

Organizational Behavior (THM 201)



IUBAT-International University of Business Agriculture & Technology

Report on:

Industry Visit to PRAN-RFL Group, Dhaka

Program:

Bachelor of Arts in Tourism and Hospitality Management

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Introduction

Company visit allows student to meet the entrepreneur and learn the activity of the organization. After visiting the organization the student can realize what is the deferent between academic learning and the activities of the organization.

After visiting the PRAN-RFL we can make deference between the academic learning and the activities of PRAN-RFL. After visiting the PRAN-RFL we known that when PRAN-RFL started their journey, who is the owner of PRAN-RFL, how they started their business, what type of difficulties they faced, how they research the market, how many product they have in the market, how they developed their product, how many country they export their product and so on. By visiting this organization I known how they motivate their employee, how they reward their employee. I also learn how the manager of the organization can make his decision. I also know about the diagram of the PRAN-RFL and what type social activities they do.

Background

The main reason of visiting the PRAN-RFL is to know the activities of the organization and to make the deference between the academic learning.

The PRAN-RFL is one of the leading organizations in Bangladesh and it is the best organization to study over their organizational behavior .after visiting this organization I know what structure they follow to make this organization success is. We all know all type of successful organization have their structure, they do all the activities according to this structure. We visit the industry to see what type of activities they do according to the organizational behavior. If we want to make any report on a particular organization we have to visit this organization first and discussed with a person who know everything. A formal season was needed to discuss about the companies activities and needed to ask question related to the organizational behavior.

Though the PRAN-RFL is one of the leading and successful organization in Bangladesh that why we chosen this organization.

OBJECTIVES

Our main objectives of this report is to know what type of activities PRAN-RFL do according to the organizational behavior and what is the difference between the book study and real life practice . We all know the PRAN-RFL group is the leading organization of Bangladesh. As we are learning the organizational behavior, we went in the PRAN-RFL to se how they run their organization, how they motivate employee, how they reward employee, what type of training they used to provide their employee, how they adapt globalization.

We also have some specific objective that is help us to make our report on PRAN-RFL:-

- To know the diagram of PRAN-RFL group
- To know what manager do to improve his decision making
- To know about the job rotation of PRAN-RFL if anyone suffer from over routinization of their work
- To know the thought of PRAN-RFL regarding alternative work arrangement
- To know how many variable pay program PRAN-RFL follow
- To inquiry the what type of social responsibilities PRAN-RFL do

This six objective basically our main objective to complete our report.

Company overview

PRAN was established in 1981 by retired Major General Amjad Khan Chowdhury. PRAN has become one of the largest food and beverage brands in Bangladesh and has been exported to 138 countries. PRAN pioneered agro business in Bangladesh. They provided farmers with guaranteed prices. PRAN Foods, a sister concern of PRAN-RFL Group, produces a number of agro products under the banner of PRAN. PRAN is established a subsidiary company in UAE in 2003. In 2008, the company announced plans to open a production facility in Tripura, India, after the Indian government lifted the ban on direct investment from Bangladesh in 2007. PRAN exports had reached 10 billion taka value by 2016, the biggest markets for the company was India, Saudi Arabia, UAE, Malaysia, and Oman. The same year the revenue for PRAN exceeded 500 million USD. PRAN started exporting potatoes in March 2016. In April 2016, PRAN started to export cassava, the first shipment, worth 3 million USD, was exported to New Zealand. PRAN has 80 thousand direct employees and 200 thousand indirect employees. PRAN exports to 118 different countries.

RFL started its journey with cast iron (CI) products in 1980. The initial main objective was to ensure pure water and affordable irrigation instruments for improving rural life. Today the company has its wide ranges of CI products like pumps, tube wells, bearings, gas stoves etc and has achieved the prestige as the largest cast iron foundry and light engineering workshop in Bangladesh. With a vision to serve the common people of Bangladesh with quality necessary products, RFL diversified its operation into PVC category in 1996 and in plastic sector in 2003. At present it is market leader in all these three sectors-cast iron, PVC and Plastic in the country. Sizeable amount is also exported to different countries

PRAN-RFL has almost 1050000 employees.

