

# A report on training and development department of spl

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Chapter -1 Introduction 1. 0 Introduction Square Pharmaceuticals Ltd. is the leading pharmaceutical company in Bangladesh. It has been running its business of about fifty two years and leading the pharmaceutical industry since 1985. Research points to the importance of good recruitment systems in the organizations. The 1980s brought downsizing, organizations were becoming too effective for their numbers of employees employed by them. Most problems concerning Human resources commence when training and development & recruitment and selection are not handled properly.

Resignations, low motivation, poor performance may be due to incorrect procedures in the training and development process or in recruitment & selection. Training & Development enables for people to enhance their skills, keep them updated with recent changes. Square offer both on-the-job and off-the- job at both theoretical and practical training opportunities through a range of Local, Regional and International Training programs that include both functional and managerial levels on the basis of Training Need Assessment.

Training Need Analysis (TNA) is conducted by Department Heads and Human Resource Department jointly on the basis of job analysis. The article also discusses the importance of good recruitment at technical & managerial levels & the implications that are encountered as a result of ad hoc recruitment process. Recruitment is responsibility of every manager in the organization. 1. 2 Origin of the Report Now a day, Education is not just limited to books and classroom. From education the theoretical knowledge is obtained from course of study, which is only the half way of the subject matter Practical knowledge has no alternative.

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The perfect coordination between theory and practice is of paramount importance in the context of the modern business world now days. Therefore an opportunity is offered by Stamford University Bangladesh, for the potential business graduates to get three month practical experience, which is known as “ InternshipProgram”. To complete of the internship program, the author of the study was placed in a Company namely, “ Square Pharmaceuticals Ltd (SPL), for the period of three months starting from Jun 19, 2011 to September 19, 2011.

Internship program brings a student closer to the real life situation and thereby helps to launch a career with some prior experience. This project was assigned by the organizational Supervisor Ms. Tania Sultana, Executive in HR of Square Pharmaceuticals Ltd. and was approved by the Faculty supervisor Mr. Md. Mohiuddin, Professor, Department of Management Studies, University of Dhaka. 1. 3 Significance of the Report The main reason of this study is to become familiar with the realistic business world to attain practical knowledge about the Pharmaceutical related business in the corporate world.

We all know that there is no alternative of practical knowledge which is more beneficial than theoretical aspects. 1. 4 Objectives of the Report The primary reason of writing this report is to fulfill the internship requirement of BBA program. The prime objective of the study will be to evaluate the recruitment and selection and procedure of Square Pharmaceutical Ltd. To facilitate achieve the prime objective; this study aims at attaining the following SPL operational objectives: \* To get a clear and practical knowledge about the business of SPL. To understand the perspective of creating and presenting  
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the new idea. \* To fulfill the requirement of the BBA degree. \* To get practical idea about organizational environment. \* To introduce the new situation, new environment. \* How management is analyzing work and planning for people?

1. 5 Selection of the Topic The topic selected for the study was chosen by me and approved by Dr. Shahid Uddin Ahmed.

Chapter- 2 Company Background

2. 0 Organization History SQUARE today symbolizes a name - a state of mind. But its journey to the growth and prosperity has been no bed of roses.

From the inception in 1958, it has today burgeoned into one of the top line conglomerates in Bangladesh. SQUARE Pharmaceuticals Ltd. , the flagship company, is holding the strong leadership position in the pharmaceutical industry of Bangladesh since 1985 and is now on its way to becoming a high performance global player. SQUARE Pharmaceuticals Limited is the largest pharmaceutical company in Bangladesh and it has been continuously in the 1st position among all national and multinational companies since 1985. It was established in 1958 and converted into a public limited company in 1991.

The sales turnover of SPL was more than Taka 11. 46 Billion (US\$ 163. 71 million) with about 16. 43% market share (April 2009- March 2010) having a growth rate of about 16. 72%. SQUARE Pharmaceuticals Limited has extended her range of services towards the highway of global market. She pioneered exports of medicines from Bangladesh in 1987 and has been exporting antibiotics and other pharmaceutical products. This extension in business and services has manifested the credibility of SQUARE Pharmaceuticals Limited.

2. 1 Milestone of SPL \* Year of Establishment 1958.

