

Internship Report on
"Leveraging Emotional Intelligence and Technology for Operational Excellence at TechnoNext Software Limited"



Submitted to
Islamic University of Technology
in partial fulfillment of the requirements for the degree of
BBA in Technology Management

Submitted by
I understand that my final report will become part of the permanent collection of the Islamic University of Technology (IUT) in partial fulfillment of the requirements for the degree of BBA in Technology Management. My signature below authorizes the release of my final report to any reader upon request.

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Letter of Transmittal

September 4, 2025

Dr. Mohammad Shamsu Uddin
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Subject: Submission of Internship Report Sir,

I hereby submit the internship report titled “Leveraging Emotional Intelligence and Technology for Operational Excellence at TechnoNext Software Limited” which is a mandatory part of the internship program.

It was a privilege to work under your supervision. I tried my best to portray my internship in the report. The opportunity enabled me to bridge my academic knowledge and corporate practices. I believe that the practical knowledge and experience I gained from this study added values to my professional career. I hope my effort will meet the expectations.

I will be available for clarification of any point of the report.

Sincerely Yours,

Imran Nazir Nahin

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Declaration

I, Imran Nazir Nahin, a student of the Department of Business and Technology Management (BTM) of Islamic University of Technology (IUT) hereby attest to the fact that this report is purely my own work and has been prepared under the supervision of Dr. Mohammad Shamsu Uddin, Associate Professor in the Department of Business and Technology Management.

I also ascertain that I have not given this report to any other person or organization, in return for any kind of certificates. Furthermore, I take full responsibility for any violations of the university's plagiarism and AI usage detection policies.

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Acknowledgement

I express my gratitude to Islamic University of Technology (IUT) and to TechnoNext Software Limited for giving me the opportunity to complete my internship as an Admin intern in the Department of Information Technology.

I am thankful to Md. Rashidul Islam, Head of Operations, for being my first point of contact and helping me start the journey. Especially, my sincere gratitude to my academic supervisor, Dr. Mohammad Shamsu Uddin, Associate Professor, Department of Business and Technology Management, for his cordial guidance and motivation to experience independently rather than staying topic-bound.

My heartfelt thanks to Md Kamrul Hasan, Head of HR & Admin, for his friendly collaboration and appreciation. I also thank Kamal Hossain, Executive Admin, HR & Admin, for his flexibility, collaboration, and encouraging feedback during our work together as my supervisor.

The fortune gives me the fragrance for the constant support of Md Ramzan Hossain, my father; Mst. Nargish Sultana, my mother; wherever the internship is a notable one.

I am grateful to everyone who contributed to making this internship a success.

Executive Summary

This report covers my internship experience as an admin intern at TechnoNext Software Limited in the department of administration during the tenure of May 18, 2025, to August 18, 2025. I worked for the smooth operation of the company. This internship program was a partial fulfilment of the requirements for the degree of BBA in Technology Management.

During my internship, I was primarily involved in administrative and operational activities. My recurring tasks included monitoring employee welfare (meals, hygiene, and cleanliness), assisting with office relocation, purchasing equipment, supporting the HR team in recruitment, handling invoices, and verifying staff attendance through ERP software. These activities allowed me to connect my academic knowledge with practical operations, especially in areas of management, HRM, financial accounting, organizational behavior, and ERP systems.

The work environment was largely positive, with supportive colleagues and professional staff. However, I also faced challenges. These challenges enhanced my skills in adaptability, problem-solving, and emotional intelligence, which are crucial for future professional growth.

Overall, this internship provided me with valuable insights into the intersection of technology, management, and human resource practices, preparing me to contribute effectively in my future career.

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Chapter 1: Introduction

This report is a must for the course Internship (BTM 4800). In this report I have shared my practical experiences while doing an internship at TechnoNext Software Limited, a concern of US Bangla Group. As a final semester student of Business and Technology Management it is mandatory for me to submit this report.

In this part I will cover the purpose of doing my internship and analyze the workings of my organizational capacity and self-learning. This internship helps me to find how the administrative department works in a company. As an Admin-intern in a software-based company, it is easy for me to align my business and technology knowledge all together.

1.1 Background of the Report

This report is written down to the requirements of Course BTM 4800. The main focus of the internship program is to analyze the theoretical knowledge in the practical field and the success of the subject in the market as a newborn one. This report shows the accuracy of fulfilling BTM's mission and vision. This report provides an overview of my internship as an admin intern at TechnoNext Software Limited.

1.2 Objectives of the Study

The General objective of the report is to outline the knowledge and understanding that I have acquired throughout my internship phase, over time, and also evaluate the regular operational management procedure and performance of TechnoNext Software Limited. There are also some specific objectives of this report.

- I. Learn how an organization carries out its regular activities.
- II. Learn about the organizational culture through interaction with people.
- III. Get a holistic overview of the organization, its work environment, and its culture.

1.3 Significance of the study

The significance of the study depends on the learnings of the internship I have completed. This report shows how much I have learned according to my internship period. This report is the proof of my practical knowledge that I have learned while working at TechnoNext Software Limited. It helps me to reflect on my skills, strengths, areas of improvement, and how my academic knowledge applies in a professional setting.

1.4 Methodology

Primary Sources:

A huge part of this report is written based on the data gathered through primary observation. The majority of the components and insights reported were obtained through face-to-face conversations with employees and colleagues.

Secondary Sources:

While most of the parts of this report are written through primary observations, there are some of the contents that are written from the information gathered from secondary sources. Some of the sources are-

- I. Company Website.
- II. Google search engine.
- III. Research papers on different software companies.

1.5 Limitations

I have tried my best to make the most of the experience to be noted, but some of the limitations include-

- I. There are some confidential data that I couldn't use for my report.
- II. As an intern, some of the responsibilities are restricted.
- III. The findings and observations from one department or office might not reflect the operations of the entire organization.

