

**Internship Report  
on  
Administrative and Management Activities at The Daily Star**



submitted to  
**Islamic University of Technology**  
in partial fulfillment of the requirements for the degree of  
**BBA in Business and Technology Management (BTM)**

**Submitted by:**

I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Business and Technology Management Program. My signature below authorizes release of my final report to any reader upon request.

*Jannatul Ferdous Tanna*

**Name: Jannatul Ferdous Tanna  
ID: 180061102**

**Department of Business and Technology Management  
Islamic University of Technology**

**Approved by:**

**Dr. Md. Abul Kalam Azad  
Professor and Head of the Department  
Department of Business and Technology Management  
Islamic University of Technology**

**Date of Submission: 12<sup>th</sup> May, 2023**

## Letter of Transmittal

April 30, 2023  
Dr. Md. Abul Kalam Azad  
Professor and Head of the Department  
Department of Business and Technology Management  
Islamic University of Technology

**Subject: Submission of Internship Report.**

Respected Sir,

It is my honor to submit my report of my internship for your approval. The title of my report is "Internship Report on Administrative and Management Activities at The Daily Star". It was a great achievement on my part to work under your direct guidance.

This report is primarily focused on my daily tasks and activities during my internship period in the HR and Administration Department of The Daily Star. The study also portrays an in-depth analysis of my responsibilities which provides an overview of how the said department functions. This 3-month program was filled with learning opportunities and experiences that will work as a stepping stone in the professional world. It was a great experience working there and preparing this report under your supervision. If required, I will be available for any further clarification.

I will be highly obliged if you kindly accept this report and provide me with any kind of expert judgment or feedback, you may have. It would be a huge success for me if you find this report informative or useful in any way. I would be delighted to hear your feedback about this report anytime in the future.

Kind regards,

Jannatul Ferdous Tanna

Jannatul Ferdous Tanna

ID: 180061102

Department of Business and Technology Management  
Islamic University of Technology

### Declaration

I, Jannatul Ferdous Tanna, a student of Business and Technology Management (BTM) department at Islamic University of Technology, hereby declare that the report titled "Internship Report on Administrative and Management Activities at The Daily Star" is an original piece of article composed by myself under the supervision of Dr. Md. Abul Kalam Azad, Professor and Head of the Department of Business and Technology Management, Islamic University of Technology. I have not breached any copyright purposefully. The work is authentic to the best of my knowledge.

I further declare that this report was not submitted to any other institution (school/college/university) for any academic qualification and it fully satisfies the rules and regulations of Islamic University of Technology regarding plagiarism and collusion.

Kind regards,

Jannatul Ferdous Tanna

Jannatul Ferdous Tanna

ID: 180061102

Department of Business and Technology Management  
Islamic University of Technology

## Acknowledgement

I want to start by thanking Almighty Allah for making it possible for me to finish this report on schedule. Internship programs are a requirement for the BBA in Technology Management at Islamic University of Technology. Therefore, writing this internship report was a crucial activity that required the participation and aid of many people, without whose expertise the challenging task of finishing this assignment could not have been accomplished.

First and foremost, I want to thank the BTM Department at Islamic University of Technology for guiding me along the way to earning my BBA in technology management, as well as The Daily Star for hiring me as an intern in the HR and Administration division. For their unwavering support throughout my time in college and for the rest of my life, I shall be grateful to all the honorable faculty members of the business and technology management department. In addition, I will be grateful to The Daily Star because working for The Daily Star's HR and Administration Division allowed me to gain a ton of experience.

I also want to express my sincere gratitude to Dr. Md. Abul Kalam Azad, Professor and Head of the Department of Business and Technology Management at the Islamic University of Technology, who served as my valued adviser and provided me with unwavering support while I was an intern. He constantly offered a helpful hand whenever I needed guidance on the report. Without the assistance and guidance of my esteemed teacher, it would not have been possible for me to produce this report. He offered me advice on how to make this report as insightful and effective as possible.

I owe a debt of gratitude to Md. Istiak Ahmed Bappy, Senior Executive, Administration at The Daily Star for his unflagging support and counsel during my internship. I also want to thank Shazzid Yusuf and Md. Fahad Hossain for their assistance during the process. It would not have been able to produce this report without their assistance.

Last but not least, I want to thank my family for supporting me in remaining strong and healthy during the entire ordeal. I also want to thank the members of my team for their support, suggestions, and encouragement. I must add emphasize the welcoming and supportive environment, which enabled me to overcome numerous challenges.

## Executive Summary

In an effort to give me practical and professional experience, my three-month internship program was summarized in this report. The following internship report describes my experiences and the tasks I performed while working as an intern in The Daily Star's HR and Administration Department from January 1 through March 31 in 2023. This chance gave me the chance to develop my skills and knowledge while also getting first-hand experience in the business environment and the media industry.

My duties and activities during the internship are clearly outlined in the precise breakdown of my duties, and a more in-depth analysis outlines the difficulties I had and how my academic background was helpful.

The Daily Star was founded on January 14, 1991, and thanks to its positions on all subjects, it swiftly rose to the top of the list of English-language newspapers in Bangladesh in terms of readership. In order to create reliable news, this unbiased group of around a thousand people works around the clock to double-check sources and information.

The focus of the study is on the standard procedures that the company's HR and Administration department uses to run the business promptly and effectively. The report's next part goes into great detail about the internship's results. My duties at the organization mostly involved recording the requirements required for various administrative and managerial functions. I had to have a number of interactions with the company's other personnel in order to correctly write up the documentation. My abilities and level of communication were considerably improved by this action. I gradually learned about the procedures that the HR and administration team of a company must follow. By converting prospects into customers and growing the clientele, the Business Development team contributes significantly to the company's success. Meanwhile, the HR and Administration team manages the organization's workforce and their demands. They do, in fact, have a key role at The Daily Star. It was an amazing honor for me to be a member of this team and collaborate with them.

In addition to giving me the chance to gain experience, this internship course was a fantastic way for me to showcase my talents and advance my skills. With the support of this experience, I will be able to develop professionally and add new skills, allowing me to follow the career of my dreams.

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# **Chapter 1: Introduction**

## 1. Introduction

This report is an essential part of the 8th semester's course-Internship 4800. The purpose of this paper is to share the experiences that I had while working for the media organization The Daily Star. This 9-credit internship course is essential for Business and Technology Management Department students in their final semester. Therefore, it is crucial to me successfully completing my graduation. I recently completed a three-month internship with The Daily Star, the top English-language daily in Bangladesh at the HR and Administration department in order to fulfill this criterion.

Internships are becoming more and more important as a tool to further our education while also ensuring our future work. They give us valuable insight into what it's like to work for a living, insight into how our chosen industry operates and what it takes to succeed, and they can show a potential employer that we are sincere in our desire to be a successful employee. The three months I spent interning at The Daily Star will always be fond memories for me.

I was able to gain knowledge about the administration and human resources departments of print and digital media firms through my internship. They allowed me to have a look behind the scenes so I could get a sense of the unique skills and routines that each role requires. In addition to having the opportunity to try out the activities for myself, I got the advantage of watching skilled individuals accomplish tasks that I would have otherwise had to read about.

I began my internship on January 1st, 2023, making up the first class of interns for that year. My internship came to an end on March 31, 2023. I was hired by the department of human resources and administration. In accordance with the needs of the organization and my capabilities, I was given both administrative and workforce management responsibilities. I was assigned certain support responsibilities for the Event Management Team, who are in charge of keeping the lines of communication open between the clients and the staff so that successful events may be planned on the grounds of The Daily Star.

This internship opportunity served as both a course assignment and a learning tool for me, enabling me to apply my theoretical understanding to actual work situations. I may learn more about the media industry's operations at the same time. On the other hand, this was my first direct exposure to the corporate world, a lesson in how to behave in a professional setting, and a chance to learn how to develop over time as my sense of responsibility improved.

My duties and obligations as an intern, the HR and Administration department of the company where I worked, and an examination of the lessons discovered throughout the process will all be highlighted in the report. The program benefited me in a variety of ways. The program gave me my first exposure to business, which will be the basis for my future learning and development. I

think that in the corporate world, this experience will always be a stepping stone for me. For my department colleagues who will come after me, I think this will be a great opportunity to learn realistically and get ready for a career in business.

## **Chapter 2: Background of the Report**

## **2. Background of the Report**

The Daily Star was founded on January 14, 1991, and as a result of its positions on all subjects, it rose to become Bangladesh's leading English-language daily. Bangladesh's most popular English-language publication is The Daily Star. The Daily Star's current campaign anthem is Your Right to Know.

In order to create reliable news, this unbiased organization works around the clock to double-check sources and information. The Daily Star is a well-known brand in which the public has confidence. The Daily Star engages in other social welfare efforts in addition to publishing broadsheet newspapers.

### **2.1 Origin of the Report**

The internship program at the Islamic University of Technology is necessary for Business and Technology Management undergraduate students to finish their degrees. The same department's internship program requires this report. This program's main objective is to acquaint BTM department graduates with the business world and the employment market. The objective of the curriculum is to introduce students to the working world. The internship program was created to give students the opportunity to apply their knowledge of business theory to real-world situations and obtain professional experience because they are already familiar with the theoretical principles of the business world. Applying theoretical knowledge to concepts and experiences from the real world is the real challenge here.

