

**A PROJECT REPORT ON**  
**“ONLINE EDUCATION MARKET”**

**CARRIED OUT AT**  
**PSK Technologies Pvt. Ltd.**  
**Nagpur**

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**UNDER THE GUIDANCE**  
**OF**

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**Mrs. Gayatri Kadhao**  
**Director**  
**PSK Technologies Pvt. Ltd**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF DEGREE**  
**OF MASTERS OF BUSINESS ADMINISTRATION**



**DEPARTMENT OF MANAGEMENT SCIENCES (PUMBA)**  
**UNIVERSITY OF PUNE**  
**SAVITRIBAI PHULE PUNE UNIVERSITY**



## **Certificate**

This is to certify that the project on,

### **“Online Education Market”**

Undertaken at PSK Technologies, Nagpur, has been submitted for assessment

By

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**Savitribai Phule Pune University.**

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**Head Of Department**

**External Examiner**

## PSK TECHNOLOGIES PVT. LTD.

Web Development | IT Training | Sales & Services IT Company



### Certificate of Internship

This certificate is presented to

Mr. Himanshu Kautkar

who has successfully completed his internship in the profile of "**Business Development and Market Research**" from 6 Jun 2019 to 2 Aug 2019 at PSK Technologies. We appreciate his work with us and we also wish him success for his future endeavours.



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## **Declaration**

I hereby declare that the project assigned to me by '**PSK Technologies Pvt. Ltd.**' has been carried out by me, and to the best of my knowledge, a similar work has not been submitted earlier, in partial fulfillment of the requirement for the course of study. Some of the references are taken from the articles, reports available in public domain online and are mentioned in the references.

Place: Pune

Name: Himanshu Bhaskar Kautkar

Date:

Roll No.: 18202

## **Acknowledgement**

I express my gratitude towards Mr. Prashant Kadhao and Mrs. Gayatri Kadhao, CEO & Managing Directors, PSK Technologies Pvt. Ltd. and Prof. Vikrant Kelkar, PUMBA for guiding me throughout the course of my internship. Their guidance helped me to gain experience in various domains.

Dr. Surbhi Jain, Head of Department, PUMBA, was a source of motivation and helped me complete my internship.

Finally, I would like to thank all the people who directly or indirectly helped me during the internship and assisted me in my time of need.

Himanshu Bhaskar Kautkar

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## **Executive Summary**

The online education in India is going through unprecedented levels of change in last few years; and what's changing even faster is the skill-sets and qualifications required from budding professionals. Gone are the days when a professional could get by on his/her primitive skills and sustain in the organization for decades. Today's professionals have to be open, receptive and consequentially adaptive to this expeditious change. The same is true for IT industry.

The online education market in India is at USD 420 million and is expected to grow to \$1.96 billion till 2021. This growth is backed by phenomenal rise in the paid user base for online education in India. The growth of online education in India is driven by Demand, Supply and Macro-economic factors as given below:-

- Potential availability of quality education online.
- Government's initiatives to give subsidies and tax benefits to Small and Medium industries.
- Large number of young population and increasing disposable income.
- Internet Penetration and increase in smartphone user base.
- Comparatively low cost of online education.

The study has been conducted by acquiring information in the public domain about the online education provider companies from online resources. Students are also required to do Professional certifications before entering into any industries. So pros and cons of the online certification courses is also a part of study.

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# **Chapter 1**

## **1 Company Introduction**

### **1.1 Industry profile**

Online education is probably the largest growing industry in today's world. Google has become the guru and youtube is guide for the young generation. Today even from small to large problems, from studies to in general, everyone tries to find solution online. Gone are the days when learning was happening only in the classrooms or in the library. Today's generation sitting in front of computers is learning and creating miracles. Rapid pace of changing technology in the last 50 years has changed the picture of the world. Along with manufacturing, it has significant impact on the service sector. Education is no exception.

Unacademy, Byjus, BankersAdda are the known examples today. The era of online education started in the western world with the development in the technology and graphics in computer system. Now instead of giving the same lecture again and again with physical presence, it becomes easy and efficient to record the lecture and make it available online. India has more than 50% of its population below the age of 25 and more than 65% below the age of 35. But the major problem it is facing is lack of quality and flexibility in offline learning system and here lies the opportunity to give India a quality learning online IT platform providing online courses, tests and certifications.