Chapter-2: Company Overview

2.1 Introduction

TechnoNext Software Limited is a Company that brings digital solutions to the Tech World. This is a sister concern of US Bangla Airlines. This company engineers robust, scalable software solutions that drive digital transformation. With sleek design and advanced technology, it turns bold ideas into real-world impact.



Figure 2.1: Company Logo

Figure 2.1 determines the company logo. The company's existing engineers made this logo. The company delivers scalable, secure software using modern frameworks and agile practices to help you innovate faster and optimize operations.

2.2 History

TechnoNext's journey is not that long. It is 2021 when TechnoNext Software Limited started its journey with a few employees. US Bangla Airlines established this company to support all the other concerns of US Bangla Airlines in the tech field. This is now growing rapidly. It has already crossed its employee count of over 500 & it has more than 20 Customer companies.

2.3 Mission, Vision, Core Values

The company has mission, vision & core values like other organizations.

2.3.1 Mission

Deliver scalable, secure software solutions tailored to businesses worldwide. Using modern tech, cloud architectures, agile methods, and AI automation, we optimize performance and security. Build lasting partnerships that drive growth and innovation, helping businesses stay competitive in a fast-changing digital world (TechnoNext, 2025).

2.3.2 Vision

To be a leading software company that drives local and global business success. It aims to empower businesses through innovation, excellence, and technology, creating impactful solutions that scale across industries and global markets (TechnoNext, 2025).

2.3.3 Core Values

This company ensures excellence at every stage, from discovery to delivery, through precision, transparency, and a deep commitment to lasting client success.

- I. User-Focused Solutions
- II. Agile, Timely Delivery
- III. Skilled and Collaborative Team (TechnoNext, 2025).

2.4 Services

As a software development company, most of its innovations are service-based. It is trying to develop its service efficiency & quality day by day. Some of them are;

2.4.1 Software Development

It designs custom software that fits business needs. From idea to deployment and support, everything is handled with precision. Deliver high-performance, secure, scalable solutions (TechnoNext, 2025).

2.4.2 System Integration

Its integration services ensure all software and hardware communicate effortlessly, creating smooth and efficient business operations. By connecting older platforms with new applications, it improves data accuracy, cuts manual work, and unifies workflows across departments. This seamless interoperability drives better performance, enabling teams to work smarter and faster every day (TechnoNext, 2025).

2.4.3 UI/UX Design

TechnoNext creates user interfaces that are visually stunning and easy to navigate, making every interaction delightful and efficient. The approach includes in-depth user research and usability testing, ensuring designs that truly meet user needs. Using advanced tools like Figma and Adobe XD, we deliver experiences that boost engagement and strengthen brand loyalty (TechnoNext, 2025).

2.4.4 AI & Machine Learning

TechnoNext leverages artificial intelligence and machine learning to streamline tasks, saving time and reducing errors. Its solutions use predictive analytics and natural language processing to deliver highly customized interactions. By enabling smarter decision-making and optimizing resource use, AI opens doors to innovative growth (TechnoNext, 2025).

2.4.5 Cyber Security Services

TechnoNext's cybersecurity services provide advanced threat detection and rapid response to keep systems safe. It employs cutting-edge encryption, vulnerability assessments, and compliance checks to safeguard against evolving threats. This approach helps businesses meet standards, giving you confidence and security in digital operations (TechnoNext, 2025).

2.4.6 System Maintenance

Regular updates and patch management keep systems secure and efficient, preventing unexpected disruptions. Continuously monitor software to spot and fix problems before they impact businesses. The maintenance services ensure software evolves with business needs, staying reliable and up to date (TechnoNext, 2025).

2.4.7 Software Testing

TechnoNext performs rigorous software testing to ensure system stability and performance before release. Automated and manual test cycles help catch defects early, reducing post-launch issues. From functionality to security testing, we deliver robust, reliable software products (TechnoNext, 2025).

2.4.8 DevOps Services

TechnoNext's DevOps approach fosters collaboration between teams to speed software delivery and improve quality. It implements CI/CD pipelines and automation to enable rapid, reliable deployments. Continuous monitoring and automation help systems scale efficiently while maintaining robust security (TechnoNext, 2025).

2.4.9 Project Management & Agile

TechnoNext uses agile methodologies to keep projects on schedule and aligned with business goals. Through continuous collaboration and iterative reviews, it adapts quickly to changes and challenges. A proactive approach ensures risks are managed effectively, delivering results that exceed expectations (TechnoNext, 2025).

2.5 Management Organogram

This company also has a management team, and it operates accordingly. Figure 2.2 illustrates the company's organizational chart.