### **2.2 Main Purpose of the Program**

- Obtain experience in a genuine corporate environment.
- Introduce the work world to the students.
- Link theory to experience.
- Put the job description's specific details in order.
- Fulfillment of program criteria for a BBA.

The report was produced as the outcome of the three-month internship at The Daily Star and was written in compliance with the requirements of the University for the Department of Business and Technology Management. It includes information on the organization, its subsidiaries, and the industry in which the company operates.

## **2.3 The Objective of the Report**

### **2.3.1 Generic Objectives**

The major objective of the three-month internship was to learn the administration and human resources departments of the organization and how they operate to accomplish their goals. The course can be thought of as an introduction to business for undergraduate students. This report goes into detail about the things I did throughout my internship. This report's goal is to show that I understand the work that was done and the experiences I had while participating in the internship program. In order to calculate my learning yield for the company, there is a comparison of my activities and learning.

### **2.3.2 Specific Objectives**

- Describe the tasks and obligations I have as an intern.
- To represent the market situation and general condition of the organization.
- Acquiring knowledge of the industries served by the organization's general operational procedures.

### **2.3.3 Methodology**

I gathered data and viewpoints for this paper from both primary and secondary sources.

### **2.3.4 Primary Research**

A sizeable portion of the report is devoted to describing the data that was discovered through primary research. Face-to-face talks with the company's employees and workers provided the majority of the key insights and components highlighted.

### **2.3.5 Information Source**

- Official representatives of the organization
- The notebook and notes I kept throughout my internship.

### **2.3.6 Secondary Research**

The majority of the information in this study comes from primary research, however secondary sources also contributed significantly to the information that was given. For my study, I explored a number of sources as secondary sources of data.

### **2.3.7 Main sources**

- Corporate website.
- Search engines like Google.
- Industrial research papers for the print and digital media

### **2.3.8 Scope of the research**

This document offers a clear and comprehensive summary of the company, The Daily Star's HR and Administration division, and the sector in which the organization operates. It gives particular facts regarding the company's performance in both the market while primarily emphasizing the viewpoint of the employees. Readers will learn about the print and digital media sectors in this research, as well as about Bangladesh's potential in these sectors.

### **2.3.9 Limitations**

For acquiring all of the company's information and expertise, three months was a very brief period. I have attempted to maximize this opportunity despite this limitation.

## **Chapter 3: Company Overview of The Daily Star**



### 3. Company Overview of The Daily Star

On January 14, 1991, Syed Mohammad Ali established the Daily Star. It became Bangladesh's top English daily thanks to its positions on all issues. The Daily Star is the English-language publication that is most widely read in Bangladesh. Your Right to Know is The Daily Star's current campaign anthem. The Editor/Publisher and Chairperson, Mahfuz Anam, is a freedom fighter and a former member of the UN. He is highly renowned for being an upright journalist who challenges authority. The fact that he was charged in multiple cases while serving as editor of The Daily Star (especially after publishing news unflattering of the government), is seen as a testament to his honesty.

This impartial organization works around the clock to double-check sources and information in order to produce accurate news. The Daily Star is a reputable name in which the populace has faith. Broadsheet newspaper publishing is just one aspect of The Daily Star's activities; it also takes part in other social welfare initiatives. For instance, The Daily Star Award is presented to pupils who excel in their O level and A Level exam. Women from various backgrounds who make contributions to society's advancement get the Unsung Women National Builders Award. In order to acknowledge and promote the technological and aesthetic facets of society, respectively, there are also the ICT Awards and OTT Awards. At the high school level, The Daily Star also sponsors discussions and contests. On a variety of current, important subjects, including food safety and the impact of the Fourth Industrial Revolution on Bangladesh, they organize workshops and roundtable talks. The Daily Star is also accessible online, where news is regularly updated every hour of every day, seven days a week.

#### 3.1 About The Daily Star

## The Daily Star

Bangladeshi newspaper The Daily Star is published in English. It is known for its balanced reporting and in-depth analyses on everything pertaining to Bangladesh's politics, economy, and culture. It is the most widely read daily publication in the country. It is a subsidiary organization of Mediaworld Ltd.

### 3.2 About Mediaworld Ltd.

Mediaworld Ltd, a Bangladesh-based media and communications corporation, is the parent company of The Daily Star. Syed Fahim Munaim established Mediaworld Ltd in 1991, and it has since expanded to rank among the biggest media organizations in Bangladesh. Prothom Alo, the most widely read Bengali-language daily in Bangladesh, is among the major media properties that Mediaworld Ltd owns and runs in addition to The Daily Star.

- **Prothom Alo:** One of the most well-known news websites in Bangladesh is Prothom Alo, and its digital counterpart is called Prothom Alo Digital.
- **Prothom Alo Jobs:** A job platform that aids in connecting job seekers and potential employers is called Prothom Alo Jobs.
- **Mediaworld Ventures:** A division of Mediaworld Ltd. that makes investments in start-ups and new companies is called Mediaworld Ventures.
- **Radio Foorti:** Broadcasting a variety of music, news, and entertainment, Radio Foorti is one of Bangladesh's most well-liked FM radio stations.

Mediaworld Ltd is dedicated to supporting press freedom and offering its readers top-notch news and information. It is well known as one of Bangladesh's most powerful media organizations and has received multiple honors for its journalism.

### 3.3 Historical Background of The Daily Star

One of Bangladesh's top English-language publications is The Daily Star. Syed Mohammed Ali, a renowned journalist, created it in 1991. Since its establishment, the journal has been published out of Dhaka, the capital of Bangladesh.

The Daily Star was established when Bangladesh was experiencing a significant political upheaval. The nation was recuperating from a protracted military dictatorship and moving toward a democratic form of government. With the government loosening limitations on the press and allowing for the operation of private publications, the media landscape was also swiftly shifting.

In light of this, The Daily Star intended to be a daily that offered reliable, impartial, and unbiased reporting on current affairs. It was intended to serve as a forum for the promotion of freedom of speech and the development of a democratic culture in Bangladesh.

The Daily Star has made a name for itself as a prominent voice in Bangladesh's media environment throughout the years. It is extensively read by the general public as well as decision-makers and has a reputation for being a trustworthy and credible source of news and information.

The publication covers a wide range of topics, including politics, business, sports, entertainment, and culture. It has a team of knowledgeable reporters that are committed to providing truthful and in-depth coverage of the subjects important to Bangladesh's highly educated populace.

The Daily Star has a substantial internet presence in addition to its print version. One of Bangladesh's most widely used news websites, [www.thedailystar.net](http://www.thedailystar.net), draws many readers from all over the world.

Over the years, The Daily Star's journalism has garnered a great deal of recognition and prizes. It has won awards for its reporting on significant social and political topics, for conducting in-depth investigations, and for its dedication to advancing press freedom and human rights.

In a nutshell, throughout the past three decades, The Daily Star has had a significant impact on the development of Bangladesh's media environment. Because of its dedication to truthful and impartial reporting, readers respect and trust it, and its effect is felt far beyond its target audience.

### **3.4 Vision**

"To be the leading English language newspaper in Bangladesh, committed to free, fair, and independent journalism, and to the promotion of democratic values and human rights." Is the vision statement of the Daily Star.

The newspaper wants to be a platform for various viewpoints and voices while also giving readers factual and trustworthy news and information. The Daily Star aims to advance openness, accountability, and knowledgeable public discourse on significant topics affecting Bangladesh and the rest of the world through its reporting and editorial content.

### **3.5 Mission**

The mission of The Daily Star is "to provide accurate, credible, and relevant news and information to our readers; to be a responsible and respected voice in the public sphere; and to be a platform for informed debate and exchange of ideas." Transparency, accountability, and democratic principles are among the qualities that the newspaper seeks to advance while acting as a watchdog for the general public. The Daily Star aims to contribute to the formation of informed public opinion through its reporting, analysis, and commentary in order to improve understanding of the problems and difficulties facing Bangladesh and the rest of the globe. The newspaper makes an effort to uphold the highest standards of journalism and to conduct itself in a trustworthy and impartial manner throughout all of its endeavors.

The newspaper Star, the top English-language newspaper in Bangladesh, has as its motto "Committed to People's Right to Know."

The Daily Star is renowned for its dedication to delivering news coverage that is impartial, objective, and untouched by political or other agendas. The term "Journalism without fear or favor," which is associated with the journal, reflects this devotion.

### 3.6 Management Hierarchy



### 3.7 Departments

The Daily Star is a newspaper with three main organizational divisions. These are the Executive Editorial Section, the General Business Section, and the Editorial Section. The description of these sections with their department is as follows:

#### Executive Editorial Section

- 1. Arts and Entertainment:** The Daily Star's arts and entertainment section covers news and articles about these topics as well as those pertaining to music, movies, television, and other

forms of entertainment. It includes interviews, analyses, previews, and coverage of numerous entertainment-related events.

2. **Digital Media:** This division is in charge of The Daily Star's internet presence. It oversees the operation of the newspaper's website, social media pages, and other online properties. It is entrusted with producing and curating information for digital platforms that is pertinent, interesting, and shareable.
3. **Graphics and Visualization:** The Daily Star's graphic material is produced by this division. In order to make difficult information and data easier for viewers to understand, it creates infographics, charts, maps, and other visual aids.
4. **News Desk:** The Daily Star's main division is the news desk. It is in charge of obtaining and confirming news reports, conducting interviews, and producing newspaper articles. To ensure that news stories are reported completely and accurately, the News Desk collaborates closely with various departments.
5. **Photography:** The Daily Star's photography team is in charge of taking eye-catching and educational pictures to go along with news articles and other features. Politics, sports, business, and culture are just a few of the many subjects it covers.
6. **Reporting:** Investigating and reporting on news stories of general interest is the responsibility of the reporting division. It provides investigative articles, features, and breaking news on a variety of subjects, such as politics, crime, business, and health.
7. **Shout:** The Daily Star's Shout department specializes in news and issues pertaining to young people. It addresses subjects that are important to young readers, such as education, careers, lifestyles, and entertainment.
8. **Star Bangla:** The Bengali-language edition of The Daily Star is called Star Bangla. It caters to users who prefer reading news in their local tongue and covers news stories and features in Bengali.
9. **Star Business:** The Daily Star's business and financial news is covered in this section. It has articles on corporate news, the stock market, the economy, and other business-related subjects.
10. **Star Health:** The Daily Star's Star Health section includes stories and features about health and wellness. It includes articles about disease prevention, health advice, and technological advances in medicine.
11. **Star Lifestyle:** Lifestyle, fashion, travel, and food-related news and features are covered by Star Lifestyle. It includes content on tips, trends, and other lifestyle-related subjects.
12. **Star Sports:** The Daily Star's Star Sports division covers sports-related news and features. It includes domestic and international sporting activities, including hockey, football, and cricket.
13. **Toggle:** The Daily Star's Toggle department specializes in technology news and features. It covers subjects like technology-related products, software, social media, and more.

## **General Business Section**

- 1. Accounts and Finance:** The Daily Star's Accounts and Finance section is in charge of overseeing the financial activities of the publication. It manages tax compliance, accounts payable and receivable, financial reporting, and budgeting.
- 2. Administration:** Managing The Daily Star's daily operations is the responsibility of the administration section. It is in charge of overseeing employee services, facilities management, vendor management, and office administration.
- 3. Business Development:** The Daily Star's Business Development division is in charge of seeking out new commercial prospects and formulating plans to increase the publication's revenue. It collaborates closely with other departments to create sponsorships, advertising and marketing campaigns, and other efforts that generate income.
- 4. Circulation:** The Daily Star's distribution is overseen by the department of circulation. It collaborates closely with suppliers, distributors, and carriers to guarantee prompt and effective delivery of the newspaper to readers.
- 5. Digital Operation:** The Daily Star's section of digital operations is in charge of overseeing the publication's online activities. To make sure that the newspaper's website, social media accounts, and other digital platforms are operating effectively, it closely collaborates with the Digital Media department.
- 6. Human Resource:** The Daily Star's human resource division is in charge of overseeing the management of the newspaper's personnel. It deals with hiring, training, and development, employee relations, pay and benefits, and labor law compliance.
- 7. Information technology:** The management of the newspaper's technological infrastructure falls within the purview of the information technology department. It is in charge of network administration, data security, help desk support, and hardware and software systems.
- 8. Production:** Producing the actual newspaper is the responsibility of The Daily Star's Production division. It is responsible for managing copy editing, layout and design, printing, and other areas of newspaper production.

## **Editorial Section**

The Daily Star's editorial section is a significant and powerful component of the paper. It serves as the newspaper's spokesperson and encapsulates the editorial board's consensus on a range of topics with broad national and international implications. The section includes editorials, essays, and opinion pieces published by the newspaper's editorial staff as well as by other contributors and subject-matter specialists.

The Daily Star's editorial board is made up of seasoned writers, editors, and subject matter experts who bring a variety of viewpoints to the table. They discuss current affairs, social and political issues, and other matters of public interest by analyzing and commenting on them. The editorial board also supports human rights, social justice, and ethical leadership.

The Editorial area serves as a neutral and free-wheeling place for discussion. It invites readers to express their opinions in letters to the editor and welcomes a variety of viewpoints. Additionally, the section offers a forum for readers to interact positively with the newspaper's editorial team and influence public opinion.

Overall, The Daily Star's Editorial section is crucial in upholding democratic values, promoting freedom of expression, and acting as an eye for society.

### 3.8 Products and Services

Readers, sponsors, and partners of The Daily Star have access to a variety of goods and services. Here are some of the most important ones:

- 1. Print Newspaper:** The Daily Star is accessible in print in both Bengali and English. A wide range of topics are covered by the newspaper, including local, national, and international news, politics, business, sports, entertainment, and lifestyle. On a range of topics, it also provides news, commentary, analysis, and special features.
- 2. Online News Portal:** The Daily Star also runs a well-known news site online ([www.thedailystar.net](http://www.thedailystar.net)) that offers the most recent information and analysis in real-time. The portal features a variety of topics, including local and global news, sports, entertainment, and lifestyle. Everywhere in the world can access the frequently updated internet portal.
- 3. Star Weekend Magazine:** The Daily Star publishes The Weekly Magazine Star Weekend, which provides in-depth reporting, analysis, and special features on a range of topics. Politics, culture, leisure, and travel are just a few of the many topics covered in the newspaper.
- 4. Classifieds:** The Daily Star has a classifieds section where people and businesses can post advertisements for a range of goods and services, including jobs, houses, cars, and more.
- 5. Advertising:** For companies wishing to reach their target market, The Daily Star offers advertising alternatives. To meet the demands of various businesses, the newspaper provides display ads, classified ads, and internet advertising choices.
- 6. Events:** The Daily Star hosts a range of occasions all through the year, including conventions, seminars, and cultural gatherings. These gatherings give thought leaders, specialists, and influencers a place to mingle and talk about crucial topics.

The Daily Star provides a wide range of products and services to satisfy the diverse needs of its partners, advertisers, and clients.

### 3.9 Customers

Readers, advertisers, companies, and partners are just a few of The Daily Star's many and varied clients and customers. Here is a list of The Daily Star's many categories of clients and customers:

- 1. Readers:** The Daily Star's readers are its main audience. The publication serves a diverse audience of readers, including professionals, policymakers, business executives, and students. The Daily Star has a sizable foreign following that reads the daily online, however the majority of its readers are from Bangladesh.
- 2. Advertisers:** The Daily Star draws a wide variety of advertisers, including domestic and foreign corporations, governmental bodies, and non-profit groups. Display ads, classified ads, and online advertising are just a few of the many advertising alternatives the newspaper provides.
- 3. Commercial associates:** The Daily Star maintains close ties with a variety of commercial associates, including printing and distribution firms, tech companies, and other media outlets.
- 4. Subscribers:** The Daily Star also offers a subscription option that enables readers to regularly get the print edition of the newspaper at their door. Both people and companies can subscribe.
- 5. Online Readers:** A sizable audience from Bangladesh and other countries frequents The Daily Star's news website. For the most recent news and commentary, as well as other content like classified ads and job posts, these readers visit the website.

The Daily Star generally offers a broad range of readers the most recent data, opinions, and research on a variety of topics. The newspaper's commitment to publishing top-notch material is demonstrated by the diversity of its readers and advertisers.



### 3.10 Organizational Chart



### 3.11 Company Analysis

#### 3.11.1 SWOT Analysis

A useful tool for assessing the benefits, drawbacks, opportunities, and threats that a business or organization must manage is the SWOT analysis. The following is a SWOT analysis of The Daily Star:

##### Strengths:

- A talented and dedicated editorial staff dedicated to reporting and journalism of the highest caliber.
- A broad range of goods and services, such as publications in print and online, classified ads, and events.
- A strong brand awareness and respect as Bangladesh's leading English-language daily.
- A substantial readership both domestically and internationally.
- A range of revenue sources from subscriptions, events, and advertising.

##### Weaknesses:

- Dependency on advertising revenue, which is unstable and influenced by the economy.
- Limited resources in comparison to competitors on a global scale, which can affect coverage and technology investment.
- Growing opposition from competing social media and internet news outlets.

##### Opportunities:

- Growing potential for growth and innovation due to the increased demand for digital news and information.
- Growth into new markets, such as regional and global markets.
- Creation of new revenue sources, such as e-commerce and sponsored content.

- Increasing reach and influence through cooperation with other media outlets and organizations.

#### **Threats:**

- Political unrest and censorship can restrict press freedom and compromise editorial independence.
- Economic volatility and downturns can have an impact on profitability by lowering advertising income.
- Social media platforms' competition and shifting media consumption patterns.
- It can be challenging to stay on top of the most recent trends and innovations due to technological disruption and the changing digital media landscape.

The Daily Star is well-positioned for ongoing success because of its strong brand image and committed editorial staff. To be competitive in a media landscape that is continually changing, it must innovate and adapt to new media consumption patterns as well as technological disruption.