### **1.2 Company profile**

**PSK Technologies Pvt. Ltd.** is a company started in 2011 by Mr. Prashant Kadhao, who has the vast experience of IT and office automation & Management field of around 13 plus years.

Since its inception, "PSK Technologies Pvt Ltd." is dedicatedly engaged in providing services of highest class to their esteemed clients/customers. Their

dedicated team is working since last 9 years and their objective is “Complete IT Solutions.” PSK Technologies’ “Principle” is to give “Solution Based Services”. A team of certified IT Professionals who have expertise in Computer Teaching Software Development & Personal Computer hardware, Networking and software technologies.

PSK Technologies Pvt. Ltd. is having more than eight years of excellence as a Software & Hardware Development Company and provides training & Solutions on IT education fields like Advance Hardware & Networking CCNA Linux MCITP MCSE Exchange Server CCNP AWS Cloud Computing Computer and Network Security, Programming, C, C++, JAVA, PHP, My-SQL, Information or Network Security, Database, Operating systems, Soft-skills, UI Development. Also we are in the field of E-commerce, Website Designing & Development, Digital Marketing like SEO, SMM, SEM, Email Marketing, Android App Development, Domain Registrations & Hosting. They are well known as the No. 1 IT Services Provider in Nagpur Maharashtra, IT Training | Software Development | Sales & Services etc.

Company Name	PSK Technologies Private Limited
Company Address	Plot No 780, Tailor lane, Near Durga Mata Temple, Katol Road, Nagpur-440013
Date of Incorporation	02 May 2019
CEO & Managing Director	Mr. Prashant Kadhao and Mrs. Gayatri Kadhao.
Contact No.	+91 9975288300 / 9970141466
Email ID	info@psktechnologies.com
Domain of Services	Web and App Designing  Digital Marketing  IT Training  Computer & Laptop Services
Services Offered	IT solution based services  Enterprise Networks  Routing  Security  Wireless  Server Setup and Maintenance  Office Setup and expansion  Business expansion and consulting  Expansion Support

	Post project assistance IT Project management Branding and promotion
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**Table 1: Company Information**

## **Chapter 2**

### **2 Problems, Objectives and Methodologies used**

#### **2.1 Project Objectives**

Following were the objectives of the project:

- To study the key drivers in the online education market
- Abstract view of online education in India
- Designing the course package that can be offered to the customers
- Finding the benefits and challenges of going online to the company
- Benefits of going online to the company
- Studying the existing revenue model in online education
- To study the advantages and disadvantages of opting for online education from customers point of view
- To study reskilling and online education market
- To study test preparation market
- Finding problems of students adopting online education
- Suggesting strategies for acquiring and retaining customers
- To study expected market characteristics in the future and challenges

#### **2.2 Methodology used**

Following methodology were used to design business processes:

##### **1) Direct work observation**

Being an engineer and an MBA aspirant, I personally have experienced the education market in Maharashtra. Any student can easily tell and observe what problems are being faced by them during their technical or management education. I myself have done different certification courses both online and offline and know exactly what works best for the students on both the platforms.

## **2) Business analysis Design**

- This method basically used in startups where the processes not exist
- In this method by using different sources of the information i.e. Internet, Books or any other business which is in same domain the information is collected
- Once the information is collected it is helpful for designing the work processes
- This method is also useful in reengineering projects and expansion of business in other countries
- As lots of research is required in this method, we constantly have to consult with management team to make changes according to their requirements
- Here important thing is after applying new business processes there can be need to change the processes if they are not feasible or not working good in that environment

## Chapter 3

### 3 Introduction -

#### What is online education?

An online education is learning online with the help of computer devices using internet software, web-based applications and teleconferencing. Students can learn on real time basis and get lot of flexibility of time. This software is accessible through various devices including tablets, laptops, desktop computers, and smartphones which makes it easy to use.

Educational institutes and corporate enterprises both use virtual classroom software and services to enhance the learning process as it brings expert collaboration which enriches learning with the help of expert knowledge. Video conferencing and web conferencing enables the students to connect virtually from anywhere using the Internet. This allows virtual classroom solutions to deliver knowledge across a wide geographical area, enabling the remote students to avail classroom education and enjoy its benefits. Devices such as computers, projectors, and cameras are components installed to provide virtual classroom services. This increases the capital expense of the user; however, it also reduces the travel time and training facility expenses.

