CASE
STUDY 2079

Tribhuvan University

Himalaya Darshan College

Biratnagar – 9

(Faculty of Bachelor of Information Management)

Title

Importance of Hierarchical Management & Computer Information Systems in an Organization.

A Dissertation Submitted by

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ABSTRACT

The main aim of the project was to Know the Organizational Hierarchical Management Order and Information System used in that Organization/department I.e Himalayan Bank Ltd.

The secondary objectives is to involve the students physically to abstract the information from that Himalayan Bank Limited to develop Students knowledge, experience, communication skills and so on in real life. Hence, Better than Knowledge is Applied Knowledge. Knowledge without wisdom is incomplete. So, for the Overall development of the students regarding & beyond "Importance of Hierarchical Management and Information System in an Organization." As well as practical experiences in real life business environment Project was provide or done. The Case Study was based on Branch/Department of Commercial Bank Ltd. I.e Himalayan Bank Ltd.

ACKNOWLEDGEMENTS

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INTRODUCTION

Management is the activity done by the manager for getting things done through others. Management consists of limited resources i.e 6M (Men, Money, Material, Machine, Method and Market). These resources are to be mobilizes effectively and efficiently for the purpose of achieving pre-determined goal. Management broken into three terms i.e "manage", "men" & "t" stands for tactfully. Tactfully is the sense of what is good and suitable way to deal with others.

Effective functions of the Management or Business there must be the relevant, accurate circulation of Information in an organization. A system is a collection of elements and procedures that interact to accomplish a goal. For example a transit system is a collection of people, buses or trains. Fares and schedules designed to get people from one place to another. The current age is also known as the Information Age/Digital Age which has paved the way for great revolution in various spheres of business and industry. Information has to be accurate, precise and relevant inorder to pave the business growth of a company. With the adoption of Information-based systems there have been improvements in productivity and efficiency in an Organization and Business.

LEVELS OF MANAGEMENT

Level of management refers to a line of demarcation between various managerial positions in an Organization. The management Hierarchy a chain of command is usually divided into three levels. (shah, 2021)

Top Level Management.
- Board of Directors (BODs)
- Chief Executive Officer (CEO)
- General Manager (GM)
- Managing Director (MD*)*

Middle Level Management.
- Production Manager.
- Finance Manager.
- Marketing Manager.
- HR/Personal Manager.

Lower Level Management.
- Supervisors.
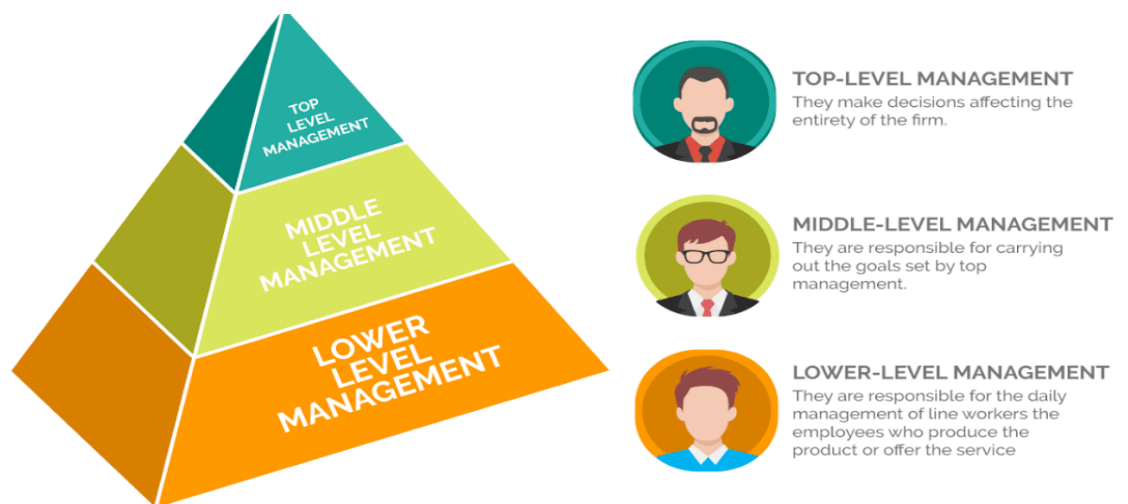- Section Heads.
- Foremen's

Fig 1. Hierarchy of Management.

IMPORTANCE OF HIERARCHY OF MANAGEMENT

It is the essential part of management to manage different level of Organization bodies in Chronological Order to run the activities/function effectively & smoothly of the Organization.

- It's creates Organizational structures in the Hierarchical manner and provides various position in the structure.
- The top levels management establishes long-term corporate plans, goals, policies and strategies of the company.
- The top level management decides future course of action by considering political, Economical, Socio-cultural and Technological environment of a country.
- The middle level management interprets the policies formulated by the top level management.
- The middle level management appoints, provide necessary resources, leadership & guidance's to staff as well as circulates the lower level management work performance to the top level management.
- The lower level management receipts the instruction from middle level management & implements them in day to day activities.

