

# **Internship Report**

**On**

**Human Resource Management Practices and Employee Job Satisfaction in  
Real Estate Business: A Case Study on Urban Design & Development Ltd**

## **Submitted by:**

Name: **Munny Akter Mita**

ID: BBA1801013063

Major: HRM

Program: Bachelor Business Administration

## **Submitted To:**

Department of Business Administration

Sonargaon University (SU)

**Submitted for the partial fulfillment of the degree of Bachelor' of  
Business Administration**



**Sonargaon University (SU)**

**Dhaka-1215**

**Date of Submission: 13<sup>st</sup> January-2022**

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**Abul Kalam**

Associated Professor

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# Letter of Transmittal

13<sup>th</sup> January, 2022

**Abul Kalam**

Associated Professor

Department of Business Administration

Sonargaon University (SU)

Subject: Submission of report on: **“Human Resource Management Practices and Employee Job Satisfaction in Real Estate Business: A Case Study on Urban Design & Development Ltd.”**

Dear Sir

It indeed is a great pleasure to present before you the overall findings of the internship report on: **“Human Resource Management Practices and Employee Job Satisfaction in Real Estate Business: A Case Study on Urban Design & Development Ltd.”** I have tried as far as it was possible to meet all the specifications and instructions you have provided for the report and necessary to prepare are port.

I appreciate having a chance to prepare this report. I have tried my best to prepare this project in a proper way in spite of various constraints like time and complications in understanding.

I earnestly hope that this report will meet your specifications and would be delighted to furnish you with any clarification if required.

Thanks and regards

Yours truly

-----

Munny Akter Mita

ID: BBA1801013063

Department of Business Administration

Sonargaon University (SU)

## **Authorization of Supervisor**

Certified that this project report titled: “**Human Resource Management Practices and Employee Job Satisfaction in Real Estate Business: A Case Study on Urban Design & Development Ltd**” is the bona fide work of Munny Akter Mita, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other project report or Internship on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

.....

**Abul Kalam**

Associated Professor

Department of Business Administration

Sonargaon University (SU)

## Declaration of Student

I, Munny Akter Mita, hereby declare that the report on: **“Human Resource Management Practices and Employee Job Satisfaction in Real Estate Business: A Case Study on Urban Design & Development Ltd.”** has been carried out by me after successfully completion of research and analysis of Urban Design & Development Ltd. and has not been submitted to any other educational Institute for academic purposes.

I also conform that the report is only prepared to meet my academic requirement not for any other purpose. It will not act anything that will hamper the confidentiality and interests of Urban Design & Development Ltd. It might not be used with the interest of opposite bodies of Urban Design & Development Ltd.

The work I have presented does not breach any copyright.

.....  
Munny Akter Mita  
ID: BBA1801013063  
Department of Business Administration  
Sonargaon University (SU)

## Acknowledgement

This report on: “**Human Resource Management Practices and Employee Job Satisfaction in Real Estate Business: A Case Study on Urban Design & Development Ltd**” is an initiative to find out the satisfaction level of employees of all departments of various positions in a real estate firm, especially in viewing the salary in context with the assign duties, responsibilities and office/work environment of the employees and the consequences has been prepared for the fulfillment of the BBA degree.

I would like to begin my acknowledgement by thanking **Md. Hasan Mahmud, Manager** Urban Design & Development Ltd. and my academic supervisor, **Abul Kalam**, Associated Professor and Dean of Business Administration, Sonargaon University, Dhaka in spite of their extreme busy schedule who always had time to spare for me and for inspiring and for offering creative suggestion to prepare this report.

I also thank the contributions whose articles and publications helped me to enhance my knowledge and contributed significantly in preparing my paper.

In preparing this report, I have taken help from many books that is mentioned in the references. I acknowledge my indebtedness to all those authors and teachers for their work, which had great use to me.

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Munny Akter Mita

ID: BBA-1801013063

Department of Business Administration

Sonargaon University (SU)

## **Executive Summary**

Today Bangladesh stands on the juncture of economic emancipation. The stage is set for rapid growth and development in every sector of the economy. The Real Estate sector is also experiencing significant changes. 'Professionalism' is the key word for success nowadays and in the years to come only those companies which have a total commitment to this sector will thrive. Urban Design & Development Ltd. is determined to play a leading role in the development of the Real Estate sector in the twenty-first century. Over the past three years & eight months it has worked towards building a strong foundation and establishing a professional corporate identity for our company. Today, in the field of Real Estate, Urban Design & Development Ltd. is a recognized leader; respected for its achievements, professional ethics and innovative concepts.

The corporate philosophy of Urban Design & Development Ltd. is however based on a very simple principle "Customer gets the first preference". UDDL is constantly working towards upgrading and improving every aspect of their activities. The quality of their architectural designs or their after- sales service & the emphasis is to keep on improving, It is because of this unrelenting quest for excellence that Urban Design & Development Ltd. has earned the goodwill of so many of their customers. Today Urban Design & Development Ltd. is dignified for a new phase of dynamic growth. Its human resource is well trained and motivated; the financial fundamentals are strong and they have an excellent goodwill in the market and vision is to constantly set challenging goals for the organization. It will continue to expand and diversify and be an example of a progressive company playing a dynamic role in the economic development of Bangladesh. The Human resources played a vital role for the growth of Urban Design & Development Ltd. So, I prepared the internship report of the topic HRM practices and Employee Satisfaction Level of Urban Design & Development Ltd. Lots of functions are related in the HR works to determine the employee satisfaction level and turnover is

Very much important for the growth of the company Various departments are related to the functions of a real estate firm like HR, Admin, Marketing, Sales, Credit Realization, Finance & Accounts, Land Procurement etc.



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# **Chapter: One**

## **Introduction**

## **1.0 Introduction**

In today's world, business houses create a tremendous and continuous positive contribution on national and international economy. They are multipurpose server for huge production, distribution, export and import. Business houses are developing and modifying day to day towards a successful and performance oriented organizations. These organizations are now a days finding out their key factors for both the existence and success in today's corporate and fast paced business environment. It is not only for the business organizations, all service producers, educational institutions, non- government organizations even government organizations are concern today for providing better and competitive service. Some modern organizations put their steps in the field of corporate social responsibility. These include national, international or multinational companies. Even today we see several financial institutions, banks, mobile phone companies are working for the greater welfare of the ordinary people. This is now happening in our country. This is a positive change of the attitude of the management of the companies. Managements have started to care about their soul-forces, which are their human resources. We have to look before some couple of decades ago when employees were treated as like as machine. Days started to be changed by some noble pioneers who taught to treat employees as human resources not as people at work. With the passage of time organizations become employee-friendly. This is not happened universally, all over the world but generally, even in our country. With the change of thinking of managements, employee attitude also reached on a platform where employees want to provide better service. In this context this is an attempt to reach a conclusion that what employees do and realize their duties, responsibilities, work environment with their pay-package. A firm has been selected as subject where the entire job is done. This work will reveal employee satisfaction level in context with their salary, duties and work environment and ultimately employee attitude towards their management. Multifoods options have been justified to enrich the work. Employees with higher salary and better environment, higher salary with typical environment, ordinary package and better environment or even ordinary package with typical work environment etc. Employee

duties& responsibilities are also considered with these functions as catalyst. This work will also disclose the best policy of the management that it supposed to perform for the best of all the stakeholders of the organizations.