#### **3.11.2 Porter's Five factors**

Porter's Five Forces provides a framework for analyzing a corporation's or industry's competitive environment. The Daily Star was examined using Porter's Five Forces as follows:

- 1. Threat of new entrants:** The newspaper industry is only somewhat threatened by new competitors as a result of the high entry barriers. These include the need for a sizable financial investment, a reliable distribution network, and a skilled editing team. The rise of social media platforms and online news portals, however, has helped to remove these barriers and make it easier for new businesses to enter the market.
- 2. Suppliers' bargaining power:** The newspaper sector has average supplier bargaining power. Paper mills, ink producers, and printing presses are important suppliers. Due to its size and market position, The Daily Star, one of the top newspapers in Bangladesh, has some negotiating influence with its suppliers.
- 3. Buyer's bargaining power:** The newspaper sector has strong consumer bargaining power. There are many options for readers and advertisers, and switching to other magazines or online news sites is simple. The Daily Star is under pressure to uphold strict editorial standards, provide high-caliber content, and provide aggressive advertising rates.
- 4. Threat of substitutes:** The expansion of online news portals and social media platforms poses a serious threat to the newspaper industry. These resources provide readers with a practical and cost-free substitute for conventional newspapers. To combat this, The Daily Star has increased its online visibility and made investments in its news portal, giving readers a convenient and interesting digital experience.
- 5. Rivalry among existing competitors:** The contemporary competitors in the newspaper industry compete fiercely with one another. The Daily Star is opposed by other English-language newspapers published in Bangladesh, online news sites, and social media

websites. In order to stay competitive, The Daily Star has focused on producing excellent content, varying its revenue streams, and building a strong brand reputation.

The Daily Star is generally up against stiff competition from other publications and digital media outlets, as well as difficulties brought on by shifting reader preferences and technological disruption. However, it is well-positioned to compete in this competitive business thanks to its strong brand reputation, varied revenue sources, and dedication to high-quality journalism.

### 3.11.3 PESTOL Analysis

PESTOL analysis is a technique for assessing how external factors affect an organization or economic sector. Below is a PESTOL analysis of The Daily Star:

- 1. Political factors:** The state of Bangladesh's politics can significantly affect the newspaper sector. There have been allegations of journalist harassment and intimidation, and the government has a history of limiting press freedom. This may restrict The Daily Star's coverage of some topics and compromise its editorial independence.
- 2. Economic factors:** With relation to advertising revenue in particular, the newspaper sector is vulnerable to the influences of the economy. The Daily Star's revenue could be significantly impacted by changes in advertising spending during recessions. A further factor upending traditional advertising strategies is the expansion of social media platforms and online news portals, which could affect The Daily Star's financial performance.
- 3. Sociocultural factors:** The newspaper industry may also be impacted by sociocultural aspects including shifting consumer tastes and behavior. For instance, there has been a move away from traditional print newspapers as a result of the growth of digital media. In response, The Daily Star has made investments in its online presence and offers readers a useful and interesting online experience.
- 4. Technological factors:** Technology can have a big impact on the newspaper business, especially in terms of how readers get their news. Traditional print media has been rocked by the growth of digital media, and The Daily Star has had to change with the times. To reach readers where they are, it has made investments in its internet news platform and social media presence.
- 5. Environmental factors:** The newspaper industry may be impacted by environmental factors such as resource depletion and climate change. For instance, environmental regulations and sustainability may be a problem for paper mills that supply newspaper publishers. The Daily Star is investigating alternate paper sources in response and funding sustainability initiatives.
- 6. Legal factors:** Legal factors such as copyright rules and media ownership legislation may also have an impact on the newspaper sector. To ensure that it operates legally, The Daily Star must follow by all applicable laws and regulations.

As a whole, a variety of external factors have an impact on the environment in which The Daily Star functions. Even though these elements can be problematic, The Daily Star has proven its capacity to adjust to shifting market conditions and maintain a competitive edge.

### **3.12 Focused Development Areas**

The management of an organization's operational and human resources falls under the purview of the HR and administrative department. The specific needs and objectives of the organization may influence the department's focused development areas. The Daily Star's human resources and Administration department focuses on a number of issues, including:

- Recruitment and retention
- Employee development
- Compliance
- Benefits and compensation
- Performance management
- Facilities management
- IT support
- Preparing Work Orders
- Providing NOCs
- Processing Bills

**Chapter 4: Industry Analysis**

## **4. Industry Analysis**

This chapter focuses on the brief industry analysis of the newspaper industry.

### **4.1 Industry Overview**

Bangladeshi daily newspaper The Daily Star is a well-known publication in the English language. The newspaper industry, in particular, is part of the media sector. The printing and distribution of newspapers in print and digital formats comprise the newspaper industry, which is a component of the larger media sector.

The Daily Star and other publications in the sector depend on ad and subscription income to support their operations. To acquire news, report it, write stories, and create material for their readers, they hire journalists, editors, photographers, and other employees.

Due to the growth of digital media and the fall in print advertising revenues, the newspaper industry has seen considerable changes in recent years. To keep up with these developments and attract a larger audience, several newspapers, including The Daily Star, have moved their attention to online distribution channels.

The Daily Star, together with other publications in the field, contribute significantly to the people's access to news and information, to the accountability of those in positions of authority, and to the promotion of educated public dialogue.

#### **4.1.1 Industry Size**

A sizable portion of the media industry is made up of the newspaper sector, to which The Daily Star belongs. In 2019, the global newspaper industry brought in over \$140 billion in revenue, according to a report by the International News Media Association.

One of the most well-known English-language publications in Bangladesh, The Daily Star has a sizable following. Bangladesh's industry is, nevertheless, rather minor in scope when compared to other nations. The country's total newspaper circulation in 2019 was roughly 2.5 million, according to a report from the Bangladesh Audit Bureau of Circulations.

#### **4.1.2 Growth Trends**

Since the emergence of digital media, which has had a huge impact on the sector's growth trends, the newspaper industry has seen substantial changes.

The growth tendencies of the newspaper industry have, generally, transitioned from print to digital platforms. In the United States, digital-only newsroom employment expanded by 79% between

2008 and 2019, whereas print newsroom employment fell by 51% during the same time period, according to a Pew Research Center analysis. Other nations are observing this trend as well.

While digital newspaper readership has surged, print newspaper circulation has decreased globally. Digital news subscriptions climbed by 12% globally in 2020, according to a survey by the Reuters Institute for the Study of Journalism.

Many newspapers have turned their attention to online platforms in reaction to these changes in order to reach a larger audience. Additionally, they are depending more on money from online advertising to support their business. Research by eMarketer predicts that in 2021, spending on digital advertising will surpass that on traditional advertising for the first time.

However, there are still issues that the newspaper industry must deal with, particularly when it comes to monetizing digital content and outbidding social media platforms for advertising dollars. In a climate where social media and search engines may have a substantial impact on the news cycle, many newspapers are likewise striving to maintain their editorial independence.

In general, the growth tendencies of the newspaper industry are shifting to digital platforms, with more emphasis on online advertising and revenue. As it adjusts to these developments, the industry nevertheless faces difficulties.

#### **4.1.3 Maturity of the Industry**

The newspaper industry can be regarded as a mature industry because of its lengthy history stretching back to the 17th century. Due to the growth of digital media and the decline in print readership and advertising revenues, the sector has encountered considerable difficulties in recent years. To overcome these obstacles, several newspapers have shifted their attention to internet distribution channels.

The newspaper industry is defined by a few dominating players in each market in terms of industry structure, which could make it more difficult for new entrants to establish themselves. Newspapers compete for readers and ad money, adding to the industry's fierce competition.

Despite the difficulties, the newspaper industry continues to be crucial in delivering news and information to the public, keeping those in positions of authority accountable, and promoting intelligent public dialogue. In nations with limited access to digital media, this function is especially crucial.

The newspaper industry could be regarded as being at a mature stage in the life cycle of a product. The industry has existed for millennia and has seen a number of significant developments. Although the number of print newspapers may be declining, the industry is still producing

excellent content for digital platforms, and new technologies and business models are always being developed.

Ultimately, despite the fact that the newspaper industry may be viewed as mature, it continues to change and adapt to new possibilities and challenges, with a continual focus on offering readers high-quality journalism and pertinent material.

## 4.2 External Economic Factors and their Effect on the Industry

Like all businesses, the newspaper industry is influenced by outside economic forces, which can have both favorable and unfavorable effects on the sector. The following are some of the main outside economic issues that can affect the newspaper industry:

- 1. Spending on advertising:** One of the main ways that the newspaper industry makes money is through advertising. The amount of money made by the industry might change significantly depending on how much is spent on advertising. Businesses may increase their advertising budgets during times of economic expansion, which boosts newspaper revenue. In contrast, during recessions, businesses may cut their advertising expenses, which results in lower sales for newspapers.
- 2. Consumer spending:** The newspaper industry may also be affected by changes in consumer purchasing trends. Consumers may be more inclined to buy newspapers and pay for internet news subscriptions during times of economic expansion. On the other hand, during tough economic times, people might be less inclined to pay for newspapers or discontinue their online subscriptions.
- 3. Technology:** There are several ways that technological advancements might affect the newspaper industry. For instance, the popularity of digital media has resulted in a drop in print newspaper readership and advertising sales. However, it has also given newspapers new chances to contact readers via online platforms.
- 4. Government rules and regulations:** These factors can have an effect on the newspaper business. For instance, adjustments to tax laws may affect advertising expenditures, and adjustments to laws governing media ownership may alter the nature of the market and the level of competition.
- 5. Global economic conditions:** The newspaper industry is susceptible to changes in the global economy, such as recessions or geopolitical unrest. Changes in consumer behavior, advertising expenditure trends, and technology innovation may result from these factors.

