Learning and Development analysis
In
Baazar Retail Pvt Ltd

A Project Report submitted to the

PERIYAR UNIVERSITY

In partial fulfillment of the requirements
for the award of the degree

MASTER OF BUSINESS ADMINISTRATION

Submitted by

(StudentName***)

REGISTER NUMBER: (***)

Under the guidance of

(***Name, Designation and Address of the Guide)

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PERIYAR UNIVERSITY

SALEM – 636011

2023

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BONAFIDE CERTIFICATE

Certified that this project report titled "Learning and Development analysis in Baazar Retail Pvt Ltd" is the bonafide work of **(REGISTER NUMBER**)** who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

SUPERVISOR

INTERNAL EXAMINER   **EXTERNAL EXAMINER**

DECLARATION

I, (*Student Name****) (*R.N.:****) a student of Periyar University Centre for Online and Distance Education (PUCODE), Periyar   University, Salem hereby declare that the project work titled "**Learning and Development analysis in Baazar Retail Pvt Ltd**" submitted to the Periyar University in partial fulfillment of the requirement for the award of degree of **MASTER OF BUSINESS ADMINISTRATION** is a record of bonafied research carried out by me under the guidance of (*GuideName****) and no part of it has been for any other degree or diploma

Signature of the Student

(**Student Name**)

CHAPTER 1: OBJECTIVES OF THE PROJECT

This study of Baazar Retail Pvt Ltd's training strategies aims to examine the influence of training on the overall skill development of employees. The study's particular aims are:

- To evaluate the impact of training on the overall development skills in Baazar Retail Pvt Ltd.

- To examine the impact of training in Baazar Retail Pvt Ltd.

- To study the changes in behavioral pattern in the Baazar Retail after training.

- To quantify the change in output caused by training.

- To evaluate the cost-effectiveness of deploying training programmes.

CHAPTER 2: SCOPE OF THE PROJECT

The study's focus is limited to Baazar Retail Pvt. Ltd. and its employees, and it examines in detail the numerous training procedures, modules, and forms currently in use. The various training programmes facilitated by Baazar Retail's faculties, external agencies, or professional organisations. It also evaluates the enhancement of employee knowledge and skills and provides feedback on their efficacy.

CHAPTER 3: EXECUTIVE SUMMARY

Training is a structured process that induces a semipermanent change in behaviour for a specific aim. Skills, knowledge, and attitudes (also referred to as social skills) are engaged, but always for a specific reason. Training, in contrast to education, focuses on specific, job-based goals rather than the larger, societal-based objectives of education. Historically, trainees were expected to learn their jobs through 'exposure,' i.e. by gleaning as much as possible from more experienced coworkers. They were not called trainees because they were not systematically trained, but in industrial circles they were referred to as assistants and apprentices. However, this form of education was haphazard, learning time was lengthy, motivating demands were sometimes overlooked, and many wrong methods could have been transmitted. There was also a fear among experienced workers that passing on their knowledge might ultimately result in their own departure. The country's planned economy and economic growth have highlighted the need for a more structured approach to training for work skills. Thus, a more analytical approach to training was established.

Every organization needs people who are well trained and have done the tasks they need to do previously. Training is not important if the people who have or might get the job can meet this requirement. When this isn't the case, it's important to improve employees' skills and make them more flexible and adaptable.

It is becoming more common for people to switch jobs more than once during their working lives. If a young person learns a job today, it's very unlikely that those skills will stay the same for the next forty or so years of his career. It may even be impossible.

In a society that changes quickly, training employees is not only a good idea, but also something that an organization needs to spend money on if it wants to keep a strong and knowledgeable work force.

The whole project is about training and growth, both in terms of theory and new ideas that are popular right now. Here, we've talked about the costs of training and how it can help an organization get a good return on the money it spends. This is called "ROI," which stands for "return on investment.".

Training is covered in different ways, like integrating it with the culture of the organization. The best and most up-to-date training methods, as well as the benefits we can get from them. How the evaluation should be done and how well the training works. Some companies train in unique ways that can show other companies how to train and keep the best people in the world so they can get the most out of them.

CHAPTER 4: LITERATURE REVIEW

Learning is the process of producing relatively lasting changes through experience. This can be accomplished directly through doing or indirectly through observing. No matter how learning occurs, learning cannot be quantified in and of itself. We can only assess the changes in attitudes and conduct that arise from learning. Over the years, two key ideas have dominated learning research. The cognitive perspective is one viewpoint. Its proponents say that a person's actions are determined by his goals or intentions. The environmental perspective holds that the individual is acted upon and that his behaviour is a result of his external consequences.