#### Abstract view of online education in India

In online education system, the role of online platform is crucial. Students and the content providers come together to provide quality online courses which can be opted by students. Now a days even the people providing the platform are coming up with their own courses.

Both online and offline channels are part of Indian education system today

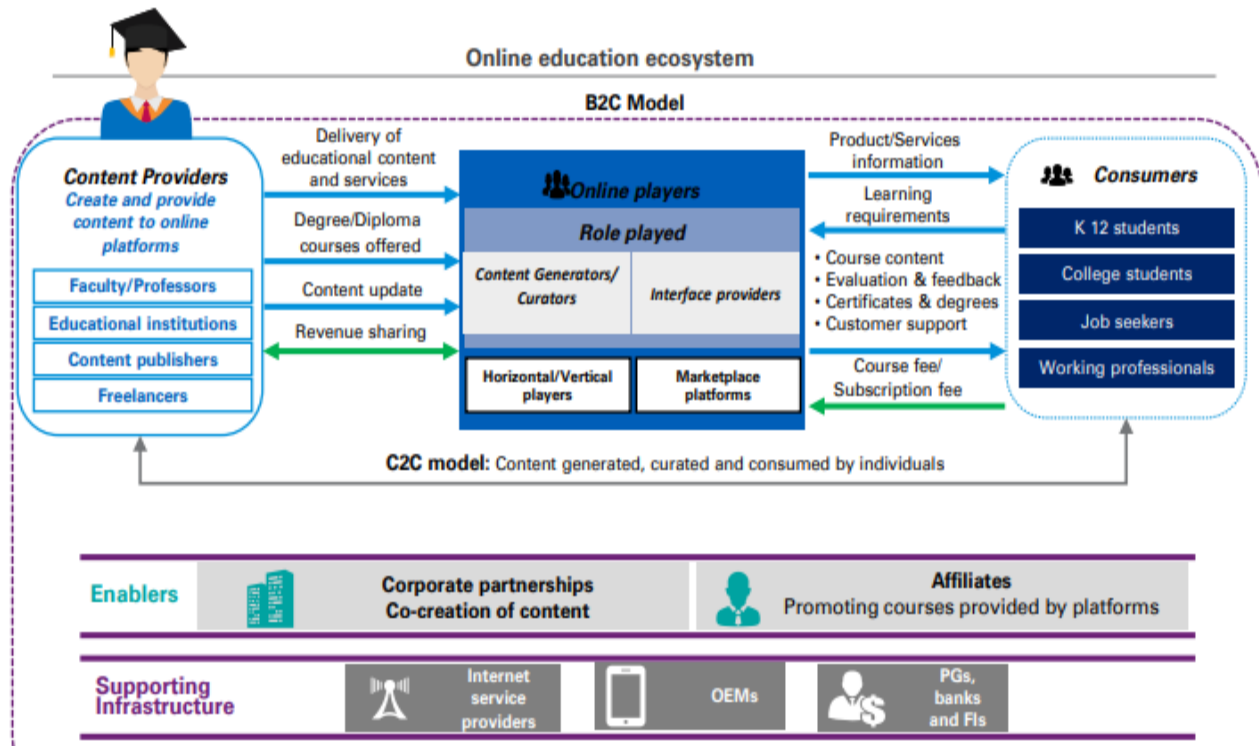


Figure 1: Ecosystem of online education

which is dedicated to create a world class performers and leaders which are going to drive the future growth of India and the world. Online teaching is just not a one to many course offer but also offers one to one learning opportunities. Many of US and European engineers are getting trained by Indian people on one on one basis. In India also many platforms exist where tutor student relation is there and content is getting delivered. If we talk about higher education, mostly business to business platforms are working where institutions opt for these online resources and students can access them for free. NPTEL and Swayam are the government's most dedicated free online learning platforms. The response to both the platforms is quite positive but still needs improvement.



Growth of online education in India is also result of Better internet connectivity and digital payment options leading to ease and flexibility.

## **Chapter 4**

### **4. Project Deliverables**

#### **4.1 Benefits of going Online to the company:**

Although there are many advantages of entering into the online business, some of the important are highlighted below.

✓ **Variety of programs and courses can be offered simultaneously:**

PSK Technologies will be able to offer multiple courses to multiple targeted audience simultaneously and hence can serve more number of students.

