

THE ROLE OF EDUCATION CONSULTANTS IN INFLUENCING AND GUIDING STUDENT DECISIONS: A STUDY ON ETHICAL PRACTICES IN THE STUDY ABROAD SECTOR

Meiji Education

Prepared by
Mohini Islam
ID: 211011041

Supervised by
Md. Kamal Uddin, PhD
Assistant Professor

Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



August 2025

Internship/Project Report Approval Form

Student Name : Mohini Islam

ID No: 211011041

Major: Finance

Year: 2025

Mobile Phone: 01700982907

Email: mohini.islam.bba@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

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☐ Full Re-write

Remarks (For Not Approved): _____

Signature:

Date:

Name:

E-mail:

Phone:

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Name: MOHINI ISLAM

ULAB ID # 211011041

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Letter of Transmittal

August, 2025

Md. Kamal Uddin, PhD

Assistant Professor ULAB School of Business (USB)

University of Liberal Arts Bangladesh (ULAB)

688 Beribadh Road, Mohammadpur, Dhaka - 1207

Subject: Submission of Project report on **The Role of Education Consultants in Influencing and Guiding Student Decisions: A Study on Ethical Practices in the Study Abroad Sector.**

Dear Sir,

With due respect, I would like to inform you that I have completed my internship report on Meiji Education. The internship report paper titled "The Role of Education Consultants in Influencing and Guiding Student Decisions: A Study and on Ethical Practices in the Study Abroad Sector" has been prepared for the fulfillment of my Project according to the prerequisites of my undergraduate program Bachelor of Business Administration (BBA) in University of Liberal Arts Bangladesh (ULAB). In this report, I have tried my best to compile the concepts which I have learned in my Bachelor of Business Administration along with some experience gathered from the internet for taking relevant information regarding the Project. I hope that it will find your acknowledgement. I am looking forward to your valuable feedback.

Sincerely,

Mohini Islam

ID: 211011041

Bachelor of Business Administration (BBA); Concentration: Finance

University of Liberal Arts Bangladesh (ULAB)

Acknowledgement

I would like to express my sincere gratitude and respect to all those who supported and guided me throughout the process of securing my internship, completing it successfully, and from preparing to completing this Internship Report properly.

First, I would like to thank my internship Supervisor Md. Kamal Uddin, PhD sir for his valuable guidance, encouragement, and insights. He guided me throughout my internship process for which I am ever so grateful to him. Without his encouragement and support, my internship might have been an impossible task.

I would also like to thank my supervisor and the entire team at **Meiji Education**. Their support, professionalism, and willingness to share knowledge greatly enriched my learning experience. Despite being new, I was treated as part of the team, and I learned a great deal from their guidance and encouragement. A special note of thanks goes to all of my mentors from the training session, who went above and beyond to mentor me and help me grow during my time at the organization.

This opportunity would not have been possible without the kind referral and support of the hiring team's manager, whose recommendation helped me from securing this internship to being a permanent employee. I also extend my appreciation to all my colleagues for giving me the chance to demonstrate my capabilities and learn in a professional setting.

Lastly, I am sincerely grateful to my family and friends for their constant support emotionally, mentally, and financially throughout this journey. Their encouragement kept me motivated and grounded.

List of Abbreviations

ABBREVIATION	DEFINITION
B2B	Business-to-Business
BBA	Bachelor of Business Administration
CEO	Chief Executive Officer
CRM	Customer Relationship Management
DOHS	Defense Officers Housing Society
ERP	Enterprise Resource Planning
HRM	Human Resource Management
ROI	Return on Investment
SAAS	Software as a Service
SEO	Search Engine Optimization
SMEs	Small and Medium-sized Enterprises
SL	Serial Number
sBUSINESS.XYZ	Sheba Platform Limited's business B2B division
SPSS	Statistical Package for the Social Sciences

Table of Contents

Internship/Project Report Approval Form	1
PLAGIARISM DECLARATION	2
Letter of Transmittal	3
Acknowledgement	4
Part A	8
Chapter 1: Internship Preparation	8
1.2 Internship search process	8
1.3 Internship interview experience	9
1.4 About the organization	9
Chapter 2: About the Internship	11
2.1 Activities of the Department	11
2.2 Work environment	11
2.3 Duties and responsibilities as an Intern	12
2.4 Application of Educational Learning with Internship	12
Chapter 3: Self-Reflection	13
3.1 Likings and Disliking things on Internship	13
3.2 How Could I Do Better and How the Organization Could Utilize Me Better	13
3.3 Recommending ways the organisation can improve	14
Chapter 4: Personal Development Plan	15
4.1 Next action and career plan	15
4.2 Technical Skills	15
Financial Data Analysis	15
4.3 Interpersonal Skills	16
PART- B	18
Executive summary	18
Chapter One: Introduction	19
1.1 Research Title	19
1.2 Research Objective	19
1.3 Research Context	19
1.4 Research Question	20
Chapter 2: Theoretical aspect and related Literature Review	21
2.1 Client Satisfaction	21
2.2 Consultants Influence on Student Decision Making	21
Chapter Three: Methodology	25

3.1 Type of research	25
3.2 Research Design	25
3.3 Methods for collecting and Sampling data	25
3.4 Sampling Technique and Size	26
3.5 Limitations of the Methodology	27
3.6 Ethical Considerations in Research	27
Chapter Four: Findings, Analysis, and Discussion	29
4.1 Influence of Education Consultants on Student Decisions	29
4.2 Client Satisfaction with Consultancy Services	29
4.3 Ethical Practices in Consultancy Services	30
4.4 Challenges in the Study Abroad Consultancy Sector	30
4.5 Comparative Insights: Meiji Education vs. Industry Trends	31
4.6 Discussion in Relation to Research Questions	31
Chapter Five: Recommendations	33
Recommendations for Meiji Education	33
Chapter Six: Conclusion	35
6.1 Summary of Key Findings	35
6.2 Implications for Meiji Education	36
6.3 Broader Implications for the Sector	36
6.4 Reflections as an Intern and Student Researcher	37
6.5 Final Thoughts	37
References	38
Appendices	39

Part A

Chapter 1: Internship Preparation

1.1 Motivation

As a student at the University of Liberal Arts Bangladesh (ULAB) studying Finance to get my Bachelor's in Business Administration, I've always been interested in how service based businesses make decisions, especially in areas where trust and advice are important. One such sector is Bangladesh's study abroad consulting business, where students' decisions might change their lives due to a combination of ethical and financial factors.