Activities

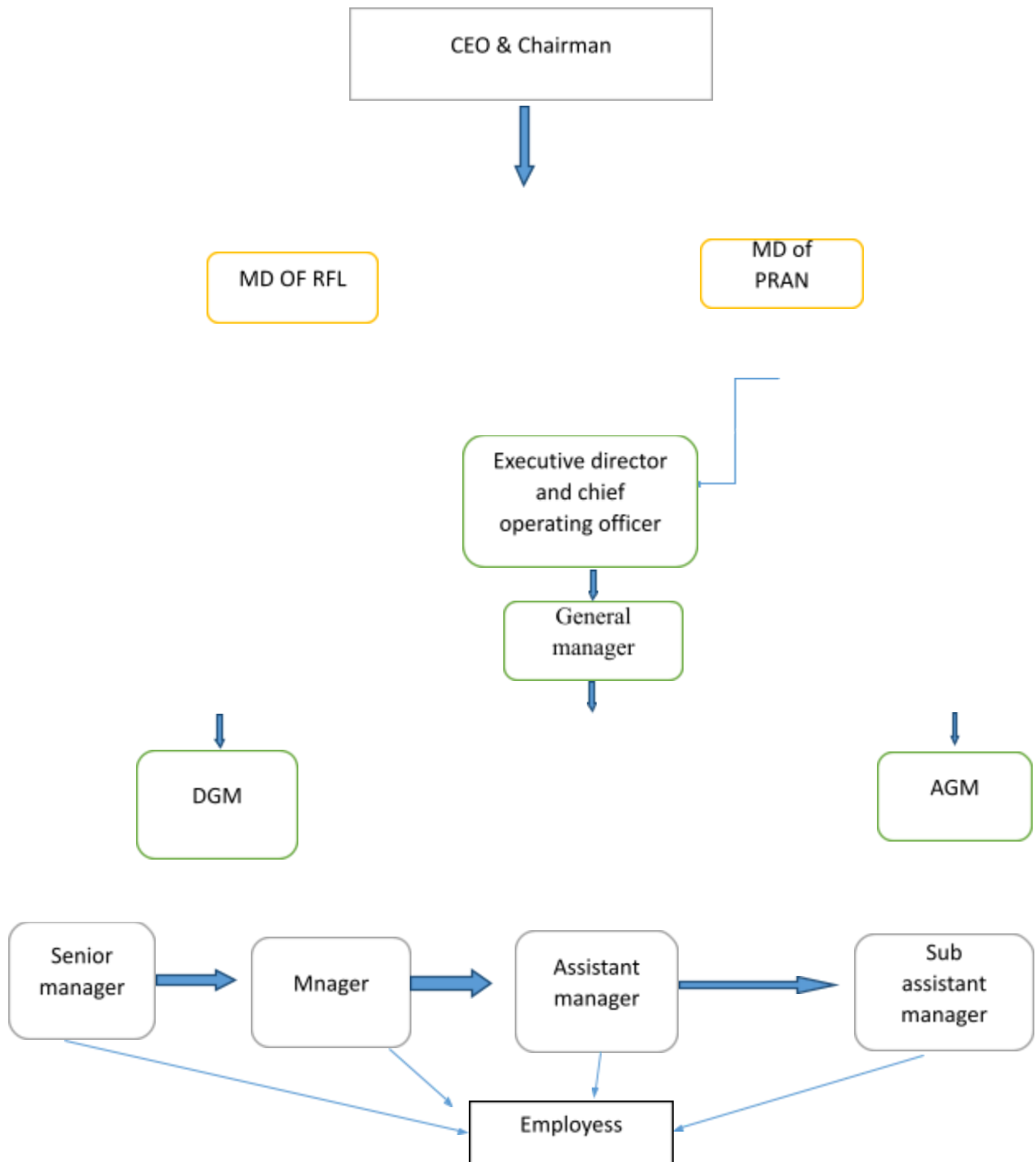
The visit of the PRAN-RFL is a part of our course 'organizational behavior' and this course is conducted by our honorable faculty Drs. Yusuf Hossein Khan. The main purpose of this industrial visit is to know the activities of PRAN-RFL according to our course THM-201.