As a whole, the newspaper sector can be significantly impacted by external economic forces. To remain competitive and continue to offer readers useful content, the sector must be adaptable and continue to be flexible.



### 4.3 Seasonality

Unlike agriculture or tourism, the newspaper industry is not often regarded as a seasonal industry. However, the industry may be impacted by some seasonal phenomena.

The **holiday season** is one of the most important seasonal considerations for the newspaper industry. Many businesses increase their advertising expenditures around this time to market their goods and services during the holiday season. As businesses place more ads in the paper, this could result in an increase in revenue for newspapers. Newspapers frequently produce special holiday-themed sections with recipes or gift tips, which can draw readers and advertisers.

The **beginning of the school year** is another seasonal event that may have an impact on the newspaper business. Many newspapers release special sections or back-to-school guides geared toward parents and students. These manuals, which may provide details on clothing, school supplies, and other relevant subjects, may help the sector earn more money.

**Weather-related events** can have an impact on the newspaper industry in addition to these seasonal variables. For instance, newspapers may notice an increase in demand during severe weather events like hurricanes or snowstorms as readers look for information on closures, evacuations, and other relevant topics. However, these incidents may also interfere with newspaper distribution, reducing readership and revenue.

Thus, despite the fact that the newspaper industry may not be absolutely seasonal, there are several seasonal aspects that can have an impact on the sector. These elements include back-to-school materials, weather conditions, and holiday advertising. In order to be competitive and continue offering their readers excellent information, newspapers must maintain their flexibility and adjust to these seasonal elements.

### 4.4 Technological Factors

Recent technological developments have had a tremendous impact on the newspaper industry. Some of the major technological influences on the sector include:

1. **Digital media:** The development of this form of media has had a profound effect on the newspaper business. The popularity of social media and online news websites as sources of news and information has increased, which has caused a fall in print newspaper circulation and advertising revenue. Many newspapers have moved their attention to internet platforms in an effort to stay competitive, producing digital editions of their publications and implementing social media campaigns to reach readers.
2. **Mobile devices:** The newspaper industry has also been disrupted by the increased usage of mobile devices like smartphones and tablets. Newspapers had to change their content to be more mobile-friendly because many readers now get news articles on their mobile devices. This involves making their websites mobile-friendly and creating mobile apps.

3. **Advertising technology:** The newspaper industry has also been impacted by the usage of advertising technology, such as programmatic advertising. Companies may automate the buying and placing of ads thanks to programmatic advertising, which results in more effective ad spending. Newspapers had to adjust by creating their own programmatic advertising capabilities because this has caused a move away from conventional advertising formats like print ads.
4. **Content management systems (CMS):** The newspaper industry has also been impacted by the use of CMS. Newspapers can manage their content more effectively thanks to CMSs, which makes it simpler to publish stories across many platforms and formats. A more efficient workflow and better content dissemination have resulted from this.
5. **Artificial intelligence:** In the upcoming years, the application of artificial intelligence (AI) has the potential to change the newspaper industry. Automation of some operations, such content production and curation, using AI can result in more effective workflows and higher-quality material. AI can also be used to tailor information to each reader, increasing reader engagement and retention.

All in all, technological developments have had a big impact on the newspaper industry, presenting both opportunities and challenges. Newspapers must continue to adjust to these technological advances in order to stay competitive and offer their readers useful material.

#### 4.5 Regulatory Concerns

**Antitrust laws:** To prohibit monopolistic activity and foster competition, antitrust laws are in place for the newspaper industry. In certain nations, it is illegal for media organizations to control both a newspaper and a television station in the same market or to possess many newspapers in the same market.

**Laws governing intellectual property:** To secure its content, the newspaper industry significantly relies on copyright laws. Newspapers must make sure that all of the content they publish, including articles, photos, and other materials, has the right licensing and permissions. This might be a difficult process that needs close attention to the law.

**Press freedom:** Depending on the country, there may or may not be laws governing press freedom that apply to the newspaper sector. Newspaper content that is judged undesirable or offensive may be censored or subject to limitations by governments in various nations.

#### 4.6 Political Concerns

**Political bias:** It is possible to see newspapers as having a political bias, which may affect their viewership and reputation. Reader reaction to the content of some newspapers may differ from that of other newspapers since some may be seen as more liberal or conservative than others.

**Intervention of the Government:** Governments may make an effort to sway the editorial content of newspapers or impose certain restrictions on their operations. Governments could, for instance, pass legislation that restricts what news outlets can report on or exert pressure on media organizations through financial means.

#### 4.7 Legal Concerns

**Defamation laws:** If newspapers publish information that is inaccurate and injurious to a person or organization, they may be sued for defamation. As defamation claims can result in considerable monetary damages, this might pose a significant legal risk for newspapers.

**Privacy Laws:** Newspapers are also required to abide by privacy rules when they publish content. This can involve getting people's permission before sharing their private information or photographs and honoring their right to privacy.

**Employment Laws:** Newspapers are subject to employment rules that govern hiring, firing, and workplace safety, just like any other sector of the economy. Laws governing employee benefits, harassment, and discrimination may fall under this category.

#### 4.8 Competitive Environment

The newspaper industry's competitive climate is complicated and dynamic, influenced by a variety of elements including technology, market developments, and consumer preferences. The following are some of the major factors affecting the newspaper industry's competitive environment:

**Market Organization:** The competitive landscape may be impacted by the way the newspaper industry is organized. There might only be a few dominating businesses in some markets, while there might be a lot of smaller newspapers in other sectors. This may have an effect on elements like price plans and marketing methods, as well as the general degree of market competition.

**Technology:** In recent years, technological advancements have altered the newspaper industry, opening up new markets for rivalry. For instance, digital media has helped newspapers reach more people and target new markets, while social media has given them new opportunities to interact with readers and establish their brands.

**Consumer Preferences:** Consumer preferences can have an impact on the newspaper industry's competitive landscape. While some readers could choose digital editions or social media platforms, others might prefer reading conventional print newspapers. Being competitive requires an understanding of these preferences and the customization of products and services to satisfy them.

**Advertising Revenue:** Newspapers rely heavily on advertising revenue as a source of income, and the battle for these funds can be fierce. Newspapers must contend not only with rival publications but also with other types of media like television and internet ad networks.

**Niche Markets:** Numerous publications have identified specialty markets they wish to target, such as business readers or sports fans. Newspapers may stand out from their rivals and gain a devoted following by focusing their marketing and content efforts on these markets.

In general, new technology and shifting customer preferences are continuously producing new opportunities and problems in the newspaper industry's competitive climate. Newspapers that can quickly adapt to these developments and provide cutting-edge goods and services stand the best chance of thriving in this cutthroat industry.

#### **4.9 Changes in Competitive Environment**

The competitive landscape of Bangladesh's newspaper industry has seen considerable changes recently, mostly due to technology improvements and shifting consumer habits. Among the most significant modifications are:

**Digital media:** The competitive environment for the newspaper industry has changed as a result of the growth of digital media. The popularity of social media and online news websites as sources of news and information has increased, which has caused a fall in print newspaper circulation and advertising revenue. Many newspapers have moved their attention to internet platforms in an effort to stay competitive, producing digital editions of their publications and implementing social media campaigns to reach readers.

**Increasing attention paid to specialty markets:** With so many newspapers contending for readers, some publishers have prioritized focusing on niche markets, including those interested in business or sports. Newspapers may stand out from their rivals and attract a devoted following by focusing their content on these particular areas.

**Revenue stream diversification:** To stay competitive in a sector that is changing quickly, newspapers are expanding their revenue sources. This can involve creating event companies, providing marketing assistance to other companies, and creating subscription-based business models for their web content.

**Acquisitions and mergers:** To increase their audience and impact, some newspapers in Bangladesh have chosen to combine with or buy out rival periodicals. Newspapers may be able to raise their advertising revenue as a result, open up new markets, and improve their standing generally.

In Bangladesh, the competitive environment for the newspaper industry is generally very dynamic, with quick changes brought on by advancing technology and changing consumer preferences. Newspapers must immediately adjust to these developments and keep innovating their business models and revenue streams if they want to stay competitive.

#### 4.10 Surviving Factors

The newspaper industry has recently suffered several difficulties, with dwindling readership and ad revenue making it difficult for many publications to survive. However, there are a number of crucial elements that might support newspapers in surviving in this difficult environment:

**Digital Transformation:** Newspapers need to embrace digital transformation if they want to compete in today's industry. This calls for the development of creative digital products and services that can draw new customers and revenue sources, as well as the creation of high-quality digital content that is optimized for search engines and social media platforms.