✓ **Lower total costs as very less physical infrastructure is required:**

Online education is always less costly compared to offline channels as you just need to maintain the servers and internet will take care of delivering these courses to each and every person.

For example, The Company do not need to purchase more furniture, computers and other supporting material if the number of students increases as the courses will be provided online.

✓ **More comfortable teaching environment:**

As the recording of the sessions will be done at one place only, it is more comfortable as compared with physical classes.

✓ **One time investment but recurring returns :-**

Online course is mostly one time investment for the provider. But with proper updates in the courses offered, it may generate recurring revenue for the company over the years without any recurring cost or time.

## **4.2 Revenue models in Online Education:**

Type of course decides and the type of platform decides the price of particular courses. Tutor-student model work on revenue sharing between tutors and the platform providers, which is ultimately the sharing of the fees paid by the student. These models works really well for all the three parties i.e. the student gets online learning, the tutor gets his income by following his passion of teaching and the platform gets their service charges making online learning one of the biggest market of India.

- **Sharing of the online content :**

Educational content is being shared on the platform and one who is consuming these resources will pay the price.

Ex. LearnSmart, Engrade, EdTechReview, The Better India etc.

- **Free platform followed by paid subscription :**

Free samples and trials can be taken by the students on the platform. But if they want to continue the services or want full course access, they can buy it online.

Ex. Edutap, Unacademy etc.

- **Subscribing to a course:**

The student has to pay one time fees for purchasing the course and get the full access of the course for lifetime or for a particular time specified.

Ex. Udemy, Lynda etc.

- **Pay according to session or module completion :**

Students are charged on the basis of duration of usage or the number of modules accessed.

Ex. Tutorialspoint, Eduwizards etc.

- **Commission from the tutors:**

The tutors need to register themselves on the platform. But if a tutor wants his name come in the first search list, he/she has to pay additional amount to the platform. It works in a similar way like Google search where trusted and paid websites results are suggested on the first page.

Ex. UrbanPro, Tutor Vista, Tutor India etc.

### **4.3 Growth Drivers of Online Education**

- ✓ **Costing of online education :**

- Online education companies gets the leverage of low infra cost and same course can be offered to n no. of students simultaneously.
- There is almost 50%-60% degradation of price in the online and offline courses offerings.

✓ **The quality of education is really good :**

- As online platforms have the advantage of calling the best of the teachers in the country and making them teach online. The quality of any course mostly depend on explaining capacity of the teacher, where online education has this advantage of getting best of the brains for teaching.

Ex. around 4 lakh distance learning applications are there from Kerala, Bihar and UP alone.

✓ **Working people also needs training :**

- Till 2050 around 280 million job seekers are expected
- The rate of unemployment also generates the need for training and development.

✓ **Government initiative to drive adoption of online education :**

- Government is putting its lot of resources to make Indian education skilled and competitive in the global market. Skill India, Swayam and Digital India are the best examples of that.