## **1.1 Background of the Study**

I got a chance to prepare my internship report on the topic HRM Practices and Employee Satisfaction of the real estate firm “Urban Design & Development Ltd.” This opportunity helps me to learn about the administrative and HR Directorate. Urban Design & Development Ltd. is a real estate company and a member of REHAB. During the job I got enough knowledge about the functions of various departments and the functions of HR & Admin. It’s really impossible to highlight all the activities of the organization in this report, but I tried to summarize and give enough data related to my internship topic. I think this report is able to give enough idea about the mentioned topic.

## **1.2 Importance of the Study**

As it is said earlier, organization is now-a-days performance based and employee oriented. This work will clearly expose the final statement regarding a better condition of the organization where employees are treated as human resources and employees also enjoy a really soothing work environment with satisfactory pay-package with future safety and security with some other beneficiary activities of the organization. There is a high degree importance of the subject. Research says all the organization, which are treated, as successful business houses are more concentrated on the well management of its stakeholders. All the most high-ranking organizations of the world reached the zenith due to this reason. Machine without man is nothing but liability. Management is failed when it dissatisfies employees and even management sometimes cannot find out how much it could have achieved more, if it had a group of satisfied employees. Satisfaction is not only related with the salary but also with the employee’s duties and responsibilities. It is highly and remarkably related with the work environment and the treatment of the management extended towards its employees. Management can achieve its goal by utilizing all resources including human resources with dissatisfied groups of employees. This is theoretically and practically possible. But the thing is that, management cannot realize or even think that what degree success or progress they fail to achieve due to having dissatisfied employees. A satisfied employee is the real key force of the organization. In Japanese management employees feel dissatisfied due to own realization that they might do more for the company, still though they are efficient enough Management is also highly satisfied on them. This

is an unusual picture. But for development and progress of the organization and betterment of the employees this is very much essential.

### **1.3 Scope of the Study**

This particular study will approach only the employees of Urban Design & Development Ltd. conducted for fulfillment of BBA in “Human Resources Management” degree.

At the outset, the paper discusses various condition or state of employees with the work environment and management. Then the paper studies and tries to find out the reason and factors for those various conditions. Finally, the paper suggests with few policy recommendations for effective and better work environment for the employees.

### **1.4 Objective of the Study**

Based on two objectives I have prepared this report.

#### **Primary Objective:**

The primary objective of this report is to describe the “Human Resource Management Practices of UDDL” and differentiating the theoretical knowledge from practical application while attempting to complete the internship as a requirement for BBA program.

#### **Specific Objectives**

To analyze and evaluate HR practices in Urban Design & Development Ltd., some objectives are identified and these may include:

#### **Secondary objective:**

- To get to know the “Human Resource Management practice and job satisfaction” process of UDDL Limited.
- To experience “Human Resource Management practice and job satisfaction” process of UDDL Limited.
- To identify problems regarding the system.
- To recommend suggestions according the problems.

## **1.5 Methodology of the Study**

### **Primary sources of data:**

Primary sources of information include data collection from the study with the help of questionnaire, observation methods with the respondents. But it is mainly interview based.

### **Secondary sources of data:**

Secondary sources of information includes data collection from reports and statistical inferences, some vital statistics of such type of previous base line survey reports, of such type of records of the previous studies and reports prepared by various similar natures of organizations.

## **1.6 Limitations of the Study**

There are certainly some limitations of study. Only one subject field was selected for the entire works. The subject matter was a real estate firm, which is not enough. Number of interviewee was also limited with the company. There was a high probability that the employees would be tuned with the management. Different types of employees were over there as interviewees. There was a probability that different educational and family backgrounds might affect the study. There was a limitation of time frame. Top management was not included in the study. There was a great probability how the truth came to light. The main limitation of the study was the question of proper mental and physical condition of the interviewees.

In spite of above-mentioned limitation there are some strong considerations for the work or study. In Bangladesh, all the real estate companies are more or less same in nature and procedures. It may be mirror image to take several subjects, which is huge time consuming. For this reason a well reputed, established and client supported company namely, Urban Design & Development Ltd. was selected for the study. The number of interviewees was 40. And this number of interviewees is considered more than enough for this type of study. As there was an excellent combination of different employees it might expect that the outcome of the study is true and



genuine. All the interviewees were tuned to be honest and frankly to the interviewer. Moreover, it was done in different alternative ways for genuinely.

## **Chapter: Two**

### **About Urban Design & Development Ltd**

## **2.1 Urban Design & Development Ltd**

Visualizing the increasing need for safe, secured, comfortable and luxurious living place for the rapidly growing population **Mr. Nazim Uddin Ahmed**, a dynamic, innovative and visionary young entrepreneur having in-depth exposure in real estate business, created Urban Design & Development Ltd. popularly known as UDDL.

**UDDL began its journey in 1995 with an ambition to create greater value of living for its clients, landowners and stakeholders. UDDL has made it a success story by establishing long term mutually beneficial relationship with its valued clients, prospects, landowners, patrons and business associates through quality, commitment and professionalism – the trio UDDL believes and follows. Today, UDDL stands out in the crowd it's a synonym of satisfaction.**

**UDDL is a bundle of resources. The whole UDDL team is a unique and perfect blending of long experienced professionals of technical and management expertise guided by strong motivation, drive and commitment for outstanding achievement. UDDL puts great emphasis on selection and development of its human resources so it can best meet the needs of its valued clients satisfactorily.**

**Apartments with impressive size, excellent architecture, elegant and sprawling accommodation having indispensable facilities in a pleasant and placid location invite the attention of the clients, prospects and landowners.**

**UDDL is proud to have strong goodwill and a glorious image among its valued s. 2.2 Vision**

UDDL envisages providing finest apartments and commercial spaces to its clients at par with premium standards so as to provide benchmark quality and a luxurious lifestyle.

In the days to come, UDDL wants to be a major corporate body and growth driver for the development of housing in Dhaka and other metropolitan cities of Bangladesh.

## **2.3 Mission**

The task of UDDL is to deliver optimum level of usage and the best possible functionality of space to the valued apartment owners for their most comfortable living.

On the other hand it is to take care to keep a price line within the affordability range of the housing market so that people are able to afford a high quality lifestyle at a reasonable price.

## **2.4 Core Value:**

- In honesty, integrity and ethics in all aspects of its business.
- In providing continuous post sale support and cooperation to all its clients.
- That the concerted effort of Clients, Landowners, Suppliers and the company's team members would always be the source of success for all.

## **2.5 Quality Policy**

Urban Design & Development Ltd. will provide leadership in quality in the Real Estate Development sector.

They will provide quality in their development work, their management systems and their customer services so that they can fulfill or exceed their customer's expectation.

Their human resource will always be their greatest asset and they will provide regular training & opportunity to their employees to constantly improve the quality of their work.

## **Quality**

Urban Design & Development Ltd. will be undoubtedly one of the leaders in the field of Real Estate Development in Bangladesh.

Urban Design & Development Ltd. is one of the Real Estate Developer in Bangladesh to be given this prestigious international recognition. They believe that it is their organizational strength that has enabled them to achieve market leadership. Teamed up with a band of highly motivated professionals, the business development division explores new business opportunities and comes up with the best options to meet the growing demands in the marketplace. The business development team is responsible for locating the most valuable land in Dhaka, Mymensingh, Khulna ,Jessore, Chittagong, Cox'sBazar, Kuakata and negotiate with land owners to ensure a

win-win joint venture or to outright purchase the land.

## **2.6 Design & Development**

Urban Design & Development Ltd. has been known for its impressive and innovative living concepts. This has been possible by the dedicated full time professionals who constantly search, into the domain of innovation and uniqueness.