**Diversification of Revenue Streams:** Newspapers can look into alternative revenue streams like events, e-commerce, and subscription models in addition to traditional print and digital advertising. Newspapers can lessen their reliance on advertising and develop more stable sources of income by diversifying their revenue streams.

**Niche Markets:** By concentrating on particular niche markets, newspapers can set themselves apart from the competition and attract devoted readers. Newspapers may develop a devoted readership and boost their advertising revenue by producing customized content for particular reader groups.

**Community Engagement:** By interacting with readers and developing a strong brand, newspapers can improve their standing in the neighborhood. Hosting events, producing content that spotlights regional problems and events, and establishing a social media presence that enables meaningful reader engagement are all examples of how to do this.

**Collaboration:** Working together with other media sources and newspapers can benefit the industry as a whole. This may entail exchanging content, cooperating on events, or developing cutting-edge digital projects that advance the sector as a whole.

As a result, the newspaper industry can thrive by embracing digital transformation, pursuing niche markets, interacting with communities, and partnering with other media providers. By doing this, newspapers may overcome the obstacles posed by dwindling readership and ad revenue and continue to play a significant role in the media landscape.

## **Chapter 5: Description of Main Duties**

## **5. Description of Main Duties**

### **5.1 Administrative Responsibilities**

#### **Providing NOCs to the Employees and Distributing Them**

The administrative officer or executive must have some knowledge of the requestor in order to provide NOC. The requirements are as follows:

- The place the requester is going
- What motivates this visit?
- Time frame of the visit
- Passport number, issuing date, and expiration

The requestor should contact his or her departmental supervisor for permission and verification after gathering the necessary data. The administrative officer or executive is informed of the permission and requested to give the NOC to the requestor. The Head of Operations signs the NOC after it has been prepared. Later the approved NOC is distributed to the requestor and a copy is kept as an office document in the administration.

#### **Preparing Work Orders and Purchase Orders and Sending the Work Orders and Purchase Orders to the Vendors**

A purchase order (PO) is a formal written statement of the terms and conditions of a prospective transaction given by a purchaser to a supplier. An individually negotiated document that is signed by both Parties that authorizes a Project, if any, in an infinite quantity Contract is referred to as a "Work Order."

For preparing work orders and purchase orders, the enlisted vendors are requested to provide quotations for the requested particular(s) or work. After receiving the quotations from at least three vendors, a market analysis is done for approval of the Head of Operations. After getting the approval, the work order/ purchase order is prepared and sent to the specific vendor.

The work and purchase orders have a fairly straightforward application structure and are addressed to the vendors to supply the goods or services that fulfill the necessary requirements for quality, quantity, and cost.

The following people are addressed in the C.C field of the prepared work orders before they are emailed to the vendors:

- The Contact person of the Vendor
- The Head of Operations and CFO
- The Product Officer/ Executive
- The Admin Officer
- The Tax Officer
- The Contact person of the Company/ Organization.

## Preparing Market Analysis

In order to compare the costs of quotations from different suppliers, an analysis of the market is conducted. The results are subsequently approved by the Senior Executive of administration, the Manager of HR & Administration, the Head of IT or the Maintenance Engineer, and the Head of Operations & CFO.

## Enlisting Vendors

A vendor is an individual or organization that sells products or services. The Daily Star works with many different kinds of vendors because the employees' requests for supplies vary widely. Vendors are enlisted by the Administration department to prevent misunderstandings and uphold regulations.

The administration officer/executive needs the following paperwork from the potential vendor before they may be hired:

- Vendor Information Form, which is available from the company.
- If an e-trade license is not available, a trade license with the necessary renewal documentation is provided.
- BIN certificate/Value Added Tax Registration Certificate of the Vendor
- TIN certificate of the Vendor
- The vendor's income tax clearance certificate
- The Vendor's bank statement
- Other documents may include: Transaction Summary, Tax Certificate, Certificate of Incorporation, Bank Solvency Certificate, Acknowledgement of Return on Investment, Profile of the business and a list of significant clients

## Managing the Vehicles of the Organization

The organization offers vehicles, such as cars or motorcycles, to authorized persons for their personal and professional usage for a period of six to seven years. The organization covers the cost of the automobile during these six to seven years. The vehicle is officially transferred to the user after the aforementioned time period with the Head of Operations and CFO's approval.

In this period of six to seven years, all types of costs of the vehicle are borne by the organization. For example:

**Updating Tax-Token of the Vehicles:** The tax tokens for the vehicles may be updated by the user or the company via a third party. If a user wants to update the tax token, an advance money voucher is sent to them. The user can use this voucher to withdraw any desired amount from the business's cash register. The accounts office takes the user's money and adjusts it for their compensation. After updating the tax token, the user sends the bill of payment or receipt to the accounts department to have the receivables deducted from their paycheck.

The bills or receipts are submitted to the accounts department to pay the fees in the event that the organization arranges for a third party to update the tax token of automobiles.



**Updating Fitness Certificate of Cars:** The following papers are required in order to update the vehicle's fitness certificate:

- Previous Fitness Certificate
- Insurance Certificate
- Certificate of Tax Token
- Registration Certificate and
- TIN of the Company

The updating procedure is comparable to that used to update the tax tokens for automobiles, which can be completed either by the user themselves or by a third party the organization has arranged.

**Servicing or Changing Any Parts of the Vehicles:** For servicing or changing any parts of the vehicles, the bills are received by the administration department from the service center with the details of the vehicles and service provided. Later, the bill is disbursed by the accounting department through cash payment or bank transfer.

### **Preparing Documents for Ownership Transfer of the Vehicles**

The organization provides cars or motorcycles to approved individuals for use in their personal and professional lives for a period of six to seven years. The organization pays for the vehicle's expenses throughout the course of these six to seven years. Following the aforementioned time frame, the vehicle is legally transferred to the user with the Head of Operations and CFO's approval. Following a meeting with the third party, the corporation will include a third party to handle the work, an administration executive, and the authorized recipient of the car in the event of an ownership transfer. The administration department has produced all the necessary paperwork, and the administrative executive oversees the transfer procedure.

### **Drafting Notes/Notices**

Notes are requests or demands made by the individual on behalf of himself/herself, his/her department, or everyone else to the Head of Operations and CFO with the agreement of his/her managers. Examples include purchasing a new photocopier, renovating the gym, frosting the glass walls, asking for an employee honorarium, etc.

In order to keep everyone informed about the incident or occurrence, notices are made. For instance, submitting the Tax Clearance Certificate is necessary for the timely payment of salaries, notifying every one of the chairperson's passing, reminding everyone about the monthly interactive quiz, and inviting staff to an event with a gala night and indoor games to celebrate the company's 32nd anniversary.

### **Studying Agreements with Service Providers**

When a company decides to negotiate a contract verbally rather than in writing, the service providers send the company the agreement. The Administration carefully reviews the terms and conditions in order to comprehend and address any ambiguities that might have arisen. With the Head of Operations' and the Legal Team's approval, changes and alterations are done.

### **Writing Advance Money Vouchers**

In the event that the user needs to make cash payments on the company's behalf, an advance money voucher is provided for them. Along with the supervisor's approval, the voucher needs to include the requestor's name, purpose, and requested amount. With the use of this voucher, the user is able to make a cash withdrawal from the organization's cash register for the required amount. The accounts office takes money from the requestor's pay check and adjusts it for their compensation. To have the receivables deducted from the user's paycheck, the user must update it after submitting the bill of payment or receipt to the accounts department.

### **Preparing Bills**

Excel sheets are used to create bills that include all necessary quantities and their names to clarify the purpose. If the bill is for a client outside of the company, an income tax certificate and mushok are included. For example, the **Bills prepared for updating Tax-Token and AIT of vehicles:** The accounts department receives bills that have been created using excel sheets and include the registration numbers of the vehicles and their outlays. If a money voucher for advance payment is provided and the total expense is less than the amount stated on the money voucher, the leftover funds are put in the cash counter in accordance with the correct procedures, and the bill is then sent to the accounts department.

## **5.2 Human Resource Management Responsibilities**

### **Organizing Letters of all the Employees after the Performance Evaluation**

After the annual employee evaluation and appraisal meeting, the HR team worked around the clock to get the letters prepared for specific employees with their individual assessments and rewards provided by the organization for their distinctive and generous contributions towards the organization.

### **Sorting and Arranging the documents of All the Interns of the Organization**

Most of the departments of the organization require intern(s) and it is a must for all the interns to submit their documents. Later, the submitted documents are verified and checked by the HR executive. After the verification process, the documents are arranged according to the serial number of the interns.

### **Coordinating Interviews for Recruitment of Employees in Various Positions**

Interviews are an essential part of the recruitment process. Before the interview, a list is to be prepared which includes the names of the candidates and the scheduled time for their particular interview. Later, after the arrival of the candidates, they are then called to the interview board according to the schedule.

### **Handling the New HR Software**

For the HR Department, a new software has been created, and all employee data is being verified, updated, or adjusted in addition to adding new data to the database according to the old one.