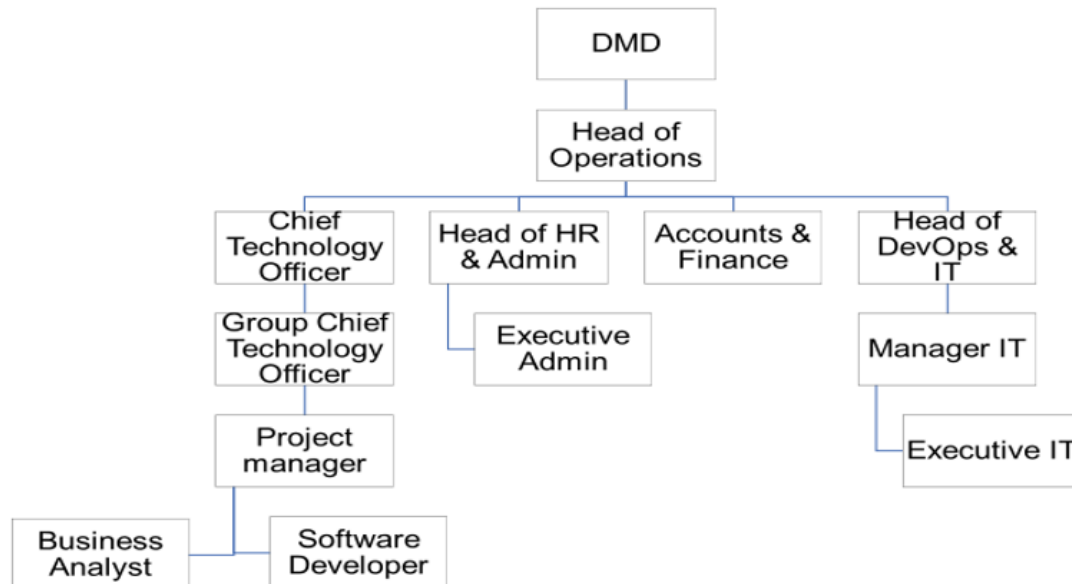


Figure 2.2: Company Organogram

2.6 Departments

The company has a good number of departments that make company to be more stable;

- I. Accounts & Finance
- II. Admin
- III. Audit & Cost Control
- IV. Business Analysis
- V. Business Development
- VI. Cyber Security
- VII. Data Platform
- VIII. DevOps
- IX. HR & Admin
- X. IT & Networking
- XI. Management
- XII. Product Design
- XIII. RnD & Innovation
- XIV. Software Development
- XV. Software Quality Assurance

2.7 Collaborative Partners

TechnoNext has partners who are taking tech services.



Figure 2.3 Business Partners

US-Bangla Airlines has over 20 business concerns, all of which rely heavily on TechnoNext Software Limited for their software solutions. As illustrated in Figure 2.3, a network of companies is connected with TechnoNext, using its digital solutions and acting as strategic business partners. While TechnoNext Software Limited serves international clients as well, the majority of its clientele is currently local, reflecting its strong presence in the domestic market. These collaborative partnerships play a significant role in generating revenue for TechnoNext. Among these partners, some are entirely dependent on TechnoNext for their digital solutions, relying on the company for all software needs, while others use TechnoNext's software alongside pre-existing solutions. In both cases, these partnerships are mutually beneficial: the companies gain efficient, modern software solutions, and TechnoNext secures a steady stream of revenue while expanding its influence across various industries.

2.8 SOWT Analysis

2.8.1 Strength:

The company has some qualities that enable company to be grow more;

- I. The company has the advantage of being backed by a strong mother concern, which provides financial stability and long-term security.
- II. With over 500 employees, the organization has access to a large and diverse workforce capable of handling multiple projects simultaneously.
- III. It maintains strong industry relationships with more than 20 collaborative partners, which enhances business opportunities and resource sharing.
- IV. The company has a pool of skilled and experienced manpower, giving it a competitive edge in executing complex projects successfully

2.8.2 Opportunity

As a growing company it has high chance of opportunity;

- I. The software development industry in Bangladesh is still in a growth stage, creating vast opportunities for the company to position itself as a market leader.
- II. Increasing digital transformation initiatives in both public and private sectors are driving demand for IT services and software solutions.
- III. The company can leverage its workforce expertise to expand into high-demand areas such as artificial intelligence, cloud computing, and cybersecurity.
- IV. Its strong backing and industry connections allow the firm to explore international markets, particularly outsourcing opportunities in North America, Europe, and the Middle East.

2.8.3 Weakness:

There are some issues in a company that considered as weakness;

- I. The company tends to operate in a reactive manner, handling most tasks immediately without adequate pre-planning. This reduces efficiency and increases risks.
- II. There is a noticeable lack of structured management planning before making key decisions, which can lead to operational inefficiencies.
- III. The organization is highly dependent on the decisions of a single individual, creating vulnerability if that person is unavailable or makes poor judgment.
- IV. While the company is expanding its workforce, it faces challenges in retaining employees long-term, particularly skilled professionals who may seek better opportunities elsewhere.

2.8.4 Threat:

There are some mismanagement that can be threat for the company;

- I. The company's heavy reliance on its mother concern poses a major risk; if the parent organization withdraws its support, the subsidiary could face closure.
- II. Growing competition in the Bangladeshi software industry, with both local startups and international firms entering the market, may reduce profitability.
- III. Rapid technological changes (e.g., low-code platforms, SaaS solutions) could threaten demand for traditional software development services.
Rising employee turnover across the IT sector increases the threat of losing trained manpower to competitors, which could affect project delivery.

Chapter 3: Industry Analysis

3.1 Brief Description of the Industry

Global

The software industry covers everything from custom business apps and mobile apps to AI tools, cloud services, and software subscriptions. It mixes technology, design, and product planning to help businesses go digital in all kinds of industries.

Bangladesh

In Bangladesh, the ICT sector-which includes software development and related services is growing fast. It supports both exports and local digital projects, as well as government programs under the “Digital Bangladesh” vision. Even before this initiative, the government had already started taking steps to bring a digital revolution to the country.

3.2 Size & Growth of the Industry

Worldwide

Global IT spending is expected to reach \$5.43 trillion in 2025 (up 7.9%), with growth mainly driven by generative AI and infrastructure. The software development market is valued at \$572 billion in 2025 and is growing at about 12.9% per year, expected to pass \$1 trillion by 2030. Custom software development alone was about \$43 billion in 2024 and is forecasted to grow about 22.6% annually until 2030. The global application development software market was \$203.35 billion in 2022 and is expected to hit \$1,450.87 billion by 2031 (ITPro., 2024).