We started our journey at 9 A.M from the university campus by university bus towards the head office of the PRAN-RFL group. We reached at PRAN-RFL at 11 A.M and then we started our session before starting the formal session a welcoming speech was given by the moderator Mr. SazzadurRahman. We started formal session with MR. Burhanul Islam (the manager of customer relation) at the conference room. Mr. Burhanul Islam started the formal session by showing us video about the PRAN-RFL. After that he discussed about the company like who is the owner of this company, why he established this company, how they started their company, how many section they have in deferent district, he also discussed about the product they have in the market, discussed how many country they export their and he also discussed about companies employee, revenue and profit.

We had also a formal question and answer session. We asked him six formal questions about the company which is related with our course organizational behavior. He answered all the question with very confidently. After the question and answer session they provide us some snacks and we provide them gift then took our lunch at café intro.

After all it was a successful industrial visit.

Diagram of the PRAN-RFL Group



The manager of PRAN-RFL does to improve his decision making

Individual and reason before they act. This is why an understanding how people make decision can be helpful for explaining and predicting their behavior. In some decision situation, people follow the rational decision making model. But few important decision are simple enough for the rational models assumptions to apply. So, we find individuals looking for solution that satisfice rather than optimize, injecting biases and prejudices into the decision process and relying on intuition.

Now what can managers do to improve his decision making. We offer four suggestions:

- Analyze the situation: before take any decision first analyzes the situation. Adjust your decision making approach to the national culture you're operating in and to the criteria your organization evaluates rewards. Try to follow the rational model.
- Second be aware of biases. Be careful of any biases, it can make difficulties to make decision and don't take biases as a serious issue.
- Third combine rational analysis with intuition: these are not conflicting approaches to decision making. By using both, you can actually improve your making effectiveness. As you gain managerial experience you should feel increasingly confident in imposing your intuitive processes on top of your rational analysis.
- Finally try to enhance your creativity. Activity look for novel solution to problems, attempt to see the problem in new ways and use analogies. Try to remove work and organizational barriers that might impede your creativity.

The manager of PRAN-RFL does not work before he takes any decision. First he survey the market then he collect the data like what type product of are more demandable in the market, type of consumer, select the area then they sent this data to the dashboard (this is PRAN-RFL's own software) then they do some experimental trial in the market and show it to the management.

This process, how manager improve his decision.

Job rotation in PRAN_RFL

Job rotation means the employee can shift his task from one to another with his ability and skills. If employee suffer with his work he can change his task in same organization suppose aemployee work in hose keeping department he can shift his task to front office through cross training. Jobrotation also works as a motivation.

Sometimes some employees do extra work in other department in same organization to increase his skilled it is called cross training. Through cross training employee changes his department.

In PRAN-RFL also have job rotation for their employee. In PRAN-RFLif any employee suffers with his reutilization work they shift him to another section. In PRAN-RFL they transfer their expert to another. Like PRAN-RFL shifted their employee mr.ShamimChowdhury in Chittagong for making profit from best buy.

After shifting their employee, if he cannot make profit for PRAN-RFL they remove their employee from the organization according to the organizations law.

Before job rotation in PRAN-RFL they give training to their employee and also follow time period according to the employee position.

Alternative work arrangement

Alternative work arrangements are also a form of motivation with flextime, job sharing and telecommuting. These are likely to be especially important for a diverse workforce of dual earner couples. This is very helpful for specially women, student and other people.

Flextime: flextime allows the people choose his working hours and of course there is a time limit. Flextime has become extremely popular according to the labor of statistics; nearly 26 percent of working women with children have flexible work schedules. Example- A woman has child he go to school at 10 A.M return home at 4 P.M so the employee choose her time from 8 A.M to 5 P.M so that she can give time to her family.