## **5.3 Event Management Responsibilities**

### **Communicating with Clients and Staffs for Renting Out Halls/Venues**

The administration officer or executive initially accepts and responds to the requisition mail of the clients for renting the halls, and a web link and form is sent to the requestor/client organization to learn about the program specifics and chosen meal options. A quotation is created and emailed to the requestor after receiving the specific information. The following actions are followed to plan the event after receiving an affirmation from the requestor:

- Informing DS Cafe and the Internal Team
- Sending emails to several people (general manager, Chief photographer, reporters)

Afterwards, necessary steps are taken in order to organize the event.

### **Preparing Quotations for the Clients and Sending Them**

A quotation is created and emailed to the requestor when the client provides comprehensive information. The quotation is created with the client's contact information and the assistance of the specific details they provided after assessing the costs of the halls and foods required, as well as the service charge and 15% VAT. The quotation also contains a few terms and conditions that must be approved by the client in order to move further.

### **Overseeing the Events and Sorting Problems on Behalf of the Clients**

A member of the event management team is designated at the time of the event to oversee the activities and stay in touch with the clients to ensure there are no issues.

### **Preparing Invoices for the Clients**

On the basis of the quotation given to the client and with their permission on the day of the event, a thorough invoice is prepared. Depending on the client's needs and food consumption, the amounts may be changed, but the unit pricing will always be the same as mentioned in the quotation.

## **Handling and Organizing the Event Management Files**

The event management team compiles the documents of an event after the successful completion of the event including the invoice, quotation, and payment details. These files are later updated and checked for further verifications like if the client has paid the whole amount of tax or VAT or not.

## **Preparing Report on the Events Organized in the Last Two Years For the Clients**

In order to understand the demand for the venues, preferences for meals, and also the lacking which need immediate correction, a report is created for presentation at the yearly meeting between the Head of Operations and the Event Management Team.

## **5.4 Work Environment**

The Daily Star has a very collaborative workplace atmosphere and culture. I had to communicate with other workers on a daily basis during my typical workdays. They were all incredibly helpful.

When employees work in a healthy workplace, their productivity can be increased in two different ways. Personnel who are healthy will feel better overall, have more energy and stamina, and be better able to concentrate at work. Second, a pleasant work environment can significantly affect employee satisfaction. My output increased in similar ways at The Daily Star. This gave me the motivation I needed to work hard and accomplish my goals.

## **5.5 Challenges**

The only difficulty I ran across during the first few days of my internship was getting to know the staff at The Daily Star. The Daily Star's General Business section employs about 100 people in total. I found it a little challenging to get to know and learn about them. However, this problem only persisted for a short while because everyone in the workplace was so helpful.

## **5.6 Tools**

The primary tools that I had used during my internship period were:

- Microsoft Word,
- Microsoft Excel, and
- Microsoft PowerPoint

## **Chapter 6: Analysis**

## 6. Analysis

### 6.1 Company Level Analysis

Based on my internship experience, The Daily Star is very efficient in a lot of processes. Some of the efficient processes are as follows:

#### I. Recruitment and Selection

The Daily Star's recruitment and selection procedures normally use a methodical approach that include the following steps:

**Job Posting:** Create a job ad that accurately identifies the position and its criteria as the first stage in the recruitment and selection process. Typically, the job posting is promoted via a variety of platforms, including job boards, social media, and company websites.

**Resume screening:** The HR department screens each resume after receiving one from an applicant who meets the requirements for the position. Typically, educational background, professional experience, and other pertinent skills are checked off on resumes.

**Interviewing:** Candidates are invited for an interview if they match the basic requirements. A video conference, phone, or in-person interview are all options. Multiple rounds of interviews with various members of the hiring team could be part of the interview process.

**Reference Checks:** Reference checks are performed once a candidate has been identified as a possible fit for the post to confirm their employment history, skills, and performance in prior positions.

**Offer and Onboarding:** The chosen applicant receives an offer following the conclusion of the reference checks. When a candidate accepts an offer, the HR department oversees the onboarding procedure to make sure the new hire is assimilated into the business and has access to the tools and resources needed to do their job well.

It is significant to note that The Daily Star's hiring and selection procedures can change based on the position, the department, and other aspects. Because of the fierce competition in the newspaper industry, publications like The Daily Star frequently look to hire bright people with backgrounds in journalism, writing, editing, or other relevant professions.

## **II. Performance Management**

In The Daily Star, performance management often follows a defined procedure that entails the following steps:

**Goal-setting:** Employees set goals for the following year with their managers at the start of each performance cycle. These objectives ought to be in line with the overall aims of the business and the duties assigned to each employee.

**Regular Check-Ins:** Managers regularly check in with their direct reports throughout the year to assess progress made in relation to the set objectives. Depending on the requirements of the firm and the particular employee, these check-ins may take place weekly, bimonthly, or monthly.

**Mid-Year and Annual evaluations:** Employees and managers conduct formal performance evaluations at the halfway point of the year and at the conclusion of the performance cycle. The employee's progress toward their goals is assessed at these reviews, and advice is given regarding their performance.

**Performance Improvement Plans (PIPs):** If an employee is not performing up to expectations, their management may develop a PIP to assist in getting them back on track. The PIP gives a schedule for obtaining the intended goals as well as a list of specific steps the employee must follow to improve their performance.

**Rewards and Recognition:** High-performing employees are often recognized and compensated for their services to the organization at the conclusion of the performance cycle. Bonuses, promotions, or other incentives are examples of rewards.

## **III. Employee Engagement**

Employee engagement is a crucial component of every business, but it is particularly crucial in the newspaper industry because staff members are frequently required to work long hours under pressure. The following are some typical techniques used by businesses in the newspaper sector to motivate their staff:

**Communication:** Regular manager-employee communication is essential to fostering engagement and establishing trust. Regular team meetings, one-on-one discussions, and open-door policy can help with this.

**Training and Development:** Offering employees opportunities for training and development not only enables them to advance their knowledge and abilities, but also shows that the business values their development on both a personal and professional level.

**Recognition and Rewards:** Recognizing and rewarding employees for their efforts and accomplishments can help to maintain their motivation and engagement. Bonuses, promotions, or other rewards can help achieve this.

**Work-Life Balance:** With long hours and strict deadlines, the newspaper business may be demanding. Employee stress and burnout can be decreased by employers who prioritize work-life balance by providing flexible scheduling, telecommuting choices, and other benefits.

**Employee Feedback:** Asking for feedback from employees on a regular basis through surveys, suggestion boxes, or other methods can assist to pinpoint areas that could use improvement and show workers that their input is valued.

## 6.2 Market level analysis

There is fierce competition among many well-established firms in Bangladesh's newspaper sector for readers and advertising dollars. The following elements could be taken into account when determining how competitively The Daily Star is positioned in the market:

### I. Readership

One of the top English-language publications in Bangladesh, The Daily Star has a sizable audience all over the nation. Since its founding in 1991, the daily has become a dependable source of news and information for readers in Bangladesh and around the globe.

The Daily Star has a varied readership that includes both domestic and foreign readers. The newspaper is delivered around the nation via a network of agents and merchants, with a daily circulation of about 40,000 copies. With a website that attracts more than 2 million unique visitors each month, The Daily Star also has a significant online presence.

A wide range of subjects are covered by the newspaper, including local, state, and federal news, politics, business, sports, entertainment, and lifestyle. The Daily Star has a group of seasoned reporters and editors who are committed to delivering truthful and objective news coverage.

Professionals, students, businesspeople, government officials, and other persons interested in staying current on events and developments in Bangladesh and throughout the world are among The Daily Star's readership. The publication is known for its in-depth coverage of significant subjects and dedication to excellence and journalistic integrity.

In order to better serve its readers' evolving requirements, The Daily Star has also recently concentrated on enhancing its digital products. The newspaper has a mobile app and a significant



social media following, with active Facebook, Twitter, and Instagram pages. The Daily Star's readership and reach have grown as a result of this.

The Daily Star is regarded as a premier news and information source for English-speaking people and has a large and diverse readership in Bangladesh and outside.

## **II. Advertising Revenue**

For many newspapers, like The Daily Star, advertising revenue is an important source of income. The publishing sector, including newspapers, makes money from both print and online advertising. Display ads, classified ads, and inserts are examples of print advertising. Online ads, social media ads, and mobile commercials are examples of digital advertising.

A newspaper's ability to make money from advertising is influenced by a number of variables, including the size of its readership, the popularity of its online presence, and the state of the general advertising market. Due to the growth of digital media and the subsequent reduction in print circulation and advertising revenue, the newspaper industry has been facing difficulties recently.

Newspapers like The Daily Star have been concentrating on boosting their digital presence and providing a variety of digital advertising choices to advertisers in order to meet these difficulties. This covers social media advertising as well as targeted advertising and sponsored content. Other digital platforms, like social media and search engines, are now seeing more competition as a result of the switch to digital advertising.

Thus, the industry continues to adapt to shifting market conditions and customer tastes to sustain and grow its advertising revenue streams, which remain a crucial source of income for publications like The Daily Star.

## **III. Content**

A well-known English-language daily newspaper in Bangladesh is called The Daily Star. It covers a broad range of subjects, such as local, state, and federal news, politics, business, sports, entertainment, and lifestyle.

With a focus on giving readers accurate and dependable information, the daily offers thorough coverage of local, national, and international events. The team of seasoned journalists and editors at The Daily Star put forth endless effort to provide readers with the most recent news from Bangladesh and across the globe.