I was particularly motivated to enrol since Meiji Education has a strong reputation for maintaining moral standards, offering clear instruction and providing extensive alternatives for students who aspire to study abroad. Having firsthand understanding of how education consultants influence students' decisions, how they reconcile business objectives with ethical commitments, and how financial planning influences these decisions was my goal for this internship. Also, another main reason for my choosing these sectors was as I was planning to move abroad for my masters. So to exactly identify the exact procedure and identify the reasons for the visa refusals. So, by gaining knowledge from these sectors, I can make my journey in a perfect way.

1.2 Internship search process

Finding an internship was very challenging. I was looking for internships in corporate finance departments, banks and investment firms as a finance major student. However, I was also very much interested in a position that would allow me to integrate my academic knowledge with real world consulting experience, and would take me to a high-interaction, customer focused business environment.

I started by looking for industries where financial knowledge might be combined with human services. Because of its growing popularity in Bangladesh and the importance of financial planning for clients, the study abroad consulting industry immediately caught my attention.

While looking through LinkedIn and different job groups, I observed that numerous consultancy firms either had a lack of transparency or showed very little emphasis on ethical guidance. Then, I discovered Meiji Education, a firm renowned for its solid reputation in both student satisfaction and ethical practices. After checking their website and hearing very positive reviews from students about Meiji, I felt very assured that Meiji exactly matches with my career goals. I emailed my resume and cover letter to their HR department, emphasizing my interest in their consulting sector.

1.3 Internship interview experience

Approximately a week after I submitted my application, Meiji Education invited me to an interview at their office in the Dhanmondi Kolabagan area. After arriving in Meiji education, I was very impressed by their professional and warm behavior.

The reception team was very cordial, and the office's organized layout created a welcoming environment that exactly matches the company's commitment to service.

The Branch Manager of Meiji took my interview. Instead of a strict interrogation, I was feeling like it was a collaborative discussion, which helped me feel very comfortable. He questioned me about my educational background, my knowledge about financial planning regarding study abroad costs, and my views on ethical consulting. They also shared details about the firm's mission and highlighted the significance and importance of why it is very important to be very transparent with students and their parents.

One thing that impressed me most was their appreciation for my understanding of how much knowledge I had about this field and mentioning how I can assist students with making a budget for studying abroad, their tuition fee structure and evaluating scholarship opportunities. After the very warm interview session, I felt very confident and enthusiastic about the possibility of becoming part of their team.

1.4 About the organization

Meiji Education is a well-known consulting company in Bangladesh that focuses on study abroad initiatives. Their main office is in Dhanmondi Kolabagan and a branch office is in Comilla. The company's main goal is guiding and helping students throughout the total journey who want to pursue higher education abroad with reliable, accurate and moral guidance. With partnerships with prestigious universities like Japan, Malaysia, UK, Canada, Australia, USA and Europe. Meiji offers specialized solutions that meet the academic, economical and financial requirements of every young person. They also provide Japanese language courses and IELTS courses with all the main examinations of Japanese language and IELTS exam.

In comparison to many consultancy firms that prioritize very little on securing admissions, Meiji Education helps with a comprehensive approach guiding students through university selection, application processes, language training, visa applications, and financial planning. They also arrange pre-departure sessions to ensure that students are not nervous or scared and are both mentally and practically ready for their upcoming journey.

Mission:

Meiji Education's mission is to help students to fulfill their study abroad dreams by making wise academic and financial decisions by offering students very transparent and proper guidelines. Not a guideline based on their profit or commissions.

Vision:

To become one of Bangladesh's most reputable ethical education consultancy firms, renowned for their honesty, ethical and student centered solutions.

Commitments:

- To maintain moral and ethical standards throughout the whole consulting process with a student
- Offering very clear and wise university recommendations according to the student's profile and financial condition
- Providing clear career guidance and financial preparation.
- Being very honest regarding all the tuition fees and all other expenses.

During my internship at Meiji Education, I learnt about not only gaining experience into the operational aspects of education consultancy but also examine the connections between ethical practices, client decision-making, and financial management within this distinct industry.

Chapter 2: About the Internship

2.1 Activities of the Department

During my internship at Meiji Education, I was first sent for a training session and then I was engaged with the student Counseling, which is the main organization's services for the student guidance. The department focuses on assisting students throughout each and every phase of the study abroad journey. Beginning with the initial counseling session, then continuing through the application procedure to visa arrangements and all other support before their arrival.

I helped students and their families understand the tuition price structures, cost breakdowns, payment timings, and currency exchange requirements in addition to providing basic counseling services. Additionally, I learned about how to make an exact budgeting for international education, how to show financial solvency proofs and the overall documentation process for studying abroad. This different journey provided me with a unique experience on how educational consultants provide decision making while maintaining ethical standards in a very competitive industry where a very little ethicalness is shown all around.

2.2 Work environment

The office of Meiji Education, situated in Dhanmondi Kolabagan, provided a professional and friendly welcoming atmosphere. With counseling rooms for individual sessions and a common office for support and administrative teams, the design promoted open communication.

There was a collaborative and student centered culture at work. Counselors, documentation teams, marketing executives were among the staff members who frequently came up with solutions for particular student situations for any kind of help or solution. During problem solving sessions, there was no strictness, rather, everyone's opinion was equally respected, regardless of their position.

Regular morning team meetings, weekly reporting, and casual conversations over lunch breaks all helped to maintain an open and cordial communications throughout. The management gave an open door policy, allowing both the interns and the staff to exchange their ideas, suggestions and gain knowledge from one another.

2.3 Duties and responsibilities as an Intern

My duties at Meiji Education included supporting the financial process as well as providing consulting assistance. Among the important duties were:

2.3.1 Financial Counseling Support: Helping parents and students create financial budgets, estimate living expenditures overseas, and comprehend university tuition fee structures.

2.3.2 Financial Requirements Documentation: Assisting in the preparation of documentation for proof of finances, bank solvency certificates, and overall applications in accordance with visa regulations.

2.3.3 Data Management: Keeping track of application and tuition deadlines, updating payment statuses, and keeping correct financial records of student applications.

2.3.4 Counseling Assistance: Taking notes, creating follow up emails and offering financial information about course and travel choices to assist senior counselors during student consultations.

2.4 Application of Educational Learning with Internship

My academic background in Finance from the University of Liberal Arts Bangladesh has been extremely beneficial during this internship. The courses I took in Financial Management and International Finance enabled me to analyze the breakdown of tuition fees, project living expenses in different currencies, and assist students in making wise financial plans.

