



A Study on Effectiveness of Training and Development Program in an Organization (Amazon)

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REPORT
ON
**“A STUDY ON EFFECTIVENESS OF TRAINING AND
DEVELOPMENT PROGRAM IN AN ORGANIZATION(AMAZON)”**

**FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF
MASTER OF BUSINESS ADMINISTRATION**

**UNDER THE GUIDANCE OF
Assistant Prof. Shreya Singh**

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DECLARATION

This is certify I **Suhasni Kumari** student of **GALGOTIAS UNIVERSITY** studying in MBA has submitted a project report on the title “**A STUDY ON TRAINING AND DEVELOPMENT PROGRAM IN AN ORGANIZATION (AMAZON)**” assigned by the university, for the partial fulfilment of the degree of Master of Business Administration (MBA). I solemnly declare that the work done by me is original and no copy of it has been submitted to any other university for award of any other, degree, diploma, and fellowship on similar title.

Signature of the Candidate

ACKNOWLEDGEMENT

Before we get into think of think. I would like to add a few words for appreciation of people who have been a part of this project right from its inspection. This writing this project has been one of the significant academic challenges I have faced and without the support, patience, and guidance of the people involved, this task would been completed. It is to them owe my deepest gratitude.

It gives Immense pleasure are presenting the project report on “Effectiveness of Training and Development programme in Amazon.” It has been privilege to have a team of project guide who have assisted me from ‘the commencement of this project. The success of this project is a result of sheer hard work, and determination put in by me with the help of my project guide.

I hereby take this opportunity to take a special note of thanks for **Assistant Prof. Shreya Singh**

Who undertook to act as my mentor deposit her many other academic and professional commitment. Her wisdom knowledge or commitment to the highest standard inspired and motivated without her insight, support, and energy, this project wouldn’t have kickstandard, and neither would have reached fruitfulness.

I also feel heartiest sense of obligation to my senior who helped me in collection of data & resource material & also in its processing as well as drafting manuscript. The project is dedicated to all those people, who helped me while doing this project.

ABSTRACT

To understand the importance and inspiration driving getting ready, first it is essential to describe it. Realizing the reason is continually valuable in moreover learning. Getting ready is a perplexing process that involves planning and executing redesigns. The reader will learn what planning is and how it has evolved in this paper. The methods and tactics that were effective for explicit getting ready circumstances will be displayed using information about the verifiable scenery of planning. The reason for each type is revealed by information about various planning approaches. The reader will also learn why organisations appoint agents and what this means for both the organisation and the workers. Bits of information about getting ready will provide general information as well as show how Poland compares to other European countries. Data from a specific Polish association will be used to demonstrate the true situation and ease of planning.

TABLE OF CONTENT

S. NO.	PARTICULARS	PAGE NO
1.	Introduction	1-3
	RESERCH METHODOLOGY	4
2.	Industry Profile	5-6
3	Research Study	7-11
4.	Literature Review	12-14
5.	Hypothesis	15-17
6.	Data Analysis & Interpretation	18-26
7.	Conclusions	28
8.	Reference	29

INTRODUCTION TO THE TOPIC

TRAINING AND DEVELOPMENT: -

Human resources are the most valuable assets of any company. Nothing gets done without the help of people, even with the best tools, materials, and financial resources. In order for a firm to run efficiently, employees must be trained how to perform their responsibilities to an acceptable level of competency. It is impossible to overestimate the value of training. An employee's abilities are developed, or knowledge is expanded in order for him or her to be better prepared to perform the obligations of his or her current job or to prepare him or her for a higher position with more responsibility.

Individual growth, on the other hand, is not a goal in and of itself. The development of the organization and the development of the individual must be synchronized. The goal is to ensure the organization's long-term survival by allowing it to adapt to a changing environment. Employee development and progress must be viewed in the perspective of this shift. As a result, training can be described in the following way:

Training is the systematic development of the knowledge, skills, and attitudes that employees need to perform well on a certain task or job obligation.

The need for higher productivity in organisations is widely accepted, and efficient and effective training is universally acknowledged as critical to accomplishing this aim.

However, in recent years, the need for businesses to create a staff development programme for their employees has become clear. In the absence of these programmes, three issues of incompetence, inefficiency, and ineffectiveness frequently arise.