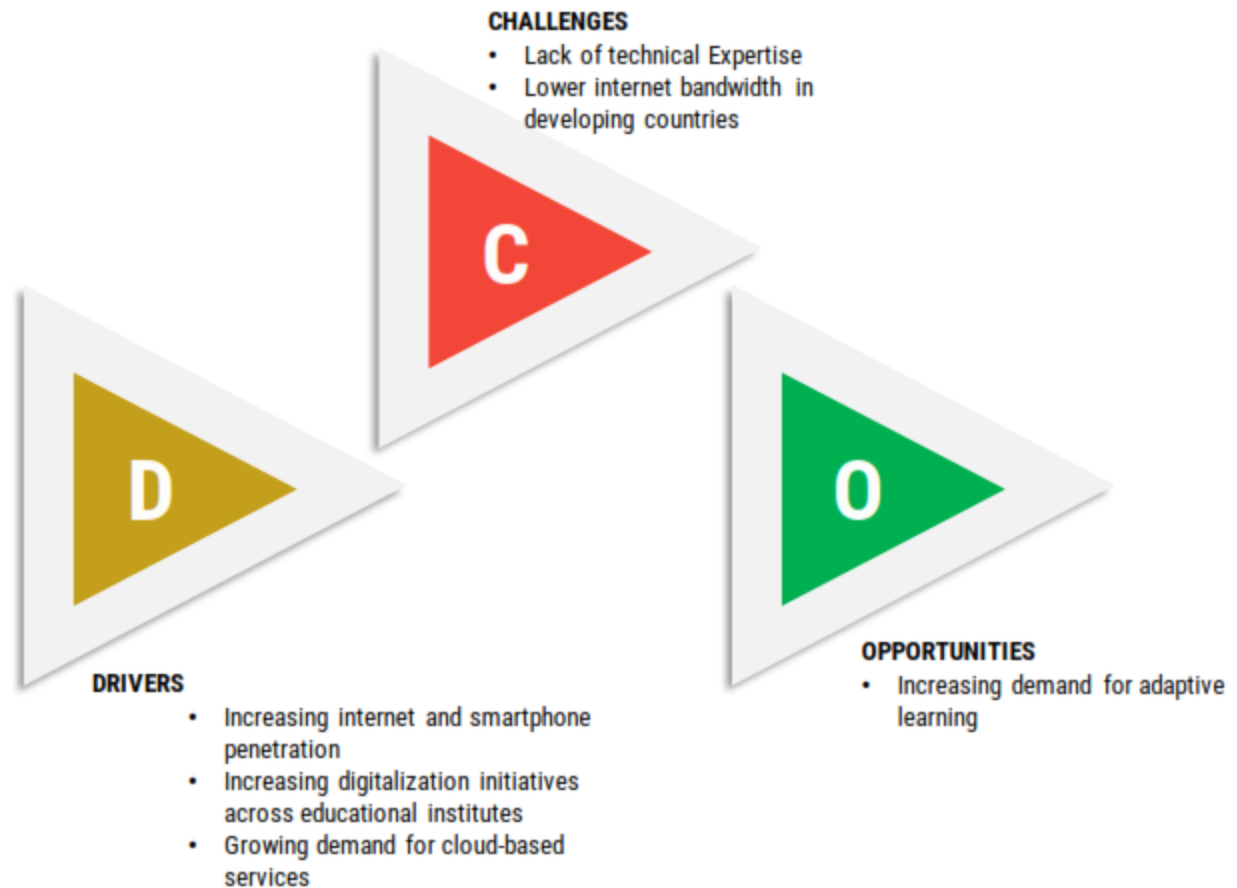


Figure 2: Challenges, Drivers and Opportunities

✓ **Growth in the Internet bandwidth and data usages :**

- The number of internet users in India will reach 500 million by June 2018.
- India had 481 million users, growing 11.34% from 2016.
- Now the users can use around 1.5Gb of data on daily basis with the entry of JIO.
- The internet is rightly available not only in urban areas but also rural areas providing a large opportunity for growth.

✓ **Most of the portion of Indian Population is young providing the opportunity of high growth :**

- Nearly 46% population between 15-40 age group.
- These young people wants to enhance their skills and acquire skills from different domain.
- If we compare with old people, young people have high acceptance of online education.

✓ **Continuous increase in the Disposable Income :**

- Over the years the GDP of India has seen a good level of growth.
- India has 2<sup>nd</sup> largest middle class in the world which will continue till 2030.

**Growing demand for cloud-based services:**

As with every other industry, online companies also want to build and develop their platform on Cloud. Cloud services makes it easy to manage and deliver the content. Moreover, cloud-based services adopted by the educational institutes allow higher student engagement with student performance improving rapidly.

As every university and institution want their own online centralized system, cloud based services again comes into picture helping in the growth of sectors. Now almost every school, institution has some or the other kind of online centralized system making digital content easily accessible to the students. Moreover, virtual cloud classrooms provide teachers and instructors to set up online classes and

courses, distribute material and assignments, and track and grade student progress with the help of a browser or smartphone. Blackboard, a provider of virtual learning management system (LMS), offers cloud-based services allowing many corporate individuals, students, and institutions to enroll and acquire online certifications. With cloud-based education services and virtual classroom, many students and corporate individuals can attend various academic and professional lectures.

Many tech corporations have launched their cloud-based platforms to provide study material for specialized courses, allowing applicants to gain knowledge and education in specific disciplines.

#### **4.4 SWOT Analysis of PSK Technologies**

##### **Strengths:-**

- High Quality of education offered.
- Eight years of Rich Experience in technological training.
- Dedicated alumni base.
- Already existing students and tie-up with the colleges.
- Placement focused guidance.
- Not only teach but also provide jobs.

##### **Weakness:-**

- Unavailability of time.
- Proper course recording infra-structure like quiet room, mic etc.