Moreover, my studies in Business Ethics enhanced my understanding of the importance of transparency and integrity when discussing costs, ensuring that financial details were communicated honestly without overstating affordability or neglecting to mention possible expenses.

This internship successfully connected theoretical knowledge from the classroom with real-world application, providing me with not just technical counseling expertise but also valuable insights into the emotional aspects of financial decision making particularly in the transformative experience of studying abroad.

Chapter 3: Self-Reflection

3.1 Likings and Disliking things on Internship

Reflecting on my time as an intern at Meiji Education, I am truly grateful for the insights I gained in the study abroad consultancy field. With my background in finance, this internship offered me a distinctive viewpoint on the operations of education consultancy firms, encompassing not just student counseling but also the business and financial management involved.

One of the most fulfilling aspects was the opportunity to engage directly with students and their parents, gaining insight into their goals and concerns about pursuing higher education overseas. This experience allowed me to link theoretical knowledge with real world implementation, as I witnessed how consultants can impact decision-making through transparency, effective guidance, and ethical standards. Additionally, I honed practical skills in documentation, managing student records, analyzing tuition and living cost breakdowns, and preparing financial plans for clients activities that closely aligned with my academic specialization.

While navigating a fast-paced consultancy setting, I encountered challenges in adapting to various situations. Every student presented distinct needs, and I had to develop the patience, attentiveness, and communication skills required to convey information without bias or excessive persuasion. Another obstacle was grasping the ever-changing policies of different universities and countries, as requirements, fees, and visa regulations often fluctuated. These challenges pushed me to enhance my adaptability, becoming more detail oriented and resourceful.

In spite of these difficulties, the experience greatly improved my problem-solving skills, interpersonal communication and professional confidence. I also gained considerable insight from the constructive criticism of my supervisors, which helped me pinpoint my weaknesses especially in presentation skills and time management and actively address them throughout my internship.

3.2 How Could I Do Better and How the Organization Could Utilize Me Better

I think I could have been more proactive in recording my daily learning objectives and asking for feedback more frequently in order to perform better. This would have enabled me to consider my development more thoroughly and pinpoint particular areas in which I needed to improve. I also came to the realization that improving my communication and presenting abilities is essential when counseling parents and students on significant academic and financial issues. Additionally, I would become a more trustworthy resource for clients if I

conducted regular research to increase my understanding of international school systems and immigration regulations.

From the perspective of the organization, I feel that Meiji Education could have better utilized my capabilities by assigning me responsibilities that effectively merged my finance background with consultancy functions. For instance, I could have played a role in crafting financial aid plans, evaluating tuition frameworks, or creating budgeting resources for students and families. Clearer direction and structured training at the start of my internship would have also enabled me to contribute more quickly and effectively. Engaging interns in seminars, workshops, or counseling sessions could further broaden their experiences and provide additional value to both the intern and the organization.

3.3 Recommending ways the organisation can improve

- Encourage interns and staff to engage in cross functional learning, such as acquiring knowledge in both counseling techniques and overall documentation procedure to visa. This approach will foster a more adaptable team capable of handling a variety of responsibilities.
- The organization can also facilitate organized training sessions on financial planning for international education, and ethical counseling methodologies to ensure the team remains knowledgeable and effective.
- Acknowledging that consultancy roles often require extensive hours of counseling and administrative tasks.
- Meiji Education can implement wellness programs like flexible working schedules, mental health awareness workshops, and team-building events.

These initiatives would assist employees in achieving a healthy work life balance and help maintain their enthusiasm for serving clients with care and professionalism.

Chapter 4: Personal Development Plan

4.1 Next action and career plan

Short Term Development Goals:

My main goal in future is to utilize my professional abilities and knowledge that I learned during my internship period. I intend to strengthen my communication and counselling skills, as those skills are necessary for working in a consultancy or any position with clients. To supplement my background as a finance major, I will also strive to improve my analytical and financial skills, making sure that I can combine company viewpoints with consulting techniques.

I also intend to attend relevant workshops and training courses on cross cultural communication, international education, and moral counselling techniques. Through these programs, I will gain a deeper understanding of the difficulties faced by students and how consultants may assist them make moral decisions.

Long Term Career Plan:

My long term goal is to establish a profession that allows me to apply both my consulting and finance expertise. Working in the worldwide education and advising field, either for a reputable consulting business or in the education department of a large corporation is my ultimate aim. Since one of the largest obstacles that students and their families encounter is paying for their education overseas, I also aim to become an expert in financial planning for foreign students.

Moreover, I had plans to pursue my higher education overseas to gain a more reputable degree. And by utilizing these experiences I can also guide students throughout their journey about all the findings and challenges.

4.2 Technical Skills

Financial Data Analysis

My goal is to improve my skills in analyzing financial information relevant to international education services, including tuition fee structures, available scholarships, and cost benefit evaluations across various countries. By enrolling in advanced Excel courses and financial modeling workshops, I can enhance my analytical abilities and offer valuable insights for both students and the organization.

Market Research & Forecasting

Given that the study abroad sector is significantly affected by global economic changes, I plan to enhance my forecasting and research capabilities to examine trends such as currency variations, visa regulations, and international tuition fees. This will enable me to better support students in making well informed financial choices.

Digital Finance Tools & CRM Systems

As consultancy firms are increasingly adopting Customer Relationship Management (CRM) software to monitor student progress, I intend to deepen my knowledge of digital finance tools and CRM platforms utilized in the education sector. This will enhance my efficiency in managing student information and enable me to handle financial documentation with greater precision.

Policy & Compliance Knowledge

To enhance my professional value, I intend to explore the regulatory and compliance elements related to financial transactions within the education sector, including international fee transfers, refund policies, and ethical financial practices. This will enable me to align my efforts with both the goals of the organization and the ethical standards of the industry.

4.3 Interpersonal Skills

Flexibility & Adaptability

In a fast-paced field like study abroad consultancy, where international regulations and admission deadlines are frequently updated, being adaptable is essential. I plan to enhance my flexibility by interacting with a wide range of student profiles and quickly responding to changing requirements from overseas universities. By embracing ongoing learning and remaining receptive to new systems or regulations, I can continue to be a trustworthy advisor for students while effectively contributing to Meiji Education.

Leadership

I aim to develop my leadership capabilities by proactively participating in initiatives such as organizing student counseling sessions, assisting in awareness campaigns, or mentoring peers in financial decision-making processes. To me, leadership involves fostering a supportive atmosphere where both students and colleagues feel empowered to make informed decisions. By demonstrating accountability, clear communication, and empathy, I aspire to become a reliable resource within the consultancy team and for the students we assist.