As a result, training and development are focused at developing technical, human, conceptual, and management abilities in order to progress individual and organisational growth, and it is a neverending cycle of development.

Every affiliation's rule question is to improve its execution, which can never be done without the assistance of agents. Along these lines, the execution organisation structure emerged as a persuasive organisational shift to address and survey issues that affiliates had about execution (Sharif, 2002). A wide range of adjustments that consider execution have also been implemented in the banking industry (Downs, Chadbourn, and Hogan, 2000; Gleeson and Husbands, 2001). Execution denotes the accomplishment of a goal or the sufficiency of a task. The degrees of affiliation, process, and individuals are recognised in an affiliation, and the interrelationships among these will represent the vantage reasons for the attachment. Planning and improvement structures are realised as part of the affiliation's overall goal, as this benefits both the relationship and the

individuals who make up that affiliation. Getting ready and making progress drives increase benefit while expanding additional inspiring viewpoints on benefit presentation for the affiliate. Individuals can improve their job data while also engaging with the affiliation's goals by being ready. The planned learning experiences that educate agents the optimum method to accomplish current and future professions are described as planning and progression. Its main focus is on the improvement of people's execution when it comes to planning and advancement activities. Learning is done by preparation and improvement, which entails being recognised as a valid resource that the general public can obtain, locate, and use. In light of this, execution contributes to the affiliation's advancement, particularly because it allows them to realise in blend capacities and dominance obtained through planning and improvement. Analysts have also given much emphasis to planning and improvement, as well as how they affect the execution of delegates in a commercial setting. To assess the Training and Development programme. To be aware of the realities of the Amazon organization's training. To keep track of representatives' abilities and progress.

RESEARCH METHODOLOGY

Aim of the Study

Primary Objectives

- To understand the effectiveness of training and development of its solutions.

SECONDARY OBJECTIVES

- To analyze how the training helps the organization development.
- To utilize whether employees satisfied with current training method.
- To find and analyze the views of the participants and superior on the training.
- To analyze the training method used to the employee and how they are evaluated.

INDUSTRY PROFILE

Amazon Up skilling Commitments:

Amazon front-line employees will have access to Career Choice: Education benefits.

Amazon's Career selection will pay high school completion, GEDs, and ESL proficiency certificates for nearly 750,000 operations personnel across the United States.

Pre-paid fees: Instead of paying employees' tuition and charges after they finish their work, Amazon can pay them in advance, ensuring that they don't have to use their own money to get the education they need.

Limitless learning: Amazon front-line employees can get annual education funding for as long as they work for the company, with no limit on the number of years they can benefit.

Fast starts: After starting at Amazon, all 750,000 hourly employees in the United States are eligible to participate in Career selection for ninety days. As a result, any employees who have been with the company when the outbreak began are eligible for Amazon-funded educational opportunities.

AWS Grow Our Own Talent:

AWS Grow Our Own Talent provides Amazon employees and entrylevel candidates with non-traditional backgrounds with on-the-job coaching

and job placement chances. The training will enable them to pursue roles within Amazon Web Services (AWS) data centers and safely deliver high-quality cloud computing services to customers. Participants will be hired into roles such as data center technicians and operations technicians, and will receive in-person, on-the-job training for up to 6 months.

Surge2IT

Surge2IT is a self-paced learning resource designed to help entrylevel IT professionals across Amazon's operations network seek careers in higher-paying technical areas. The course teaches professionals the skills they'll need to further their careers in IT, such as supporting Amazon's artificial intelligence selection and storage technologies. Participants who complete the course and advance at Amazon will earn an additional \$10,000 per year.

RESEARCH STUDY

Identification of the Research Problem

Training and development are key components of every organization's overall success in today's society. This programme is available to help people prepare for future or current careers. Using the right training strategies, a company's effectiveness and productivity can be dramatically increased. This is one of the reasons why training is so important to the Human Resources department.

As a result, conducting studies and tests to improve our teaching approaches is vital. The goal of this study is to examine the effectiveness of Amazon's training and development programmes for their employees.

So that they can increase their performance. Although the training cannot be evaluated in and of itself, the change in attitude and behaviour that occurs as a result of the instruction can be measured. The underlying principle of this study is that we may derive scientific findings about training by examining and evaluating worker responses.

Statement of the Problem

Amazon is doing this research in order to assess and evaluate the effectiveness of its training and development procedures.

The importance of the research

Training is the process of improving an employee's knowledge and abilities so that they can do a specific task. Employees are taught technical information and skills using a systematic and planned approach, which is followed by all employees.

The activities of teaching and learning that are carried out with the primary purpose of benefiting members of an organisation in their daily lives are referred to as training. Despite its close association with education and development, training must be differentiated from these notions. Its purpose is to assist someone in bettering their behaviour and overall performance.

Training is a continuous process that goes place throughout one's life. The training environment encourages the sharing of information and the synthesis of that information with the help of subject-matter experts.

Importance of the research study

Every company's success is determined on the efforts of its employees. Training and development are critical for increasing a company's production. Training aims to improve an employee's knowledge and abilities, whereas organisational development focuses on the organisation as a whole, including its structure, objectives, policies, and procedures, as well as its managers and employees.

Training aims to improve an employee's knowledge and skills, while organisational development aims to improve the entire organisation. Using the services of experienced consultants may help you achieve your organisational development objectives more quickly. Training

and development programmes are frequently included in overall organisational development efforts.

A better understanding of these subjects could help both the trainer and the learner provide and benefit from the training. However, training is difficult due to the fact that it is a very sophisticated procedure. As a result, examining and analysing employee and management input is the most effective way to achieve it.

The project entails acquiring data from Shivered Systems and services staff, evaluating it, interpreting it, and deriving appropriate conclusions from it in order to make useful recommendations.

These are: -

- Our project will help management assess the effectiveness of their training programmes as well as employee satisfaction, allowing them to make the appropriate managerial decisions.
- The project's findings may aid both the company and the employee in making contributions to the improvement of training facilities.

Any training and development programme should have goals that are in line with the company's primary and secondary objectives. Using the research findings, new training routines might be created to get the desired results with less effort.

Objectives of Study

- To assess the training and development process
- To be aware of the fact that the Amazon corporation conducts training.
- Determine employee skill and development.

Primary Objective

- To study the effectiveness of training and development programs in Shivered Systems and Services, Chennai.

Secondary Objective

- Researching the strategies used in employee training
- Determine whether training quality and responder satisfaction are linked.
- Determine whether present training methods are satisfactory to employees.
- Gather and analyse feedback from participants and supervisors on the training.
- Examine the training programme for relevancy, implementation, and results.

Methodology

A research technique is a systematic approach to exploring and solving a research problem. It can be considered a branch of science that studies how scientific research is conducted. We look at the various steps that a researcher goes through to investigate his or her research topic, as well as the reasoning behind each step.

Methodology gives us a roadmap for the steps that must be taken in a systematic order. Methodology supplies us with a checklist of actions that must be completed in a systematic manner in order to complete the research properly. Our investigation is divided into several stages: A key step is to define the research problem.

- Comprehensive Literature Review
- Defining the aims and goals
- Before beginning the research, prepare the research design, including the sample design.
- Gathering Information
- Exploration and interpretation of data
- Interpretations are made in generalisations.
- Prepare formal written reports as well as a formal report or presentation of results.

Theories of training and development

Literature Review

Kirkpatrick evaluation model

Donald Kirkpatrick, a University of Wisconsin professor emeritus, developed the Kirkpatrick evaluation model or theory in 1959. It has four levels of evaluation: participant reaction, learning (the knowledge and skills gained), behaviour (the ability to apply new skills), and results (the organisational impact). Each stage of evaluation builds on the preceding one and adds precision.

The reaction

The degree of involvement, the ease and comfort with which they are experiencing it, and the amount of work required to get the most out of it are all factors that go into determining a participant's response level to a training session. A response evaluation is inexpensive and simple to do, and it can be done through direct interaction with participants, post-training surveys, or online questionnaires. The evaluation can be done right after the session is finished. It is critical for participants to respond positively to the training sessions in order to learn effectively.

The learning

Before and after a training programme, learning assessments are frequently undertaken to analyse the program's impact on the learning process. Participants' knowledge, skills, and intellectual capacity are evaluated to see if they have improved because of the training. Self assessment via online surveys and tests, as well as official assessment

via interviews and observations, are examples of learning evaluation tools.

Behaviour

The extent to which training participants use what they've learned in the workplace is measured through behaviour evaluation. The evaluation is frequently done over time to see if the participants apply their new skills and knowledge on the job, enhance their performance, and pass on their knowledge to their peers. Observations, surveys, tests, and interviews are examples of tools. Behaviour assessments take longer and require more effort than reaction and learning assessments. Because they are in the best position to observe and assess participant behaviour changes, line managers and direct supervisors should be included in the process.

Abraham Maslow's Hierarchy of Needs motivational model

The Hierarchy of Needs concept was developed by Abraham Maslow in the 1940s and 1950s in the United States, and it is still relevant today for understanding human motivation, management training, and personal development.

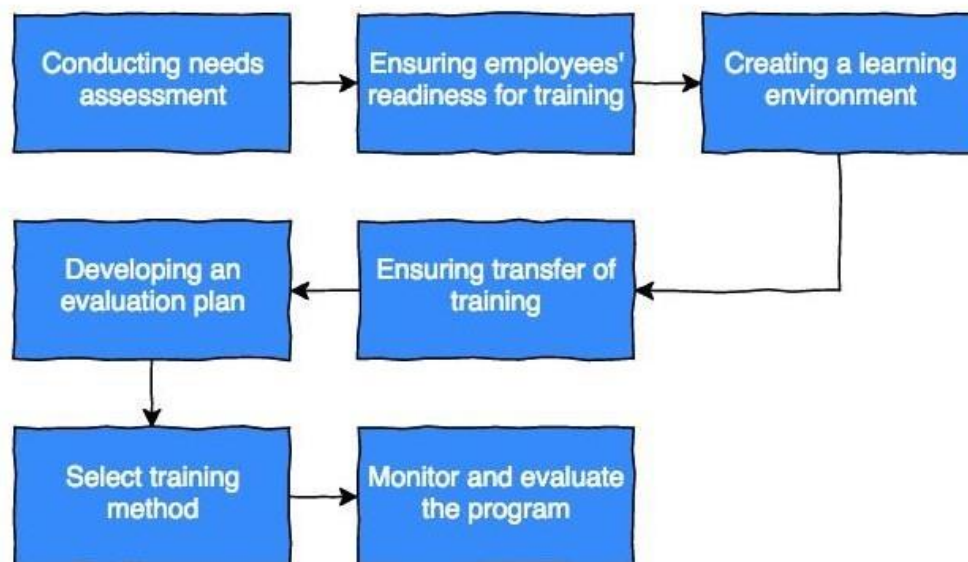
The Maslow's Hierarchy of Needs five-stage model (structure and vocabulary, not the exact pyramid design itself) is clearly and directly attributed to Maslow; later versions of the theory with added motivational phases are not so obviously attributed to Maslow.

- Biological and physiological requirements: air, food, water, shelter, warmth, sex, sleep, and so on
- Protection from the elements, security, order, law, limitations, stability, and so on.

- Needs for belonging and love - work group, family, affection, partnerships, and so on.
- Self-esteem, accomplishment, mastery, independence, status, domination, prestige, management responsibility, and other self-esteem needs
- Cognitive requirements (knowledge, meaning, and so forth).
- Aesthetic requirements - appreciation and pursuit of beauty, balance, and shape, among other things
- Realizing human potential, self-fulfilment, personal growth, and peak experiences are all self-actualization demands.
- Transcendence necessitates assisting others in their quest for self-actualization.

Training Design

Training Design Process



HYPOTHESIS

HO: Null Hypothesis: Training and Development have no significance.

H1: Alternative Hypothesis: Training and Development are important.

Need for study Training

Training is the process of working with an individual to improve his or her efficiency and effectiveness at work. Training helps employees improve their efficiency and effectiveness at work by upgrading and updating their professional knowledge, developing skills relevant to their work, and cultivating proper behaviour and attitude toward work and others. Training could be intended to improve a person's current work performance or to prepare them for future positions of more responsibility, which would necessitate the acquisition of new skills and knowledge.

In many ways, education, particularly formal education, differs from training. While education focuses on the dissemination of information, training focuses on the extension of knowledge, the stimulation of attitudes, and the transmission of skills related to a certain job. It's a process that lasts the rest of one's life.

With the help of the trainers, training creates an atmosphere in which participants can share and synthesise the knowledge that is already available on the topic. A training schedule is a set of activities that take place over a set amount of time. As a result, a completely new subset of trainers who socialise in the realm of human activity has emerged.

Meaning

People are typically a company's most valuable asset. One of the most essential expenditures a company can make is in its employees' training and development. With the correct training, your organisation will be prepared to meet the challenges of the next generation. The capacity to recruit and retain high-quality personnel, as well as improve job satisfaction among current employees, increases the likelihood that they will give outstanding service to your clients. Training is the process of improving an employee's knowledge and abilities. Human resources are a universal truth that applies to all industries.

Definition

"Training is the systematic, ongoing development of knowledge, skills, and attitudes among all levels of employees that contribute to their and the company's welfare."

Jefferson and M.C Lord

"A process of establishing a grasp of some organised set of facts, rules, and techniques is known as training. This data mostly pertains to the operational stages of applied knowledge ".

R.C Davis

Results

The success of a training programme is measured in operational and strategic criteria, such as more sales, lower costs, and better quality.

Suggestion

The current assessment's point of convergence is to understand the impact of Hierarchical execution on Preparing and Progression, At Work Preparing, Preparing Plan, and Conveyance style. The foundation of this investigation is the helper data, which includes an extensive writing review. The Outcome of the relative variety of free elements on the general numerous levels of Execution is examined using four theories. Each of these factors has an impact on Legitimate Execution, according to the theories. These speculations began with the writing review, and we have similarly demonstrated them with the help of the writing review. That is what the outcomes reveal. Organizing and Improving, At work, preparation, planning, and conveyance style all have a big impact on Authoritative Execution, and each of them has a big impact on Progressive Execution. It implies that the overall progressive execution is extended. We also demonstrate our Speculation with precise data. However, outcomes are unquestionably taking into account the composing overview.

DATA ANALYSIS & INTERPRETATION

Name

Your answer

Gender

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Age

- ☐ Between 15 -20
- ☐ Between 20 - 25
- ☐ Between 25- 30
- ☐ Above 30

Do you feel that your knowledge or skills have improved by taking training?

- ☐ Yes
- ☐ No
- ☐ Maybe



How will you rate your overall learning and training experience?

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you feel that online training and development program is more effective than offline training?

- ☐ Yes
- ☐ No
- ☐ Not sure
- ☐ Depend on the trainer and trainee coordinator

Name the things that you enjoyed/ learned during your training and development program.

Your answer _____

Name some factors that are barriers to training and development programme.

Your answer _____

In your opinion how Amazon is most trusted and largest global training provider?

Your answer _____

Name some beneficial factors for which Amazon is providing training and development programme to employee.

Your answer _____

What type of training and development programme do employees of Amazon have?

Your answer _____

DATA ANALYSIS & INTERPRETATION

I have collected a primary data from 21 people through a questionnaire in google form. That google form consist of 11 questions. Out of those 8 questions: -

- **First question** was for the candidate's name who is filling the form
- Second question is for their Gender
- And third question is for their age.

So, lets analyse the data collected from 21 population: -

So, our **Second question** is- What is the gender of candidate who is filling the form?

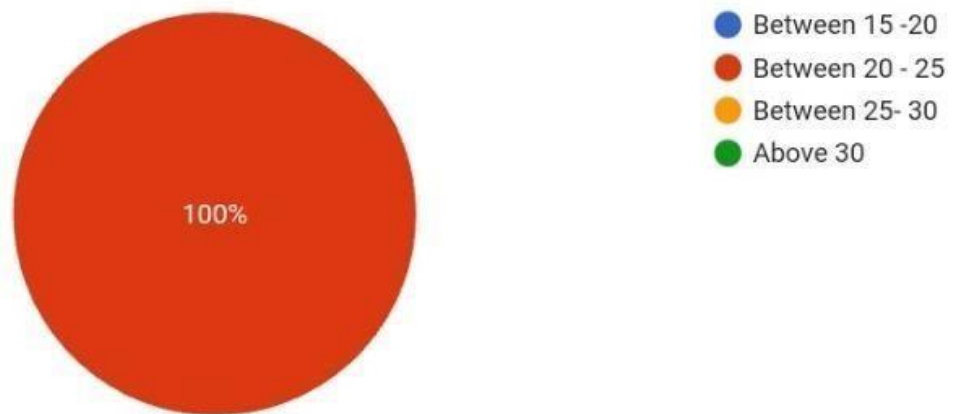


Here, We can see that this chart shows that 52.4 % (11 candidates) are the female candidates who has filled the form and 47.6 % (10 candidates) are the male candidates.

Third Question: - What is the age of candidates? Through this question we get to know about which age of population is doing more response.

Age

21 responses

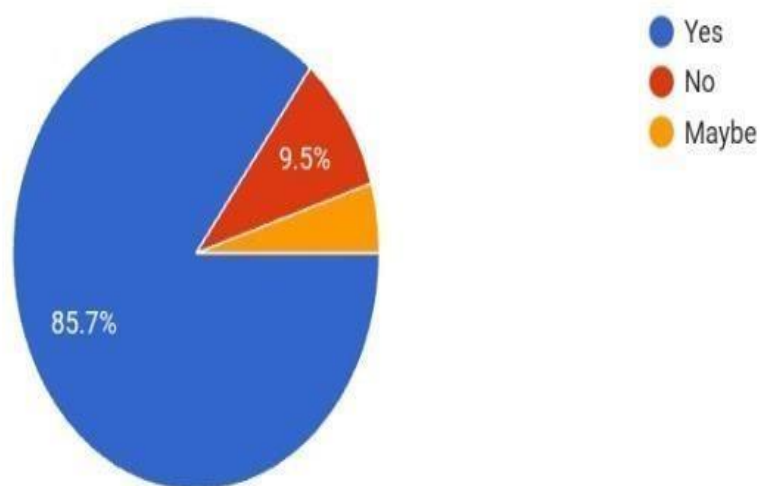


Here, we can see that the respondent are 100% (between 20-25). By this, we can say that the population between the age of 20-25 are know more about training and development program in an organization.

So, our **Fourth question** is- Do you feel that your knowledge or skills have improved by taking training?

Do you feel that your knowledge or skills have improved by taking training?

21 responses



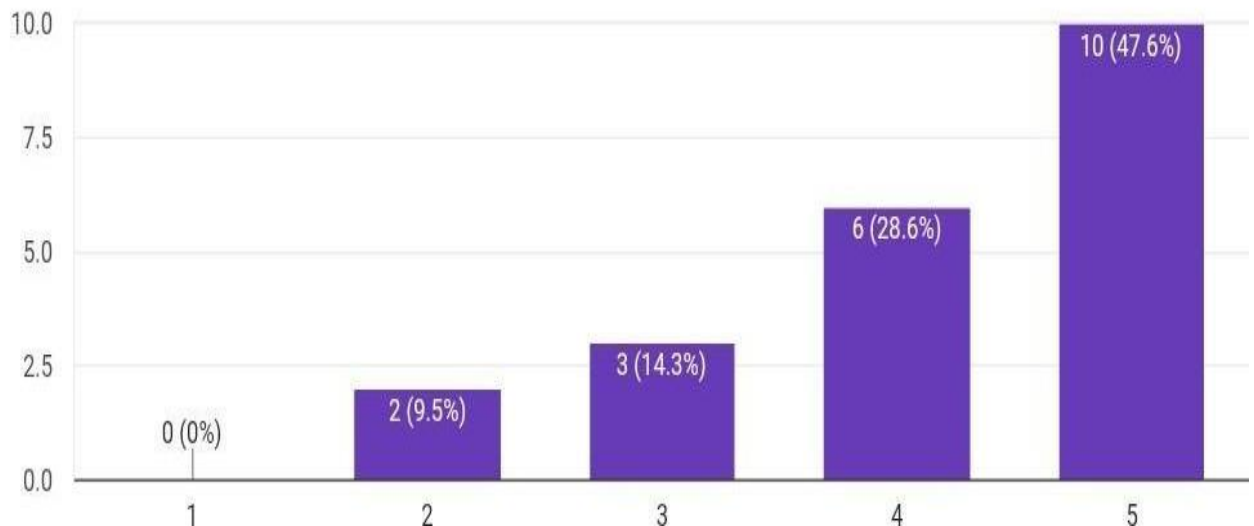
Here we can see that out of 21 responses, 85.7% people are feel that your knowledge or skills have improved by taking training. And Only 9.5% people are not feeling that your knowledge or skills have improved by taking training and only 4.8% people are not sure about this to feel that your knowledge or skills have improved by taking training.

