



**Cooperative Education Report:
Business Development Intern at Talent Connects**

Written by

Mr. Sooyog Shrestha

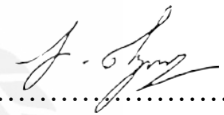
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**This report is submitted in partial fulfillment of the requirements for Cooperative
Education, Faculty of Business Administration, Academic semester 2/2022
Siam University**

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We have approved this cooperative education report as a partial fulfillment of the cooperative education program Academic Year 2019-2023.

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Abstract

This cooperative report entitled Business Development Intern at Talent Connects has the goals to study about the operation of the company in the HR tech industry and digital recruitment system. This cooperative education report contains the working experience of different tasks carried out as an executive intern.

Objectives of the study include: (1) maintaining relationships with clients by providing them with high-quality services and support. (2) Provide insights and recommendations for organizations looking to adopt or improve their use of HR technology. (3) Identify areas for improvement in the HR technology solutions offered by the company, based on feedback from clients and end-users. As an intern, I maintained client relationships through high-quality services and support, collaborated with sales and marketing teams to identify new business opportunities for company growth, and created organized and informative documents.

During this cooperative education program I have gained valuable learning experience, where I had the opportunity to take on a range of responsibilities and develop important skills. Working intensively for the organization, I have developed a strong sense of responsibility and learned how to work effectively in a professional setting. This practical cooperative education program also helped me learn how to make data-driven decisions and how to adapt to changing market conditions.

Keywords: client servicing, supporting business development initiatives, designing reports.

Acknowledgement

I would like to express my gratitude towards KCM and Siam University for providing an opportunity to understand the corporate world and gain valuable experience through the compulsory internship program. The experience has helped in professional growth and will be beneficial in the future.

I would like to thank Mr. Diwash Thapa and my supervisor Ms.Mancy Khadka for giving me the opportunity to work with Talent Connects as an intern and gain valuable experience in the field. Their support, guidance, and mentorship have been instrumental in shaping my professional growth and development.

I see this opportunity as a chance to advance in my career. I will strive to apply the skills and knowledge I gain in the most effective way possible, and I will constantly work to improve them in order to achieve my career goals.

Sooyog Shrestha

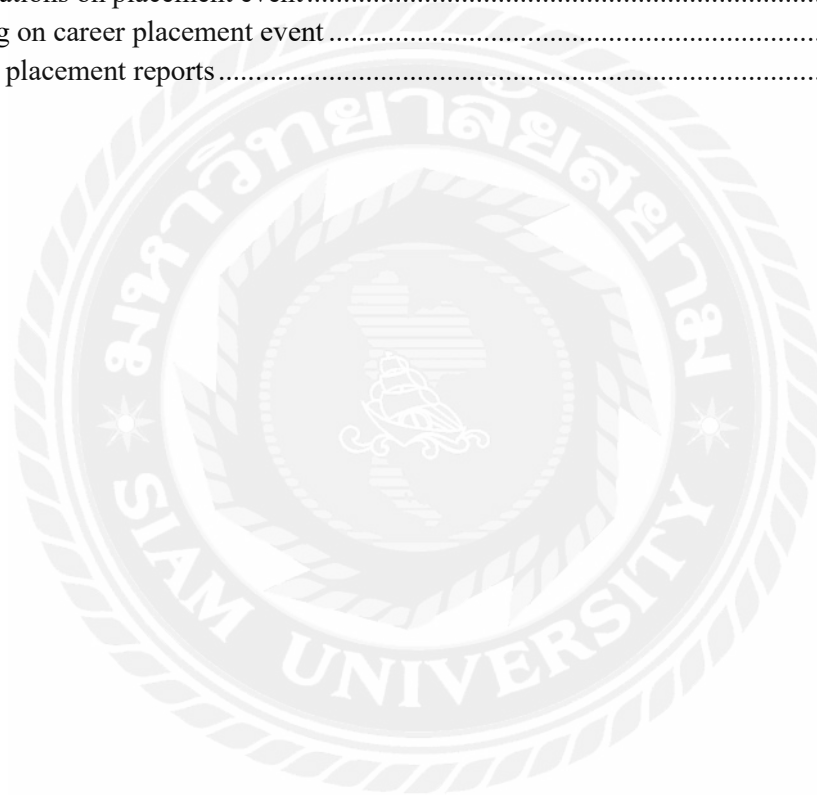
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CHAPTER 1: INTRODUCTION

1. Company Profile



Figure 1: Company Logo

Talent Connects is an ISO 9001: 2015 certified HR company established in year 2019. They built products related to HR and also provide HR consulting services to national and international companies based in Nepal, Australia, US and UK. At Talent Connects, they are passionate about connecting exceptional talent with meaningful opportunities. They understand that talent is the driving force behind any successful endeavor, and Talent Connects mission is to bridge the gap between talented individuals and organizations seeking their unique skills through our solutions. Also, Talent Connects provide cloud-based HR software that helps HR professionals to hire and manage employees for small and medium-sized organizations. This powerful yet easy-to-use HR software sets HR free to do great work and be more strategic. Their HR software is an all-in-one HR software that helps organizations to streamline and manage their HR operations from a single system. The company's motto is "Better Candidates | Better Business Growth", and it aims to be the preferred service provider for corporate hiring needs, using advanced technology to recruit talent from around the world.

1.1 Mission of the Company

Talent Connects is an innovative HR company with a mission to transform traditional HR practices by digitalizing HR functions. They understand the significance of technology in enhancing efficiency and streamlining operations. Through their cloud-based HR software, they provide organizations with a comprehensive and user-friendly platform to automate various HR processes,

ranging from recruitment to talent management, onboarding, performance evaluation, and payroll management. By empowering HR professionals to move away from manual tasks, Talent Connects enables them to focus on strategic initiatives that drive growth and success. Moreover, Talent Connects aims to bridge the gap between talented individuals and organizations by offering advanced recruitment solutions that connect exceptional talent with the right opportunities. With their commitment to digitalization and leveraging technology, Talent Connects strives to simplify HR operations, increase productivity, and facilitate data-driven decision-making for organizations worldwide.

1.2 Vision of the Company

Talent Connects has a clear and ambitious vision to become the best HR service provider globally. They aspire to excel in their industry and establish themselves as a leader in delivering exceptional HR solutions and services. By striving to be the best, Talent Connects aims to set a benchmark for excellence and innovation in the HR field. To achieve their vision, Talent Connects is committed to consistently exceeding client expectations and providing unparalleled HR consulting services. They understand that organizations worldwide have unique HR needs, and their vision is to address these needs with their expertise and cutting-edge solutions. By continuously improving their offerings and staying ahead of industry trends, Talent Connects aims to provide top-notch services that contribute to the success and growth of their clients.