INFORMATION SYSTEMS

An Information system (IS) is a collection of elements (people, hardware, software & data) and procedures that interact to generate information needed by users in an Organization.

Information system manage and process data from the time it is generated through its conversion into information. For example; systems to facilitates accounting activities such as issuing bills and processing payrolls, systems to provide information to manager to make decision, systems to enable sales and delivery of products/services. (Kafle, 2022)

COMPONENTS OF INFORMATION SYSTEMS

There are Six components of Information systems such as:-

- Hardware.
- Software.
- People.
- Procedures.
- Network.
- Data.
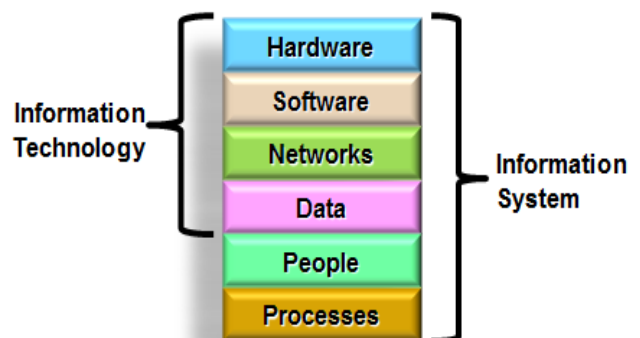
IMPORTANCES OF INFORMATION SYSTEMS

Business firm invest heavily in an information system/sector to achieve six business objectives. They are;

    I.   Operational Excellence.
    II.   Improved Decision Making.
    III.   New Products, Services and Business Models.
    IV.   Customer and Supplier Intimacy.
    V.   Competitive Advantage.
    VI.   Survival

CASE STUDY

About HBL

Himalayan Bank Limited (HBL) is one of the Commercial bank of Nepal. The bank holds the legacy of introducing various banking services for the first time in Nepal from the very beginning.

HBL is the first bank of Nepal to introduce ATM (Automatic Teller Machine) in 1955 A.D. Since its establishment, the bank has been highly focused on innovative approaches and customer satisfaction. The bank initiated its journey from Employees provident Fund Building popularly known as Sanchayakosh Building at Thamel, Kathmandu.

METHODOLOGY

Step 1: Selection of Company I.e (HBL)

Step 2: Submission of letter of recommendation to the concern HBL Bank.

Step 3: Preparation of Questionnaires.

Step 4: Visited to the Himalayan Bank Ltd.

1. Address of Himalayan Bank Ltd.

Main Road (North), Biratnagar 5-Nepal.

2. Date of Establishment of HBL Bank, Biratnagar Branch.

Himalayan Bank Ltd Biratnagar branch was established in September 01, 2001 A.D.

3. Number of Staffs.

→ 15 Employee's & 3 Security Guards.

4. Schedule of Staff.

→ Its 9:30 AM to 5:30 PM.

5. Mission of HBL.

→ The Bank mission is to become preferred provider of quality financial services in the country. There are two components in the mission of the bank I.e Preferred Provider and Quality Financial Services. Therefore, HBL believe that the mission will be accomplished only by satisfying these two important components with the customer at prime focus.

6. Vision of HBL.

→ Himalayan Bank Limited holds of a vision to become a Leading Bank of a Country by providing premium products and services to the customers. Thus, ensuring attractive and substantial returns to the stakeholders of the Bank.

7. Objectives of HBL.

→ To become the Bank of first choice is the main Objective of the Bank.

8. What are the services being provided in HBL?

→ The Services which are being provided in HBL bank such as;

- Premium Saving Account.
- Deposit Products.
- Loan Products.
- Tele-Banking.
- Ancillary Products i.e (1. Mobile Banking.
                          2. Safe Deposit Locker Service.
                          3. SMS Banking Services.
                          4. SMS Alert Services.
                          5. Internet Banking Services.)

- Counter Services.
- Millionaire Deposit Scheme.
- Remittance Services
- Locker Facility & Others
- CSD Call Service

- American Express Cards Services I.e (1. Gold International Card.
  2. Gold Domestic Card.
  3. Blue Card (Prepaid)
  4. Green Card (Credit Card).)

9. How HBL Bank expand its network? Is there any plan? If then, what are they?

➡ The Himalayan Bank Ltd. Expand its network through Acquisition process where it acquired or merged with Civil Bank Ltd. It assists HBL Bank to enable and enlarge their different branch.

10. Which software is used by HBL Bank in there computer systems?

➡ The Software used by HBL Bank was T24.