The Daily Star provides users with a variety of stuff in addition to news. The paper publishes in-depth analyses, editorials, opinion pieces, and letters to the editor on a range of subjects. The Daily Star also provides coverage of artistic, musical, and theatrical events.

The newspaper's business department provides news and analysis on the financial markets, corporate trends, and the local and international economies. Sports are covered by The Daily Star as well, with an emphasis on cricket, football, and other well-liked sports in Bangladesh.

The Daily Star is renowned for its thorough coverage of news and current affairs as well as its dedication to journalistic excellence and honesty. The newspaper caters to a variety of interests and preferences by providing a wide range of content to its readers.

#### **IV. Digital Presence**

Popular English-language daily The Daily Star is situated in Dhaka, Bangladesh. It has a strong online presence as a news organization and offers a variety of venues for its audience to interact with its content.

**Website:** The Daily Star's website is a crucial part of its online presence because it offers a thorough source of news, commentary, and features. The website has a simple style and easy-to-find parts that make it user-friendly. Readers can browse news by category, such as politics, business, entertainment, and sports, in addition to the top items that are featured on the homepage.

**Social Media:** The Daily Star has a sizable following on sites like Facebook, Twitter, and Instagram where it often posts breaking news, updates, and interesting content. The ability for readers to comment, like, and share content on social media platforms makes them a crucial tool for audience engagement.

**Mobile App:** Users may access The Daily Star's content on their cellphones and tablets thanks to its mobile app. The app has a clear, user-friendly interface with all the most recent news, features, and opinion articles. It is accessible on both iOS and Android smartphones.

**Email Newsletter:** The Daily Star's email newsletter, which delivers the top articles of the day right to subscribers' inboxes, is another important part of its online presence. The newsletter contains links to the most recent news articles, commentary, and features.

In general, The Daily Star has a strong online presence that enables it to connect with a large audience via a variety of media. It is a well-liked source of news and information in Bangladesh and elsewhere due to the number of ways readers may interact with its material via its website, social media platforms, mobile app, and email newsletter.

## V. Brand Image

The Daily Star is a reputable English-language daily newspaper published in Dhaka, Bangladesh, and is well-known for its thorough reporting on news and events both domestically and abroad. The Daily Star's brand image is based on a number of essential characteristics, including:

- **Trust:** The Daily Star's strict journalistic standards, dedication to accuracy and objectivity, and reputation as a reliable source of news and information have earned it a strong reputation in Bangladesh.
- **Credibility:** Because of its staff of seasoned journalists and editors who uphold strong ethical standards, The Daily Star has developed a reputation for providing accurate news and analysis.
- **Independence:** The Daily Star is renowned for its editorial independence, which enables it to report on news and events without regard for the opinions of others.
- **Professionalism:** The Daily Star upholds the greatest standards of professionalism in its reporting, writing, and editing. It is a reputable news source.
- **Modernity:** The Daily Star is a forward-thinking publication that uses digital platforms and technologies to connect with readers in fresh and creative ways.

The Daily Star has a reputation as a reliable, trustworthy, independent, and professional news source that is dedicated to giving its audience high-quality content. It is regarded as a reliable source of news and information in Bangladesh and throughout the world thanks to its reputation for accuracy, integrity, and editorial excellence.

### 6.3 Professional level analysis:

The Daily Star provides a worthwhile chance for students interested in a career in journalism or similar professions to get practical experience and skills through internships because it is a reputable news institution. A graduating student's internship at The Daily Star can be a life-changing opportunity since it exposes them to the fast-paced and exciting world of journalism and gives them the chance to work with seasoned experts in the industry.

As they give students the chance to put the theoretical ideas and practical skills, they have gained in the classroom to use in real-world scenarios, The Daily Star internship activities have a strong correlation with academic knowledge. An intern might be requested, for instance, to gather and verify data, produce news articles or features, and take part in editorial meetings. The abilities that are necessary for success in the area of journalism—critical thinking, problem-solving, communication, and teamwork—are fostered in students through these activities.

The fast-paced and demanding nature of the work, the pressed deadlines, and the requirement to stay unbiased and objective in reporting can all pose obstacles or difficulties for interns at The

Daily Star. The newspaper culture and process may also require swift adaptation from interns, which might be a big change for some students.

Despite these obstacles, a graduating student's internship at The Daily Star can be a priceless learning opportunity for them, giving them the chance to develop professional connections, learn about the newest trends in journalism, and receive hands-on experience. Additionally, it might aid in the clarification of their long-term professional goals and give them a competitive edge on the job market.

### **6.3.1 Future career plans**

A graduate student's plans for their future career can be significantly impacted by an internship at The Daily Star in a number of ways. First and foremost, it gives students real-world, hands-on experience in the journalism industry, enabling them to put the knowledge and abilities they have learned in the classroom to use. Their professional objectives can be greatly shaped by this experience, which can also help them better understand the everyday tasks and standards of the industry.

A graduate student's ability to develop a professional network, which is essential in today's competitive job market, can also be aided by an internship at The Daily Star. Interns can develop contacts and relationships that may be valuable in finding future job or freelance opportunities by working with seasoned journalists and editors.

A student's exposure to a variety of themes and situations during their internship at The Daily Star can help them build a broad perspective on the news and a greater understanding of their surroundings. Their knowledge and interests as journalists may be shaped by this experience, which may also provide opportunities to cover particular beats or topics in the future.

An internship at The Daily Star can change a graduate student's life by giving them the real-world experience, contacts with professionals, and broad perspective they need to succeed in the journalism industry. They can use it to develop their knowledge and abilities, clarify their career objectives, and provide the groundwork for a fulfilling and fruitful career.

### **6.3.2 Correlation**

The academic knowledge of a BBA (Bachelor of Business Administration) student can be strongly associated with an internship in the HR and Admin Department of The Daily Star. This is due to the fact that HR and administrative roles are integral to every company, and these roles greatly benefit from the skills and information learned in a BBA program.

As a BBA student I have already studied case studies and coursework to learn about the numerous facets of HR management, such as hiring, training, performance management, and employee

relations. Working with seasoned HR professionals while learning relevant skills and expertise, an internship at The Daily Star's HR division has offered me the chance to put these ideas into practice.

Similar to this, a BBA degree might include courses on organizational behavior, corporate strategy, and operations management, all of which are crucial to understanding the role of the administrator. Working with seasoned professionals and putting classroom knowledge and abilities into practice has helped me gain experience in these fields during the internship with The Daily Star's administration department.

Overall, as a BBA student, I have gained significant real-world experience with the internship in The Daily Star's HR and Admin Department, enabling me to put the classroom knowledge and skills to use in practical settings. I now have a better grasp of HR and administrative tasks as a result of this experience, which can also help me develop my professional network and provide me an advantage in the job market.

### **6.3.3 Challenges**

The Daily Star's HR and Admin Department job has given me useful real-world experience, but there are also some problems and difficulties that come with this kind of internship. Here are a few illustrations:

**Getting used to the hectic workplace:** Interns may face strict deadlines and high expectations in the HR and administrative departments, which are essential to the efficient operation of any firm. The fast-paced and dynamic nature of the work may need BBA students to adjust rapidly, properly prioritize their activities, and work quickly to meet deadlines.

**Keeping information private:** Interns working in the HR and Admin Department might have access to delicate or private information about employees, such as personal or performance-related information. When handling such information, it is essential to uphold confidentiality and ethical norms, which can be difficult for certain interns.

**Developing effective communication skills:** Whether talking with employees, supervisors, or external stakeholders, effective communication is essential in HR and Admin responsibilities. For their internship to be effective, BBA students may need to improve their writing and vocal communication abilities.

All in all, even though working in the HR and Admin department of The Daily Star may present some challenges and difficulties, these experiences were beneficial in assisting me in developing practical skills, adjusting to a fast-paced work environment, and laying the groundwork for a successful career in HR and Admin roles.

## **Chapter 7: Conclusion and Recommendations**

## 7. Conclusion and Recommendations

An internship exposes students to real-world conditions by ensuring that they gain professional experience. This aids interns in creating a network with senior specialists in the field and advances their careers by educating young workers about certain industries.

I was able to finish the work assigned to me during my internship at The Daily Star with the aid of my supervisor. My experience working at The Daily Star ended up being quite significant for my education. Learning will benefit my future professional aspirations, whether they be in academia or the labor market, because of the many skills I picked up throughout my time at The Daily Star.

During my three-month internship at The Daily Star, I was able to develop personally and learn new skills. In addition, I developed a new network, gained knowledge about the media industry, and made a few new friends. The most significant change was a revitalized sense of professionalism and a clearer understanding of what being a professional meant.

Therefore, I would still advise everyone to take advantage of the opportunity even if the internship is not in the field in which they want to work. It offers a lot, both professionally and personally. For instance:

- To build a business network.
- To gain practical work experience.
- To improve a resume or CV.
- To decide on a profession.

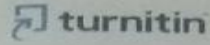
In conclusion, this internship has been wonderful and rewarding. I'm confident in saying that my time spent working at The Daily Star helped me learn a lot.

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