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\* Incorporate as a Public Limited Company - 1964. Technical Collaboration Agreement with Jansen Pharmaceuticals of Belgium. A subsidiary of Johnson & Johnson International Limited - 1975. \* Technical collaboration Agreement with F. Hoffman - La Roche & Company Limited -1984. Converted into Public Limited Company - 1991. \* Stock exchange listing (D & C) - 1995. \* Agreement with M/S. Bevis tandem Limited of UK for implementation of Dhaka Plant - 1996. Awarded ISO- 9001 Certificate -1998. \* Business Lines- Manufacturing & Marketing of Pharmaceuticals finished product, Basic Chemicals & Agro vet products. 2. 2 Vision of the SPL

Square view business as a means to the material & social wellbeing of the investors, employees and the society at large, leading to accretion of wealth through financial and moral gains as a part of the process of the human civilization. 2. 3 Mission of the SPL Square mission is to produce and provide Quality and innovative healthcare relief for people, maintain stringently ethical standard in business operation also ensuring benefit to the Shareholder's, Stakeholder's and the society at large. Business Slogan Square Pharmaceuticals Limited always upholds the dictum: " Dedicated to advanced technology. The Corporate Slogan Square Group of industries has a common corporate Slogan which is: " Jibon Bachatey, Jibon Sajatey. " Corporate Focus Square vision, mission and Square objectives are to emphasize on the quality of product, process and services leading to growth of the company imbued with good governance practices. 2. 4 Goals of the SPL Develop a realistic deposit mobilization plan. Strengthen operation in domestic to increase market share and profitability to offer more value to the shareholders offer contract manufacturing facility.

Manufacture and market time demanded and international standard pharmaceutical in domestic and export market. Association with global research based pharmaceutical company for marketing or manufacturing their products.

2. 5 Objective of the SPL Square's objectives are to conduct transparent business operation based on market mechanism within the legal and social frame work with aims to attain the mission reflected by the company's vision. \* Total Commitment to the needs of customers. \* To follow the highest ethical standards. \* Continuous improvement of all work process. Permanent improvement of all the employees " Knowledge and Skills". \* Securing the Quality of Products to match the Quality of Service. \* Preserving the company's leading positioning the national market of Pharmaceuticals industry.

2. 6 Corporate Governance Top Management Board of Directors As per provisions of the Article of Association, Board of Directors holds periodic meetings to resolve issue of policies and strategies, recording minutes/decisions for implementation by the Executive Management.

2. 6. 1 Executive Management

The Executive Management is headed by the Managing Director, the Chief Executive Officer (CEO) who has been delegated necessary and adequate authority by the Board of Directors. The Executive Management operates through further delegations of authority at every echelon of the line management. The Executive Management is responsible for preparation of segment plans/sub- segment plans for every profit centers with budgetary targets for every item of goods & services and is held accountable for deficiencies with appreciation for exceptional performance.

These operations are carried out by the Executive Management through series of committees, sub-committees, adhoc committees, standing committees assisting the line management. 2. 7 SQUARE Quality Policy Ensure strict compliance with WHO CGMP standards and local regulatory norms in every phase of sourcing & procuring quality materials, manufacturing, quality assurance and delivery of medicines. Ensure all activities through documented Quality Management System (QMS) complying International Standard requirements of ISO 9001 through continuously developing Human Resources by regular training and participation.

SQUARE is committed to undertake appropriate review, evaluation and performance measurement of processes, business activities and Quality Management System for continual improvement to ensure highest standard, customer satisfaction, developing human resources and company's growth. Business should support and respect the protection of internationally proclaimed human rights within their sphere of influence. Make sure that they are not complicit in human rights abuses. Business should uphold the freedom of association and the effective recognition of the right to collective bargaining.

The elimination of all forms of forced and compulsory labor. The effective abolition of child labor. Elimination of discrimination in respect of employment and occupation. Business should support a precautionary approach to environmental challenges. Undertake initiatives to promote greater environmental responsibility. Encourage the development and diffusion of environmentally friendly technologies. Business should work against