- No direct contact with the customer/students.

### **Opportunities:-**

- Demand in the market for qualified online resources.
- Majority of young population in India.
- Changing mindset of people towards online educational spending.
- Increasing internet penetration in the market.
- Need for Internship and professional certification in the market.

### **Threats:-**

- One id/password used by multiple people.
- Security of content and the server.
- Varying internet speed in the market.
- Competition as relatively easy business to penetrate for competitors also.

## **4.5 Advantages to students:**

Students have lot of benefits of online education that are mentioned below :-

✓ **Flexibility and Convenience:**

Study time in online education can be decided by students as per their convenience. Material for the course will be always available online. This feature of online education helps the candidate manage their work and study life both.

✓ **Enhanced Interaction:**

It is found that many of the students are shy and they also possess some fear. So they do not get involved in classroom discussion. But when the platform is virtual, the peer pressure or pressure to perform gets reduced and hence more concentration and interaction.

✓ **Advancement of the Career:**

Many of the companies today want their employee to get acquainted with new skills and challenges in the environment. In this VUCA world if someone is not upgrading equals outdated and has no real value. Online education comes handy here.

✓ **Continuing in the same profession:**

Many of the working people also want to enhance and upgrade their depth in their existing job. But it becomes really difficult for them to go and join any offline classroom due to unavailability of time. Online education helps a lot in this case also.

✓ **Commuting can be avoided:**

In offline teaching-learning system, the candidate commutes to the

place where actual classes are going on which itself is a big cost. If there are thunderstorm or too much of heat outside, instead of learning, the lot of energy of the candidate waste in commuting only.

✓ **Different options are available for selection of courses:**

Multiple courses are available on most of the platform and student can opt for as many courses as he wants in most of the cases. The courses from different streams can be made available on the same platform.

✓ **Different ways to contact and communicate instructor:**

Unlike offline learning in online learning the candidate can contact his instructor by multiple ways like telephone, mail, online communities of different platforms etc.

✓ **It doesn't cost as much:**

Online platform can afford to offer same course at very less rate than the offline price. They can afford such kind of price reduction just because creating a course online is one time effort. Also similar course can be opted by n no of students and hence create lot of revenue. So prices can be reduced.

✓ **Level of concentration:**

Place to learn is one of the important factor for most of the students and in online the decision of place can be taken by the student and hence helps in improvement of concentration.

✓ **Boost career advancement opportunities:**

If advancing career is dictated by higher education accomplishments

and certification courses, then students can take only the courses that they need to get a promotion by upgrading knowledge and skills from the pool of different courses offered.

✓ **Boost your opportunities for classroom subject discussions:**

Online courses give chance to talk about classroom assignments using chat forums or live online discussion sites. Student can still exchange ideas and dialog with other students without having to travel to a common meeting place that might not be convenient for them.

**Key motivational factors to adopt online education [29]**



Figure 3: Motivation to go for online education

✓ **Join virtual study groups:**

It's possible to form study groups online using free online software like Google Hangout or Join Me to study remotely with others. All students need is their computer, a headset to listen and talk in, and the time to join others virtually to swap ideas about classroom assignments, get questions answered about things they stuck on. They can share screens, present documents and use virtual whiteboards to brainstorm ideas and organize study projects.

✓ **Repeated revision of class lecture is possible:**

Now this is the most important benefit of the online learning. Even according to different studies only 10-20% of things covered in the lecture can be retained by human brain. Now the only solution to increase retention is to revise the lecture. And when you have the access to watch lecture again and again on online platform it becomes easy to revise and retain the information discussed.

✓ **Everybody has their own pace of learning:**

Learning speed of different candidates is different that too depend on course and area of interest of the candidate. On online platform candidate can increase and decrease the rate of delivery of the lecture. Also how many lectures to complete in one day or at time can be easily decide by the candidate who is actually learning.

**Additional Benefits:-**

✓ **Exam score and quiz result can be obtained by the candidate immediately:**

Sometimes exam results came so late that all the enthusiasm in the candidate gets vanished. Immediate result helps candidate to correctly identify his mistakes and work on them.

✓ **Self-discipline gets developed:**

This is an additional benefit. If some candidate is learning online it means that he has to be self-motivated to go and login to platform and complete the course. When someone completes something by himself, the next time he is much more motivated and confident. Ultimately self-discipline

becomes the habit.