### **Marketing Team**

A truly professional Marketing Team is in place at Urban Design & Development Ltd. to nurture and communicate numerous product offerings to its customers. The tools and techniques applied by the Marketing Department complement the efforts of the Sales Department and help to put Urban Design & Development Ltd. image and products in their right perspective.

### **Sales**

A pro-active sales team is always in touch with Urban Design & Development Ltd. is valued customers, to update them on the latest product offerings. Every member of the Sales Team is given extensive on-site training so that the person is totally familiar with the procedures and acquires full product knowledge.

## **2.7 Customer Service**

A full-fledged Customer Service team remains constantly in touch with customers for any modification or optional works desired by the customer during construction of projects. Customer Service Department aims to provide full satisfaction to the customers by always being on hand to satisfy any query they may have about their cherished home. Maintenance

A dedicated maintenance team is fully active to maintain the relationship with Urban Design & Development Ltd. is customers. All the customers' complaints are addressed as Urban Design & Development Ltd. is chance to improvement.

# **Chapter:Three**

**HRM Practices in Urban Design & Development Ltd**

### **3.1 Human resource development**

To get the maximum outcome from the human resources it is obviously necessary to implement and invent new way to complete the work activities and systems. HRD is related to upgrade the working system. It depends on some relevant information. It helps to improve the skills, requirement, control measures and training needs. Urban Design & Development Ltd. has been always conscious to improve the HR processes and working environment day by day.

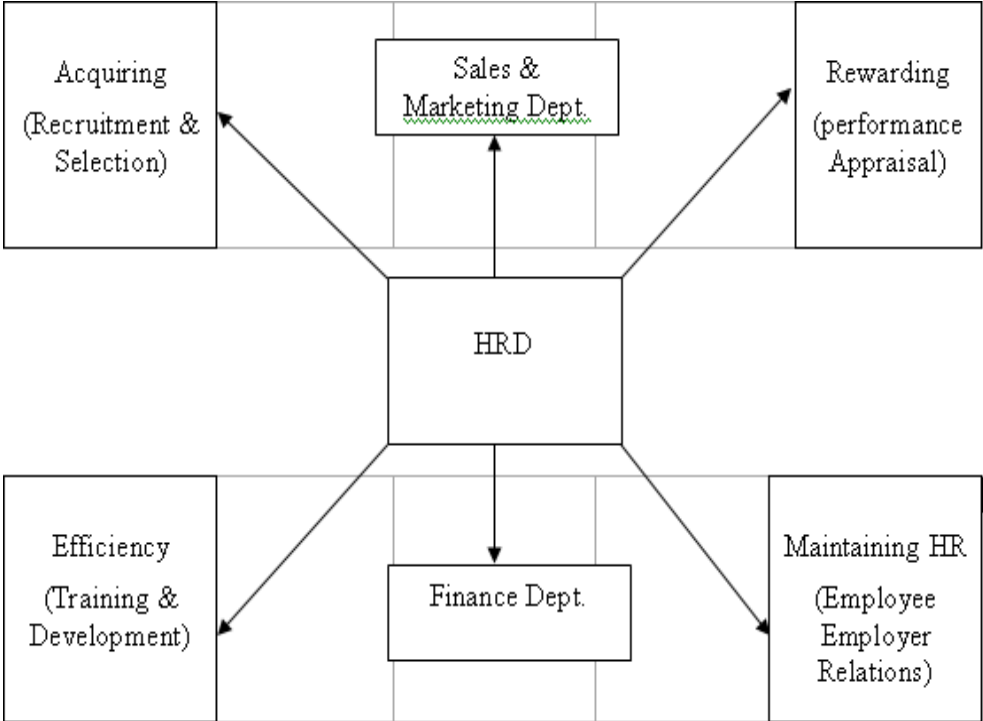
#### **Objectives of HRM:**

The objectives of HRM in Urban Design & Development Ltd. can be described as follows-

- To hire the right person for the job offered by the bank.
- To reduce employee turnover on the basis of job available.
- To motivate people to perform at high effort levels.
- Not to waste time with useless interviews.
- To remove unfair labor practices.
- To maintain a high morale & better human relations inside the organizations.
- To maintain the organizational peace
- To attract competent people and retain them in the organization
- To recognize and satisfy individual needs.

The HR Department deals with five core areas of operations. It includes planning for organizations; jobs and people; acquiring human resources; building individual and

organizational performance (training and development); rewarding employees; maintaining human resources.

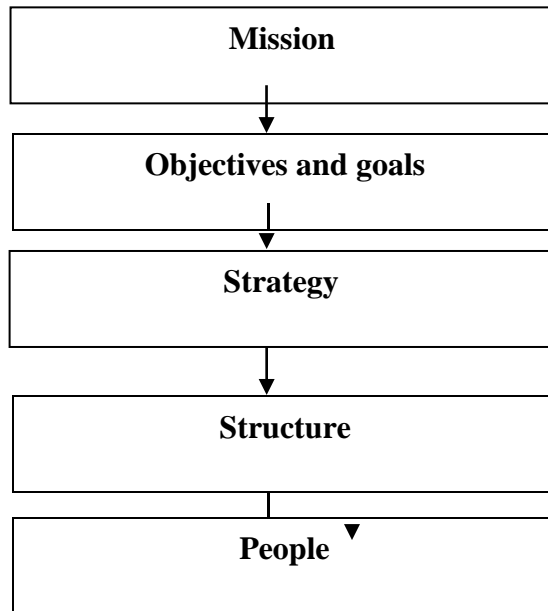


**Figure: HRD activities**

**3.2 Human resource planning and information system**

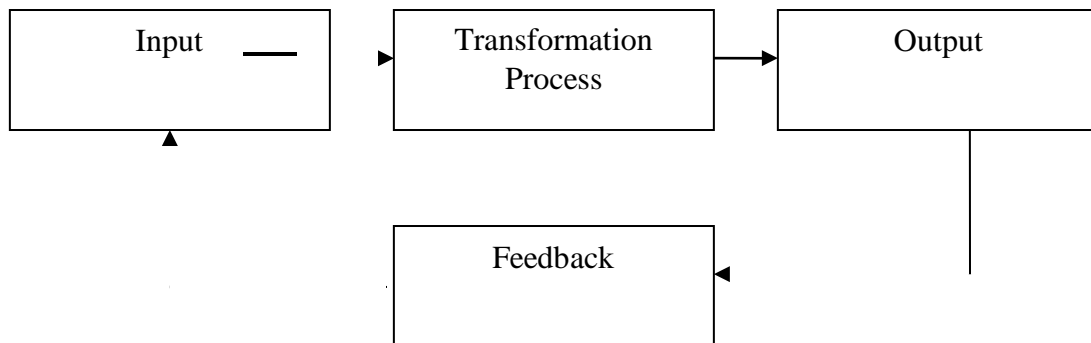
Urban Design & Development Ltd. plans the human resources and information system. It is a process of deciding in advance what is to be done regarding human resource acquisition to its proper utilization. It is obvious that without proper planning human resource activities cannot be implemented as per desire or the management. It deals to identify the current manpower position and desired manpower position. It helps to forecast the future skills and assess HR requirements, determine training levels and

arrange management development program and future accommodation. One sample framework of HR planning is given below:



**Figure : Flowchart of sample framework of HR planning**

Human Resources are also depending on the information system. In Urban Design & Development Ltd. management Information System (MIS) gives a great contribution for the flow of the information system and management of the information system. The components and process by which HRIS and Management information system done the duties are given below:



**Figure: The components and process by which HRIS and Management information system do the duties**



### **3.3 Recruitment and Selection**

An organization's success depends on its human resources. No matter how much an organization invests in other assets if its human resource does not have the competence then the organization will be failure. Even when deciding which fixed assets to invest the organizations go through many hurdles, so when it comes to human resource they have to be even more careful.

First an organization conducts human resource planning to identify their personnel needs. Once these needs are established a job analysis is conducted, which clarifies the job being done and the individual qualities necessary to do these jobs successfully. Then on the basis of this information a pool of qualified applicants are recruited. The next step calls for selecting the most suitable person for the job, which is the major objective of selection process.

To outline the standards those are expected of new recruits and the processes that will be followed during recruitment and selection. The foundation for this policy is that recruitment should only occur when there is a specific business need to be met i.e. vacant post and that the selection of the appropriate candidate will be on the basis of qualification, performance, potential and aptitude.

#### **Recruitment decision**

The decision of who should be recruited is taken by the Assistant General Manager of Human Resources and individual Departmental head and other Executives relevant to the position to be filled.

#### **The Selection criteria**

Candidates are selected after full consideration of the following factors:

##### **Need**

There must be a legitimate need to increase the company's hand count. In all cases the Department Manager who considers that they have a legitimate need to increase their hand count, either because an existing employee has resigned or because the expansion

has been agreed as a part of the Area Operating Plan, must submit a request to HR officer for consideration within existing manning levels and current business priorities for approval by HR Panel. Provided that the request is in line with the Area Operating Plan and current business priorities, HR Officer will begin the recruitment process.

### **Advertising**

It is the company's policy to advertise its vacancies to potential candidates both externally and internally. To meet the occasional need to recruit specialist-experienced employees, advertisements will be placed in professional journals and newspapers as necessary or give advertisement in the reputed jobsites.

### **Qualification**

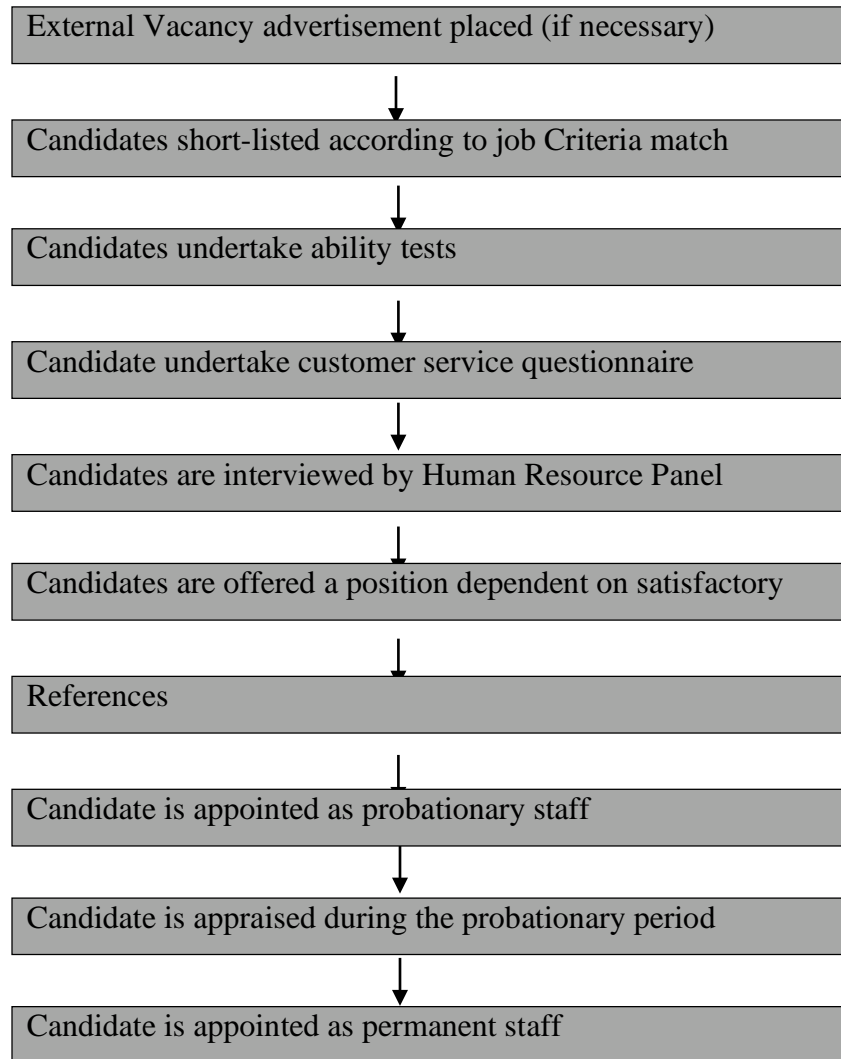
Job specifications and job vacancy advertisements will indicate the experience that is required for each job.

### **Aptitude**

Candidates for all vacancies will be asked to undertake a range of ability tests prior to their recruitment. The company uses standard, professionally developed tests that are considered relevant to the positions of respective posts. Candidates who successfully pass the ability test will be invited to attend interviews with members of the Human Resources Panel and other Executives deemed appropriate in light of the particular vacancy to be filled.

**The Process of recruiting and selecting** of Urban Design & Development Ltd.

is given below:



**Figure: The Process of Recruiting and Selecting of UDDL.**

**Sample of request for recruitment.**

Department:
Position to be filled:
Job Code: _____ Job Grade: _____
Replacement: Yes/No _____ New Job: Yes/No _____
Recruitment justification (in terms of work load):
Approved by Human Resource Panel: Yes/No _____
Action by HR Department: Authorized Signature _____ Date _____

**Figure: Sample of Request for Recruitment**

Urban Design & Development Ltd. Recruitment and Selection process follows a standard pattern. It begins with advertising and concludes with the final employment decision.

### **3.4 Steps of recruitment and selection process**

#### **Advertising**

Urban Design & Development Ltd. advertises in the national newspapers and professional journals and also to reputed job site.

The advertisement includes mainly two things:

- Job Description
- Job Specification

#### **Initial Screening**

- This screening consists of a two-step procedure:
- The screening of inquiries (Short-listing).

The provision of screening interviews (Preliminary Interview)

Some of the respondents are eliminated based on job description and job specification. Factors that lead to a negative decision at this point include-

- Inadequate or in appropriate experience
- Inadequate or in appropriate education

#### **Ability Tests**

The Ability Tests are concentrated to judge the candidates:

- Oral communication & written communication skill.
- Sales ability.
- Analysis and judgment
- Creativity Initiative
- Patience
- Conflict management skills
- Organizational sensitivity and
- Tolerance for stress

### **Interview by Human Resource Panel**

The candidates who have so far survived after all the tests at this step will face the Human resource Panel and will have to give a comprehensive interview. The interview panel may consist of:

- The personnel department interviewers,
- Executives within the organization,
- A potential supervisor, potential colleagues
- Some combination of these may interview the applicant.

The candidates are most likely to face questions concerning:

- Their last job experience,
- Their career goals,
- About their particular field of work,
- Favorite courses at university or college,
- What they expect from the organization, their reasons for choosing this organization, etc.

This interview is designed to probe into areas that cannot be addressed by the application form or tests. These areas usually consist of assessing one's motivation, ability to work under pressure, and ability to 'fit-in' within the organization.