Bangladesh

Software development involves several stages-coming up with ideas, designing, programming, documenting, and testing. In Bangladesh, the software industry is still small but making an impact. With a population of over 200 million, the country has more than 4,500 registered software and ICT companies, employing over 300,000 local developers and specialists. They produce software worth \$1.18 billion. Enterprise software alone will be about \$480 million in 2025. In 2020–21, Bangladesh’s ICT sector earned \$1.3 billion from export and \$1.4 billion from local use, contributing about 0.8% of GDP. The country aims to reach \$5 billion in ICT exports by 2025 (Wikipedia, 2024).

3.3 Maturity of the Industry

The software industry is both stable and fast-changing. Core areas like enterprise software and basic development services are well-established, with big companies, predictable business models (like licensing and SaaS), and standard methods (Agile, DevOps, SDLC). At the same time, newer areas like AI-powered tools, low-code/no-code platforms, and specialized industry solutions are growing quickly. Large companies focus on scale and reliability, while smaller ones compete with speed, unique expertise, and lower costs (wifitalents, 2025).

Key Organizations in Bangladesh's Software Industry

- I. **Bangladesh Association of Software and Information Services (BASIS)**
Formed in 1998, BASIS is the main national organization for software and IT companies in Bangladesh. It started with 82 members in 2003 and grew to 2,165 members by the end of 2022. BASIS organizes seminars, workshops, programming contests, and trade shows, and represents Bangladesh in international IT events.
- II. **Bangladesh Computer Samity (BCS)**
Founded in 1987, BCS is the national association for businesses involved in both hardware and software—covering sellers, wholesalers, assemblers, and developers. As of December 2022, it has 2,353 members. Many companies are members of both BASIS and BCS.
- III. **Bangladesh Computer Council (BCC)**
An independent agency under the Ministry of Science and ICT, BCC supports various IT-related projects and activities across the country.

3.4 Seasonality of the industry

The software industry has some seasonal patterns, but they are less noticeable than in retail or tourism.

Budget cycles – Many IT projects start at the beginning of a company's fiscal year or after budgets are approved (often in Q1 or Q3), leading to spikes in sales and new projects.

Hiring cycles – Hiring slows during major holidays and speeds up after budgets are set. It also changes based on funding and product launch schedules.

Product release cycles – Releases are often planned around product roadmaps instead of fixed seasons.

Overall – Activity peaks usually follow client budgets and fiscal calendars, not consumer buying seasons.

3.5 PESTEL Analysis

3.5.1 Political

- I. Governments set rules for data protection, cybersecurity, and IT trade.
- II. Global trade issues (like US-China tensions) can affect outsourcing.
- III. In Bangladesh, the government is pushing “Digital Bangladesh” and Vision 2041, with a target of earning US \$5 billion from IT exports by 2025 (currently about US \$1.3–1.4B).
- IV. Over 4,500 IT companies and about 750,000 workers are active in this sector (itransition, 2025).

3.5.2 Economic

- I. The software market grows with GDP and IT budgets but slows during recessions.
- II. In Bangladesh, the software market is expected to reach US \$1.10B by 2025 and US \$1.65B by 2030, growing 8.45% every year.
- III. IT/ITES contributes about 1.3% to Bangladesh’s GDP.
- IV. Globally, IT spending is set to reach US \$5.43 trillion in 2025, with software alone worth about US \$980B (itransition, 2025).

3.5.3 Social

- I. People now expect easy-to-use, smart apps for daily life.
- II. Remote work and freelancing are very common.
- III. In Bangladesh, training programs like SEIP have trained 800,000+ people, with 70% finding jobs and 30% being women.
- IV. Globally, 82% of companies expect their software to use AI by 2025 (itransition, 2025).

3.5.4 Technological

- I. New technologies like cloud, AI, machine learning, low-code, and DevOps are changing software.
- II. Global spending on cloud services was US \$706B, and is expected to hit US \$1.3T by 2025.
- III. Enterprise software spending was over US \$1 trillion in 2024, growing about 12% per year.
- IV. Low-code/no-code platforms are growing very fast, from US \$22B in 2023 to a projected US \$264B by 2032 (itransition, 2025).

3.5.5 Environmental

- I. Software companies don't pollute directly, but data centers use huge amounts of energy.
- II. The global data center market could be worth US \$1.4 trillion by 2027.
- III. In Bangladesh, floods and cyclones often push companies to allow work-from-home, which also reduces carbon emissions (itransition, 2025).

3.5.6 Legal

- I. Privacy laws like GDPR affect how software is built and sold.
- II. Protecting intellectual property (IP) is very important for exports.
- III. Bangladesh needs stronger data privacy and cyber laws, since exports are expected to rise from US \$1.3B to US \$5B by 2025 (itransition, 2025).

3.6 Porter's Five Forces

3.6.1 Threat of New Entrants - Medium to High

In today's technology-based world every organization is trying to be more technologically advanced, which creates chance of new entries;

- I. **Entry barriers are low:** Starting a small software company is relatively easy. Free tools, cloud services (AWS, Azure, GCP), and open-source technologies allow new firms to set up quickly with limited capital.
- II. **Challenges for scaling:** While small firms can enter, winning enterprise-level projects is much harder. Large clients demand:
 - A. Proven delivery track record
 - B. Strong cybersecurity measures
 - C. Compliance with international standards
 - D. Skilled project management
- III. **Bangladesh perspective:** Many startups emerge each year, but only a few scale to international export markets due to limited brand recognition and lack of global certifications.

3.6.2 Bargaining Power of Suppliers - Low to Medium

There are only tangible assets in term of using monitor and laptop, but most of the supplies are intangible assets so bargaining power is not that high;

- I. **Main suppliers are talent and platforms:** For software companies, “suppliers” mean skilled developers, designers, cloud service providers, and tech tools.
- II. **Abundant general talent:** There is a large pool of general developers worldwide, which keeps supplier power relatively low.
- III. **Shortage in niche skills:** Specialized talent in AI/ML, DevOps, cybersecurity, and blockchain is limited. These professionals can negotiate higher salaries or consulting rates.
- IV. **Platform dependency:** Firms relying heavily on cloud providers (AWS, Azure, Google Cloud) face switching costs and dependency risk.