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corruption in all its forms, including exportation and bribery. 2. 8 Business Performance over the Last Few Decades 1958: Debut of Square Pharma as a Partnership Firm. \* 1964: Converted into a Private Limited Company. \* 1974: Technical Collaboration with Janssen Pharmaceutical, Belgium, a subsidiary of Johnson and Johnson International, USA. \* 1982: Licensing Agreement signed with F. Hoffmann-La Roche Ltd. , Switzerland. \* 1985: Achieved first position in the Pharmaceutical Market of Bangladesh among all national and multinational companies. \* 1987: Pioneer in pharmaceutical export from Bangladesh. \* 1991: Converted in to a Public Limited Company. 1994: Initial Public Offering of Square Pharmaceutical Shares. \* 1995: Chemical Division of Square Pharmaceuticals Ltd. starts production of pharmaceutical bulk products (API). \* 1997: Won the National Export trophy for exporting pharmaceuticals. \* 1998: Agro-chemicals ; Veterinary Products Division of Square Pharma starts its operation. \* 2001: US FDA/UK MCA standard new Pharmaceutical factory goes into operation built under the supervision of Bovis Lend Lease, UK. \* 2004: Signing of agreement with ROVIPHARM, Vietnam to manufacture and market Square products under license in Vietnam. 2004: Secured the top position for the best published accounts and report for 2003 in the manufacturing category for transparency and excellence in corporate reporting. \* 2005: New State-of- the-Art Square Cephalosporin's Ltd. goes into operation; built under the supervision of TELSTAR S. A. of Spain as per US FDA/ UK MHRA requirements. \* 2007: Square Pharmaceuticals Ltd. , Dhaka Unit gets the UK MHRA approval. 2. 9 Organ Gram of SPL HRD Chapter-3 Training ; Development Activities Undertaken in Human Resource Department of SPL 3. Human Resource:



Practices ; Environment SQUARE, with its progressive business outlook, believes and practices corporate workculturewith a classic blend of efficiency and equity. SQUARE believes in company growth by increasing efficiency level of employees and for that offering excellent environment and support for skill and knowledge up gradation. SQUARE values productivity as the spontaneous contribution of Human Resources. Strategic Human Resource Development Programs are the energy sources for SQUARE HR for running towards the zenith of success .

Flow of clear and specific information and justification of queries play the vital role to ensure the market reputation of SQUARE as the most trusted and transparent company and it enriches the motivation level of HR who are the real contributors and owners of his/her own jobs. At SQUARE, HRD symbolizes the unique blending of professionalism as well as sharing the stress and success equally like a family where every member has deep concern, feelings and pride for their own company SQUARE.

HR ensures the strong supporting role to develop ; implement HR policy guidelines for ensuring uninterrupted operation and spontaneous participation to achieve organizational objective as well as fulfillment of employee needs. HR is maintaining an effective way to deal with labor union and still no unrest has been recorded as dispute Personnel working here are taking care of SQUARE as it is their own family Training ; development: One major function of Human Resource Department is Training and Development .

It is a learning process that involves the acquisition of knowledge, sharpening of skills, concepts, rules, or changing of attitudes and behaviors  
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to enhance the performance of employees. \* Optimum Utilization of Human Resources -D; T helps in optimizing the utilization of human resource that further helps the employees to achieve the organizational goals as well as their individual goals. \* Productivity-The department organizes training that helps in increasing the productivity of the employees that helps the organization further to achieve its long-term goal. Development of skills of employees- Through training and development it helps in increasing the job knowledge and skills of employees at each level. It helps to expand the horizons of human intellect and an overall personality of the employees Team spirit: Training and Development helps in inculcating the sense of team work, team spirit, and inter-team collaborations. It helps in inculcating the zeal to learn within the employees. \* Organization Climate: The HRD help building the positive perception and feeling about the organization since the joining of an employee through organizing orientation programs.

We also ensure this climate persists and employees get these feelings from leaders, subordinates, and peers. \* Organization Culture: Training and Development helps to develop and improve the organizational health culture and effectiveness. It helps in creating the learning culture within the organization. \* Quality: Through training and development we help in improving upon the quality of work and work-life. \* Health work environment: Training and Development helps in creating the healthy working environment . It helps to build good employee, relationship so that individual goals aligns with organizational goal. Health ; Safety: Training and Development helps in improving the health and safety of the organization thus preventing obsolescence. \* Image: D; T try to create a better corporate

image through arranging internship and in plant training for the students of different universities. \* Employee Development: D; T helps in developing leadership skills, motivation, loyalty, better attitudes, and other aspects that successful workers and managers usually display. 3. 2 Training and Employee Development in Square SQUARE Pharmaceuticals Ltd. Training ; Development enables the people to enhance their skills, keep them updated with recent changes. SQUARE offer both on-the-job and off-the- job at both theoretical and practical training opportunities through a range of Local, Regional and International Training programs that include both functional and managerial levels on the basis of Training Need Assessment. Training Need Analysis (TNA) is conducted by Department Heads and Human Resource Department jointly on the basis of job analysis. 3. 2. 1 Management Development Training