#### 4.6 Porters Five Forces Model

Michael Porter's five forces model gives a framework for the global virtual classroom market, which is influenced by five forces. Virtual classroom solution providers, trying to create an edge over competitive firms in the global virtual classroom market, can utilize this model to better comprehend the industry connection in which the firm operates. The components of each of the forces and the degree or impact of each component in the context of the global virtual classroom market have been broken down and analyzed.

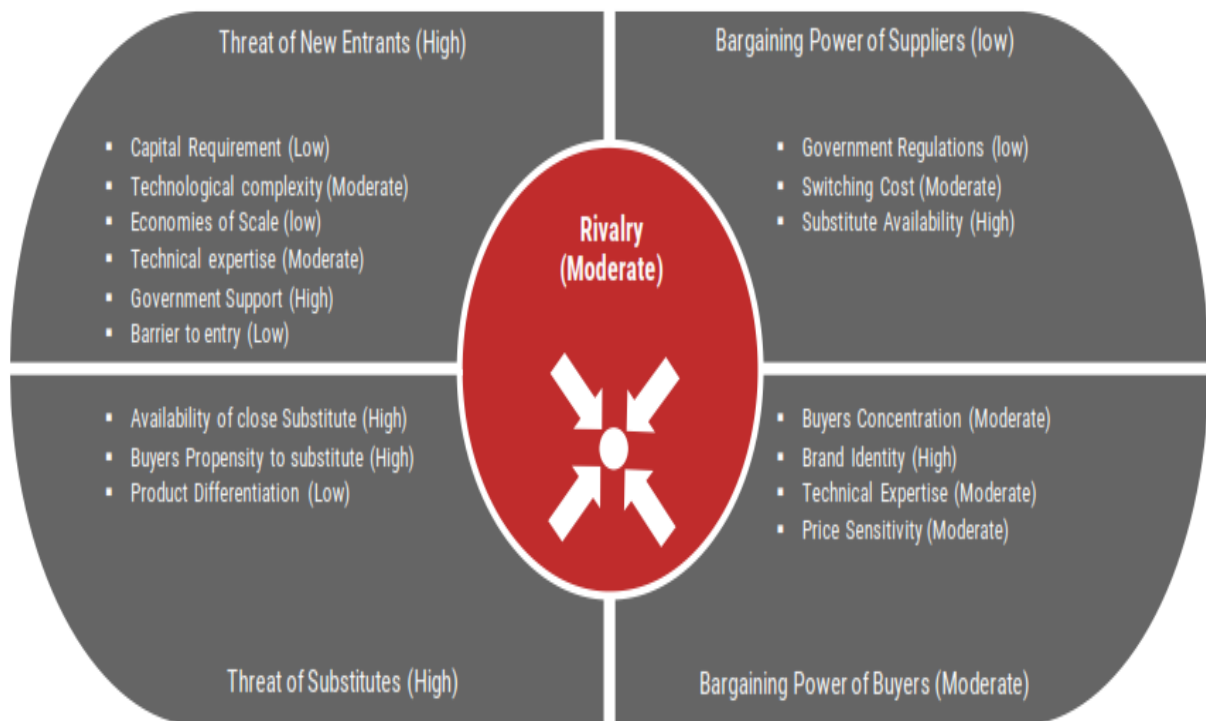


Figure 4: Porter's Five Forces

- **Threat of New Entrants**

The virtual classroom market has high growth potential, however, capital investment required for entering the market is high. The impact of economies of scale on virtual classroom market is low. Furthermore, the technological complexity and technical expertise required for entering the market is moderate as the software solution require only a few programmers and software developers. Additionally, government support for the virtual classrooms is high due to the adoption of digitalization in various developed and developing countries which poses less challenges for the new entrants. Therefore, new entrants present a moderate threat to the major competitors in the market.

- **Bargaining Power of Supplier's**

Virtual classroom solutions are majorly used in various educational institutes and corporates. However, fewer government regulations positively impact the market growth. The switching cost of suppliers pose a moderate threat to the market of virtual classroom. There is many suppliers and substitutes providing virtual classroom solutions in the market. Therefore, the bargaining power of suppliers is presumed to be low.