Self-Motivation

Considering the competitive landscape of the study abroad consultancy field, self motivation is essential for achieving long term success. I plan to nurture this quality by establishing

specific academic and career goals, routinely assessing my progress, and acknowledging achievements. Additionally, I want to concentrate on maintaining a balance between my professional responsibilities and personal well being, as a positive mindset will enable me to assist students with genuine enthusiasm. With a strong internal drive, I strive to continually enhance my abilities while making a positive contribution to the advancement of Meiji Education.

PART- B

Executive summary

This report on my research internship explores, with a focus on industrial ethics, how education consulting organizations influence the decisions made by students looking to study overseas. The results are based on my internship at Meiji Education, a consultancy that provides advice for studying in the UK, USA, Japan, Canada, Australia, and Europe. The internship's goals were to learn more about how consultants influence students' choices through information sharing, counselling, and individualised support, as well as to assess how important moral conduct is to building credibility and trust in this cutthroat industry.

This report details my internship in research. The results show that consulting firms like Meiji Education are crucial in assisting students with the intricate visa, financial preparation, and application procedures. Openness, up to date information, and genuine mentoring are valued more by students than goals that are solely motivated by profit. It is thought that maintaining long term trust and a positive reputation requires ethical behaviour, which includes being open and honest about admission procedures, establishing reasonable expectations regarding costs, and providing accurate information about universities

Overall, the study highlights how important it is for education consultants to maintain their student-first approaches and professional integrity. It also offers information that institutions like Meiji Education can use to improve their services, guarantee openness, and assist students in achieving their academic goals overseas.

Chapter One: Introduction

1.1 Research Title

The Role of Education Consultants in Influencing and Guiding Student Decisions: A Study on Ethical Practices in the Study Abroad Sector

1.2 Research Objective

The objectives of this research are as follows:

- to assess how education consultants influence students' choices for overseas higher education and to investigate the impact of consultants on students' program, university and country choices.
- to comprehend how students view consulting services in terms of long term results, satisfaction, and trust.
- to determine where consultant processes need to be improved in order to guarantee student centered and sustainable study abroad strategies.

By achieving these goals, the study not only emphasizes the value of consultants but also increases public awareness of the moral principles that are essential in this cutthroat service sector.

1.3 Research Context

The demand for foreign education in Bangladesh has increased significantly during the last 20 times. As a result of globalization, more and more scholars are searching for degrees from other countries in trouble to enhance their academic experience, career openings, and particular development. A growing number of Bangladeshi scholars are concluding to study abroad in the United States, the United Kingdom, Australia, Canada, Japan, and Europe.

Nevertheless, the challenging and multi-step process of applying to universities abroad includes choosing the right university, preparing operations, securing literacy, establishing finances, and requesting visas. Students and their families frequently experience confusion and knowledge gaps as a result of this complexity.

Meiji Education and other education consulting organizations are essential in this situation. Meiji Education offers comprehensive services, including financial guidance, university liaison, documentation, counseling, and visa processing. Consultants shape academic and career pathways by serving as a bridge between Bangladeshi students and international colleges.

However, in recent years, the consulting industry has come under fire for problems like:

- biased suggestions derived from commission-driven collaborations with academic institutions.
- service rates that are not transparent and contain hidden costs.
- Unrealistic promises are made to students regarding the acceptance of their admission or visas.

Because of those difficulties, the major topic of discussion has become ethical behaviour.. Consultancy firms run the danger of undermining university, parent and student trust if they lack good ethics.

Therefore, the background of this research is deeply rooted in two interconnected themes. One is the influence of consultants in guiding students' life-changing decisions and the other is the importance of ethical standards to ensure fairness and credibility in the study abroad sector.

1.4 Research Question

The following are the main research questions for this study:

- How do education consultants affect students' choices of study abroad destinations, academic programs, and universities?
- How much do consultants contribute to the study abroad process as trustworthy and moral advisors?
- What ethical issues do consulting businesses frequently confront, and how do these issues impact student satisfaction and trust?
- How can consulting services be enhanced to better meet the requirements of students and adhere to moral principles?

It's a counselor's important responsibility to guide students and parents and guarantee them with a perfect and ethical guideline to achieve their target or goals of studying overseas.

Chapter 2: Theoretical aspect and related Literature Review

2.1 Client Satisfaction

Client satisfaction plays a vital role in determining the success of any service-oriented industry, and education consultancy is no different. In the realm of study abroad services, students and their parents serve as the main clients, and their satisfaction hinges on the quality of guidance, the reliability of information, and the overall clarity of the procedure.

As noted by a student Rahman (2020) , there are three primary factors that drive satisfaction in this field:

Reliability: Students seek consultants who honor their commitments, ensure applications are submitted promptly, and offer credible information.

Responsiveness: Students favor consultants who swiftly address inquiries and maintain ongoing support throughout the entire process.

Trustworthiness: When consultants present both opportunities and risks, students tend to feel more assured and loyal.

There is a multiplier effect on client satisfaction as well. A referral based growth cycle is created when happy students suggest consultancies to friends and family. I discovered during my internship at Meiji Education that a sizable percentage of new customers were referred by students, demonstrating how customer satisfaction directly contributes to the long term viability of a business.

On the other hand, unreal expectations, unstated costs, or documentation delays frequently lead to discontent. This has an impact on students' academic careers in addition to harming a consultancy's reputation. As a result, companies need to see student satisfaction as a moral obligation as well as an economic objective.

2.2 Consultants Influence on Student Decision Making

Education consultants have a big impact on students' academic and professional choices. Making the decision to study abroad has become important financially, emotionally and professional. For numerous families in Bangladesh, this choice is typically one of the most considerable investments they will make, which amplifies the importance of a consultant's guidance.

Consultants affect decisions in multiple ways:

Choice of Destination: Many students start without a clear understanding of which country best fits their needs. Options are highlighted by consultants according to price, employment opportunities, and immigration laws. For example, the UK is highlighted for its esteemed

universities, while Canada and Australia are frequently promoted as being hospitable to immigrants.

University Selection: In an effort to strike a compromise between the interests of students and the universities with whom the consultancy has partnerships, consultants frequently offer a shortlist of universities. This arrangement means that consultants can either empower students by providing informed choices or, in less ethical scenarios, steer them toward options that yield higher commissions.