Round the year, management development training is organized for managers ; executives at our Corporate Headquarters, Dhaka Unit ; Pabna Unit. Square had own and renowned resource persons from home ; abroad conduct the training sessions. We also send our employees to renowned local training institutes for specialized training. 3. 2. 2 Overseas Training Square send their employee to abroad for training program depending on availability of appropriate topics. Technical persons of our factories attend the Factory Assessment Test (FAT) in various parts of the world for smooth operation of equipments. 3. . 3 Field Forces Training ; Development Each year, a significant number of Field Forces complete their induction training program and joined to their respective markets and appear at examination in every month for further development. 3. 2. 4 Field Forces Refresher Course

For updating product knowledge and selling skills of field forces, Refresher Course is organized in four different regions in every month. 3. 2. 5 Territory Manager Training Twice in every year, mid-level managers of sales participate in the training program titled “ Sales Territory Management” at a regular basis. 3. 3 Purpose of Training

In today market place, it's given that everyone want increased efficiency, better performance a bigger piece of the pie. Yet virtually everyone's finding this more and more difficult to achieve. May be sheer number of competitors has increased. Perhaps growing price pressure is impacting, or the technology ageing. So, unless the product or service is the only one of its kind, we are looking for an edge, an advantage something special from the major competition. And training is one of the strongest toll through which a specialty can be created. Good training lessens frustration and boredom between supervisor and workers.

It contributes to improved human relations and raises morale. The improvement in skills increases productivity and lessens turnover. Employees that the organization needs their support are less likely to leave the firm for another position. Through training organization help make employees more loyal to the company. Training also helps ambitious employees forge ahead in their own careers. On the other hand, Better product increases customer satisfaction lead to repeat business and large sales. When we develop employees potential these things are vastly related.

Training is a leadership activity, which prepares individuals for their own future opportunities. 3. 4 SPL Employee Training Training can involve the changing of employees' knowledge, skills, attitudes and behavior. It is <https://assignbuster.com/a-report-on-training-development-department-of-spl/>

therefore necessary to ascertain the appropriate requirements of each job in terms of these four factors. Training needs can generally be classified as either individual or group needs. Individual needs may relate to orientation (induction) training, initial (basic) training, remedial training (to correct perceived faults), refresher training (such as in company policy, safety, fire drill) or personal development.

Group needs, on the other hand, refer to the need for a number of employees to change their behavior collectively. Examples include team building exercises designed to increase group cohesion or group coordination. In addition, types of training needs can be grouped into the following two categories: Reactive Identify of existing weaknesses and reacting to remedy them. Proactive Preparation of employees to handle anticipated future changes both within and outside the organization. This is a longer-term approach, more oriented towards development.

### 3. 7 Training Needs Analysis

A Training Needs Analysis (TNA) is a review of learning and development requirements for staff, volunteers and trustees within in your organization. It considers the skills, knowledge and behaviors that you or your staff need, and how to develop them effectively. Techniques for Determining Specific Training Needs There are a number of practical methods which can use to gather data about employees' performance. Each works well in given circumstances; therefore, we must determine which the best is for employee. None of these methods can stand alone. Always use at least two, if for no other reason to validate your findings.

One of those we choose should always be observation. 3. 2 Training Methods Training is a key part of business growth and change. To help ensure that dollars are well spent, a company must choose their training programs wisely. When managing any training process, we recommend that company leaders work closely with functional department heads and Human Resources personnel in following a systematic approach to training. A good system will help attack training problems using a “rifle” approach, rather than a “shotgun” approach. The following are five generic steps or phases in the model that we as trainers simply call A.

D. D. I. E. Follow these steps to build your training program, and you will increase your chances of assembling an effective program. 3. 3 Analyze Analyzing the need, or performing a “needs assessment,” is crucial in identifying the information that must be addressed in the program. This is where SPL ask the question, “What do we want our employees to get out of the program?” A great way to complete this phase is to perform a “gap analysis” by comparing current results to the desired performance. Another way to perform this phase is to treat team members as stakeholders in the process, much like it treats customers.