In PRAN-RFL if any employee wants to change his shift he can but there are some department has only one shift and this is problem for the employees of this department.

Job sharing: Job sharing allows two or more individuals split traditional 40 hours week a job. One might perform the job from 8 A.M to noon another from 1 P.M to 5 P.M or they do the job full time but in alternate days.

In PRAN-RFL they do not follow job sharing.

Telecommuting: telecommuting means work at least two days a week from home on computer that is linked with employee's office. This is very ideal job for many people. There is no disturbed from colleagues, freedom of your dress and so on. In PRAN-RFL they don't have this opportunity for the employee.

The variable pay program of rewarding employee at PRAN-RFL

Variable pay is employee satisfaction that changes as compared to the employee salary which is paid in equal and expected proportion throughout the year. Variable pay is generally used to reward employees for their effort, contribution for the organization, for making profitability and the safety of the employee. The organization gives reward to the employee so that they can work and utilize their ability properly and help the organization for achieve the goal.

There are so many organization who can't achieve their goal because of the employee, the employee of that company is not happy because they don't have any reward system like skilled based pay merit based pay and profit sharing.

Piece rate plans, merit-based pay, bonuses, profit sharing, gainshairng and employee stock ownership plans are all forms of a variable pay programs, which bases a portion of an employee's pay on some individual or organizational measure of performance. Earning therefore fluctuate up and down.

Variable pay program is a paying method that gives to the employee based on his performance. There are some variable pay programs that organization follow-

- Piece rate pay system: piece rate pay system means the employee is paid by per unit of creation.
- Merit based pay: merit based pay plan means pays on individual performance based on his performance evaluation status.
- Bonuses: Bonuses that give to the employee on the basis of festival.
- Skill-based pay: this reward gives to the employee on the basis of employees' skills and ability.
- Profit-sharing plan: This also a kind of reward that give to the employee on the basis of company's profit.

- Gainsharing : A formula based group incentive plan (Stephen p. Robins and Timothy A. judge)
- Employee stock owner's equity: The employee can buy some stock from the organization with less price rather than market price.

In the PRAN-RFL they have some variable pay programs to rewarding employees-

- Bonuses: They give bonuses to their employees according to the position like Eid bonuses and tour package.
- Skilled based pay: PRAN-RFL paid more according the employees skills.
- Merit based pay: PRAN-RFL is following this pay program. They give financial support to their employee for getting higher training, for research.

Corporate social Responsibilities of PRAN-RFL

Corporate social responsibility is a type of task where the organization does lots of social work without any benefit.

The organization usually does the business and produces the product and makes profit. These activities greatly effect of our society. Socialresponsibility is the social awareness that is done by the organization to fill up the bad impact which is done by the organization. Besides emphasizing profit, firm concerned with social responsibilities voluntarily engage in activities that benefit society. A socially responsible firm makes lot of work or arrange lot social program to increase a positive impact on society and reducing its negative impact.

Today lot of firms practices social responsibilities like many business firms plant tree in high way to fill up the gap that they are created. They also give financial support to the government for the social work. They also give financial support to the hospital, poor student and so on.

PRAN-RFL also does some social responsibilities. They are engaging themselves in a lot of social arrangement. PRAN-RFL built school, college and hospital for their employee. PRAN-RFL also gives financial support for social welfare and so on.

Conclusion

This industry visit is happened base on our course organizational behavior. We went there to understand what is the different between book study and real life practice. Now we are understand the real life activities that the organization do and we also learn what type structure must be follow to become a successful organization like PRAN-RFL.

Reference:

Company overview: <http://www.rflbd.com/profile.php>
[andhttps://en.wikipedia.org/wiki/PRAN-RFL_Group](https://en.wikipedia.org/wiki/PRAN-RFL_Group)

2)OB book ((Stephen p. Robins and Timothy A. judge)

4) OB book ((Stephen p. Robins and Timothy A. judge)

5)(Stephen p. Robins and Timothy A. judge) OB BOOK

6)2)business communication book (lesikar, flatley, rentz)

Appendix:

