

**THE IMPACT OF TRAINING DESIGN ON TRAINEE
SATISFACTION: AN EVALUATION OF
CORPORATE TRAININGS GIVEN TO K-ELECTRIC
BY PAKISTAN SOCIETY FOR TRAINING &
DEVELOPMENT**

By

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A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in partial fulfillment of the requirements
of the MBA degree



FALL, 2016

Bahria University Karachi Campus

ACKNOWLEDGEMENT

First of all, I want to thank Almighty Allah for giving me the strength to complete this thesis/ project in given time. For this research study, I want to thank my supervisors and my teachers who believed in me for performing this research study. Their support and help throughout my research study assisted me in every step. Without their support, the research study would not have been possible. I also want to thank my friends and family who have been a huge source of continuous help and motivation, who helped me throughout my project with their full support.

Abstract

Purpose: The aim of this research on a broader aspect is to analyze and investigate the role of training and development firms on the human capital development process in the corporate sector of Pakistan. But specifically, this research investigates and evaluates the impact of design of corporate training programs over trainee satisfaction with respect to the soft skill trainings given by Pakistan Society for Training and Development (PSTD) to K-Electric's Managerial staff.

Research Methodology: This research study is primary in nature. Primary data collection methods such as questionnaires, observation and surveys were conducted for this study. Explanatory research approach has been adopted in order to support the aim of the study. The managerial level employees (Assistant Managers and Managers) of K-Electric, who were nominated as trainees for attending the training sessions of PSTD, are the population of the current study. Population of 250 trainees was nominated for attending the training sessions. The trainees were from all over the city of Karachi, Pakistan. Probabilistic stratified sampling technique was adopted to conduct this research. The sample size of the current research thesis study consists of 152 trainees out of the population of 250 trainees. The trainees were asked to fill their responses in questionnaires at the end of each training session in order to evaluate their satisfaction level.

Findings of the Research: The results of this research study revealed that there is a significant, strong and positive impact of quality of trainer/facilitator, and the training environment & facilities, upon trainees' satisfaction. Additionally, there is a valid and positive, but weak and insignificant relationship between training content & methodology and the trainees' satisfaction, provided that the other two factors (Quality of Trainer/Facilitator, Training Environment & Facilities) highly influence the trainee satisfaction in the corporate training programs. Training content can have a strong and significant relation with trainee satisfaction only if the training content is strongly and directly tied with the job duties and job content of the trainees.

Practical Implications: This research study helps the professionals, researchers and the organizations to understand the different factors and use prescribed policy measured to make corrections in their trainings and organizational learning policies required for the development and retention of human capital.

Keywords: Trainee satisfaction, Learning and organizational development, Training design, Human capital development.

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