11. How do HBL Bank communicate data internal user & Structure of network topologies applied in the computer systems of HBL Bank?

➡ The Himalayan Bank Communication done through tele-communication, E-mail, E-fax machine (Lesly) and Outlook. Microsoft. Similarly, Structure of network topologies applied in the computer systems of HBL Bank was Bus topologies.

12. How does IT help HBL Bank in Its work?

➡ Its assists Himalayan Bank Ltd. In its activities such as;

- Instant Services.
- 24 hours IT department supports in case of any problems/issues.
- Service sector regarding Online business secure.
- Data Migration with Civil Bank Ltd.
- Maintain Data of Customers & Organization safely, orderly and others.
- Providing Internet Banking Services & so on.

13. What are the factor that affects the HBL Bank revenue?

➡ The Factors that affect the Himalayan Bank Ltd. Revenue was;

- Political Factor (3hrs)
- Economical Factor.
- Technological Factor.
- Socio-cultural Factor.
- Operation with High risk/Low risk Customers.

14. What are the reasons that Customers will or should choose HBL Bank services?

➡ According to junior assistant Mr. Idip Bartaula,

- No Ads in Internet Banking Services.
- Different Products Services.
- High Resources Used.
- No problem Regular slow or Inadequate

15. How HBL Bank handles Customers Pressure & Complaints as well as feedback?

➡ Himalayan Bank Ltd. Handle the customers pressure through providing counter or ticket system services to maintain pressure and similarly, through Suggestion box HBL Bank took complaints as well as feedback.

16. What are the problems Himalayan Bank Limited had to face while establishing fame/image in the market?

➡ The problems that Himalayan Bank Limited had to face while establishing fame/image in an initial state in the market are;

- Marketing Strategies.
- Competitor's (like Nabil bank, NIC Asia bank & others.)
- Capital Deposit & Other

17. Hierarchical Structure of Himalayan Bank Ltd.

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                    ┌─────────────────────┐
                    │ Chairman & Board of │
                    │      Director       │
                    └─────────────────────┘
              ┌──────────────────┐
              │  General/Branch  │
              │     Manager      │
              └──────────────────┘
      ┌───────────────┬──────────────────┬──────────────────┐
┌───────────┐   ┌───────────┐      ┌──────────────────┐
│ Marketing │   │Operational│      │ Human Resourse   │
│  Manager  │   │  Manager  │      │ Officer/Depart.  │
└───────────┘   └───────────┘      └──────────────────┘

┌──────────────────┐  ┌───────────┐   ┌──────────────────┐
│Customer Relation │  │  Junior   │   │  Compliance &    │
│                  │  │ Assistant │   │ Internal Control │
│   Department     │  │           │   │      Dep.        │
└──────────────────┘  └───────────┘   └──────────────────┘
                      ┌───────────┐   ┌──────────────────┐
                      │  Counter  │   │    Security      │
                      │Department │   │                  │
                      │           │   │     Guards       │
                      └───────────┘   └──────────────────┘
                      ┌───────────┐
                      │Supervisor │
                      └───────────┘
                      ┌───────────┐
                      │  Staffs   │
                      └───────────┘
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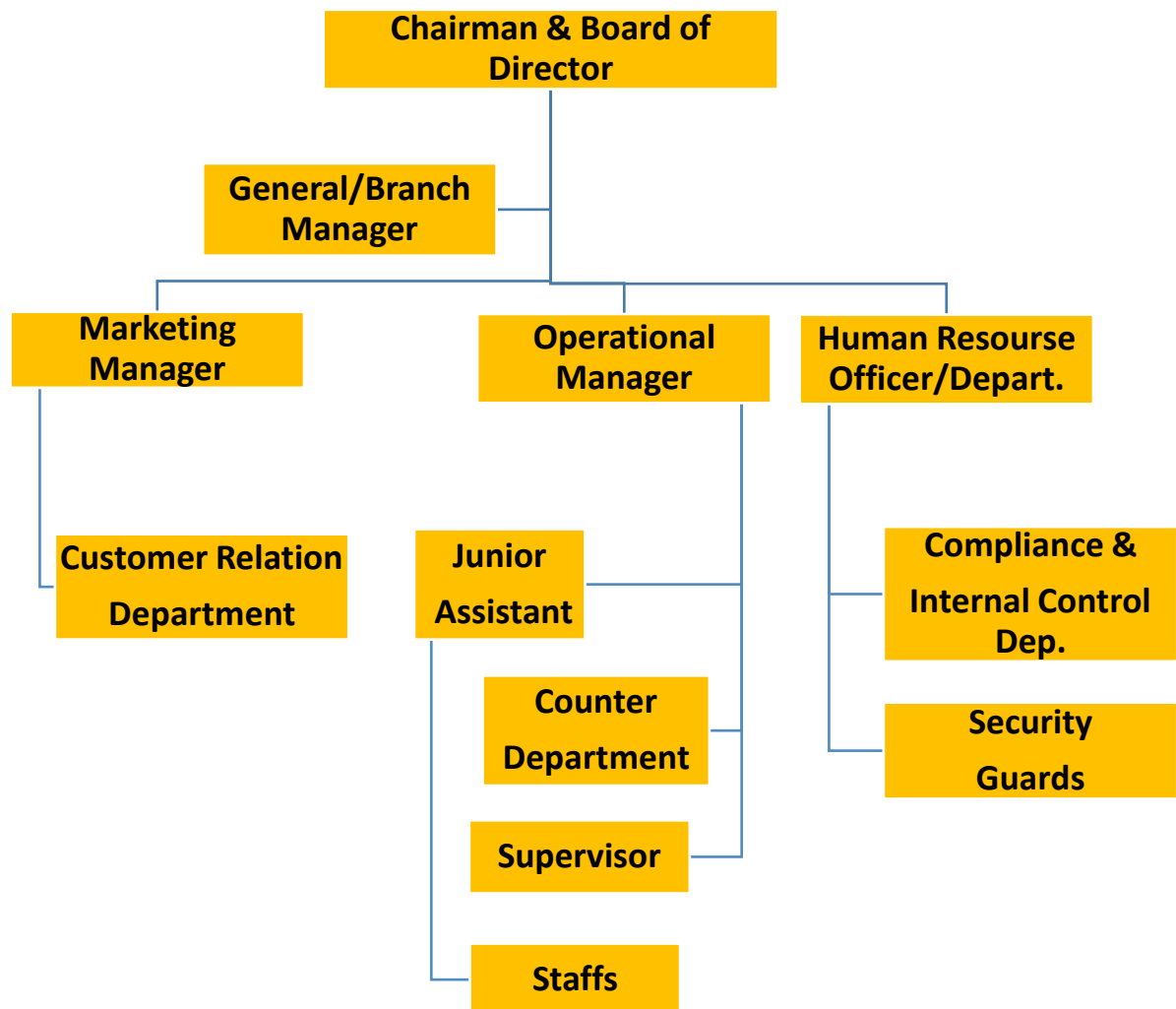
Fig 2: Hierarchy of HBL Bank.