1.3 Strategies of the Company

Talent Connects' strategic approach is centered around providing better candidates to their clients through in-house training and development, deep dive candidate analysis, and the use of technology to streamline the recruitment process. They have also expanded their services to include HR consulting, with the goal of helping small and medium-sized enterprises manage their human resources effectively.

Talent Connects has built a strong client base, with over 150 clients, and has helped over 350 graduates secure employment. Their success in attracting and retaining clients, as well as helping graduates secure employment, indicates that they are a reputable and effective talent acquisition company.

The company provides three major services to their clients, which include Smart Recruitment Software (ATS & HRIS), Candidate Sourcing, and HR Consulting. These services enable employers to streamline their recruitment process, attract top-quality talent, and manage their human resources effectively, which can ultimately lead to business growth and competitiveness.

Overall, Talent Connects' strategic approach is centered around providing quality services to their clients, using technology to streamline processes, and expanding their services to include HR consulting. Their commitment to providing better candidates to their clients and helping individuals secure employment has contributed to their success in the talent acquisition industry.

2. Organizational Structure

Talent Connects have a flat organizational structure with a small number of departments and a limited number of hierarchical levels. The Managing Director is at the top of the organization and is responsible for overall strategy and decision-making.

The director oversees the day-to-day operations of the company and manages the different departments, which are IT, Business Development, Finance, and HR. Each department have a number of employees, with the IT department having a software development team and an IT intern, the BD department having a BD Manager, sales associates/officer, marketing associates, and an intern, the HR department having an HR business partner and HR associates, and the Finance department having a finance assistant and cleaning assistant.

Overall, this structure suggests that Talent Connects is an organization that is focused on providing high-quality services to its clients. The flat structure may enable the company to be more agile and responsive to changes in the market, allowing it to quickly adapt to new trends and demands.

2.1 Diagram of the organizational structure

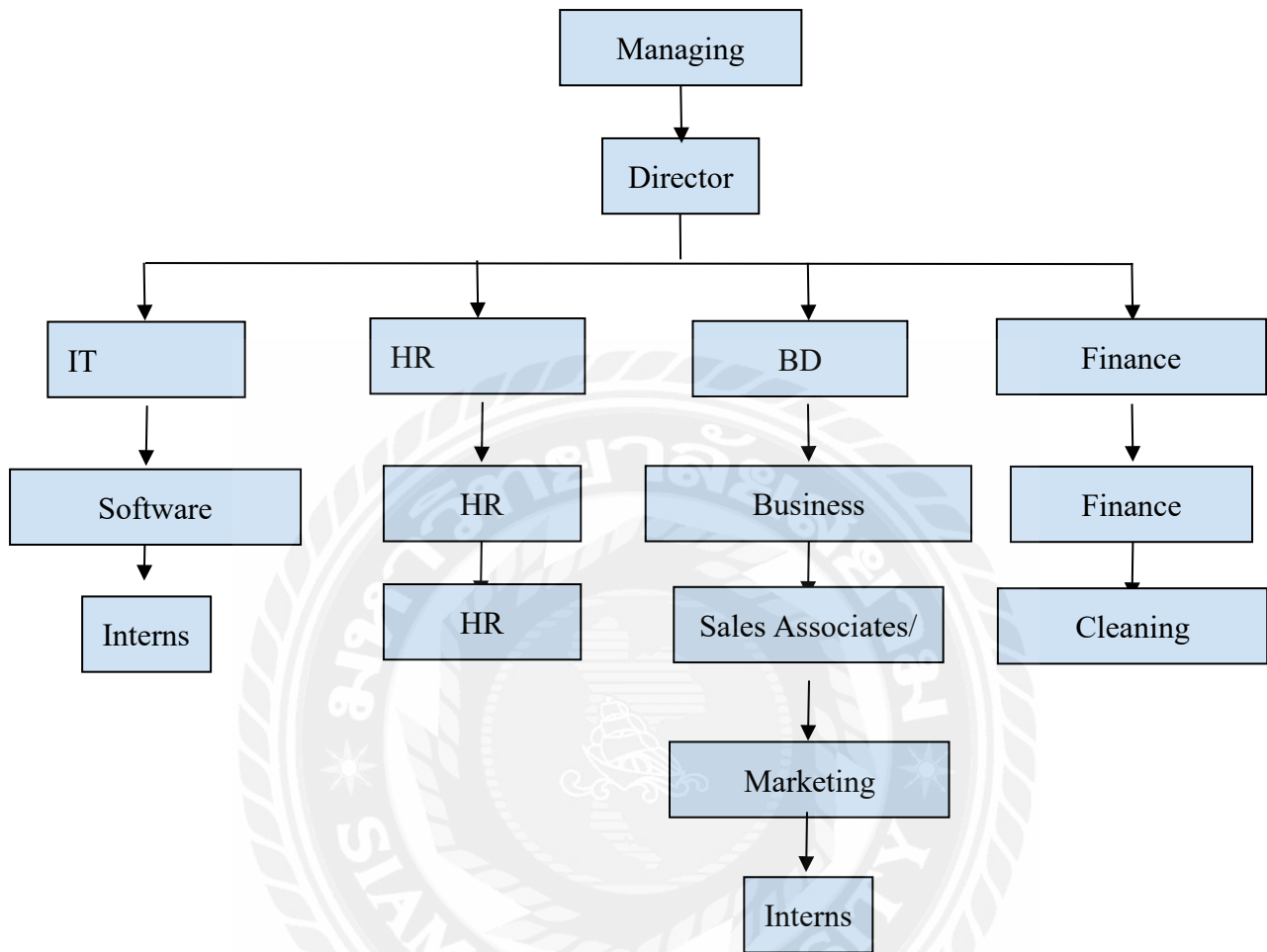


Figure 2: Organizational Structure

2.2 Job position

My job position at Talent Connects is a Business Development Intern, my primary role is to support the Business Development (BD) department in their efforts to identify, pursue and secure new business opportunities that align with the company's overall strategy and objectives.

My day-to-day tasks may include conducting market research to identify potential clients and new business opportunities, creating and updating client databases and contact lists, assisting with the

preparation of proposals and pitches for new clients, and coordinating with other departments such as Finance, IT, and HR to ensure that all aspects of new business development are covered.

2.3 Job position in the company's organizational structure

As a Business Development Intern at Talent Connects, I am a part of the Business Development department. The Business Development department is responsible for identifying, pursuing and securing new business opportunities for the company. This department plays a crucial role in driving the growth and success of the company.

Within the Business Development department, my job position is at the entry-level, as I am an intern. However, I work closely with the Business Development Manager and other senior members of the department, who provide guidance and support in my daily tasks.

Overall, my job position as a Business Development Intern at Talent Connects is an important part of the company's organizational structure, as it contributes to the success and growth of the company.

3. Intention and motivation to choose this company as your CO-OP studies workplace

It is important for students to carefully choose an organization for their internship that will provide them with a valuable opportunity to gain a deeper understanding of their field of interest and allow them to fully engage with their responsibilities. My intention to join an HR tech company as a business development intern was because of my interest in the HR related field. I have a keen interest in the field of HR and HR technology and want to learn more about it. Joining an HR tech company as an intern can give you the opportunity to gain firsthand experience in the industry.

HR technology is an important aspect of many businesses, and interning at an HR tech company can give me the opportunity to work on projects that have a real impact on the company and its clients. It also gives me the opportunity to network with professionals in the industry, which can be beneficial for future career prospects. As HR technology is a rapidly evolving field, and interning at an HR tech company can expose me to new ideas, trends, and innovations in the

industry. It also provides me with opportunities to learn new skills, such as sales and business development techniques.

4. Strategic analysis of the Company

To conduct a strategic analysis of Talent Connects, we can use a SWOT analysis, which is a framework used to identify the company's internal strengths and weaknesses, as well as external opportunities and threats.

Strengths:

- Flat organizational structure allows for agility and quick adaptation to changes Focus on providing high-quality services to clients
- Strong departments, including IT, Business Development, Finance, and HR
- Experienced Managing Director who oversees overall strategy and decision-making
- Strong company culture and commitment to employee development

Weaknesses:

- Limited number of hierarchical levels may limit career advancement and professional growth opportunities
- Less oversight and guidance for employees due to fewer layers of management
- Relatively small size compared to competitors may limit the company's reach and resources

Opportunities:

- Expansion into new markets and geographic locations
- Diversification of services offered to clients
- Strategic partnerships with other companies to expand resources and reach
- Investment in new technology and innovation to enhance services and improve efficiency

Threats:

- Increasing competition from larger and more established companies
- Economic downturns and fluctuations in the market
- Changes in regulations and policies that could impact the company's operations

Based on this analysis, Talent Connects has several strengths, including its flat organizational structure, strong departments, experienced management, and commitment to employee

development. However, the company also faces several challenges, including limited career advancement opportunities, less oversight for employees, and potential competition from larger and more established companies.

5. Objectives of this co-operative studies

By including this internship program as a mandatory part of our course curriculum, the aim of Co-operative education is to prepare us students for the real business world. During the internship, we are expected to apply the theoretical knowledge we have acquired in our four years of study to practical situations. This allows us to test our ability to adapt to new environments with only theoretical knowledge as our foundation. Objectives of this co-operative studies could include:

- To gain hands-on experience in business development and new client acquisition strategies within a dynamic and growing organization.
- To understand the benefits and challenges of a flat organizational structure and how it enables an organization to be more agile and responsive to changes in the market.
- To learn how to conduct thorough market research and identify potential clients and new business opportunities.
- To develop strong communication and collaboration skills by working closely with other departments such as IT, Finance, and HR.
- To gain a deeper understanding of how a company's overall strategy and objectives are translated into day-to-day operations and decision-making.
- To gain a broader perspective on the challenges and opportunities facing small and medium-sized enterprises (SMEs) in a competitive market.

Overall, cooperative studies provide a valuable learning experience for students interested in pursuing a career in business development, entrepreneurship, or related fields. Students would have the opportunity to gain practical skills and knowledge while working in a supportive and dynamic environment with a strong commitment to employee development

CHAPTER 2: CO-OP STUDY ACTIVITIES

1. Job description

My job description include:

- Strong communication and interpersonal skills.
- Detail-oriented and able to multitask.
- Ability to work independently and as part of a team.
- Proficient in Microsoft Office, particularly Excel and PowerPoint.

2. Job responsibilities

As a business development intern, I was responsible for supporting the company's businessdevelopment initiatives. These responsibilities will include:

- Client Servicing: I was responsible for managing and maintaining relationships with clients. This will involve communicating with clients to understand their needs and ensuring that their requirements are being met. I was also responsible for addressing any client concerns or issues that may arise.
- Supporting Business Development Initiatives: I assisted in identifying and developing new business opportunities for the company. This may include conducting market research, identifying potential clients, and developing proposals for new projects.
- Executing Placement Events: I was also involved in planning and executing placement events, such as career fairs and recruitment drives. This involves coordinating with other team members and stakeholders to ensure that the events run smoothly and effectively.
- Designing Reports: As BD intern, I was responsible for creating reports and presentations that communicate the company's performance to senior management and clients. This will involve collecting and analyzing data, and presenting it in a clear and concise manner.

Overall, my role as a business development intern was to support the company's growth and development by assisting in various initiatives and tasks related to client servicing, business development, and reporting.

3. Activities in coordinating with co-worker

Working in the Business Development departments at Talent Connects, coordination with coworkers would involve various activities, including:

- **Communication:** Communication with coworkers was essential in fulfilling my responsibilities as a business development intern. By working closely with my colleagues, it helped in better understanding client needs, identifying new business opportunities, planning and executing placement events, and designing reports that effectively communicate the overall performance.
- **Documentation and Reporting:** Effective documentation and reporting are essential for communicating the company's performance and identifying opportunities for improvement. By working together with co-worker, I benefited from shared knowledge and expertise, ensured accountability, improved efficiency, received feedback and review, and maintained consistency in the documentation and reporting.
- **Collaborating on Projects:** Collaboration with coworkers was essential when working on projects, such as proposals, marketing campaigns, and presentations. By working together, we used to divide tasks and responsibilities and ensure that the project is completed on time and to a high standard.
- **Problem-Solving and Decision-Making:** Working with co-workers has helped to solve problems and make decisions. It has also helped to ensure that the best possible outcomes are achieved.