So, our **Fifth question** is-How will you rate your overall learning and training experience?

How will you rate your overall learning and training experience?



21 responses



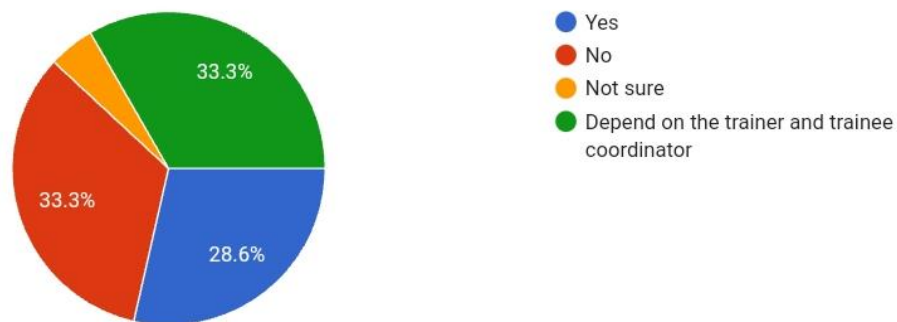
Here we can see that out of 21 responses, rate out of 1 to 54.6% (10 person) rating 5 overall learning and training experience and 28.6% (6 person) rating 4 overall learning and training experience, 14.3% (3 person)) rating 3 overall learning and training experience and 9.5% (2 parson)) rating 2 overall learning and training experience.

So, our **Sixth question** is-Do you feel that online training and development program is more effective than offline training.

Do you feel that online training and development program is more effective than offline training?



21 responses



So, our **Seventh question** is- Name the things that you enjoyed/ learned during your training and development program.

Here response like, things that you enjoyed/ learned during your training and development program are – Enhancing skills, behavior, strength

The trainer was very interactive

Interactive sessions and practical knowledge, The two-way interaction

Learned new things and ways, about own specialization, Programming, Coordination, presentation and convincing skills Management etc.

So, our **Eighth question** is-name some factors that are barrier to

training and development program.

Here response like some factors that are barrier to training and development program are –

Time barriers and weak network strength

Language barriers, Huge theoretical content, Time scheduling

Lack of motivation, Lack of skills, Network speed, Coordination gap between trainee and trainer, unavailability of proper information, unaware about how to schedule training program etc.

So, our **Ninth question** is-in your opinion how Amazon is most trusted and largest global training provider.

According to personal experience and feedback by other individuals, quality of services, they provide, their customer needs, Because of Amazon works on customer satisfaction., It's a trusted company

As per report amazon provide proper time and all other factors that leads to employee's development relates to their self-growth and that results in company growth, Provide proper time

So, our **Tenth question**- name some beneficial factors from which amazon is providing training and development program to employee.

Here response like some beneficial factors from which amazon is providing training and development program to employee are –

Free tuition free training, job placement program, Gaining knowledge, practical, High employee output, Soft and technical skills, Get to learn new things, Programming skills, image branding, by keeping beneficial factors related to employee's welfare and that's results showing in company growth, positioning.

So, our **Eleventh question** is-what type of training and development program do employees of amazon have.

Here response like type of training and development program do employees of amazon have –

Amazon Technical Academy, from technical to field work., Managerial or call support, Marketing, High skilled trainer, Primary training and modern training method both, Healthy environment in company, Career Skills etc

CONCLUSION

There is sufficient proof to demonstrate that agents who are wellorganized all of the time provide better services to their clients. Instead of unusually titled initiatives, a savvy company culture is required to build a guided and proactive getting ready and progress plan. People are among the most fundamental assets in an organisation organised industry, such as keeping cash, and a bank should profitably manage its labourers at all times of work in this forceful field. It is expected that open part banks include planning and advancement programmes for their employees in order to improve their efficiency. Amazon provides planning exercises for employees to improve their knowledge and abilities in order to satisfy customers. In India, improved record division management is the result of expert work that is the result of strategy and progress.

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