### **Appointment as Probationary Staff**

Urban Design & Development Ltd. the new employees are initially employed under probation. The employee will be given a certain time period to prove his or her ability in those preferred area. The period is called probation period. If the employee succeeds to show his or her ability and worth in the job field, only then the job will become permanent for the new comer.

This is done to judge whether the employee is able to fulfill his or her job requirements, whether that person could cope with the organization's environment and culture etc.

### **3.5 Training and Development**

Training is a learning process through which people get skills, concepts, attitudes and knowledge to aid in the achievement of goals. There are many objective works behind the training and development. In UDDL there is a huge opportunity to get the training and nice accommodation is established for the training process. The schedule of training and performance is excellent.

Assistant General

Manager, Human Resources look after the whole process where the training and development needed. Some of the objectives for conducting training and development are given below:

- Instruction of new employees.
- Knowledge on new method.
- Knowledge on company policy.
- Knowledge on company customer relation.
- Change of attitude.
- Personal growth.
- Ensuring loyalty.
- Reduction of labor turnover.
- To increase productivity.
- To improve quality.
- To help the company to fulfill its future growth.
- To improve organizational climate.
- Behavior change.

#### **Methods of training and development**

Some of the training methods are normally followed in Urban Design & Development Ltd. The immediate supervisor mainly responsible for giving the instructions and training to the subordinates. Some of the ways of training method like PowerPoint presentation, meeting, discussions etc. The specific topic is mentioned for the training like time management, computer maintenance, customer service etc.

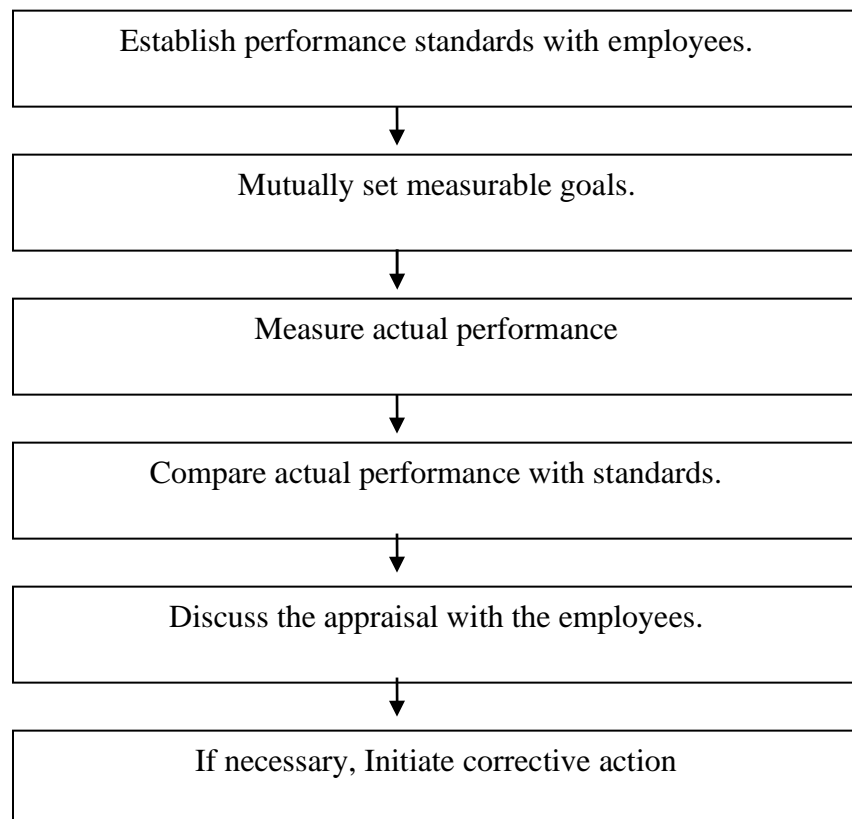
### 3.6 Performance Appraisal

The employees should be evaluated on a number of specific dimensions of job performance. Each of the specific dimensions of job performance used to evaluate an individual's performance so that it is not deficient, contaminated, distorted or irrelevant.

The responsible person to conduct performance appraisal system Urban Design & Development Ltd. is given below:

- Supervisor
- Weighted checklist

For appraisal of the employee the following process is as follows:



**Figure : appraisal of the employee**



### **Methods using for appraisal**

Urban Design & Development Ltd. uses specific ways in which HRM can actually establish performance standards and devise instruments to measure and appraise an employee's performance. Two approaches exist for doing appraisal: employees can be appraised against:

1. Absolute standards &
2. Relative standards

### **Dimensions of HR Practices in Urban Design & Development Ltd**

Urban Design & Development Ltd. as the HR Department follows all the dimensions and requirements for the HR processes. The development of the HR processes are strongly observed and improved. On the other hand all the day to day activities are continuing. It is necessary for the improvement of the organization. HRM practices are strongly related to the development of the organization so it needs to give emphasis on this area.

# **Chapter: Four**

**Activities of the impact study of the Employee Satisfaction Level of Urban  
Design & Development Ltd.**

#### 4.0 Activities of this impact study

Activities of the proposed study can be organized under three phases, such as Phase

- I : Beginning Phase
- Phase II : Survey/ Data Collection Phase
- Phase III : Reporting Phase

A table given below will clearly explain the above-mentioned three phases of activities of the proposed study.

Phases	Activities
Phase – I beginning Phase	Collection and review of relevant documents, Development of data collection techniques, Developing guidelines for Focus Group Discussion, Preparation for Field Investigation, guidelines in consultation with the Urban Design & Development Ltd. authority.
Phase – II Survey/Data Collection Phase/ Field Work	Development of Data gatherings, monitoring and supervision of the work, Data Analysis, Plan and techniques, Field Data Collection.
Phase – III Reporting Phase	Editing Data, Data Computation, Analysis of Data and Preparation of Tables and prepare graphical presentation, submission of tables and reports to proper authority

**Figure: Table of three phases of activities of the proposed study.**

## 4.1 Data collection instruments

In conducting this study-work, interviewing method will be used for data collection, while a checklist would enable to record direct observation. A combination of structured and unstructured interview schedules would help to generate information for this study. Along with interviewing techniques Focus Group Discussion technique will also be used to approach the various issues to assess and to generalize information within a very short period of time.

The following Table gives a preliminary description of type of data needed, sources of data and instruments to be used for collecting data

Type/Class of Data	Sources	Data Collection Techniques	Data Collection Tools
Application Of Knowledge	Sample Respondents	Interviewing, Administering Written Questionnaire, Focus Group Discussion	Checklist, Questionnaire, Guideline for FGD
Impediment Related to Application of Knowledge	Sample Respondents	Focus Group Discussion	Guideline for FGD

**Figure: Data collection Instrument**

### **4.3 Data collection and analysis**

In the light of variables, data collection tools and techniques discussed above, a general format will be prepared for gathering data, related to effectiveness of the study work, a special format will be devised for assessment of all required information.

### **4.4 Major analysis of the problem:**

From the analysis of the observation, face to face interview and answering of questionnaire some factors are found of the HR practices and employee satisfaction. Mainly the outcomes of the analysis are mentioned in the report. 40 employees of Urban Design & Development Ltd. were selected for this study work. All of them were observed minutely at their work in different times in different condition and situation. All of them were interviewed in course of time with individual and common questionnaire. Written answer sheet was also collected from the interviewees under multiple-choice system. The three instruments of data collection in this regard were:

- Observation
- Face to face Interview
- Answering of questionnaire

### **4.5 Observations:**

- I have observed the employees during entering office, at individual work, at group work, at meeting, at lunch, at tea break, at departure from office. Several and most of the conditions I have noticed and observed deeply and minutely. This observation continued throughout the tenure. All the participants were informed properly about the study work. So that I might have the actual result and picture of expression. The main observations are as follows:
- Out of total 60 employees, 52 persons work at corporate office. Rest 8 employees are in project area.
- At corporate office more than 95% employees enter in due time.
- More than 97% employees take tea and read newspaper before starting daily activities.
- Computer is used by almost 80% employees at corporate office.
- A strong Chain of Command was found.
- Decisions are mostly centralized.

- There are five different departments with individual activities.

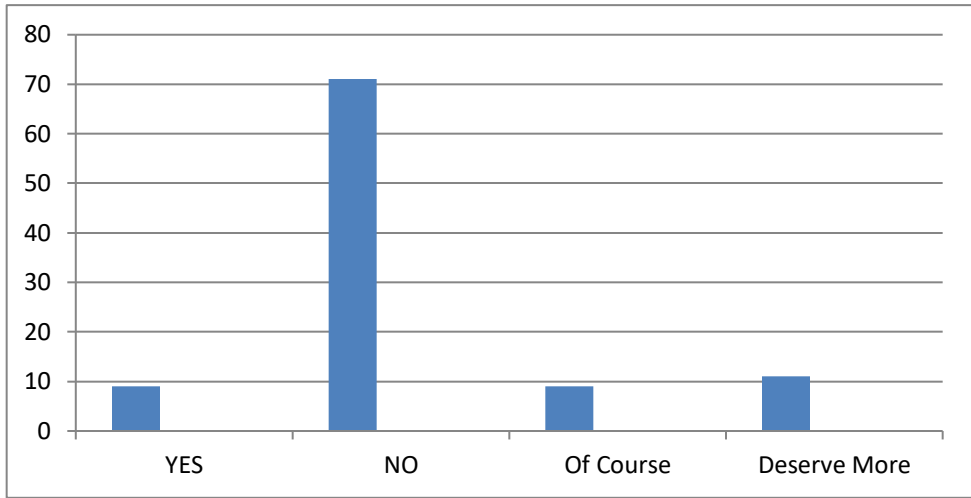
- A strong and prominent networking was found.
- Employees seemed to be sincere at work.
- Salaries are found regular.
- Employees are strongly discouraged to take loan from office.
- Management appreciates employee's participation of different extra training & courses.
- Management wishes birthday and participate in marriage ceremony of the employees.
- Senior colleagues are found helpful.
- Head of departments are found extra attentive & caring to the top management.
- Top management is flexible for the junior employees.
- Prominent sub-culture is found under formal office culture.
- Interaction among employees is found intimate, informal and friendly.
- Incentive is paid on performance.
- Employees seem to be easy and homely at office.
- Employees wear regular and formal dresses.
- Meetings are found participative.
- Department heads are found as typical manager.
- Employees work here keeping in mind that it is a private company.
- Employees are not found at work, after regular office time.
- Employees are found as flexible, sincere and punctual.
- Management is found rigid in much advertisement and propaganda.
- Top management shares ideas twice a month with all employees.
- Most of the employees are found around 35 years of age.
- More than 70% employees are within 30 years of age.
- Employees are recruited through written & viva voce.
- No favor for selecting any employee.
- Employees are seemed to be confident about the company.
- Employees enjoy Friday as holiday.
- Employees are entitled to have about 20 days leave in a year.
- Site or project work schedule is quite different from head office.
- Every site has a particular working schedule.
- Site deals with the workers, contractors and head office.
- Site has a close relation with land, marketing and purchase dept.

- Project supervisor works as the site in charge.
- Site employees are dependent on head office.
- There is a scope for site employees to be promoted.
- Site is inspected by head office regularly.
- Site employees are comparatively seemed to be happier than head office employee.
- Every site is being managed tactfully and with consent of head office.
- Site employees are hardworking, they are convinced and manageable.
- Site employees enjoy holiday by turn once in week.
- Project in charge reports to the Assistant General Manager, HR &Admin.
- Newspaper and tea is provided in each site.
- Every site has an entertainment budget.
- There is scope of corruption in site.
- Management puts greatest emphasis on selection of human resources.
- Management believes in long-term relation with all the employees.
- Management cares its all existing clients and landowners very whole-heartedly.
- Of course clients also pay a lot to Urban Design & Development Ltd.
- Management interested to distribute power in different level of employees.
- Still top management is aware of each employee.
- Management is found resourceful, wise, matured and dynamic.

#### **4.7 Answering of Questionnaire**

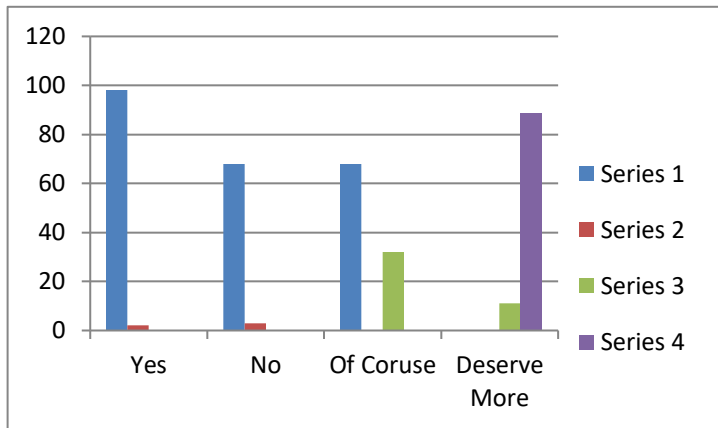
A formatted questionnaire was served among the 60 employees for written answering based on multiple-choice option. 100% participant submitted the questionnaire after completion of answering. No hints or suggestion was given for fulfilling the questionnaire. It was just said to fill it up. We put emphasis on the matter that which condition and requirement are more desirable to an employee. It might be better work environment, it might be higher salary, it might be combination of both or it might be one with other and vice versa. Employees were also requested not to discuss with other or consult to seniors. The answer % is given by the side of options. The questionnaire was as follows:





**Are you satisfied on your salary?**

Yes	09%
No	71%
Of course	09%
I deserve more	11%



**Do you feel honor for doing job in this company?**

Yes	98%
Of course	02%
Not all times	00%
In time to time	00%

**Do you think your seniors are more qualified than you?**

Yes	68%
No	03%
Not at all	00%
I think so	29%

**What is your opinion about sustaining of your company?**

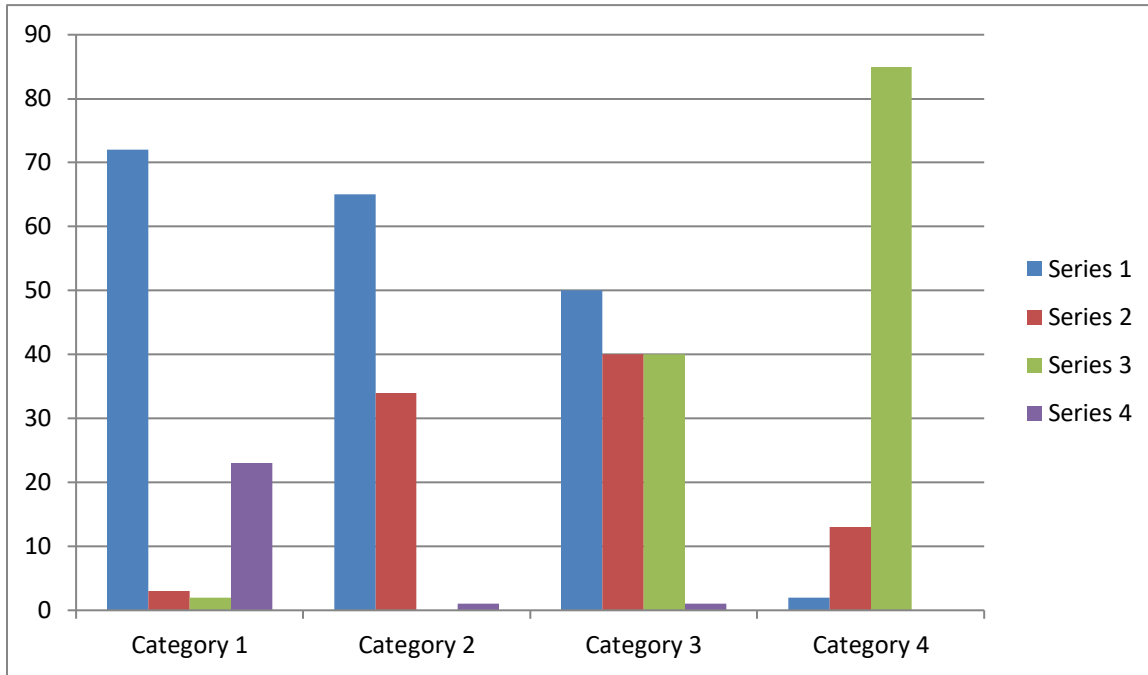
Sustain for long	68%
It is questionable	00%
Will sustain logically	32%
Will not sustain for long	00%

**How you feel when personal visitors come to your work place?**

I feel ashamed of	00%
I cannot entertain	00%
Visitors feel no hesitation	11%

I feel pride because it's a good environment

89%



**(Category-1) Do you think yourself as an important part of the company?**

Yes	72%
Not always	03%
In sometimes	02%
I believe so	23%

**(Category-2) How you find your controlling officer?**

Very good	65%
Supportive	34%
Bad	00%
Non cooperative	01%

**(Category-3) I cannot be Boss suddenly, because -**

This is not logical and proper way to be promoted	50%
I need to be fit for the post first	40%
Now I don't deserve the position	09%

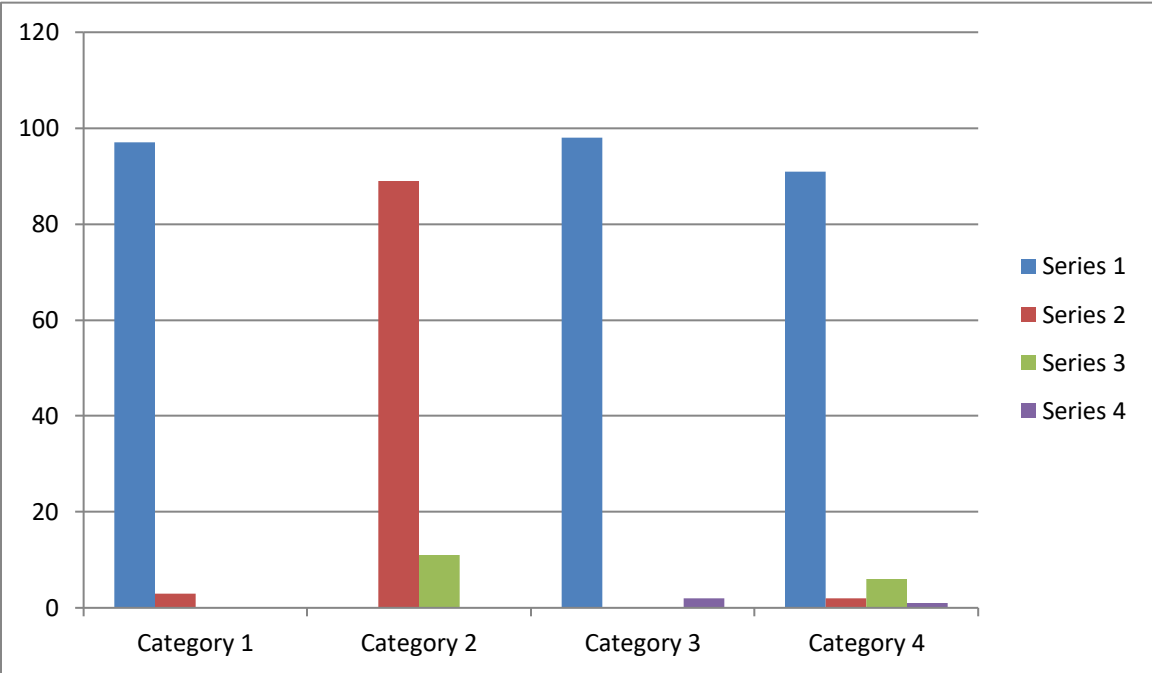
CEO will not allow me for this position now 01%

**(Category-4) If I have been promoted to my boss’s position -**

I will do what my boss was failed to do 02%  
 I will be more effective in taking decision 13%  
 May be I will follow my boss’s example 85%  
 I will do whatever I would like to do. 00%

**Do you think the management evaluates you properly?**

I believe so 89%  
 Yes 11%  
 No 00%  
 Not always 00%



**(Category-1) Are you sure your management is honest and committed to quality?**

I am sure	97%
Yes	03%
No	00%
I am not sure	00%

(Category-2) **Your working time shares with?**

Boring time	00%
Amusement	89%
Support from colleagues	11%
Disliking	00%

(Category-3) **When I fail to get my boss?**

I ask him and try to be cleared about his instruction	98%
I fear to ask him second time the same thing	00%
I want to avoid my boss	00%
I instantly say 'Pardon, would you tell me again sir'	02%

(Category-4) **Do you have any misunderstanding with colleagues?**

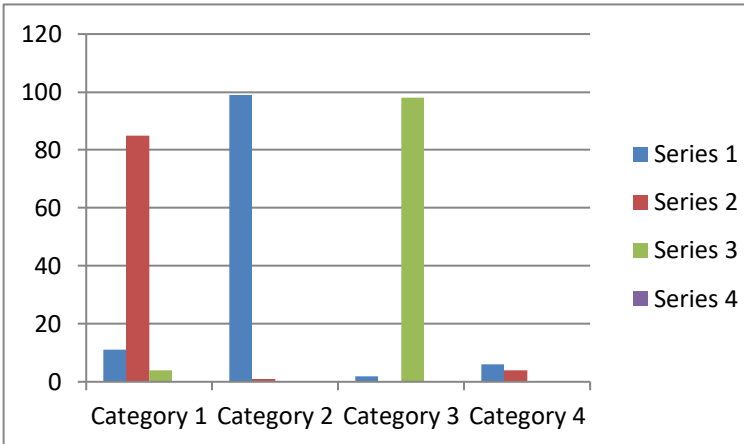
I go to him and try to solve the miscommunication.	91%
I wait when my colleague will come to me to say sorry	02%
I take it as mistake and try to solve it as soon as possible	06%
I don't care. Let's see what happens.	01%

**You think the most important thing in work is -**

Work-nature	01%
Work-environment	97%
Pay-package	01%
Supportive boss	01%

(Category-1) **Company pays you -**

Salary	11%
Better work-environment	85%
Honor and safety	04%
Nothing, company only takes from me	00%



