to the MIS by networks. Many sophisticated systems also monitor and display the performance of the company's stock. MIS can be used to manage customer relationships and improve customer satisfaction.

The system can be used to track customer interactions, monitor customer feedback, and analyze customer data to identify areas for improvement. MIS can be used to manage financial operations such as billing, accounting, and expense tracking. The system can be used to monitor revenue and expenses, manage cash flow, and generate financial reports. MIS can be used by Pridesys IT Ltd. to manage its sales operations. The system can be used to track sales leads, monitor sales performance, and analyze customer data to identify opportunities for growth. Pridesys IT Ltd. uses an MIS to manage its projects efficiently. The system can be used to track project progress, allocate resources, and manage timelines. It also enables project managers to communicate effectively with their team members and clients. In conclusion, Pridesys IT Ltd. can leverage the power of MIS to manage its operations efficiently and effectively. The system can be used to track project progress, manage resources, monitor sales performance, manage finances, and improve customer satisfaction. By using MIS, Pridesys IT Ltd. can make informed decisions that can help the company to achieve its business goals and stay ahead of the competition.

4.2 Project Management

Project management is a crucial component of the management of information systems (MIS). MIS involves the use of technology to manage and process data, and project management helps ensure that these systems are implemented and maintained effectively. It's in MIS involves planning, organizing, and managing resources to achieve specific goals within a specified timeline. It involves defining the scope of the project, identifying the tasks that need to be completed, estimating the resources needed, and developing a project schedule. It also involves identifying risks and developing strategies to mitigate them. Effective project management in MIS requires a deep understanding of the technology being used, as well as the business processes it is meant to support. Project managers must work closely with the technical team and business stakeholders to ensure that the system being implemented meets the needs of the organization. There are several project management methodologies that can be used in MIS, including traditional waterfall methodology and agile methodology. Waterfall methodology involves a linear, sequential approach to project management, while agile methodology is more iterative and flexible. The choice of methodology will depend on the specific needs of the project and the organization. It's is a critical component of MIS, ensuring that technology is implemented and maintained effectively to support the business processes of an organization. Effective project management requires a deep understanding of both the technology being used and the business processes it is meant to support, as well as the ability to work closely with technical and business stakeholders.

4.3 Sales Management

Sales management is an important function of any organization, and management information systems (MIS) can play a critical role in supporting sales management activities. MIS can help sales managers to analyze and manage sales data, improve sales forecasting, and track customer behavior. One way in which MIS can support sales management is through the use of customer relationship management (CRM) software. CRM software can help sales managers to track customer interactions, manage sales pipelines, and analyze sales data. This can help to improve sales forecasting and identify trends in customer behavior. MIS can also be used to analyze sales data to identify

patterns and trends. This can help sales managers to identify areas for improvement, such as product positioning, pricing, and marketing strategies. Sales managers can use MIS to monitor sales performance metrics, such as revenue, profit margins, and sales growth, and use this information to make data-driven decisions about sales strategy. In addition, MIS can support sales management by providing real-time visibility into sales operations. This can help sales managers to identify potential issues, such as inventory shortages or shipping delays, and take action to address them. MIS can also support sales management by providing access to information about competitors, market trends, and customer preferences. Overall, MIS can play a critical role in supporting sales management activities. By providing access to real-time sales data, supporting sales forecasting, and enabling data-driven decision-making, MIS can help sales managers to improve sales performance and drive business growth.

4.4 Financial Management:

Financial management is a critical function of any organization, and management information systems (MIS) can play a critical role in supporting financial management activities. MIS can help organizations to manage financial resources, monitor financial performance, and make data-driven decisions about financial strategy. One way in which MIS can support financial management is by providing real-time visibility into financial data. MIS can track and analyze data related to financial transactions, such as revenue, expenses, and cash flow, and provide real-time insights into financial performance. This can help organizations to identify areas where they are performing well and areas where they need to improve. MIS can also support financial planning and forecasting. By analyzing historical financial data and trends, MIS can help organizations to forecast future financial performance and plan accordingly. This can help organizations to ensure that they have the financial resources they need to meet business objectives and avoid financial shortages or excesses. In addition, MIS can support financial analysis and decision-making. MIS can provide real-time insights into financial data and enable managers to perform what-if scenarios to evaluate the impact of different financial decisions. This can help organizations to make data-driven decisions about financial strategy and optimize financial performance. Overall, MIS can play a critical role in supporting financial management activities. By providing real-time visibility into financial data, supporting financial planning and forecasting, and

enabling data-driven financial analysis and decision-making, MIS can help organizations to optimize their financial performance and drive business success.

4.5 Customer Relationship Management (CRM):

Customer relationship management (CRM) is a critical function of any organization, and management information systems (MIS) can play a critical role in supporting CRM activities. MIS can help organizations to manage customer interactions, track customer behavior, and analyze customer data. One way in which MIS can support CRM is through the use of CRM software. CRM software can help organizations to track customer interactions across multiple channels, such as email, phone, and social media, and store this information in a centralized database. This can help organizations to better understand their customers and provide more personalized service. MIS can also support CRM by providing real-time visibility into customer data. MIS can track and analyze customer data, such as purchase history, preferences, and behavior, and provide real-time insights into customer behavior. This can help organizations to identify trends and patterns in customer behavior and make data-driven decisions about marketing and sales strategies. In addition, MIS can support CRM by enabling customer segmentation and targeting. MIS can use customer data to segment customers into different groups based on factors such as demographics, behavior, and preferences, and enable targeted marketing and sales strategies for each group. This can help organizations to improve customer engagement and increase sales. Overall, MIS can play a critical role in supporting CRM activities. By providing real-time visibility into customer data, supporting customer segmentation and targeting, and enabling personalized service, MIS can help organizations to improve customer engagement and drive business success.

Chapter Five

Learning from Internship

5.1 My Job at MIS Division in Pridesys IT Ltd.

My position on Pridesys IT Ltd was a planner from planning and strategy department. The duties I did was to plan for different clients to increase awareness in their product and services. I have done some campaign plans to engage with the customers so that people are known to the services those company works on. The responsibilities I had to do was to understand client objective and brief to create story and content design plan. Then to provide campaign strategy, copy and insights, also some comprehensive design briefs Ensure timely delivery of final creative plan.

5.2 Training

At first, I have to go PridesysERP all the clients planning history from the previous months and years. The, I was told to go PridesysERP some case studies and research papers to get ideas in how to make new ideas. Then I had to take information source and pick the best media channels for its clients, companies, or goods. The media planning process finds the appropriate media mix to fulfill the marketing advertising goals.

The second period of my training, I have learnt to make pitch presentation that demonstrates how a company can create an appropriate media plan for their perspective customers. Mostly, clients provide some guidelines that we can follow in order to behave in their needs and accordance.

The core part is to make each campaign is its content. The training period helped me to focus on the campaign's planning, budgeting, and their effects and outcomes. However, the organization has made me to create staff that provides unique ideas to its clients.

Finally, since the digital marketing agency is very dynamic and a lot of changes happen daily. So, it was very challenging to exist over there and make extra efforts to keep customers happy and pleased. As a result, going PridesysERP research papers and case studies helped me to stay competitive.

5.3 Contribution to Departmental Functions

Since, my hobby was to do creative designing so every time I get some free hours in work I used to contribute in the designing department to make some contents. That department has to design and visualize materials, then to ensure the creative standard at the very high point. We have to fulfill clients' needs and wants along with that we have to ensure the time of deliveries it to the clients.

Social media management which is also referred as community management. It a group that includes present and future clients, the target group and some general public who communicated directly or indirectly in any of static or video post. They also send messages inbox. Thus, I had to deal with this type of communication about the brands being the network administrator. In this era of advanced technology, where everyone is altering their business adaption, supervising network is a much needed social system.

5.4. Challenges Faced

PridesysERP out my internship, I have faced a little difficulties and challenges since it's the real world and different from academic area. As the year increasing with different innovation, web association and different function, I have encountered some web association errors in Facebook.

One problem that can be described briefly is that, our client UMAI is a high-end and fine- dine restaurant. So, while boosting their campaigns and contents, the Facebook had targeted large scale of audience which also became a negative effect for the client. Then, being the contributor from IT Management, we have solved the problem by fixing the targeted audience. As a result, that helped me to face those challenges since it was a total new work area for me.

Then, another problem was that the Facebook campaign are boosted and progresses in requirements of the budget plans. There has been an increasing rate of client's messages. Therefore, I have encountered the major difficulties to respond all the messages and keeping a track with codes.

Chapter Six

Management Information Systems At Pridesys IT Limited

6.1 PMIS (Personal Management Information System):

Pridesys IT Ltd uses PridesysERP software for updating employee information such as transferring, posting, training, promotion, retirement, necessary allowance and advantages and other has some features of security consists with trail of audit that can track all the conducted activities and user ratio of access via login. It provides the basic guidance and necessary information from the top level to low level sectors of Pridesys IT Ltd. PridesysERP boost up the authenticity, reliability and efficiency of the information. Through the user defined database system it projects the efficiency of the creation and staff record that has been managed in the HRD. This software has created for updating the personnel information automatically. the modification of the data usually done on the basis of the updating already existing information of personnel status, this system is also detecting and resolve the problems with the system which has been done manually and also increase the processing speed of the information.

6.2 What is OMIS (Operations and Management Information System):

The OMIS is a web based software application that has been created for the purpose of automation the manual prepared reports and the daily business actions that need to monitor in a regular basis which may enhance the working effort ability and increase the speed of working capacity. As discussed above there are 34 Clintes of Pridesys IT Ltd. Each branch provides and updates their information of daily transaction into the OMIS server. The MISD then creates report according to the information that has been provided by the Garments we can get the knowledge of how information inflow and outflow occur within the branches and the MISD and how MISD process

Management Information Systems is an essential factor in the existing world. The goals of the study to create eagerness for the usage of MIS in every sector in all activities for the betterment of condition. In this paper, we have tried to existing fundamental associated subjects of MIS (that ability literature assessment and it consists of about MIS, Computer software, DBMS, telecommunication and networking), objectives, beneficiary persons, way of finding information, corporation assessment (it consists of

historical background, company overview, practices of MIS in this organization), MIS practices and challenges in Bangladesh and ultimately providing likely recommendation. Keywords: Information and verbal exchange technologies, records systems research literature, developing countries benefits of MIS, MIS model

6.3 Data input and report creation by branches and MISD:

Pridesys IT Ltd provide data to the MISD by inputting data in MISD portal. There are several sectors where Group of Companies provide information by the data entry system MISD creates the report according to the information. Bellow the black box there are some personal settings where personnel can change/update according to the requirement. growing increase of the ICT industry. Initially, the favorable tax coverage of the government of Bangladesh in 1998 accompanied by way of the world affordability of personal computer systems have had excellent have an effect on the utilization of computer. The favorable import tax policy on computer systems and pc add-ons for the duration of that time was once one of the timely steps taken PridesysERP the government of Bangladesh. From then on, in accordance with the world trends, both personal and public sectors in Bangladesh caught up with superb utilization of records technology. The formation of a considerable number of software program development companies is a properly indication of this development. Recently, wide spread telecommunication outreach all over the U. S. has given the ICT industry in the United States an introduced impetus to go forward.

According to industry specialists (BASIS leaders), the latest development in joint ventures and business collaborations among Danish agencies and Bangladeshi software program businesses would help significantly in sustaining the enviable boom in the export earnings? Some of these projects are already in vicinity and many others are either in the pipeline or perceived to be coming in the near future. Another factor that has contributed to the current excessive export increase is the effect of the multinational telecom companies. These companies while operating in Bangladesh utilized the neighborhood IT region for many of their worldwide initiatives giving a good software program export chance for Bangladesh. Information is a set of categorized and interpreted data used in decision making and it has also been defined as “some tangible or Considering the definition for MIS, one of the popular definition describes management data machine (MIS) as "an organizational technique of presenting past, present and projected information related to inside operations and exterior intelligence.

It helps the planning, control and operation functions of a company PridesysERP furnishing uniform facts in the applicable time frame to aid the choice makers". The facts in MIS describes the firm or one of its primary structures in terms of what has befallen in the past, what is occurring now and what is possibly to happen in the future. The facts are furnished in the shape of reports and outputs of mathematical simulations. There are two types of reviews namely, periodic and exclusive report. All managers use the statistics output as they make decisions to remedy the firm's problems. A management statistics system has additionally been defined as "an integrated consumer computing device system for providing statistics to help operations, administration and selection making functions in an organization. The gadget utilizes computers, guide procedures, models for analysis, planning, manage and choice making, and a database". All these definitions give a concise perception of MIS as a total intangible entity which serves to decrease uncertainty about future state or events". There are distinct levels of decision making, for which records can be described as:

1) Source

2) Data

3) Inferences and predictions drawn from information

4) Value and options

5) Action which involves route of action.

Management facts gadget has a motive to meet the regularly occurring statistics desires of all the managers in a company or in some subunits of the organization. A subunit can be based on useful areas or can be considered at administration levels.

6.4. SOWT analysis:

SWOT analysis is a technique to evaluate the 4 aspects- Strength, Weakness, opportunity & Threat. By doing SWOT analysis an organization can aware of internal and external factors that must help the organization to maintain its business in profitable way. SWOT analysis provides the perfect picture of how to handle the organization in the worst situation? what will bring the profit as well as goodwill? what should eliminate within the organizational environment? & what should implement for the betterment of the organization?

Strength	Weakness
• It has highly qualified employees • It has a huge customer/client • It has great amount of asset without any crisis of fund • Pridesys IT Ltd. has strong database system strong server • It has very strong regulatory system	• It's remuneration structure is not that much strong • Employee motivation is not that much rich • In accordance with its status it has low manpower.
Opportunity	**Threat**
• Investment area has been extended • It has the opportunity to accelerate itself globally • It has the opportunity to get the assistance of government in any crisis • As technology is enriching day by day, by adopting new technology Pridesys IT Ltd. can boost their capability of working	• Now a day newly established & well equip Local and foreign IT company are accelerating faster. • Weaker flexibility in adopting the changes • All the policies are not executing properly • Competing situation become a great threat for Pridesys IT Ltd

Figure 5.1: SWOT Matrix

6.5 MIS Function

MIS is set up by an organization with the prime objective to obtain management information to be used by its managers in decision making. Thus, MS must perform the following functions in order to meet its objectives.

6.5.1. Data Capturing

6.5.2. Processing of Data

6.5.3. Storage of Information

6.5.4. Retrieval of information

6.5.5. Dissemination of Information

6.5.1. Data Capturing

The MIS (Management Information System) function plays an important role in data capturing. MIS refers to the use of information technology and systems to collect, store,

process, analyze, and disseminate information to support decision-making and other managerial activities. In the context of data capturing, MIS can help organizations capture and manage data in a systematic and efficient manner. Data collection can help organizations capture data from various sources such as forms, surveys, databases, and other sources. The system can also automate the data collection process and reduce errors associated with manual data entry. Data storage can provide a centralized location for storing data, making it easier to access and manage. The system can also ensure the security and privacy of data by implementing access controls and encryption. Data processing can help organizations process data by automating data analysis and generating reports. The system can also identify trends and patterns in the data, making it easier for decision-makers to identify areas of concern or opportunity. Data dissemination can help organizations share data with stakeholders such as management, employees, and customers. This can be done through various channels such as email, dashboards, and other reporting tools. MIS function is critical to data capturing as it helps organizations collect, store, process, and disseminate data in a more efficient and effective manner. This enables decision-makers to make informed decisions and improve organizational performance.

6.5.2 Processing of Data

The processing of data is a key function of user MIS (Management Information System). The processing of data involves converting raw data into meaningful information that can be used for decision-making and other managerial activities. In the context of user MIS, processing of data involves several steps Data validation processing data, it is important to ensure that the data is accurate, complete, and consistent. Data validation involves checking the data for errors and inconsistencies and correcting them. Data cleaning, Once the data has been validated, the next step is to clean the data. Data cleaning involves removing duplicates, correcting formatting errors, and standardizing data. After the data has been cleaned, it needs to be transformed into a format that can be analyzed. Data transformation involves converting the data into a structured format that can be analyzed using statistical and other analytical techniques. Data analysis Once the data has been transformed, it is ready for analysis. Data analysis involves applying various analytical techniques to the data to identify patterns, trends, and relationships. Data visualization Once the data has been analyzed, the results need to be presented in a meaningful way. Data visualization

involves presenting the data in a graphical format that is easy to understand and interpret. Data reporting The final step in processing data is to report the results. Data reporting involves presenting the results of the analysis in a report format that can be used for decision-making processing of data is a critical function of user MIS as it involves converting raw data into meaningful information that can be used for decision-making and other managerial activities. The process involves several steps including data validation, cleaning, transformation, analysis, visualization, and reporting.

6.5.3. Storage of Information

The storage of information is a crucial function of MIS (Management Information System). It involves the organization and safekeeping of data and information for future use. The storage of information function in MIS includes Centralized storage allows for centralized storage of data, where all data is kept in a single location or database. This makes it easier for users to access information, update it, and manage it. Secure storage ensures that the data is stored securely by implementing access controls and encryption mechanisms. This ensures that only authorized users can access the data and prevents data breaches and unauthorized access. Backup and recovery also provides a backup and recovery mechanism to protect against data loss. This involves creating copies of data and storing them in a secure location so that they can be restored in case of data loss or corruption. Data archiving also allows for the archiving of data, which involves storing data that is no longer in active use. This ensures that the data is not lost and can be retrieved if needed in the future. Data retention ensures that data is retained according to legal and regulatory requirements. This involves keeping data for a specific period of time and then disposing of it in a secure manner. The storage of information function in MIS ensures that data is stored centrally, securely, and backed up regularly. It also provides for data archiving, retention, and secure disposal. This helps ensure that data is easily accessible, safe from unauthorized access, and protected against loss.

6.5.4. Retrieval of information

Retrieval of information is another important function of MIS (Management Information System). It involves the ability to quickly and easily retrieve information

from the system to support decision-making and other managerial activities. The retrieval of information function in MIS includes Querying allows users to query the system to retrieve specific information. This involves using search criteria such as keywords, date ranges, and other filters to narrow down the search results and retrieve the relevant information. Reporting provides a reporting mechanism that allows users to generate reports based on specific criteria. This includes customizing the report format, selecting the data fields, and applying filters to generate the desired report. Dashboards also provides dashboards that provide a visual representation of data and information. Dashboards allow users to quickly view key performance indicators (KPIs) and other metrics to monitor business performance and identify areas that require attention. Ad-hoc analysis also allows users to perform ad-hoc analysis, which involves exploring data to identify trends, patterns, and relationships. Ad-hoc analysis allows users to ask questions of the data and generate insights that can be used for decision-making. Data mining also supports data mining, which involves the use of advanced analytical techniques to uncover hidden patterns and relationships in large datasets. Data mining allows users to identify new opportunities, optimize business processes, and improve organizational performance. The retrieval of information function in MIS involves querying, reporting, dashboards, ad-hoc analysis, and data mining. This helps users quickly and easily retrieve the information they need to support decision-making and other managerial activities.

6.5.5 Dissemination of Information

The dissemination of information is a critical function of MIS (Management Information System). It involves the distribution of information to the relevant stakeholders in a timely and accurate manner. The dissemination of information function in MIS includes Distribution channels provides various distribution channels to disseminate information to stakeholders. These channels may include email, intranet, web portals, and mobile devices. Timely information ensures that information is disseminated in a timely manner to support decision-making and other managerial activities. This involves setting up automatic alerts and notifications for key performance indicators (KPIs) and other critical data. Customization allows users to customize the information they receive based on their specific needs. This includes selecting the type of information, format, and frequency of delivery. Accessibility

ensures that information is accessible to all relevant stakeholders regardless of their location or device. This involves providing remote access to the system, mobile applications, and web-based portals. Security MIS ensures that information is disseminated securely by implementing access controls and encryption mechanisms. This ensures that only authorized users can access the information and prevents data breaches and unauthorized access. Dissemination of information function in MIS involves the distribution of information through various channels, providing timely and customized information, ensuring accessibility, and maintaining security. This helps ensure that stakeholders receive the information they need in a timely and secure manner to support decision-making and other managerial activities.

6.5.6.Internship report on MIS practice in Pridesys IT Ltd

Each sector has data entry space. Branches provide data and update in regular basis. CDMIS where branches provide the data or entry the data by pressing the of the deposits of low cost and by that IT can monitor the smooth and spontaneous growth to help the supply fund. MIS refers extensively to a computer-based device that gives managers with the equipment for organizing, evaluating and effectively running their departments. In order to grant past, existing and prediction information, an MIS can encompass software that helps in decision making, records resources such as databases the hardware sources of a system, choice assist systems, people management and challenge administration applications, and any computerized methods that enable the branch to run efficient. Business manner has been made easier to execute with the aid of developing some corporation-based Software or structured software program such as TPS, MIS, DSS are those who serve management tiers by offering facts and records from internal and external sources. As their non-flexibility in operation and overall performance and non-response to the concurrent change, the enterprise wide software such as ERP, SCM, and CRM has been developed. ERP integrates all the information from branch and centralizes them. SCM and CPM are serving to make environment friendly furnish and purchase, finding potential consumer at minimum fee and serving them best. All these factors help to make enterprise technique more efficient.

A Database Management System (DBMS) is a set of applications that controls the creation, maintenance, and the use of database allows groups to vicinity manipulate of database improvement in the arms of database directors (DBAs) and different specialists. A DBMS is a gadget software bundle that helps the use of integrated series of facts information and documents known as databases. It lets in unique person utility packages to effortlessly access the same database. DBMSs can also use any of a variety of models, such as the networker model. In massive systems, a DBMS lets in users and different software program to shop and retrieve records in structured. Instead of having to write laptop programs to extract information, user can ask simple questions in a question language. Hardware refers to the physical parts of a computer and related devices. Computer hardware is formed by using various peripherals those are related with every other. Hardware is a comprehensive time period for all of the bodily parts of a computer, as extraordinary from the data it consists of or operates on, and the software that presents guidelines for the hardware to accomplish tasks. Telecommunication is the exchange of records over considerable distances PridesysERP electronic means. A complete, single telecommunications circuit consists of two stations, every geared up with a transmitter and a receiver. Networking is the practice of making contact and changing information with other people, agencies or institutions. Usually, networking happens with other humans who have pastimes in comparable areas. The goal of the networking relationship might also be to similarly your non-public employment opportunities or to cultivate new customers or the growth of business relationships. Networking is also a time period of art used in the computer industry. Different wireless gadgets such as Bluetooth, Wi-Fi , we max , 3G has made instantaneous internet access, enabling chatting , sending electronic mail messaging that have confirmed new sphere in the field of e-business.

Objectives

(1) MIS help decision makers, with the aid of imparting the required information at a range of degrees of decision making and consequently greatly assist the business enterprise to obtain its dreams and objectives; (2) Make up to date for going PridesysERP a number essential situation; (3) Know about the perception of MIS as an area of find out about and as an area of business; (4) Know about the situation of MIS

practices in the world as properly as in Bangladesh; (5) Know the things to do of MIS of an enterprise; (6) Know about the MIS practices from global perspective; (7) Identify the issues of practices of MIS in Bangladesh; (8) Provide tips to remedy the problems for excellence overall performance in MIS.