4. Job process diagram

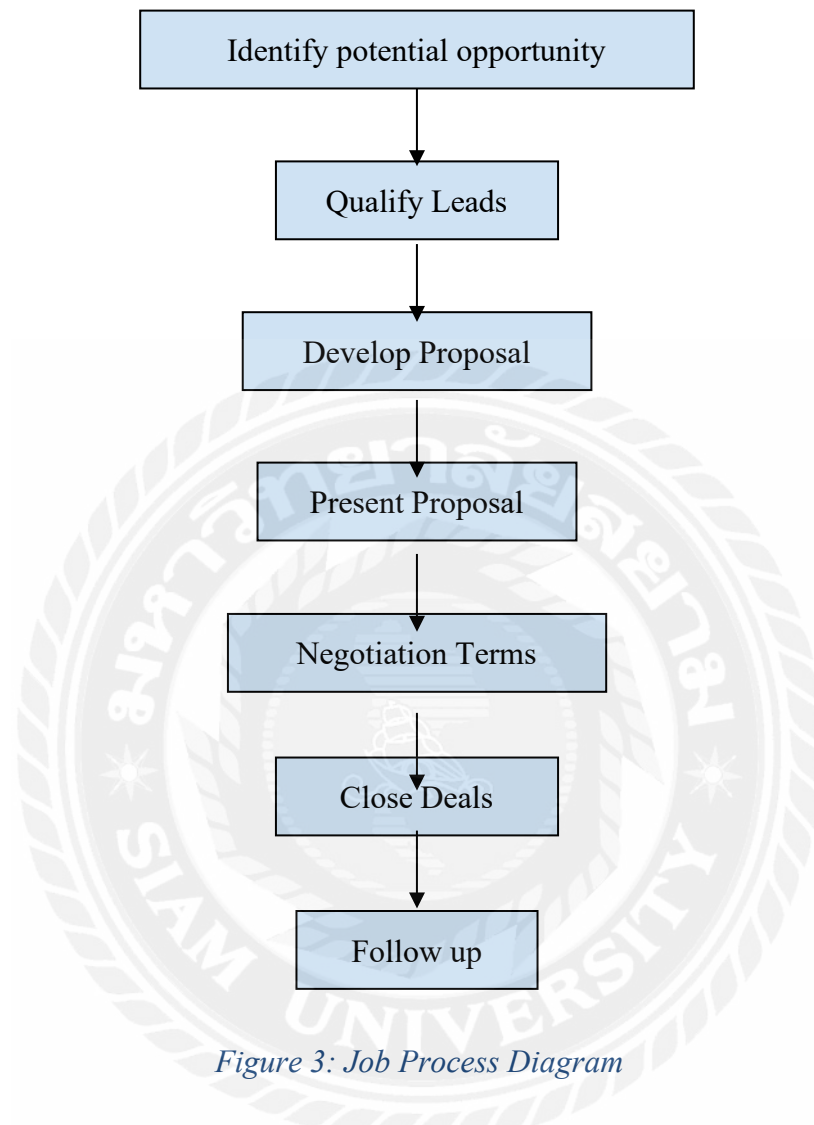


Figure 3: Job Process Diagram

5. Contribution as a co-op student in the company

As a business development intern at Talent Connects, my role also involves conducting research and analysis on various aspects of the HR tech market. This could include researching trends and developments in the industry, identifying potential competitors and their offerings, and evaluating the needs and preferences of HR professionals and their organizations.

Based on my research findings, I had to provide insights and recommendations to Talent Connects to help them develop and refine their products and services. This could include identifying new

opportunities for growth, suggesting new features or functionalities to add to their offerings, or recommending changes to their marketing or sales strategies.

Overall, my role as a business development intern for Talent Connects would be critical to helping the company stay competitive and relevant in the rapidly evolving HR tech market.

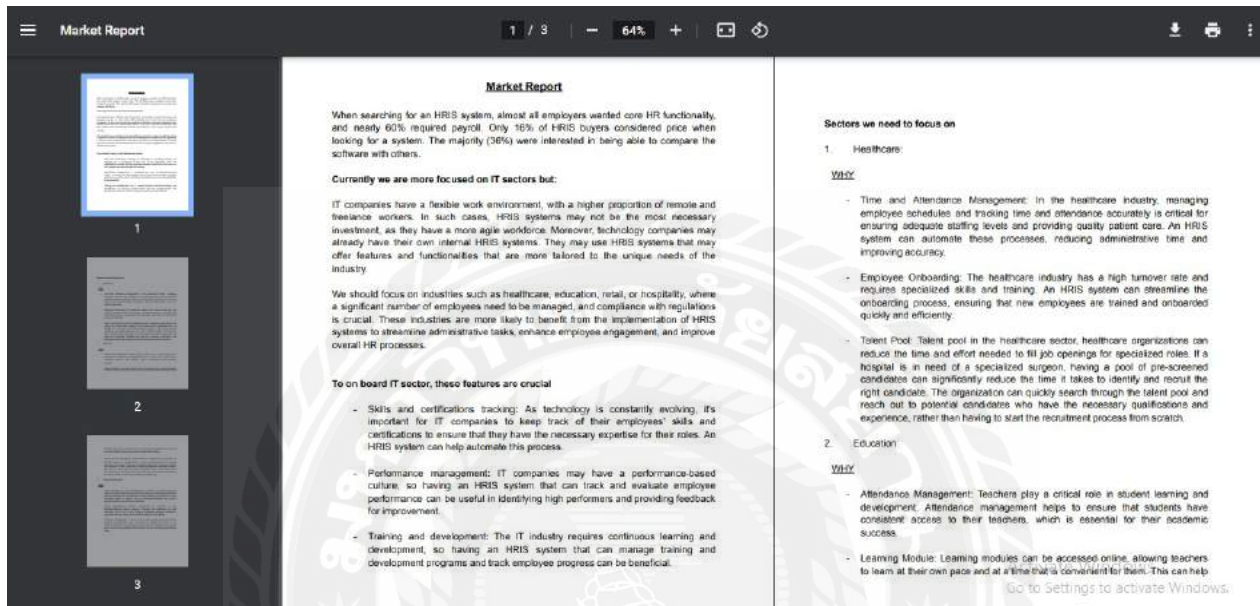


Figure 4: Market Report

My contributions also include research and analyze the competitive landscape in the HR tech industry. This involves identifying potential competitors and their offerings, evaluating their strengths and weaknesses, and assessing how they compare to Talent Connects in terms of pricing, features, and overall value proposition.

To accomplish this, I have gathered data on pricing models, subscription plans, and other factors that could impact the competitiveness of Talent Connects in the market.

Based on my research findings, I was able to provide insights and recommendations to help refine pricing strategy and stay competitive in the market. This includes identifying areas where Talent Connects could offer more value to customers, such as by adding new features or adjusting pricing tiers, or suggesting ways to differentiate themselves from competitors.

Overall, pricing analysis would be critical to helping the company understand the competitivelandscape and make strategic decisions about pricing and product offerings.

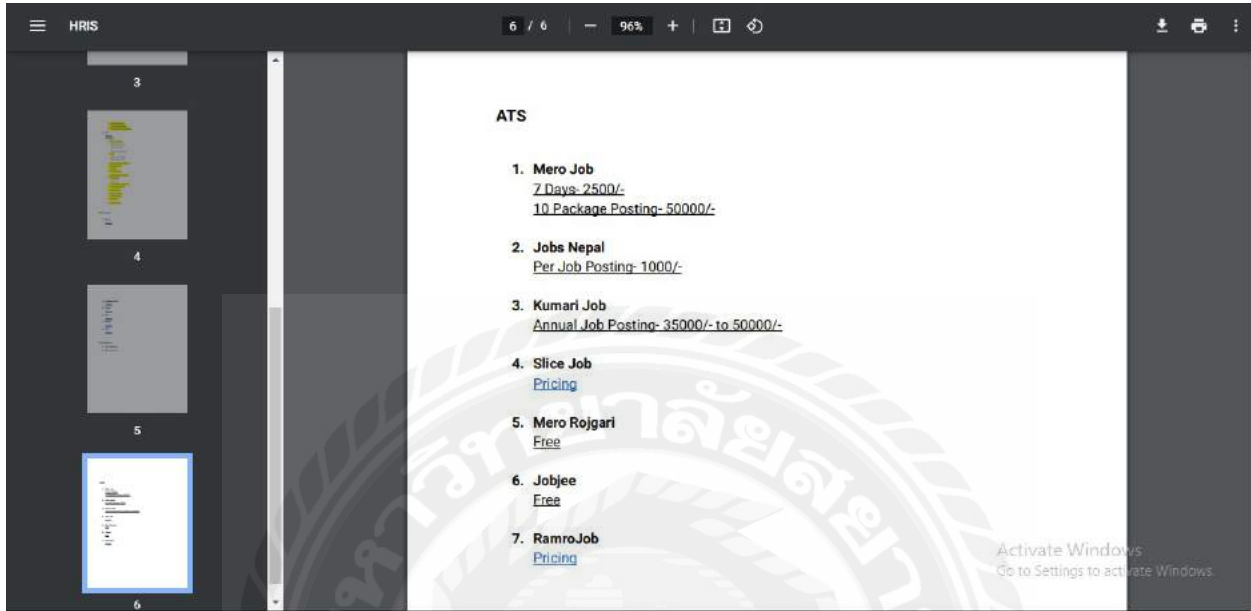


Figure 5: Report on pricing analysis

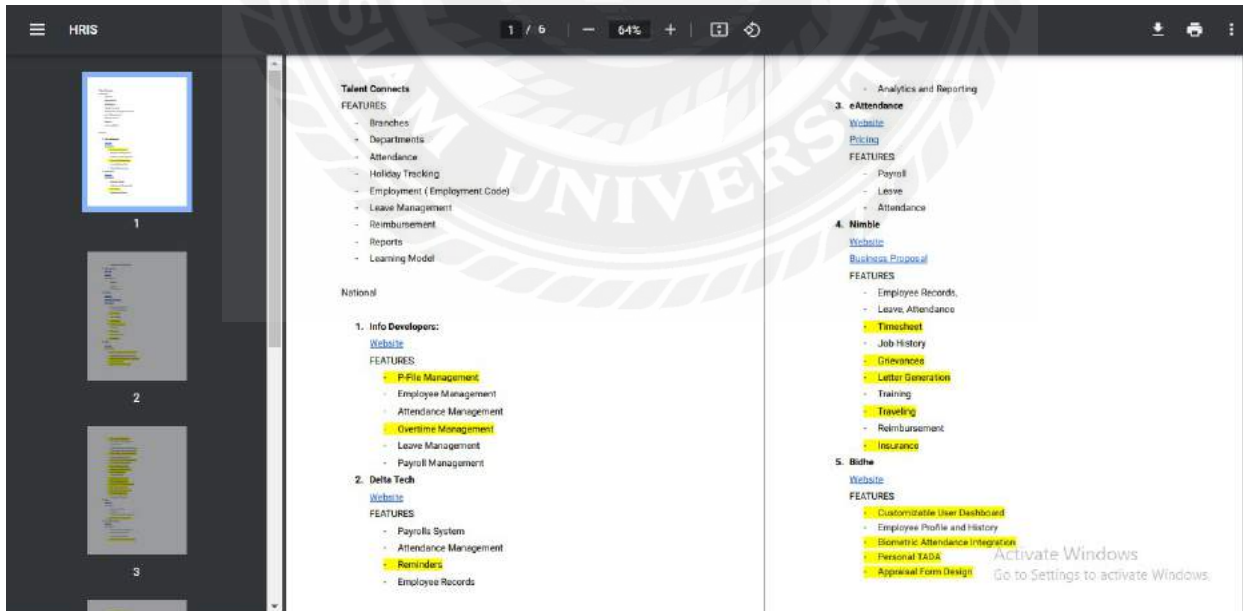


Figure 6: Report on competitor's analysis

As an intern at Talent Connects, I had the opportunity to make a significant contribution to the company's career placement events. Career placement events are an important part of Talent Connects' mission to connect job seekers with employers. Being proactive and taking on key responsibilities, I ensure that these events were successful and that Talent Connects continues to connect job seekers with employers.



Figure 7: Presentations & Posters done during my internship

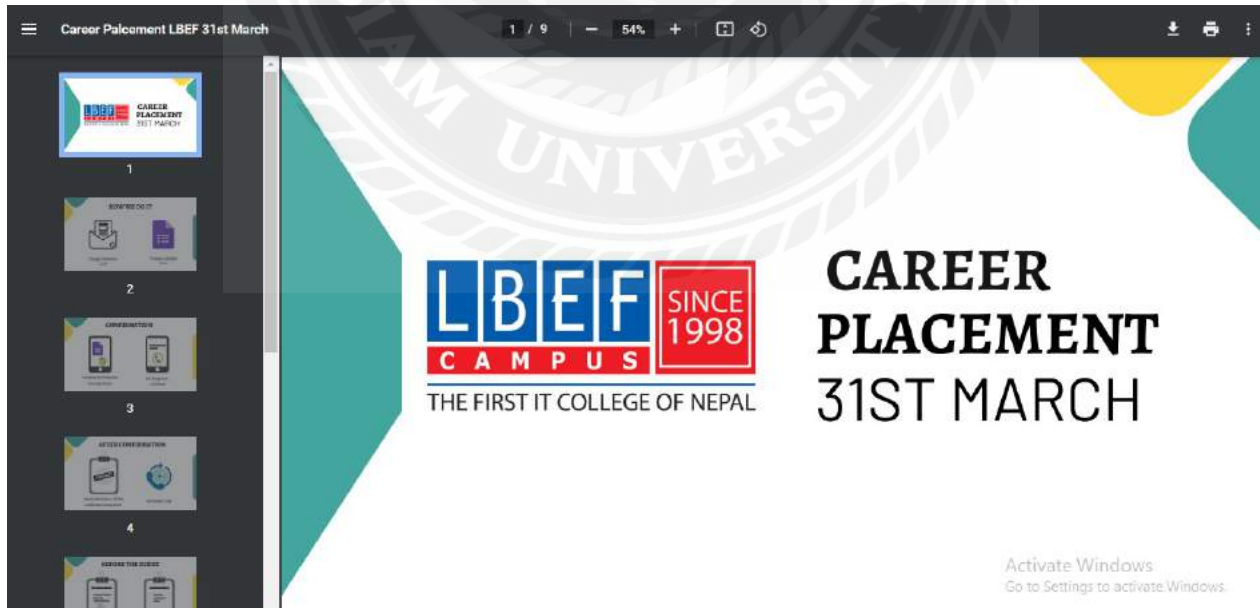


Figure 8: Presentations on placement event

S. no.	Organization	Number	HR	Confirmation
1	Esewa Fonepay		Saurav Raj Aryal	Decision Pending
2	Esewa Money Transfer			
3	Foodmandu		Ashish Dahal	Decision Pending
4	Hitachi		Ankita Shrestha	Decision Pending
5	Leapfrog Technology		Kiran Kumar Regmi	Confirmed
6	Necmo Academy		Necmo Education Foundation	
7	S.D.S Software Development Nepal		Avash Pal Baidya	Not opening
8	Pedal Group		Bigyan Gupta	Confirmed
9	CodeHimalaya		Sagar Limbu	Not opening
10	Thakral One Group		Richa Shrestha	Decision Pending
11	Cloudaya		Nabin Adhikari	No opening
12	Cloudyfox		Subash Basnet	Confirmed
13	Codewing		Prashams Manandhar	Decision Pending
14	Sastodcal		Bibas Aryal	Not opening
15	Grepar		Nibha Ji	Decision Pending
16	Voxcrow		Sushant Ji, ceo	Didn't Pick up
17	Silicon Hire		Aalok Ji, ceo	No opening
18	Pixel Creatives		Ahn ji	Didn't Pick up
19	Access System		Sabina Ji	Details need to mail
20	Cedar Gate		Aditi Khanal	No opening
21	Ads Market		Sabin ji	On Sick Leave
22	Fetherwebs		Akash Ji	Didn't Pickup
23	Outside Tech			Decision Pending
24	Rara Labs		Prasidha Karki	Decision Pending
25	Aarifi Tech			Confirmed

S no	Organization Name	Your Full Name	Contact Number
1	Genese Solution	Rojin Pradhananga	
2	Techrada	Rajendra Shrestha	
3	Midas Technologies Pvt. Ltd	Prakriya Lama	
4	Agile Solutions Pvt. Ltd	Manik Bikram Shah	
5	Infodevelopers Pvt Ltd	Bijay Maharjan	
6	Adex International Pvt. Ltd.	Nimisha Shakya	
7	Jobeece	Samir Shrestha	
8	Pedal Group Pvt. Ltd.	Bigyan Gupta	
9	OXFORD INTERNATIONAL PVT LTD	SIWANI SHRESTHA	
10	Leapfrog Technology	Kiran Kumar Regmi	
11	Cloudyfox	Subash Basnet	
12	Deba Jyoti Group	Reena Prajapati	
13	Airlifi Technology Pvt. Ltd.	Raj Bikram maharjan	
14	Websurfer Nepal Communication System Pvt. Ltd.	Safalta Shrestha	
15	Hitachi Energy	Ankita Shrestha	
16	Source Code Pvt. Ltd.	Sharmila Aryal	
17	Nepali Paisa	Sarala Kunwar	

S. no.	Organization Name	No. of Openings	Roles/Positions
1	Daraz	8	Self Incubation Associate KAM (Sports and Music) UGC Associate CRM Creative Content Associate Onsite Associate KAM- Computer & Laptops Project and Performance Manager Business Intelligence (BI) Analyst- Commercial
2	Laxmi Group	3 to 5	Brand Officer Research and Development officer Sales officer International Business officer
3	HLE Nepal	6	Loan Processing Associate (LPA) - 6
4	Asha & Company	15	Research Trainee Business Research Associate Lead Researcheer
5	Sipradi Trading Pvt. Ltd	Above 6	In various sales and marketing positions.
6	Quest Pharmaceuticals Pvt. Ltd.	1	Officer, Financial Risk Management (FRM)
7	Outsolu Nepal	5	Loan Processing Assistant
8	Talent Connects	2	Sales Associates
9	Triveni Byapar Company Pvt Ltd	1	MIS Department - Paid internship (Then after employment)
10	Kedia Organisation	4	Sales Executive Business Development Executive Business Development Associate Project Sales Executive
11	KNP Japan	10	
12	Suvidha Sewa Pvt. Ltd.	6	Sales Executive Marketing Executive Business Development Front Desk/Client Servicing
13	Hitachi Energy	2	Finance Trainee HR Trainee
14	Websurfer	10	Assistant Officers (Finance, Marketing & Administration)
15	WorldLink Communications Ltd	4	HR Administrative Assistant-1 HR Intern-3

Organization Name	Contact Name	Contact Number
Daraz	Prafulla Shakya	
Laxmi Group	Ram Keshar Thapa	
HLE Nepal	Deepasa Maharjan	
Basobaas Nepal Pvt. Ltd.	Rahisha Tamrakar	
Asha & Company	Neha Rayamajhi	
Sipradi Trading Pvt.Ltd	Aakarsha Maharjan	
Quest Pharmaceuticals Pvt. Ltd.	Kriti Pradhan	
Outsolu Nepal	Sonu Shrestha	
Talent Connects	Divyash Thapa	
Kedia Organisation	Neha Palanchoke	
KNP JAPAN PVT LTD	KEDAR THAPA	
Suvidha Sewa Pvt. Ltd.	Samir Shrestha	
HR LABS	ANURUP GULABANI	
Hitachi Energy	Urusha Shakya	
WorldLink Communications Ltd	Binita Siwal	
Adex International Pvt. Ltd	Subhechchha Shrestha	
Triveni Byapar Company Pvt Ltd	Jenny Gautam	
Deba Jyoti Group	Meena Shrestha	

Figure 9: Working on career placement event



Figure 10: Career placement reports

CHAPTER 3: LEARNING PROCESS

1. Problems/ Issues of the company

As an intern in the business development department at Talent Connects, I have observed that the company is facing several challenges in the HR tech space.

The first challenge the company is facing is the difficulty in finding the right manpower due to a lack of qualified applicants or competition from other companies. In today's job market, there is a high demand for skilled and qualified candidates, and there is a shortage of such candidates in certain industries. Furthermore, Talent Connects may be competing with other companies that offer better compensation, benefits, or career growth opportunities, which makes it challenging to attract the right talent. The company may need to evaluate its compensation and benefits packages and consider offering additional perks or incentives to attract and retain the best talent.

The second challenge Talent Connects is facing is employee retention. The company is experiencing a high turnover rate, with employees leaving the company after a short period of time. This issue can be due to several factors, such as a lack of opportunities for career growth, dissatisfaction with compensation or benefits. It is crucial for Talent Connects to identify the root cause of the issue and address it promptly. This can be achieved through employee feedback surveys, regular one-on-one meetings with employees, and implementing initiatives to improve employee engagement and satisfaction.

Lastly, Talent Connects is facing the issue of trained employees leaving for other companies, which is not only frustrating but also costly and time-consuming. This challenge can be a result of the same factors that lead to employee retention issues. Moreover, employees may leave the company due to a lack of job security or better career growth opportunities offered by other companies. It is essential for Talent Connects to focus on retaining its trained employees by providing them with opportunities for career advancement, training, and development, as well as competitive compensation and benefits packages.

In summary, Talent Connects is facing several challenges in the HR tech space, including talent acquisition, employee retention, and attrition. To address these challenges, the company may need to evaluate its compensation and benefits packages, implement initiatives to improve employee engagement and satisfaction, and provide opportunities for career growth and development to retain its trained employees.

2. How to solve the problem

To address the challenges facing Talent Connects in the HR tech space, the company can take a multi-faceted approach. While increasing personal benefits and offering flexible work arrangements can be important tools in improving employee retention, there are several other strategies that the company can implement.

Firstly, Talent Connects can improve its compensation and benefits packages to attract and retain top talent. This includes providing healthcare benefits and other perks such as paid time off, bonuses. Secondly, the company can provide opportunities for career growth by offering training and development programs, creating clear career paths, and providing regular feedback to help employees reach their goals. Thirdly, fostering a positive company culture is essential to improve employee retention. Talent Connects can encourage teamwork and collaboration, celebrate accomplishments, and recognize employees' contributions to the company. Fourthly, Talent Connects can embrace new ways of working to appeal to the changing needs and expectations of employees. This includes offering flexible work arrangements such as remote work options or flexible scheduling and creating a workspace that appeals to millennials. Finally, building openness and transparency into the workplace is crucial to encourage employees to share their ideas and feel more connected to the company's mission and vision. This can be achieved through regular communication from leadership, opportunities for employee feedback, and a commitment to transparency and accountability.

By implementing these strategies, Talent Connects can attract and retain top talent and position itself for long-term success in the HR tech space.

3. Recommendation to the company

Throughout my internship at Talent Connects, I have had the opportunity to observe and analyze the company's operations. The recommendation that I would like to give to Talent Connects is that in order to attract and retain top talents, company can create a more enticing work environment that appeals to potential employees and boosts employee retention. They can also establish robust training and development programs to foster the growth and advancement of its employees. Additionally, creating clear career paths and offering regular feedback will enable employees to set goals and work towards achieving them, further increasing their satisfaction and loyalty to the organization.

4. What I have learned during the co-op studies

As an intern in the Business Development department at Talent Connects, I have had the opportunity to learn and develop various skills and knowledge related to business development and the HR tech industry. Here are some key aspects that I have learned during my co-op studies:

- **Market Research:** I have gained experience in conducting market research to identify potential clients and new business opportunities. This includes using various sources such as industry directories, online platforms, and referrals to gather information and insights about target markets.
- **Relationship Building:** I have developed skills in building relationships with prospects through effective communication and personalized interactions. This includes engaging in meaningful conversations, understanding their needs and challenges, and establishing trust.
- **Proposal Development:** I have been involved in the creation and refinement of proposals and pitches for new clients. This includes collaborating with the Business Development Manager and senior team members to tailor proposals to address client requirements and showcase the value of Talent Connects' services.
- **Industry Knowledge:** Through my internship, I have gained a deeper understanding of the HR tech industry, including emerging trends, challenges, and opportunities. I have been

able to stay up to date with the latest developments in HR technology and how it impacts businesses and talent management.

- **Professional Development:** My co-op studies have provided me with opportunities for personal and professional growth. I have learned to adapt to a professional work environment, enhance my communication and presentation skills, and develop a strong work ethic and attention to detail.

Overall, my co-op studies as a Business Development Intern at Talent Connects have been instrumental in expanding my knowledge and skills in business development, market research, relationship building, proposal development. I have gained valuable industry insights and developed important competencies that will contribute to my future career growth in the HR tech field.

5. How I applied the knowledge from course work to the real working situation

I was able to apply the knowledge gained from my coursework to real working situations. Here are some examples of how I have applied my coursework knowledge:

- **Market Research Techniques:** In my coursework, I learned various market research techniques to gather information and insights about target markets. I have applied these techniques to identify potential clients and new business opportunities at Talent Connects. By utilizing industry directories, online platforms, and referrals, I have conducted market research to gather relevant data and analyze market trends.
- **Sales and Business Development Strategies:** Through my coursework, I learned about effective sales and business development strategies. I have applied this knowledge by working closely with the Business Development Manager and team members to develop tailored outreach strategies, create compelling proposals, and deliver persuasive presentations to potential clients.

- **Communication and Presentation Skills:** Communication and presentation skills are essential in business development. Through coursework assignments and presentations, I developed these skills, which I have applied to real working situations. I effectively communicate with prospects, understanding their needs and challenges, and articulate the value of Talent Connects' services. I have also utilized my presentation skills to deliver compelling pitches and proposals to potential clients.
- **Strategic Planning:** My coursework covered strategic planning and its importance in business development. I have applied this knowledge by assisting in the development of strategic plans for targeting specific industries or market segments. By aligning our efforts with the company's overall strategy, we can focus on pursuing opportunities that have a higher potential for success.
- **Competitive Analysis:** Through coursework, I learned about conducting competitive analysis to understand the market landscape and position our offerings effectively. I have applied this knowledge by researching and analyzing competitors in the HR tech industry. This helps us identify our unique selling points and develop strategies to differentiate Talent Connects from competitors.