3.6.3 Bargaining Power of Buyers - High

There are lots of software companies in the international market; that makes bargaining power high.

- I. **Many options for buyers:** Clients can easily find multiple vendors-both local and international-who can deliver similar services.
- II. **High price sensitivity:** Buyers often compare costs and negotiate aggressively. Large enterprise clients may demand:
 - A. Lower pricing
 - B. Strict delivery timelines
 - C. Custom service-level agreements (SLAs)
- III. **Switching cost is low:** Unless software is deeply integrated into a client’s operations, switching to another provider is relatively easy.
- IV. **Bangladesh outsourcing angle:** International clients often hire Bangladeshi firms for cost efficiency, but they can shift quickly to competitors in India, Vietnam, or Eastern Europe if service levels drop.

3.6.4 Threat of Substitutes - Medium

The threat of substitute service is not that much because people want more custom-made software.

- I. **Substitute options:**
 - A. Low-code/no-code platforms (e.g., Microsoft Power Apps, OutSystems, Zoho Creator) allow businesses to build apps without hiring developers.
 - B. Ready-made SaaS solutions (e.g., Salesforce, Shopify, Slack) can replace custom-built tools for common business needs.
 - C. Offshore teams/freelancers are cheaper alternatives for small projects.

- II. **Limitations of substitutes:** For complex, large-scale, or highly integrated enterprise systems, substitutes are not sufficient. Custom development remains essential for scalability, data security, and integration with legacy systems.

3.6.5 Rivalry Among Existing Competitors - High

Every organization is developing its service quality, which creates a high chance of rivalry.

- I. **Highly competitive market:** Thousands of software firms compete globally-ranging from big tech companies (IBM, Accenture, Infosys) to small boutique development shops.
- II. **Basis of competition:**
 - A. Price (especially in outsourcing markets like Bangladesh, India, Vietnam)
 - B. Quality of software and support
 - C. Speed and flexibility (agile development, DevOps)
 - D. Niche expertise (AI, FinTech, HealthTech, cybersecurity)
- III. **Local perspective:** In Bangladesh, rivalry is increasing as more firms enter IT outsourcing. Companies differentiate by specializing (e.g., FinTech software, healthcare solutions, or game development) and building long-term relationships with international clients.

Chapter 4: Main Activities

4.1 Types of recurring tasks

Most of my workings are daily based & I have assigned some of the tasks.

I. Employee Entertainment and Refreshments

I was responsible for monitoring the distribution of employee refreshments, which included verifying that the count of breakfast items and fruits matched the invoices received. Additionally, I calculated the daily lunch requirements and placed accurate orders with vendors to ensure there was neither shortage nor wastage.

II. Hygiene and Cleanliness

A key recurring task involved checking whether the office maintained proper hygiene and cleanliness standards. This required daily inspections to ensure that workspaces, common areas, and facilities were consistently kept in good condition.

III. Office Relocation Support

During the office shifting process to a new location, I had to ensure and verify that all office equipment-including laptops, monitors, UPS devices, and all-in-one desktops-were properly transferred. I also cross-checked that employees received their respective devices without any mismatches.

IV. Procurement for New Office Setup

I was actively involved in purchasing equipment for the new office location. This included visiting markets to procure electronic devices and interior items necessary for setting up and rearranging the new workplace environment.

V. Monitoring Staff Activities

Part of my responsibilities included overseeing office staff activities to ensure tasks were performed efficiently. I also monitored employee attendance through the ERP software to verify accuracy and proper record-keeping.

VI. Assistance to the HR Team

I supported the Human Resources department in various recruitment-related activities. This included assisting in the candidate selection process and helping to organize and maintain staff recruitment documentation.

4.2 Working conditions & functions

Office location: The office had two locations during the starting of my internship.

Old location- 97 House, Shorowardy Avenue, Baridhara diplomatic zone, Dhaka.

New location- Talukder Tower, Sayed Nagar auto stand, Notun Bazar, Dhaka.

Typical working days: My typical working days were Sunday to Thursday.

Typical working hours: My typical working hours were 9 AM to 6 PM.

Unusual working time: In the office shifting time I have work until 10 PM & there is no extra payment for overtime.

4.3 Difficulties & Challenges

I have tried my best to be dedicated to the company, but there are some difficulties that make me frustrated.

- I. One of the biggest difficulties I faced during my internship was the long daily commute from Gazipur to Dhaka and back. The journey consumed a significant amount of time and energy, which often left me feeling exhausted after office hours. On certain days, especially during office shifts, I had to work until 10 PM at night. Since most of these shifts took place on Thursdays, it became particularly challenging to attend my university classes on Fridays with full concentration.
- II. Another challenge was the requirement to manage tasks across two separate office locations. Regularly traveling between them required additional time and effort, which sometimes made it difficult to balance my responsibilities.
- III. Most of my responsibilities were people-oriented tasks, which meant I had to engage with employees directly and handle their emotions. Managing human emotions is never easy, and it required me to apply emotional intelligence, patience, and empathy in order to maintain positive relationships and ensure smooth operations.
- IV. In addition, I was responsible for sourcing items from the marketplace, such as office equipment and supplies. Coordinating with multiple vendors and physically visiting different markets often proved difficult, especially when managing other urgent office tasks at the same time.

- V. Perhaps the most difficult challenge I faced was during the fruit-giving ceremony organized by the Managing Director (MD) of US Bangla Group. On that day, I was given only three hours to organize, distribute, and verify the proper allocation of fruits to all employees. The task required me to ensure accuracy, fairness, and speed within a very limited timeframe. Although it was stressful, the experience taught me the importance of quick decision-making, time management, and leadership under pressure.

4.4 Working Interaction

I had to interact with the **Head of Operations** of TechnoNext, Md Rashidul Islam, regularly for better operation.

I had interacted with **Head of HR & Admin**, Md Kamrul Hasan; to ensure the solutions of operational issues.

Software developer- Communicate with them about their problems associated with operations.

Office staff- I had observed their work & regularly communicated with them.

Communication mode: Most of the communication was on phone calls, but communication with management was face-to-face.

4.5 Working tools

Most of my work was physical. Some workings like documentation, invoices were in excel and word.

All in One: I had been assigned an ALL IN ONE of Dell. The windows was Windows 11 pro. Processor of 12th Gen Intel(R) Core (TM) i5-1235U (1.30 GHz).

Excel: As there are a lot of invoices so it was easy to record them in excel & calculate the correct amount through using excel formula. Figure 4.1 & Figure 4.2 is the templet I had made for my work.

Word: Different adjustment forms, approval sheets were made in word. Figure 4.3 shows my workings in word.

ERP: Using ERP software to find out the attendance of the employee & verify the exact amount of quantity for lunch.

4.6 Correlation with theory & practice

Principles of Management

Since administration is a core part of management, I often had to make immediate decisions to handle unexpected situations in the office. Through my internship experience, I realized that the planning function of management was relatively weak in practice, which sometimes caused difficulties in execution. This gave me a practical understanding of how effective planning can make day-to-day management smoother and more efficient.

Business Communication

This course significantly improved my ability to communicate with professionals in a clear and respectful manner. During my internship, I had to manage conflicts, handle employee queries, and coordinate with vendors. Applying the principles of business communication, I learned to remain calm, use professional language, and ensure my messages were understood without creating tension.

Organizational Behavior

The concepts of organizational behavior helped me adapt to the workplace culture. I maintained corporate etiquette in dress, body language, and communication style, which built a professional impression. Moreover, this knowledge allowed me to understand employee behavior and workplace dynamics, helping me interact more effectively with colleagues.

Psychology

Psychology played an important role in managing people at work. I often had to deal with employees' concerns, stress, or emotional issues. By applying psychological insights, I was able to listen empathetically, remain professional, and respond in a way that supported both the employee and the organization. This made me more confident in handling people-centric challenges.

Financial Accounting

I was responsible for small-scale financial tasks such as managing payments for office refreshments, vendor bills, and other day-to-day expenses. My knowledge of financial accounting helped me keep accurate records, balance bills with available cash, and maintain accountability. This experience strengthened my understanding of practical financial management in an organizational setting.

Human Resource Management (HRM)

HRM concepts guided me in managing office staff effectively. I began to view employees as valuable assets and focused on ensuring their work was properly organized and efficiently executed. I also assisted the HR team in recruitment activities and documentation, which gave me hands-on experience in people management.

Operations Management

Most of my administrative duties were operational in nature, such as coordinating office activities, ensuring timely delivery of services, and maintaining workflows. The course in operations management helped me understand the importance of process efficiency and resource utilization, which I applied in maintaining smooth office operations.

Enterprise Resource Planning (ERP)

During my internship, I had to use the ERP software regularly to verify staff attendance and maintain proper records. My academic knowledge of ERP systems helped me become familiar with how such platforms integrate different departments within an organization. This exposure improved my technical skills and gave me a practical perspective on how ERP supports overall organizational efficiency.

Technonext Software Ltd.

Plot #1337–1338, Talukdar Tower, Saied Nagar, Dhaka–1212

Manual Attendance Form

Name : _____
Designation : _____
Project Name : Technonext Software Ltd. ID : TN- _____
Location : Plot #1337–1338, Talukdar Tower, Saied Nagar, Dhaka–1212.

Sl. No.	Date	IN	OUT
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Figure 4.2: Manual Attendance Sheet

Chapter 5: Analysis of Internship Activities

5.1 Key Learning Outcomes

My 3 months internship gave me hands- on experiences about managing operational integrity & human emotions. It shows how to enhance business operations in a company. As a student of BBA in technology management I have realized appropriate technology management is crucial for every sector of an organization.

5.2 Work Environment Condition

The overall work environment during my internship was satisfactory and positive. My colleagues were friendly, approachable, and often motivated me to perform better. The supporting staff were disciplined, cooperative, and always ready to provide assistance when needed. This created a welcoming atmosphere that made it easier to adapt to the workplace culture. However, despite these positive aspects, I also faced certain challenges.

- I. The company operated across two office locations, and while the old office was clean, well-furnished, and fully functional, the new office was still under development. Because of this, the new location often remained in a constant state of construction or rearrangement, which made it difficult to maintain proper hygiene and cleanliness.
- II. Another major challenge was related to management practices. Often, decisions were made on short notice, and employees were expected to provide immediate responses. While this approach allowed for quick action, it also led to operational inefficiencies due to the lack of proper planning and preparation. This experience gave me firsthand exposure to the importance of strategic planning and structured decision-making in ensuring smooth operations.

5.3 Company level Analysis

The company is doing well as a company, but there are some analyses that can be looked after.

- **Rapid Growth:** TechnoNext Software Limited has grown rapidly since its establishment in 2021 as a sister concern of US-Bangla Airlines. With a workforce of over 500 employees and more than 20 collaborative partners, the company has built a strong foundation in a short time. Its services include custom software development, AI solutions, cybersecurity, system integration, and UI/UX design, giving it a diverse portfolio that supports both local and international businesses.

However, the company also faces some internal challenges.

- **Lack of structured planning:** One of the main issues is the lack of structured planning. Many decisions are taken immediately without a proper long-term strategy, which sometimes causes inefficiency in operations. In addition, the management system is highly centralized, with most key decisions depending on one individual (the Head of Operations). This creates a risk if the person is unavailable or makes a poor decision.
- **Continuous Employee joining:** Another challenge is the fast growth in employee numbers. While having more manpower is an advantage, retaining skilled employees for the long term will be difficult unless the company invests in strong HR policies and employee development programs. Furthermore, the company is heavily dependent on its parent organization, which is both a strength and a weakness. If the parent company (US-Bangla) reduces support, TechnoNext may face serious survival risks.

TechnoNext has the resources, manpower, and industry opportunities to grow further. But to sustain this growth, it needs to improve its management planning, decision-making structure, and employee retention strategy. By addressing these issues, the company can establish itself as a strong and independent player in Bangladesh's software industry.

5.4 Market Level Analysis

The software industry in Bangladesh is currently in a growth stage, with increasing demand for digital solutions in sectors such as banking, telecommunications, retail, healthcare, and government services. More businesses are shifting towards automation, cloud computing, AI, and ERP systems, which creates a significant market opportunity for companies like TechnoNext.

- I. **A high range of Service mix:** TechnoNext is well-positioned in this growing industry because of its broad range of services, including custom software development, system integration, UI/UX design, AI & machine learning, cybersecurity, and DevOps solutions. These services align well with the needs of Bangladeshi businesses that are looking for cost-effective, scalable, and secure technology solutions.
- II. **Market Competition:** However, the market is also becoming highly competitive. Local firms like Datasoft, Southtech, and large global players are competing for the same clients. Foreign companies often bring advanced technology and brand reputation, while smaller local firms offer cheaper services. TechnoNext needs to differentiate itself by leveraging its strong manpower, parent company support, and diverse service portfolio to build trust and long-term partnerships.
- III. **Global positioning:** Another important factor is the global outsourcing trend. Bangladesh has a growing pool of young IT professionals, making it an attractive location for foreign clients seeking affordable but skilled software development. If TechnoNext positions itself strategically, it can capture not only the local market but also expand into international markets.

5.5 Professional-Level Analysis

My internship provided me with both challenges and learning opportunities that helped me grow professionally:

Skill Application

- I. Applied management theories (planning, organizing, monitoring) in real workplace scenarios.
- II. Used ERP software to monitor attendance and operations, connecting academic learning to practical application.
- III. Gained hands-on experience in financial accounting while managing invoices and vendor payments.

Soft Skill Development

- I. Enhanced my communication skills by interacting with professionals, staff, and management.
- II. Developed emotional intelligence to handle employee concerns and manage workplace conflicts effectively.
- III. Strengthened my problem-solving skills, particularly in time-sensitive situations like the fruit distribution event.

Professional Challenges

- I. Managing long commutes and extended work hours tested my patience and time management.
- II. Adapting to two office locations and maintaining operational balance was a practical learning experience.
- III. Handling market purchases and event management improved my negotiation and multitasking skills.

Professional Growth

- I. Gained confidence in working with senior management and technical staff.
- II. Learned how theoretical concepts such as organizational behavior, HRM, and operations management are implemented in practice.
- III. Improved ability to work under pressure and manage multiple responsibilities at the same time.

Chapter 6: Recommendations and Conclusion

6.1 Recommendations

Based on my internship experience at TechnoNext Software Limited, I would like to present the following recommendations for the improvement of administrative and operational efficiency:

I. Improve Planning and Coordination

From my experience, many tasks were handled suddenly without prior preparation. If TechnoNext adopts more structured planning, it will reduce operational pressure and improve efficiency for everyone involved.

II. Employee Retention and Engagement

With over 500 employees, it is important to introduce long-term retention strategies, including training programs, performance rewards, and clear career growth opportunities. This would reduce employee turnover and maintain organizational stability.

III. Balanced Workload and Overtime Policy

During the office shifting period, I had to work till late evening without extra compensation. During office shifts and high-pressure periods, employees often work late without additional benefits. Introducing a formal overtime policy or compensatory leave system would boost morale and fairness.

IV. Decentralized Management Structure

Decision-making is heavily dependent on one person. Delegating responsibilities to different managers would make the organization more flexible, reduce bottlenecks, and improve overall efficiency.

6.2 Conclusion

My internship at TechnoNext Software Limited was not only about completing tasks but also about discovering myself in a professional setting. I learned how theories from my courses-such as Management, HRM, Organizational Behavior, and ERP-actually work in real life. I had to balance between handling invoices, monitoring staff, helping HR, managing office shifts, and even visiting markets for procurement. Each of these tasks taught me responsibility, time management, and adaptability.

This internship showed me how a growing tech company operates and how important it is to connect human emotions with operational efficiency. More than just professional skills, I developed confidence, problem-solving ability, and a deeper understanding of workplace culture. Despite some challenges-like long commutes, extended working hours, and operational inefficiencies due to quick decision-making-the internship strengthened my skills in communication, problem-solving, emotional intelligence, and adaptability.

Overall, the internship provided a clear perspective on how a fast-growing tech company like TechnoNext manages its people, operations, and services in a competitive market. This experience not only enhanced my professional abilities but also prepared me to take on greater responsibilities in my future career.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st week

Date: 18 May 2025 to 22 May 2025

List of activities with brief description:

1. Maintain proper communication with team members.
2. Observe the working activities of seniors and learning negotiation and communication skills from them.
3. Monitor daily office workings like- Cleaning, hygiene activities.
4. Help my supervisor (executive-admin) in invoice report checking.



Company Supervisor

Kamal Hossain

Executive-Admin

TechnoNext Software Limited



Academic Supervisor

Khadija Khanom

Lecturer

Islamic University of

Technology

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd week

Date: 24 May 2025 to 29 May 2025

List of activities with brief description:

1. Monitor daily office workings like- Cleaning, hygiene, health activities.
2. Help my supervisor (executive-admin) in invoice report checking and maintain the accuracy of the report.
3. Report accurate quantity measurement of foods for employees and helps in the accuracy of billings.
4. Visit towards other employees and communicate with them about their problem and report it to my supervisor.
5. Monitor different office attendant profile through ERP.


29.05.25

Company Supervisor

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Executive-Admin

TechnoNext Software Limited.


30.05.25

Academic Supervisor

Dr. Md. Shamsu Uddin

Assistant Professor

Department of BTM

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3rd week

Date: 1 June 2025 to 4 June 2025

List of activities with brief description:

1. Keep an eye on routine workplace tasks like cleaning, personal hygiene, and health-related activities.
2. Provide workforce members with accurate food quantity measurements, helping in appropriate billing.
3. Assist my supervisor in verifying the accuracy of the invoice report.
4. Use ERP to keep an eye on office attendant profiles and assist with new hires.
5. Assist with inventory management tasks, such as equipment tagging.



Company Supervisor

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 20.06.25

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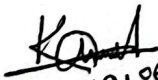
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th week

Date: 15 June 2025 to 19 June 2025

List of activities with brief description:

1. Went to the marketplace for purchasing and acknowledge negotiation skills.
2. Communicate with office staff to complete the daily operation properly.
3. Help in different documentation and report writing.
4. Use ERP software to list out employees' attendance.
5. Assist with office equipment shifting.


19.06.25

Company Supervisor

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20.06.25

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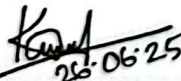
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5th week

Date: 22 June 2025 to 26 June 2025

List of activities with brief description:

1. Visited the marketplace to make purchases.
2. Assist with managing vendors.
3. To correctly do the daily tasks, communicate with the office workers.
4. Assist with various reports and documents.
5. Help in regular operations.
6. Help in moving office supplies.

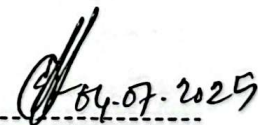


Company Supervisor

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6th week

Date: 29 June 2025 to 03 July 2025

List of activities with brief description:

1. I assisted with vendor management, which includes follow-up, communication, and coordination, in order to maintain friendly business relationships.
2. Engaged with office staff to completely understand and do routine administrative tasks.
3. Helped create a large number of documents and reports that were required for internal and external communication.
4. Helped move and organize office supplies so that every department had what they needed.
5. Assist with proper breakfast preparation and lunch counting for personnel.

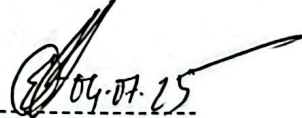


Company Supervisor

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7th week

Date: 7 July 2025 to 10 July 2025

List of activities with brief description:

1. Engage in bike and car parking management in the office garage for proper queue management.
2. Monitor regular operational activities for effective operation.
3. Invoice check and make payment.
4. Assist with proper breakfast preparation and launch counting for personnel.
5. Use Excel sheet for regular documentation.


----- 10/07/25
Company Supervisor

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----- 12.07.25
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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 8th week

Date: 13 July 2025 to 17 July 2025

List of activities with brief description:

1. Assist with basic office administrative tasks, including filing and data entry.
2. Support the management of office supplies and maintain inventory levels.
3. Help maintain office equipment and ensure it is in working order.
4. Support document management processes, ensuring proper filing and retrieval.
5. Perform general clerical tasks, including photocopying and scanning documents.



17.07.25
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18.07.25
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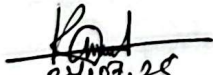
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9th week

Date: 20 July 2025 to 24 July 2025

List of activities with brief description:

1. Support document management processes, ensuring proper filing and retrieval.
2. Support the management of office supplies and maintain inventory levels.
3. Provide general support to the administrative team for various projects.
4. Assist with basic HR-related administrative tasks.
5. Provide assistance in ensuring compliance with office policies and procedures.
6. Make different payments & invoices. Check documents properly for smooth operation.


24.07.25

Company Supervisor

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25.07.25

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10th week

Date: 27 July 2025 to 31 July 2025

List of activities with brief description:

1. Develop communication skills by interacting with various vendors.
2. Maintain inventory levels and assist with office supply management.
3. Maintain constant communication with office workers to ensure smooth functioning.
4. Assist with the hiring procedure for office attendants.
5. Check attendance using ERP software.
6. Pay various bills and invoices. Verify documents thoroughly to ensure seamless operation.



Company Supervisor

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08.08.2025

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11th week

Date: 3 August 2025 to 7 August 2025

List of activities with brief description:

1. Keep an eye on the hygiene and cleanliness of the office. Keep the surroundings healthy.
2. Maintain office ethics and etiquette by keeping an eye on how the employees behave.
3. Maintain the accurate quantity of breakfast and lunch for the office employees.
4. Pay a variety of invoices and bills. Check documents carefully.
5. Pay attention to office workers' work habits and timeliness.



Company Supervisor

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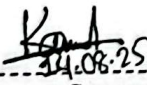
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th week

Date: 10 August 2025 to 14 August 2025

List of activities with brief description:

1. Observe the count of breakfast and fruits are properly done with the right count of invoices.
2. I have to ensure & verify that the user finds their own devices properly during shifting period.
3. Assist supervisor with reports, presentations, and follow-ups.
4. Managing meeting room spaces & install TV in the room.
5. Pay attention to office workers' attendance in ERP.
6. Communicate with management about office operations.



Company Supervisor

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