

## **EXECUTIVE SUMMARY**

This is an attempt to understand the organizational culture and its impact on employee attitude and behavior towards the organization. As MBA students, it is a part of study for everyone to undergo six weeks of internship at any organization, which involves research project. For this purpose, I got an opportunity to carry out my internship at Fini Brain, Bangalore.

In the first part of the project report, the general details and information of the industry that the company operates in and the complete organization information such as vision, mission, organizational structure, products/services, future growth and prospects are gathered and derived from primary as well as secondary sources. SWOT analysis is also done for assessment purposes.

In the next segment of the report, the theoretical background of the study is covered by referring and reviewing research papers and articles written by other researchers and authors which gives an overview about organizational culture and its importance.

Next part of the report contains the research methodology including problem statement, objectives, scope and limitations of this research project. Further, a questionnaire is prepared to collect data from the respondents who are current employees at Fini Brain. The data is further formatted, analyzed and the results are interpreted. Finally, relevant findings of the research along with the conclusions are noted down and suggestions are made, if any.

It is observed that the financial services/advisors industry is quite a huge one with great scope in the future due to its plenty of job opportunities. Fini Brain operates in financial services industry having great opportunity for improvement in the near future.

My focus of learning was to understand how the firm operates at Human resource level as I was appointed as HR Trainee. I underwent a week of training as to how to conduct interviews and select candidates and also observed the work culture followed at Fini Brain by the management and employees. It is notable that organization culture is the key factor that affects the entire organization in terms of employee's performance, attitude and behavior.