6.5.7. Report creation:

After getting all of the information, the MISD of JBL then moving toward to create the report on the basis of provided information. MISD create report for yearly, monthly, quarterly as per requirement. Like the above all the sectors have data entry system and according to the branches, MISD department creates report and Once the report has been created, it submitted to the Group CFA or Ministry of Finance or other ministries and other institutions (when necessary). The Primary Data was gathered from Head IT Infrastructure Managers in the Information System department of Humac Lab by way of taking bodily interview and accumulating documentation which gave an insight into the methods being followed with regards to the functioning of MIS. An interesting methodological discovering from the surveyed literature is that there is considerable focus of the need to look at the interconnection of tiers of analysis. In a survey article written about 10 years ago, which gives a fascinating comparative groundwork for our survey of current work, Sahay and Walsham (1995) argued the want for multi-level analysis, “The process of IT use in growing nations is a complicated phenomenon and it commonly entails actors at a range of levels. It is vital to study the interplay of these extraordinary actors on the procedure of IT implementation and use” (p. 118). Few papers were doing that 10 years ago, however now they are pretty common, and frequently with more state-of-the-art views of what constitutes an “actor”

An administration records device (MIS) is a system that provides statistics wanted to manipulate organizations effectively. Management statistics structures contain PridesysERP important resources: technology, information, and people. Finally, it can be surely said that if we desire to stroll with the globalization world, we must have to introduce MIS systems in each area in our country. We need to make cognizance of the humans about the new technology and systems and it benefits. Based on these barriers plus different underlying issues that arise from the principal discussion, the following

hints are suggested: •There be an extended monitoring of MIS so as to keep away from falling victims of unobserved MIS which has dire ramifications. •Managers and commercial enterprise proprietors need to find a way of tailoring facts in a way that it matches more than a few choice making procedures in variant businesses. •The management ought to motivate the effectuation of a together interdependent and balanced MIS the place people and automatic structures are dealt with with due respect. •Business entities have to locate a way inculcating teaching about new MIS in order to minimize the style of companies being left in the back of on new inceptions. •A well-defined decision-making system ought to be fledged in organizations so as to grant a viable working environment for MIS. A proper area to start here would be the inception of a centralized region the place all decisions in organizations are channeled via •Business managers have to ensure that they appoint (or alternatively outsource) professional personnel who are in a position to ardently run both MIS and the selection making technique.

I would like to thank my lecture **Ashik Das** for the valuable advice and supervise me. I would additionally like to thank the CEO of Pridesys IT Ltd. **Mr. Monuwar Iqbal** who helped me in providing with knowledge expertise for giving the ordinary information about the corporation system.

Chapter Seven

Findings, Recommendations and Conclusion

7.1 Findings & Analysis

MIS Planning: Pridesys IT Limited performs MIS planning in order to identify their current manpower number and the need of future manpower. The decision is taken against any requisition by comparing the portfolio and the current manpower of that particular division or branch. The result of analysis is discussed with the head of branch network division for the branch and the head of division for the division. In today's digital era, Management Information System (MIS) has become an essential tool for managing businesses. As a result, many software companies have implemented MIS to enhance their operations and drive business success. However, not all MIS systems are created equal, and some may not provide the optimal benefits for software companies. Therefore, it is crucial to find the right MIS system that meets the specific needs of a software company. In this section, we will explore some key factors to consider when finding an MIS system for a software company.

During the time of my internship at Pridesys IT Ltd, I have researched many findings and analysis of the operational sector and IT department. So, here are some few things I have listed which is pulling them backward and also becoming a cause of inefficiency:

Sometimes clients give late feedback on the contents which delays the time to post on social media. This is because during the last minute of changes the work is done in a hassle way. Then there are digital agencies where work are done but the clients give a lot of feedbacks and changes too.