Get their help by asking for specifications for the training. After all, they know where they need help... particularly when it comes to delivering a better product or dealing with customers. This analysis is also useful in creating metrics that will help your organization gauge the effectiveness of the training. This phase is where training program objectives begin to take shape. 3. 4 Design Design phase is where we link the needs assessment to the actual creation of new curriculum or the arrangement of existing <https://assignbuster.com/a-report-on-training-development-department-of-spl/>

curricula. This is where we assemble information tied to each program objective.

From the needs analysis, we draw the blueprints of the training, based on the customer specifications. Remember, in this context, the customers that we are speaking of are your team members. If we design the training based on their needs, we get a better product. This is also the phase where we begin to think about the operational considerations of the program. Ask the question: How is the delivery of the program going to influence my business operations? The answer to this question will force functional managers to make decisions about how they will change operations in the interim to support the program.

5 Develop Materials This includes items like, references, info packs, case studies, movies, games, and other visual aids. Remember to keep the information organized and easy to use by both the facilitator and the attendees...confusing programs will sabotage your program. This is also a great time to ensure that feedback from previous sessions is included. Make sure that the programs are up to date...spice things up by revamping statistical data, and finding new stories to tell. If the attendees are bored, they will not stay engaged with the facilitator.

If attendees are disengaged, they will absorb less knowledge. Keep them engaged with activities such as trivia questions, interactive exercises, and group discussions.

3. 6 Implementation Time for Class! This is when the training actually takes place. Here are a few things to think about:

- \* Practice
- \* Feedback forms
- \* Management/leadership observations and interactions
- \* Facilities management, including room arrangement and equipment
- \* Classroom rules and expectations, including safety and evacuation

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procedures 3. 7 Evaluate All system outputs are a direct reflection of inputs, processes, and adjustments.

The training process is no different. If the outputs of the program are less than desired, then changes to the program may be necessary. Companies should establish a systematic evaluation process to enhance the effectiveness of the training. We feel that the evaluation of the program should occur in two phases: 1) immediately after the program, and 2) some period later...for instance 6 months. The evaluation performed immediately after the program serves to correct urgent training issues such as incorrect data. This is also the time to concentrate on instructor techniques.

The later evaluation determines whether the training enhanced employee and/or company performance. Chapter-4 Conclusion 4. 1 Conclusion Square is now the leading Pharmaceutical Company of Bangladesh and becoming a high performance global player in the field. From its formation to the present day, it has been successful in its endeavors. It provides quality medication and strictly follows all regulations. In Bangladesh over three thousand of people are working here. The medicine of Square is famous in Bangladesh as well as in foreign countries. HR Department of Square is playing a vital role as a corporate strategy maker.

Growth of the company depends on hiring, developing, retaining skilled and motivating employees. HR Department is continuously hiring skilled people from wide market and thus provides trainings to cope with global challenges. Through various HR activities and training programs they retain talents in the organization, ensure career path for performers to perform more efficiently and effectively to contribute more and more. The Training and <https://assignbuster.com/a-report-on-training-development-department-of-spl/>



Development section of Square Pharmaceutical is always trying to ensure the best training programs for employees at the right time, right place.

With the latest facilitated training resources they ensure the most effective training sessions for all level of employees. “ Square Pharmaceuticals Limited” practices a progressive recruitment and selection procedures. HR officers of Square Pharmaceuticals Limited are now expected to work beyond the boundaries of contracts and policies to contribute directly to the operation and success of the Human Resources Department. 4. 2 Appendix LIST OF ABBREVIATION 1. PMD- Product Management Department. 2. AM - Area Manager. 3. FS- Field Supervisor. 4. TR- Tour Program. 5. DCR- Daily Call Report 6.

DSE- Dhaka Stock Exchange. 7. SPL- Square Pharmaceuticals Limited. 8. MRA- Market Research Assistant. 9. MPO- Medical Promotion Officer. 10. SMPO- Senior Medical Promotion Officer. 11. MG- Manager. 12. GM- General Manager. 13. PPO- Product Promotion Officer. 14. SDO- Sales Development Officer. 15. SSDO- Senior Sales Development Officer. 16. TNA- Training Need Analysis. 17. SPO- Sales Promotion Officer. 18. SSPO- Senior Sales Promotion Officer. 19. TM- Territory Manager. 20. MP- Market Promoter. 21. FM- Field Manager. 4. 3 BIBLIOGRAPHY: \* Annual report (2010-2011), Square Pharmaceuticals Ltd.

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