**(Category-2) Have you felt company did injustice on any employee?**

No and never	99%
I have never noticed	01%
Several times	00%
In some cases	00%

**(Category-3) Is your company in top ten real estate companies?**

I believe so	02%
No	00%
It is no. one real estate Company	98%
May be	00%

**(Category-4) What is said by your associates of the company?**

Management is matured and do work properly with rules	96%
Management honors associates highly	04%
It is a company with typical management like other one	00%
Associates never make positive example of this company	00%

# **Chapter: Five**

## **Findings, Recommendations and Conclusion**

## **5.1 Findings from the Study**

From observation, face-to-face interview and multiple choice option based questionnaire some general findings came up with which are as follows:

- In short time Urban Design & Development Ltd. is going to be a group of companies.
- Out of total 60 employees, 40 persons were selected for the purpose of study.
- Employees are found devoted to the company with very minor negativity.
- Employees receive different salary based on performance and designations.
- Employees are found regular, systematic and work-lover.
- Salary, bonus, incentives are found very regular and in time.
- Employees are found feeling for the company.
- Employees are found appreciating of the work environment.
- Most of the employees want to continue with the company.
- Employees feel that work volume is not high in this company.
- Employees feel accountability is high but it is not felt necessary.
- Employees highly appreciate tea, lunch and other facilities, provided by the management.
- Management wants all employees as good human being.
- Management is found interested in much advertisement.
- Employees praise management, work-environment and colleagues.
- Maximum employees feel a sense of security in this company.
- This basically is a one-man based company.
- Employees have the option to place opinion.
- Generally there is no recruitment in the senior positions.
- Promotion is absolutely performance basis, like salary.
- Top management interferes in all detail usually.
- Department heads have authority mostly on all the issues in department.
- Company takes place in various events management in home and abroad.
- It is a technologically advanced company.
- Supervision level of all activities is very prominent.



- Generally top management shares with employees, when necessary.
- Management provides general gifts to employees occasionally and even repeatedly.
- This management never becomes hot and angry instantly. It finds the reality.

## **5.2 Analysis of These Findings**

Out of total 60 employees 40 persons were selected for the research of different educational and family background, different designations, different salaries and of course of differentiates.

- Most of the employees are found as good human beings as efficient.
- Management is so far realized very cooperative, supportive and logical.
- More than 71% employees (43 persons) are not happy with the salary.
- More than 98% employees (59 persons) are happy with the work environment
- 100% employees appreciate office time and leave arrangement.
- 100 % employees are very much optimistic regarding the bright future of the company.
- 100% employees think management as real and fit and dynamic and logical.
- 100% employees believe this is an exceptionally good management of the company.

## **5.3 Recommendations:**

- Management of organization should select good human being for employment. In this context, educational, family and social background should be considered.
- Management should pay a competitive salary, bonus, and increment in time.
- Management should provide effective training to all its employees.
- Management should evaluate employees on merit, experience & efficiency basis.
- Management should be friendly, supportive & cooperative to its employees.
- Management should consider its employees as soul of the organization.
- Management should extend all its possible facilities to its employees.
- Management should follow chain of command strictly.
- Management should take action after full and through investigation.
- Management should not accept any unethical events.
- Management should organize events for interaction among the employees.
- Management should look after always the work environment for its betterment

## **Conclusion**

The aim of the study was to observe different condition related to employees of the organization. The key factors of the condition were salary, work-environment, dealings with colleagues, boss, management tone, organizational culture, organizational nature and some hidden matters or issues related to employees and management of the organization.

There were four edges of the conditions for evaluating:

- Better salary and better work-environment
- Better salary but bad work-environment
- Less salary but better work-environment
- Less salary and bad work-environment

The study discloses that employees want competitive salary, pleasant work environment, good management with top management's support & inter-action, scope of presenting own views, cooperative colleagues, future safety, company in right path, regular merit based promotion, increment & bonuses, expansion of company, increasing of goodwill of the company, management's support and services, management's values for the employees and management's sharing in personal or social occasions. On the other hand management wants good human being as employees who want to learn always. Management wants employees to be efficient, polite, obedient, loyal, truthful, devoted to work, honest, sincere and satisfied.

The research says finally that, employees are dissatisfied with low salary and want to switch over for bad work environment and satisfied with high salary with better work environment. But employees of this organization still getting average salary but very much happy and highly satisfied due to only having better work-environment. This is the bottom line of the entire study work.

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## Appendix

### Face to face Interview

The proposed work plan is presented in next table. The plan shows detail tasks, their inter-relationship and time requirement to complete the task.

SL. No.	Activities	Training In days	Weeks										
			1	2	3	4	5	6	7	8	9		
1	Mobilization of study team	2											
2	Determination of data requirements and data specification	5											
3	Determination of sources of primary and secondary data	2											
4	Design & preparation of questionnaire for data collection	3											
5	Finalizing of questionnaire	2											
6	Reproduction of questionnaire	2											
7	Collection of primary data Interviewing FGD	14											
8	Editing, completion & analysis of collected information	9											
9	Preparation of the draft of the final report	12											
10	Submission of the draft report	1											
11	Incorporation of contents & suggestions, preparation and printing of the final report	9											
12	Submission of the final report												
		61											

**Figure : Work Plan**

After observation the company, management, employees and procedures I have concentrated on face-to-face interview. 40 employees are being interviewed with a preset bundle of questions. The asked questions are as follows:

1. What's your name?
2. What is your educational background?
3. How long you are been in this company?

4. What is your present designation?
5. What is your take-home now?
6. Do you enjoy your activities?
7. How you feel your colleagues?
8. What you think of your company?
9. How do you feel of your company?
10. Do you want to say something about your top management?
11. Have you ever got any extra favor from your management?
12. Have you received any amount of loan from your company?
13. Do you think company would help you in genuine case if required?
14. To what degree you can depend on the company?
15. What do you want to say about your office time?
16. What do you think about leave and holidays of your office?
17. What do you realize about different event-management of your company?
18. How management treats your different occasions?
19. Identify five positive sides of your management?
20. Identify five negative sides of your management?

Based on above-mentioned questions a face-to-face interview is completed.

Among 60 employees 52 persons were male and the rest 8 persons are female. The answers are now considered on analysis based.

- In answer of questionno.1                      Everyone said his or her name.
- In answer of questionno.2                      Masters of various subjects.
- In answer of questionno.3                      From 01 to 03years.
- In answer of questionno.4                      Executive/manager/head of dept. of different level.
- In answer of questionno.5                      From Tk.5000/- to 75,000/- per month.
- In answer of questionno.6                      Yes / Very much / of course / 100% / partly.
- In answer of questionno.7                      Helpful / Friendly / Supportive /Well-

wisher / Real.

- In answer of questionno.8 Reputed / Established / Good /Renowned / Big.
- In answer of questionno.9 Umbrella / Dignity / Identity /Protection.
- In answer of questionno.10 Wise / Resourceful / Matured /Supportive / Fit.
- In answer of questionno.11 Leave / Loan / Recommendation /Gifts.
- In answer of questionno.12 Yes / No.
- In answer of questionno.13 Of course as when necessary /definitely Confused
- In answer of questionno.14 Fully / 100% / Completely / Not really/ Partly.
- In answer of questionno.15 Ok / typical / long hours / don't care/ needed.
- In answer of questionno.16 Ok / Satisfactory / Acceptable / Not much.
- In answer of questionno.17 Prestigious / Hard job /Participative required.
- In answer of questionno.18 Greets / Support / Organize /Participate.
- In answer of questionno.19 Best / Caring / Helpful / Supportive/ Disciplined.
- In answer of questionno.20 Bad management / Hard /