

# Human resource management in beximco pharma



**ASSIGN  
BUSTER**

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August 2, 2010 Executive Summary Human organization activity is simply the act of getting people together to accomplish desired goals. For it develops and implements its own Human Resource Management concepts. As such, the basic functions of HRM, broken down into three different areas, allow it to handle the strategic, tactical and operational decisions for the organization. The seven functions of HRM are Recruiting and Selection, Training and Development, and finally Performance Appraisal.

Beximco Pharmaceuticals Limited (BPL) is a leading edge pharmaceutical company based in Bangladesh and acclaimed for its outstanding product quality, excellent manufacturing facilities, product development capabilities and outstanding professional services. Its strategic strengths include strong recognition of brands, highly skilled work force and diversified business mix. Being a Learning Organization the core essence of Beximco Pharmaceuticals is its entrepreneurial spirit in every sphere of its management. In this spirit, the task of each managerial function is carried out through HRM Department.

In this report, we have tried our best to exemplify how one of the basic functions of HRM is: Training and Development exercised in Beximco

Pharmaceuticals. We have analyzed training and development section from the view of Theoretical Definition, Practical Application, Basic Principles followed and Technology used in function. We also discussed the BPL's goals, mission and vision. This report focuses on the Organization's method of training, and method of developing which is very significant from contemporary managerial perspective and a key concept of organization theory.

We tried to give a thorough idea of the overall economic and industrial condition, existing competitions in both home and abroad and future threats of international open markets etc. In addition to that, we have recommended some alternatives in the final segment of the report that we believe, could be helpful for BPL to prevail over the mentioned challenges. Chapter-1 1. 1

Introduction: Beximco Pharmaceuticals Limited (BPL) has been the trendsetter in Bangladesh Pharmaceutical Market since its inception in 1979.

Over the last decade, BPL actually rose to a new standard – moving beyond manufacturing quality medicines to win mind share of patients, physicians, shareholders, business partners, and communities where we work and live. Our dedication to add more value to the common wealth of the society compounded by innovative strategies for growth and diversification, pioneering role in bringing new technology and implementing new ideas, and commitment for total quality management distills the glory of our success. Today BPL is not merely a market leader.

Most of the products that it actively markets enjoy leadership position demonstrating incomparable trust of the healthcare professionals. This is the

reward for the outstanding qualities of the products, which is never compromised so that the fellow citizens can live long, happy and better. BPL is the pioneer in introducing medical service activities: publishing a full-fledged medical newsletter regularly, conducting clinical seminars and symposiums to have better understanding of various diseases and their management.