Choice of Program: Consultants assist students in aligning their academic histories with suitable programs. For instance, an MBA, accounting, or finance school overseas would be recommended to a Bangladeshi student studying business.

Visa application guidance: For students, the success of their visa applications is usually seen as crucial. Consultants help simplify the process, including documentation, financial disclosures, and preparation for interviews making students feel more at ease.

According to a student Alam (2021) , over 70% of students in Bangladesh rely on consultancy guidance to make their choices regarding countries and universities. I saw that students usually came to Meiji Education with vague goals such as studying in Europe but left with specific target universities and scholarship prospects after being counselled. This bolsters the idea that consultants have a significant influence on decision making.

2.3 Ethical Behaviour in the Study Abroad Industry:

Because studying abroad can change one's life, the consulting industry is extremely attentive to ethical issues. Trust can be permanently harmed by unethical behavior, yet ethical behavior increases trustworthiness.

Among the fundamental key ethical principles are:

Transparency: Clearly stating entrance odds, fees, and tuition prices.

Honesty: Being truthful means avoiding deceptive promises of visas or scholarships.

Student-centered counseling: involves recommending schools that are truly right for the student, not merely those with the biggest profit margins.

Confidentiality: Safeguarding private student information, such as financial and academic records.

Unfortunately, a lot of companies have been accused of commission-driven advice, in which consultants try to get students to enroll in underranked schools in order to get more money. According to a 2019 Australian Department of Education research, such behaviors damage students' reputations abroad and damage sending nations like Bangladesh.

Based on my internship experience at Meiji Education, the company showed its dedication to ethics by:

- putting service fees on display in brochures.
- giving pupils truthful advice regarding the success percentages of visas.
- highlighting universities that are partners and those who are not.

These actions improved student confidence and set the company apart from less moral rivals.

2.4 Education Consultancy in Bangladesh: Current Trends

In recent decades, Bangladesh's study abroad sector has experienced enormous expansion. UNESCO (2022) reports that 49,151 Bangladeshi students attended international universities in 2021, with the USA, Canada, Australia, and the UK being the most popular countries. This demand is driven by multiple factors. Many students are drawn to international degrees because of their benefits, which include improved employment prospects, global networking, peer and family influence from those who have studied abroad, and alluring post-study work or immigration opportunities offered by certain countries. This is because domestic restrictions prevent Bangladeshi universities from fully meeting the growing demand for higher education.

Due to the huge concentration of consulting firms in neighbourhoods like Dhanmondi, Banani, and Gulshan, Dhaka has emerged as the hub of this sector. The industry is still mostly unregulated, though, which allows both ethically and immorally motivated companies to operate. Students have a hard time finding trustworthy advice because of this. Client trust and ethics are therefore more important than ever.

2.5 The Role of Technology in Consultancy Services

The way education counselors engage with students has changed in recent years due to technological advancements. Although digital platforms make it easier for students to obtain knowledge, they also make consultancies more competitive.

Online Counseling: A lot of companies now use Zoom or Google Meet for counseling sessions, which makes services more available to students who live outside of Dhaka.

Application Portals: Digital portals are frequently offered by international universities, and advisors help students use them.

Social Media Marketing: Consultancy firms are using Facebook, Instagram, and LinkedIn more and more for promoting their services and success stories,

Data analytics: Consultancies nowadays employ CRM (Customer Relationship Management) systems for monitoring student development and tailor guidance

I heard how Meiji Education kept in touch with students throughout the COVID-19 outbreak by utilising digital communication technology. It is expected that this combination of online and in-person counselling will impact future advancements in the area.

2.6 Communication and Establishing Trust

In the consulting industry, where students frequently make one of their largest life investments, trust is essential. According to research, the biggest factor influencing the expansion of consulting in Bangladesh is word of mouth. Positive customer experiences circulate swiftly and harm a company's reputation, yet happy customers refer services to their peers.

I discovered that Meiji Education's counselors built trust by sharing case studies and successful stories from previous successful students, encouraging both students and their parents to openly communicate with us and providing ongoing post-departure assistance helped students feel appreciated in ways that went beyond the transaction.

This strategy of establishing trust not only guarantees client satisfaction but also fosters long-term sustainability in a cutthroat industry.

Ethical Business Theory: To ensure long term viability in consulting, profit-making must be balanced with social responsibility, particularly in education services.

Chapter Three: Methodology

3.1 Type of research

The research design that is used in this research is descriptive.

Descriptive Design: This is a descriptive study because it shows research about how education consultants assist students in choosing the right route for studying abroad. In addition to outlining the services provided, the goal is to clarify how consultants affect students' decisions regarding their financial planning, program of study, university, and country of destination. This design represents Meiji Education's existing procedures, outlining how consultants provide services, manage client contacts, and maintain ethical standards.

The method helped ensure that the study could provide both authentic factual information and a deeper understanding about the underlying ethical concerns.

3.2 Research Design

The research utilized a qualitative methodology complemented by quantitative data:

Qualitative Methodology

- The focus was on gaining a deep understanding of the interactions between consultants and students, the processes involved in decision making, and ethical considerations.
- The methods used were observations, informal interviews, case studies, and document analysis.
- The emphasis was on gathering personal experiences and perceptions of students and counselors.

3.3 Methods for collecting and Sampling data

Primary Data Sources

1. **Direct Observation:** Attending counseling sessions to learn about consultant tactics.
2. **Interviews with Students:** Held casual chats with eight students at various phases of their study abroad experience.
3. **Interviews with Counselors:** Three counselors were asked about their workflow, obstacles, and ethical beliefs.
4. **Case Analysis:** Examined past student files and application cases to determine outcomes and counselor influence.

Secondary Data Sources

- Academic journals and papers about consulting ethics and student decision making.
- Reports from organizations including UNESCO, the British Council, and the Australian Department of Education.
- Online resources include competitive consultation websites, student testimonials, and news stories.
- Internal reports and brochures for Meiji Education.

Data Collection Methods

The study used many data collection techniques:

Observation: Observed counseling sessions for analysis:

- How information on colleges, programs, and visas is presented.
- The balance of student preferences and partner university promotions.
- Pricing and services regarding the degree of transparency .

Interviews

- A casual and semi structured interview session with students and counselors.
- Experiences, satisfaction, and opinions of ethical behaviours are highlighted.

Key Questions

- How did the consultant influence your decisions?
- Were you pleased with the guidance?
- Did the consultant provide clear and understandable information?

Document Analysis

- Brochures, contracts, and formal communications were thoroughly reviewed.
- Examined marketing methods and how universities are presented to students.

Case studies

- Compared several student placement scenarios (both successful and unsuccessful).
- This enabled an assessment of consultant influence and ethical adherence.

Secondary Data Review

- Provided context for the global and national study abroad industries.
- Helped validate findings and compare Meiji Education to industry standards.

3.4 Sampling Technique and Size

- **Sampling Method:** Purposive sampling was employed since participants were chosen on the basis of their direct connection to the study's subject.
- **Sampling Size:**

- 8 students (representing various stages: those who had finished admissions, those who were in the process, and potential candidates).
- 3 Meiji Education counselors.

To support the conclusions, more secondary sources were consulted.

Data Analysis Technique

- **Qualitative Analysis**
 - Student happiness, consultant impact, ethical transparency, financial guidance, and obstacles were the topics that emerged from the analysis of observational and interview data.
 - Patterns, trends and gaps were found using thematic coding.

3.5 Limitations of the Methodology

Small Sample Size: The small number of counselors and students may not be representative of the whole consulting industry.

Subjectivity: Both participants and researcher's own biases may be reflected in observations and interviews.

Restrictions on Confidentiality: Some private information about admissions results and money was not available.

Time Restrictions: Prolonged observation and follow ups were not possible due to the internship's short duration.

Unregulated Industry: Generalizability was hampered by Bangladesh's lack of official industry-wide data.

3.6 Ethical Considerations in Research

- After being informed about the objective of the study, participants were interested to participate.
- The personal information of both students and counselors was kept anonymous.
- Observations were carried out in a non intrusive manner and did not interfere with the counseling sessions being held.
- The research upholds neutrality and prevents any unjust evaluations of any organization.

Justification for Methodology

This approach was selected because it enables the researcher to merge practical internship experiences with the standards of academic research.

- Qualitative data reflects personal experiences and the complexities of ethical considerations.
- Using a variety of techniques (including document analysis, interviews, and observation) ensures variations and improves the outcomes.
- Purposive sampling shows impact on consulting and ethical behaviour.

Chapter Four: Findings, Analysis, and Discussion

4.1 Influence of Education Consultants on Student Decisions

Students frequently arrive at Meiji Education with general, non-specific goals, such as wanting to study in Canada or Europe. These goals are then clarified through discussions with education consultants, and students can apply to specific programs, such as business management at the University of East London or finance at the University of Manitoba. Consultants are crucial in assisting students in reducing their selections by taking into account critical elements such as exam scores from the TOEFL or IELTS, academic achievement, and financial capacity. Because parents with poor English abilities frequently rely only on these experts for help, many pupils who are overwhelmed by the abundance of information available online prefer to rely more on the consultants' counsel. According to Simon's theory of bounded rationality, students rely on consultants to make simpler decisions because they struggle to digest all the information. But because of the power disparity this produces, ethical behavior is essential. The urgent need for ethical standards and regulatory oversight in Bangladesh's education consulting industry is highlighted by the possibility that, despite the consultants' undeniable ability to save students time and clear up confusion, their recommendations may be skewed towards partner universities because of financial incentives.

4.2 Client Satisfaction with Consultancy Services

As a student, I observed that a large number of clients expressed great gratitude for the thorough instructions Meiji Education provided them on filling out application forms, drafting Statements of Purpose (SOPs), and assembling the financial documentation required for visa processing. Many people reported feeling a great sense of relief after attending therapy sessions, comforted by the consultants' systematic and transparent support. Word-of-mouth recommendations from happy customers led to a significant influx of new students as they told their friends and family about Meiji Education. But occasionally, there was discontent, primarily because of ambiguous charge schedules or poor communication during periods of high admittance. This demonstrates that even while Meiji Education occasionally has trouble keeping up with work at peak times, its promptness and lucidity of communication continue to be strong points that support client happiness. Research suggests

that pleased clients act as brand champions, improving the consultancy's reputation and reliability, which coincides with my results concerning Meiji Education. As a result, keeping up prompt and open service is crucial to keeping customers happy and loyal.

4.3 Ethical Practices in Consultancy Services

As a student, I discovered that Meiji Education was unique in that its counselors provided detailed explanations of tuition costs, service fees, and anticipated living expenses. In contrast to some other organizations, they provided candid evaluations of scholarship and visa opportunities rather than making exaggerated claims. Counselors sometimes faced moral conundrums when students sought to apply to prestigious universities and had to choose between encouraging or discouraging their decisions. I was one of many students who believed that Meiji Education was more reliable than its rivals because it put our long-term professional objectives ahead of immediate financial gain. This is in line with ethical business theory, which highlights that trust rather than quick money is the foundation of long-term success. Meiji's honest approach improves its image and lowers the possibility of student exploitation, even if unethical tactics like hidden fees and biased advice are still prevalent in the Bangladeshi consulting industry. The critical need for precise industry standards and control is highlighted by the fact that ethical and unethical consultancies can coexist in Bangladesh due to a lack of regulation, frequently leaving students perplexed.

4.4 Challenges in the Study Abroad Consultancy Sector

Based on my interviews and observations, I identified a number of issues that the Bangladeshi education consulting industry faces. The lack of regulation, which permits immoral businesses to function without accountability, is one significant problem. Overwhelmed by the abundance of possibilities for international universities, many students seek clarification from advisers. But instead of looking out for the best interests of the student, some agencies exploit this by directing students to lesser-known schools that pay greater commissions. Financial constraints also limit the consultant's capacity to offer feasible alternatives, and even in cases where applications are well-prepared, visa denials continue to cause anxiety for both consultants and students, occasionally harming the agency's reputation. These concerns are a reflection of both operational and structural problems, such as poor communication and biased counseling, as well as lack of regulation and budgetary

restrictions. Even if moral companies like Meiji Education make an effort to behave properly, they work in a sector where unethical behavior is nevertheless widespread. This is consistent with earlier studies demonstrating a lack of confidence in the international consulting industry. Both external changes such as regulation, trade associations, and certification programs and internal reforms such as improved communication and ethical consistency are desperately needed to ameliorate the situation.

4.5 Comparative Insights: Meiji Education vs. Industry Trends

As a student, I noticed that Meiji Education distinguishes itself in Dhaka by emphasizing openness, moral leadership, and fostering trust, in contrast to many rivals who frequently inflate their entrance and visa success statistics. The procedure is now more accessible and efficient thanks to Meiji Education's adoption of digital communication technology, although some smaller consultancies still mostly rely on in-person interactions. It still has to deal with typical industry issues, like managing high student demand during busy times. Meiji Education presents itself as a more moral option in this fiercely competitive but uncontrolled market, which improves its standing but also raises its accountability because unhappy students can easily spread bad news that impacts the entire industry. This demonstrates that operating a profitable and morally sound consultancy is feasible, but long-term changes necessitate more industry-wide laws and control, like government licensing of educational consultants, which is comparable to systems in nations like Australia and Canada.

4.6 Discussion in Relation to Research Questions

As a student, I discovered that advisers are quite important in influencing our choices because they validate our research and offer precise direction during counseling sessions. Our pleasure and trust are significantly impacted by ethical behavior, and Meiji Education's honesty and openness set it apart from other consultants and increased its credibility. When services are provided on schedule and there is open and honest communication, the majority of students are satisfied; however, delays or unfulfilled expectations frequently cause annoyance and demotivation. Nevertheless, the industry continues to confront significant obstacles such as financial constraints, commission-driven advising, and a lack of regulation, all of which are consistent with what I observed during my internship and earlier studies.

All things considered, the findings show how significantly education consultants influence students' decisions and how crucial moral behaviour is to building credibility and long-term sustainability. Meiji Education demonstrates a relatively high degree of ethics, but the sector in Bangladesh as a whole faces financial constraints, problems with transparency, and regulatory obstacles. The discussion shows that in order to continue making suggestions that are focused on students rather than profits, consulting firms must find a balance between influence and accountability.

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Chapter Five: Recommendations

It is clear from the results and analysis that education consultants are essential in determining students' academic and professional paths. However, moral behaviour is essential to guaranteeing that this impact continues to be reliable and helpful. This chapter makes suggestions for Meiji Education in particular as well as for Bangladesh's larger study abroad consulting industry. These suggestions centre on resolving issues, boosting service quality, increasing transparency, and conforming to global best practices.

Recommendations for Meiji Education

- Improve Digital Infrastructure for Student help:

Meiji Education should make greater use of digital tools including mobile apps, specialised student portals, and chat help driven by AI to provide immediate assistance. During busy times, automated application tracking systems may lessen students' stress and workload. Students may be able to access information at any time through recorded sessions and virtual webinars on cultural adaptation, visa preparation, and admissions.

- Boost Fee and Commission Structure Transparency:

A uniform 'Service Fee Sheet' ought to be posted on the consultancy's website and in office brochures to help clients understand it better. To prevent perceived prejudice, commissions from partner colleges should be disclosed. Open communication will build confidence and establish Meiji Education as a leader in moral consulting in Bangladesh.

- Establish a Grievance and Student input framework:

Surveys should be used to provide a methodical framework for student input immediately after each major service step (such as counselling, application, or visa). There was an online grievance redressal platform where students may anonymously express their complaints or recommendations. In addition to helping to uncover recurring issues, these tools would demonstrate the organization's commitment to student satisfaction.

- Increase University Partnerships:

In addition to providing students with more affordable study options, expanding to other European universities (Germany, the Netherlands, and France) could reduce dependency on a limited number of institutions. Financial barriers that many Bangladeshi students have can also be eliminated by forming partnerships with educational institutions that offer work-study or scholarship possibilities.

- **Counsellor Training and Development:**

In regular training sessions, counselors should participate that focus on cultural sensitivity, current visa regulation system and ethical communication. Through training in soft skills such as active listening, empathy, and conflict resolution, intensifying the counselor-student relationship can be achieved. Meiji Education ought to explore offering its counselors global certification programs to improve its reputation in the international education consulting field.

- **Management of the Peak Season:**

Delays can lead to student frustration during busy times. Meiji Education ought to launch a short-term trainee or internship program where college students might help with routine duties like arranging clients or verifying documents. In addition to providing a learning opportunity for future professionals, this would lessen the workload demand on counsellors.

Chapter Six: Conclusion

This study examined how education consultants affect and direct students' choices, paying special attention to moral behaviour in Bangladesh's study abroad industry. My internship at Meiji Education, situated in Dhanmondi Kolabagan, Dhaka, allowed me to get firsthand knowledge of how consulting firms influence the academic, professional, and personal paths of prospective overseas students. Bangladesh's consulting industry has expanded dramatically in recent years due to students' desire to pursue higher education elsewhere and the associated global opportunities. But influence also carries responsibility, and throughout this study, the ethical aspect of consulting work became apparent as a crucial component.

This chapter provides a summary of the research findings, emphasises their consequences, and considers the research's wider significance. As a student researcher and intern, it also provides my personal comments, bringing the report to a close with both theoretical and applied insights.

6.1 Summary of Key Findings

The results of this study show that education advisers, like those at Meiji Education, are pivotal to scholars' decision-making processes because they offer individualised advice, streamline delicate operation processes, and assure parents and scholars psychologically. Throughout my exploration and externship, a number of themes surfaced

1. Influence on Student opinions: Advisers serve as information interposers, introducing scholars to openings for transnational study. Students' academic and professional opinions are greatly told by their recommendations on universities, courses, visa conditions, and education chances.
2. Trust and Ethical enterprises : Trust remains the foundation of the consultancy student relationship. While ethical practices similar as translucency, unprejudiced guidance and honesty in communication foster long term credibility, unethical practices similar as misrepresentation of university ties or retired freights damage both the pupil experience and the character of the sector.

3. Maternal Involvement : In the Bangladeshi environment, parents are largely involved in decision- timber. Advisers not only counsel scholars but also assure parents about safety, fiscal operation, and unborn prospects.

4. Challenges linked: Issues similar as lack of regulation, commission driven recommendations, limited mindfulness of education openings, and peak season load were linked as crucial challenges within the sector.

5. Need for Ethical Standardization: A recreating theme is the critical need for sector-wide ethical fabrics, nonsupervisory oversight, and professional training for advisers to insure the long- term sustainability of this assiduity.

6.2 Implications for Meiji Education

For Meiji Education specifically, the findings stressed both strengths and areas for enhancement. The association is formerly honored for its student centered approach, different destination content(UK, Australia, Canada, USA, Japan, and Europe), and well trained counselors. Still, the absence of a structured grievance redressal system, limited technological integration in pupil support and lack of translucency in commission structures were set up to be areas where advancements could significantly enhance customer trust and satisfaction.

By adopting the recommendations made in the former chapter, Meiji Education has the ability to establish itself as a leader in ethical consultancy practices in Bangladesh, setting marks for other enterprises in the sector.

6.3 Broader Implications for the Sector

On a larger scale, this exploration emphasizes that the study abroad consultancy assistance in Bangladesh stands at a crossroads. On one hand, it holds enormous importance to contribute to the global integration of Bangladeshi scholars, strengthening the country's mortal capital. On the other hand, without proper regulation and ethical practices, the sector risks losing credibility and exploiting vulnerable scholars and families.

Global stylish practices, similar as transparent service agreements, ethical exemptions, counselor instruments and the integration of technology, need to be contextualized and espoused in Bangladesh. Doing so would not only cover scholars but also enhance the character of Bangladeshi consultancies in the global education sector.

6.4 Reflections as an Intern and Student Researcher

From a particular perspective, this externship and exploration trip handed me with inestimable assignments. As a finance major, I was originally concentrated on understanding how consultancies manage their operations and profit structures. Still, as I engaged with scholars, counselors, and executive processes, I realized that this sector is n't only about fiscal operation but also about trust, guidance, and responsibility.

The externship tutored me that while fiscal sustainability is important for consultancy enterprises, prioritizing ethics and students welfare eventually leads to stronger long- term success. It also gave me practical exposure to customer running, request exploration, and organizational dynamics, bridging the gap between academic knowledge and professional practice.

6.5 Final Thoughts

The findings of this research shows that education consultants have a very important influence on the goals and prospects of Bangladeshi students who want to pursue their higher education abroad. This influence carries the responsibility to behave in a responsible, ethical, and open manner. The example of Meiji Education demonstrates that consulting firms can serve a transformative function, as long as they consistently enhance service quality and maintain ethical standards.

The results indicate that both specific organizations and the larger industry need to implement reforms, invest in counselor education, and establish regulatory frameworks to build a reliable and sustainable study abroad environment.

This research improved my academic comprehension and also emphasized the significance of ethics in professional practice. The insights gained will persist in shaping my future career, serving as a reminder that ethical responsibility and professional achievement must coexist.

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Appendices

Questionnaire:

1. How do education consultants affect students' choices of study abroad destinations, academic programs, and universities?
2. How much do consultants contribute to the study abroad process as trustworthy and moral advisors?
3. What ethical issues do consulting businesses frequently confront, and how do these issues impact student satisfaction and trust?
4. How can consulting services be enhanced to better meet the requirements of students and adhere to moral principles?
5. What impact do education consultants have on students' choices?
6. What part do moral behaviour and ethics play in consulting services?
7. How pleased are students with the advice they receive from consultants?
8. What are the industry's problems, and how may things be improved?



DOOR TO YOUR CAREER & FUTURE

Date: 24 August 2025

Employee Name: Mohini Islam

Employee Address: 31, SHEIKH SHAHEB BAZAR, LALBAGH, NEW MARKET, Dhaka-1205

INTERNSHIP COMPLETION CERTIFICATE

This is to certify that **Mohini Islam**, bearing ID No **211011041**, a student of **BBA** department at **University Of Liberal Arts Bangladesh**, has successfully completed an internship at **Meiji Education** from **12 May** to **10 August**.

During this period, she was assigned to the **Assistant Counselor Intern** and worked under the supervision of **Nahidur Rahman (General Manager)**. Throughout the internship, she was involved in various tasks.

We found her to be punctual, sincere, and dedicated to her responsibilities. Her performance during the internship period was satisfactory, and she demonstrated a willingness to learn and contribute effectively and continue to the team. Now, she is working as a permanent employee of **Meiji Education's UK Counselor**, and she is now on her probation period.

We wish her all the best in her upcoming future academic and professional endeavors.

Sincerely,

Mohammad Jashim Uddin Bhuiyan

Chairman

DHAKA OFFICE : Green Landmark Tower (4th Floor), 129 Kalabagan, Mirpur Road, Dhaka-1205
CUMILLA OFFICE : House: 936, Porshi Jhawtala (Opposite of Hotel Royal Palace), Cumilla-3500

Mobile : +88 01977 702029
Email : info@meijieducation.cc
Web : www.meijieducation.cc



DOOR TO YOUR CAREER & FUTURE

Date: 19 may 2025

Employee Name: Mohini Islam

Employee Address: 31, SHEIKH SHAHEB BAZAR, LALBAGH, NEW MARKET, Dhaka- 1205

Offer of Employment

I am pleased to offer you the position of “**Assistant Counsellor (Intern)**” at Meiji Education effective from **12 may 2025**, on the following terms and conditions.

1. You will be entitled to a basic salary of **10,000/- (Ten thousand taka)**. per month and other benefits as applicable.
2. Your reporting and responsibilities will be advised by the management.
3. It is expected that you will discharge your assigned responsibilities with high standard of performance, quality, integrity and discipline.
4. Your service may be terminated on either side by giving two months (60 days) notice. Upon termination of employment, you will also return immediately all company properties, which may be in your possession. It would be obligatory on your part to get a proper relieving letter from the Meiji Education before your services are deemed to be concluded. However, if you decide to terminate your employment unnaturally or suddenly for whatever reasons there may be without following the proper procedures as mentioned above, you are strictly required to return previous two months' salary to the company's account before you can be formally discharged.
5. You will, while in the service of the company, devote your time and attention exclusively for the company's work and responsibilities assigned to you. You will not engage in any other commercial/business pursuit, either part time, disclose company's information to third party or otherwise, for any monetary gains.
6. If you have submitted your resignation or your employment has been terminated, you will not be eligible for any kind of bonus during your notice period.
7. You will be obliged to follow the work processed, technical standards, protocols and general instructions issued by the Meiji Education.

Sincerely,

Mohammad Jashim Uddin Bhuiyan
Chairman

DHAKA OFFICE : Green Landmark Tower (4th Floor), 129 Kalabagan, Mirpur Road, Dhaka-1205
CUMILLA OFFICE : House: 936, Porshi Jhawtala (Opposite of Hotel Royal Palace), Cumilla-3500

Mobile : +88 01977 702029
Email : info@meijieducation.cc
Web : www.meijieducation.cc

Project Proposal Form

Name:	Mohini Islam
ID:	211011041
Semester (Spring/Summer/Fall)	Summer 2025
Department:	BBA
Supervisor's Name (Faculty):	Md. Kamal Uddin, PhD
Project Title:	The Role of Education Consultants in Influencing and Guiding Student Decisions: A Study on Ethical Practices in the Study Abroad Sector

31 August, 2025

Student's signature & date
date

Supervisor's signature &

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