By applying the knowledge and skills acquired through my coursework to real working situations, I have been able to contribute effectively to the Business Development department at Talent Connects. It has allowed me to apply theoretical concepts to practical scenarios, enhancing my understanding and proficiency in the field of business development.

6. Special skill and new knowledge I have learned from this Co-Op studies

During my Co-Op studies as a Business Development Intern, I have acquired valuable skills and knowledge that have significantly contributed to my professional growth. These include expertise in market research and analysis, a deep understanding of the HR tech industry, effective time management and prioritization abilities, and a continuous learning mindset. These skills have equipped me to excel in business development and have laid a strong foundation for my future career advancement.

Apart from that during my internship at Talent Connects, I had the opportunity to be part of some highly memorable events that are worth sharing. Here are a few standout experiences:

- **Client Success Story:** One of the most memorable moments was witnessing a client's success story firsthand. I had the privilege of being part of a team that helped a client overcome their HR challenges through Talent Connects' services and software solutions. Seeing the positive impact, we had on their business and witnessing their satisfaction and gratitude was incredibly rewarding. It reinforced the value of the work we do and the difference we make in empowering organizations to achieve their HR goals.
- **College Placement Events:** As part of Talent Connects' commitment to nurturing young talent and building relationships with educational institutions, the company organized college placement events. As an intern, I had the opportunity to assist in organizing these events, including coordinating logistics, preparing promotional materials, and facilitating networking sessions.
- **Team Building Retreat:** Talent Connects organized a team-building retreat where employees from different departments came together for a weekend of bonding and collaborative activities. It was a fun-filled and enriching experience that fostered a sense of unity and camaraderie among team members. Through team-building, we learned to work together more effectively and developed stronger relationships that enhanced our day-to-day collaboration.

These events not only enhanced my understanding of the HR tech industry but also provided opportunities for personal and professional growth. They showcased the dynamic and engaging nature of working at Talent Connects and emphasized the company's dedication to continuous learning, client success, and fostering a positive and collaborative work culture.

CHAPTER 4: CONCLUSION

1. Summary of highlights of your Co-Op Studies at this Company

During my Co-Op studies as a Business Development Intern at Talent Connects, I have had a rewarding and enriching experience. The highlights of my time at the company include the valuable learning opportunities I have had, where I could apply the knowledge gained from my coursework to real-world scenarios. Conducting market research, developing sales strategies, and collaborating with cross-functional teams have deepened my understanding of business development practices and the HR tech industry. The mentorship and guidance provided by the Business Development Manager and senior members of the department have played a crucial role in my professional development. They have offered valuable feedback, shared their expertise, and provided mentorship that has helped me grow in my role. The hands-on experience as a Business Development Intern has allowed me to actively participate in client prospecting, lead generation, proposal development, and client relationship management. These responsibilities have equipped me with essential skills such as sales techniques, negotiation, and presentation skills. Additionally, my Co-Op studies have enabled me to develop practical skills in market research, analysis, proposal and presentation development, and problem-solving. The overall experience at Talent Connects has provided me with invaluable learning opportunities, mentorship, hands-on experience, industry exposure, networking opportunities, and practical skills development. I am grateful for the growth and experience gained during my time as a Business Development Intern, which will undoubtedly contribute to my future career success.

2. Your evaluation of the work experience

The work experience as a Business Development Intern at Talent Connects has been incredibly valuable and positive. Throughout my internship, I had the opportunity to learn and develop essential skills that are crucial in the field of business development. The hands-on nature of the work allowed me to apply my knowledge in real-world scenarios, contributing to my overall growth and competence. The mentorship and guidance from the Business Development Manager and senior team members were instrumental in my professional development, providing me with valuable insights and feedback. Additionally, being part of the HR tech industry exposed me to the latest trends and challenges, allowing me to understand the specific needs of HR professionals

and the potential of technology in addressing those needs. The networking opportunities provided during industry events and client meetings have expanded my professional network and opened doors for future career prospects. Throughout the experience, I learned to adapt and remain resilient in a fast-paced environment, which has further strengthened my ability to succeed in dynamic work settings. Overall, the work experience as a Business Development Intern at Talent Connects has been a transformative journey, equipping me with the necessary skills, knowledge, and confidence to thrive in the field of business development.

3. Limitation of your Co-Op studies

- **Time Constraints:** Co-op studies are typically of a limited duration, ranging from a few months. This time constraint may limit the depth and breadth of the projects.
- **Lack of Decision-Making Authority:** As an entry-level intern, I may not have the authority to make significant decisions or influence major business strategies. My role primarily involves supporting the senior members of the department and executing tasks assigned to me.
- **Limited Industry Exposure:** While interning at an HR tech company it may limit exposure to other industries or sectors. This limited exposure may restrict understanding of how different industries operate and their specific business development challenges.
- **Dependency on Supervisors:** As an intern, I rely heavily on the guidance and support of supervisors and senior members of the Business Development department. While this mentorship is valuable, it may also limit the ability to work independently and take ownership of projects.
- **Organizational Dynamics:** Every organization has its own unique culture and dynamics. As an intern, it may take time to navigate and understand the company's internal politics, communication channels, and decision-making processes, which can impact your ability to navigate and contribute effectively.

4. Recommendations for the Company

There are several areas where the company can focus on to improve its position in the market. One of the key strengths of the company is its flat organizational structure, which allows for quick adaptation to changes in the market. Talent Connects can continue to leverage this strength by staying agile and responding quickly to market trends and changes. Additionally, the company's strong commitment to employee development and a positive company culture should be further nurtured to continue attracting and retaining top talent.

Talent Connects needs to stay vigilant of increasing competition from larger and more established companies. The company should focus on differentiating itself by continuing to provide high- quality services and investing in research and development to stay ahead of the competition. The company should also stay prepared to adapt to economic downturns and fluctuations in the market, and be proactive in monitoring changes in regulations and policies that could impact its operations. Finally, Talent Connects needs to be mindful of rapid advancements in technology and stay current on the latest developments to ensure that its services and business models remain relevant and effective

By maintaining an agile organizational structure, Talent Connects can quickly adapt to changes in the market and remain competitive. Furthermore, the company's strong departments, including IT, Business Development, Finance, and HR, can continue to work together to provide high-quality services to clients.

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