A more recent strategy combines these two notions. According to this theory, learning is a continuous interaction between the individual and his specific social environment. The term for this is social-learning theory. This idea recognizes that we can learn from witnessing and hearing about the experiences of others, as much as from direct experience. Due to the observational aspect of much training, this theory appears to have tremendous application potential.

Model impact is important to the social learning perspective. According to research, much of what we have learned comes from observing role models such as parents, teachers, peers, film and television actors, bosses, etc. Four processes have been identified that determine the impact of a model on an individual:

CHAPTER 5: METHODOLOGY

Every project is based on a certain methodology, which is a methodical approach to solving a problem or achieving its objectives. Through observation, data collecting, and data analysis, it leads to the successful completion of any project.

In order to take an acceptable sample size and not disrupt the organization's operations, a reasonable sample size of the Company's workforce was selected in order to determine its current training procedures.

As a result, feedback forms (questionnaires) have been obtained from 50 randomly selected team members from across all areas of the business. The data has been evaluated to determine the organization's current training methods.

Sampling Technique Used

Random Sampling was used to analyse the data/Random sampling from a finite population refers to the method of sample selection that gives each possible sample combination an equal probability of being selected and each item in the entire population an equal probability of being included in the sample. This sampling is non-replaceable, meaning that once an item is selected for the sample, it cannot be selected again.

Data Collection

To establish the acceptable data for research, primarily two types of data were collected: primary and secondary data.

Primary Data

Primary data are those that were obtained newly and for the first time, and are therefore unique in nature. However, there are other approaches for gathering primary data; not all have been utilised for this study. The following have been employed:

- Questionnaire

- Informal Interviews

- Observation

Secondary Data

To complete the appropriate project, secondary data is compiled from prior studies and published works. The secondary information was acquired by:

- Text Books

- Articles

- Journals

- Websites

Statistical Tools Used

The principal statistical instruments utilized for data collecting and analysis in this study are:

- Pie Charts

- Tables

Limitations of the Study

- The sample size was small, so results can have a degree of variation.

- The response of the employees in giving information was lukewarm.

Scope of the Study

Training Effectiveness is the process by which an organization's management determines how well it has trained and developed its staff.

- This report provides recommendations for improving the effectiveness of the current training and development system.

- It instructs the organization on how to treat diverse employees differently.

- It highlights the employees' training and development requirements.

CHAPTER 6: DATA COLLECTION AND ANALYSIS

1: How many training programmes have you attended in last 5 years?

No. of Programmes	No. of Respondents	% Of Responses
0-5	20	40%
6-10	12	25%
10-15	10	20%
More than 15	8	15%
Total	50	100%

% Of Responses

■ 0-5 ■ 06-Oct ■ Oct-15 ■ More than 15
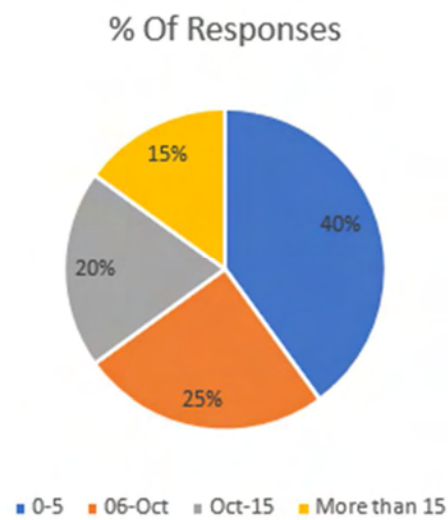
Interpretation

CHAPTER 7: CONCLUSION

- Training is viewed positively by respondents as a means of expanding their knowledge base.

- Prior to attending the training classes, respondents had a general understanding of their goals.

- The training programmes were properly constructed to meet the respondents' developmental needs.

- Some respondents opined that the duration of the training programmes was insufficient and should be lengthened.

- Some respondents also claimed that the employment of cutting-edge training techniques will increase the efficiency of the training programmes.

- Some respondents felt that the training sessions would have been more engaging if they had been more participatory and in line with current market practises.

- The utilization of training aids improved the overall effectiveness of the training programmes.

- The training programmes were able to enhance job performance.

- Some responders also suggested increasing the quantity of training programmes.

CHAPTER 8: RECOMMENDATIONS

Based on the data collected through the questionnaire and interactions with the team members of Baazar Retail Pvt Ltd the following recommendations are made for consideration:

- The Baazar Retail may utilize both subjective and objective approach for the training programmes.

- The Baazar Retail may consider deputing each employee to attend at least one training programmes each year.

- The In-house training programmes will be beneficial to the Baazar Retail as well as employees since it will help employees to attend their official work while undergoing the training.

- The Baazar Retail can also arrange part time training programmes in the office premises for short durations, spanning over a few days, in order to avoid any interruption in the routine work.

- The Baazar Retail can arrange the training programmes department wise to give focused attention towards the departmental

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APPENDICES

Dear Friend,

As you know, with Liberalization and Globalization our economy is opening up to severe competition both internally and externally. In its wake competitiveness assumes immense importance.

To become competitive, optimization of all resources particularly effective market strategies has become the key word. Productivity and Satisfaction of the employees and consumers has become one of the prime concerns of all managers so that the output can be maximized with least inputs.

As part of my PGDBM, I have chosen the project objective as "**Learning and Development Analysis in Baazar Retail Pvt Ltd**" For this; I am interested in getting your valuable responses to the Questionnaire that follow.

All responses to the Questionnaire are to be utilized only for this project and also in an aggregated form. It is not necessary for you to reveal your identity should you desire. However,

it is of utmost importance that your responses are frank, forthright and reflect your true opinion. Specifically, I seek your kind co-operation in adhering to the following points:

1. Please give your responses to all Questions / Statements and do not leave any of them blank.

2. Please tick mark (✓) your response in only one of the columns against each Question / Statement.

3. There is no right or wrong responses to the Questions / Statements that follow in the Questionnaire. What is important is your own personal frank and forthright opinion on various aspects.

Yours sincerely,

Name

QUESTIONNAIRE

Q1: How many training programmes have you attended in last 5 years?

[ ] 0-5

[ ] 6-10

[ ] 10-15

[ ] More than 15

Q2: The programme objectives were known to you before attending it.

[ ] Strongly agree

[ ] Moderately agree

[ ] Can't Say

[ ] Moderately Disagree

[ ] Strongly Disagree

Q3: The training programme was relevant to your developmental needs.

[ ] Strongly agree

[ ] Moderately agree

[ ] Can't Say

[ ] Moderately Disagree

[ ] Strongly Disagree

Q4: The period of training session was sufficient for the learning.

[ ] Strongly agree

[ ] Moderately agree

[ ] Can't Say

[ ] Moderately Disagree

[ ] Strongly Disagree

Q5: The training methods used during the training were effective for understanding the subject.

[ ] Strongly agree

[ ] Moderately agree

[ ] Can't Say

[ ] Moderately Disagree

[ ] Can't Say

[ ] Moderately Disagree

[ ] Strongly Disagree

Q6: The training sessions were exciting and a good learning experience.

[ ] Strongly agree

[ ] Moderately agree

[ ] Can't Say

[ ] Moderately Disagree

[ ] Strongly Disagree

Q7: The training aids used were helpful in improving the overall effectiveness of the programme.

[ ] Strongly agree

[ ] Moderately agree

[ ] Can't Say

[ ] Moderately Disagree

[ ] Strongly Disagree

Q8: The training was effective in improving on- the- job efficiency.

[ ] Strongly agree

[ ] Moderately agree

[ ] Can't Say

[ ] Moderately Disagree

[ ] Strongly Disagree

Q9:   In your opinion, the numbers of training programmes organized during the year were sufficient for officers of Baazar Retail.

[ ] Strongly agree

[ ] Moderately agree

[ ] Can't Say

[ ] Moderately Disagree

[ ] Strongly Disagree

Q10: How many training programmes have you attended during the last year?

[ ] Upto 2

[ ] 3-5

[ ] 6-8

[ ] More than 8

Q11: The training given is useful to you.

[ ] Strongly agree

[ ] Moderately agree

[ ] Can't Say

[ ] Moderately Disagree

[ ] Strongly Disagree

Q12: The time limit of the training programme was sufficient

[ ] Strongly agree

[ ] Moderately agree

[ ] Can't Say

[ ] Moderately Disagree

[ ] Strongly Disagree

Q13: The time limit of the training programme, if increased would make it more effective.

[ ] Strongly agree

[ ] Moderately agree

[ ] Moderately Disagree

[ ] Strongly Disagree

Q14: The training was effective in improving your on-the-job efficiency.

[ ] Strongly agree

[ ] Moderately agree

[ ] Can't Say

[ ] Moderately Disagree

[ ] Strongly Disagree

Q15: The training aids used were effective in improving the overall effectiveness of the programme.

[ ] Strongly agree

[ ] Moderately agree

[ ] Can't Say

[ ] Moderately Disagree

[ ] Strongly Disagree

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