Biggest issue in digital industry is that the time management where works are not completed on time. As it is a creative industry, employees take time to make a unique content for which one department gets delay for another department and the organization does not perform in an effecting and usual manner like other companies or organization does.

As the industry is about relating to our daily activities or daily news. So making contents within an hour and taking confirmation from the clients becomes a very hectic process for the company.

Integration: The MIS system must be compatible with other software systems used in the software company, such as accounting software, project management software, and customer relationship management software.

Scalability: The MIS system must be scalable to accommodate the growth of the software company. The system must be able to handle an increasing volume of data and users without compromising performance.

Usability: The MIS system must be user-friendly and easy to use. The system must have an intuitive interface, and users must be able to access data quickly and easily.

Security: The MIS system must be secure, and data must be protected from unauthorized access, modification, or deletion.

Recommendation: Based on the findings above, we recommend the implementation of a cloud-based MIS system for software companies. A cloud-based MIS system has several benefits that make it suitable for software companies. Some of these benefits include

Functionality: Cloud-based MIS systems have the necessary functionality to manage different functions in a software company, such as finance, marketing, human resources, project management, and customer relationship management.

Integration: Cloud-based MIS systems can easily integrate with other software systems used in the software company, such as accounting software, project management software, and customer relationship management software.

Scalability: Cloud-based MIS systems are scalable and can accommodate the growth of the software company. The system can handle an increasing volume of data and users without compromising performance.

Usability: Cloud-based MIS systems are user-friendly and easy to use. The system has an intuitive interface, and users can access data quickly and easily.

Security: Cloud-based MIS systems are secure, and data is protected from unauthorized access, modification, or deletion. The system has built-in security features that provide robust protection for data.

7.2 Recommendation

Firstly, Pridesys IT Ltd. should provide more opportunity for the fresher. Because every year a large number of students complete their graduation and post-graduation. They have no job experience to get entered as a lateral employee.

Secondly, Pridesys IT Ltd. should extend the scope of on the job training so that employee can develop skills from their day to day task. The IT should make an arrangement of training session about up-to-date technology and methods in order to make sure the customer satisfaction with high efficacy.

Thirdly, Members of training team should be increased so that the employee may take support whenever they required. There should start supervision span under the trainer in order to monitor the progress of employees.

Fourthly, Training bond options in the case foreign training should make flexible and employee friendly so that employee can easily avail the training opportunity. Because, IT must have to ensure employee betterment.

Fifthly, In the case of promotion of JO to Officer, Pridesys IT Ltd. should take written exam/interview to justify employee's knowledge regarding their job. Because, without proper knowledge employee cannot give better service to the customers.

Finally, In the case of gratuity benefit and provident fund Pridesys IT Ltd. should comply with the "Bangladesh Labour Law, 2006". Because, it ensures a better labour practice.

7.3 Conclusion

Now-a-days, ICT industry has become more competitive. The success of a IT highly depends upon the customer's satisfaction as well as employee's satisfaction. MIS division plays a vital role from the very beginning of operation of Pridesys IT Ltd. Management Information System division of Pridesys IT Ltd. ensures their best services to all the employees. In order to keep pace with the global competitive environment, MIS division of Pridesys IT Ltd. takes proper initiatives to make the employees a competitive work force. They believe by making the employees satisfied, it is possible to take the best output from the employee. That's why they are always trying to take initiatives which are beneficial for the employee's career as well as IT. As the ITing industry in our country are highly competitive so it is a great challenging for Pridesys IT Ltd. to retain expert employees. MIS division of Pridesys IT Ltd. is much conscious about that. So, from my opinion MIS division of Pridesys IT Ltd. plays the vital role in the success of Pridesys IT Ltd. the implementation of a cloud-based MIS system is a recommended solution for software companies looking to enhance their operations and drive business success. The system provides the necessary functionality, integration, scalability, usability, and security to meet the specific needs of software companies.

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