18. Any Corporate Social Responsibility (CSR) program done/run by HBL Bank.

After Corona Pandemic, Himalayan Bank Ltd. Involved in various CRS activities such as;

- Sports & Rally program.
- Blood Donation program.
- Lok Dohori program.
- Nepal Campaign Program.
- Press Meet etc.

IMPROVEMENTS/ ANALYSIS

The HBL established it one of the branch in the heart of Biratnagar in 2001 A.D. According to my research & experience the services which has been provided by HBL bank was impressive. I felt instant services and responds to the customer immediately from the bodies of the department, as well as deals with the customer in polite manner which is the key point of every Organization or Bank to provide Service Satisfaction to the customers/clients. Similarly, HBL Concentrate on development of Infrastructures and Services. But, HBL needs focus the internet services & Information effectively for providing better experience to its customers. Hence, today age is digital age/Information age.

The Domain that the Himalayan Bank Ltd. Has to Considered for the Better Improvements are listed bellows:-

- Needs to Emphasize on Digital marketing Strategies.
- Developed & Innovative Products/Services.
- Needs to concentrate regarding to spread its Network all over the country as well as enlarge up to worldwide services.
- Updates & Emphasize the HI-Mobile Banking Services or Facilities.
- Developed Video Account Opening (VAO) Service by focusing foreign working citizens of Nepal who wants to open a/c in Nepal through Internet.
- Emphasize on the Corporate Social Responsibilities (CSR) activities inorder to contribute for the society betterment/improvement as well as to achieve public love & Support towards Himalayan Bank Ltd.
- Available the maximum Information of Himalayan Bank Ltd. of different branches in the Website for easy access inorder to abstract valuable information.
- Improve Instant feedback or responded to the customers or clients quarries through E-mail.
- Try to maintain discipline & polite behavior of Security guard.
- Needs to Increases certain points of Interest rate of saving a/c & Fixed a/c to attract customers.
- Provide little bit Subsidy to the loan taker.
- Show responsibility towards Stakeholder's & others.

Bibliography

Kafle, S. (2022). *Foundation of Information Technology.* Biratnagar.

shah, B. (2021). *Business Studies.* Kathmandu: Asmita Book Publisher.

1. Himalayan Bank Ltd Employee's.

    Name: Idip Bartaula   Name: Renuka Bhura

    Designation: Junior Assistant   Designation: Receptionist

2. Himalayan Bank Ltd Website https://www.himalayanbank.com/

                          https://www.himalayanbank.com/en/introduction

APPENDIX