- **Bargaining Power of Buyers**

The virtual classroom solutions are majorly used to enhance learning processes. This results in moderate buyer concentration in the market. The brand identity is high resulting the customers to purchase the solution from branded companies. Additionally, the technical expertise required to operate the virtual classroom solution is moderate. The price sensitivity poses a

moderate threat for the virtual classroom market. Therefore, the bargaining power of buyers present a moderate threat to the virtual classroom market.

- **Threat of Substitutes**

There is many substitutes in the virtual classroom market due to moderate technical expertise required for the development of the solution. Additionally, inclination of buyers towards the substitute players is high due to many players offering alternative solutions for virtual classroom at low cost and the product differentiation is low among the competitor's product. Therefore, the threat of substitute is expected to be high.

- **Intensity of Rivalry**

The market is expected to witness a high competition among the existing players. Key market players are investing extensively in research and development to improve the virtual classroom solutions which helps them to stay ahead in terms of the market share. Additionally, the brand loyalty of the buyers is low due to high concentration of alternative solutions by different players, also the barrier to exit from the market is low. Hence the rivalry in the market is moderate.

#### **4.7 Course Package:**

**Every course should contain following:-**

- ✓ **Course Introduction video.**
  - The video will give brief introduction about the course and syllabus covered.



✓ **Video Lesson**

- Video should explain the concepts in easy manner with lot of examples and real life associations.
- Along with English, video must be present in Hindi and Marathi so that students who are not comfortable with English can clear their concepts in the local language.
- Video should not be more than 20 mins. If the concept is broad and requires more time to explain then separate 20-20 mins videos should be prepared.
- The voice and video quality of video must be good.
- Topics covered in the video at start and summary in last 2-3 mins of the video can also be included.

✓ **Notes in Pdf form**

- Notes on every topic must be available on the platform and should not be downloadable.
- Notes should cover detailed explanation of each and every concept present in the topic.

✓ **Downloadable Revision sheets**

- Based on pdf notes, compressed revision sheets should be made downloadable so that students can use them for quick revision at the time of test and placements.

✓ **Worksheet and assignments on each topic**

- Worksheets and assignment are for concept building and retention testing.
- Fill in the blanks, true/false and short answer questions can be a

part of assignments.

- Students have to submit these assignments online on the portal.

✓ **Quizzes on each topic**

- Platform must provide MCQs and quizzes which will improve student's engagement in the course and will create more interest and fun.
- Quizzes creates healthy competitive environment which ultimately benefits students and performance of the institute.

✓ **Certification test on the complete course.**

- A final test must be conducted before actual certification handover.
- Based on score and performance of the students job opportunities and internships with the industries can be offered.

#### **4.8 Online certification and skill enhancement market**

The person already working in the different organizations, in order to improvisation of skills or enhancement of skills for short term as well as long term courses can be easily adopted using online channels.

Majority participants are generally online registered for technical certifications of courses. It provides them an opportunity and a proper outlook as when required in industry as well as excel in particular fields

##### **Characteristics of Market:**

- ✓ Most of the market share is captured by some of the leading industry marketer.
- ✓ As far as the nature of courses are considered, different foreign platforms have their platform in India and same is true for Indian platforms.

- ✓ Most of the market is captured by B2C services. But companies becoming more conscious regarding employee training and development B2B opportunities are also increasing.
- ✓ The course of the courses is about 3 to 6.
- ✓ Assignments, live projects also becomes the part of online project.
- ✓ Revenue is generated by providing the candidate online certification, course lectures and assignments.
- ✓ Some of the online platforms provides opportunity to access whole platform for a particular duration of time.
- ✓ Some of the platforms also provide opportunities of recruitment which made the courses more lucrative.

#### **Key Trends:**

- Free portion of the course attracts the users.  
Basic understanding and introduction of the course is kept free so that users can visit the platform and get some basic understanding.
- Need for upgrading the skills on regular basis  
Career enhancement comes by enhancing the level of skills and respective certifications as per the requirements of the job.

#### **Challenges:**

Some of the content as in IT Technology needs to be updated on regular basis. Every day new languages, modules and AI technologies are getting created. So updating the content and fear of becoming outdate is becoming biggest threat to the industry.

### **Current Users:**

IT courses are the main drivers in the market. Along with that different engineering and MBA courses are also in lot of demand.

The content is getting consumed by the users by using their laptop, desktop, mobile phones and tablets.

### **Challenges faced by the students:**

Low speed and unavailable internet in some part becomes a key challenge by the student. High pricing and competition between different brands is also an issue.

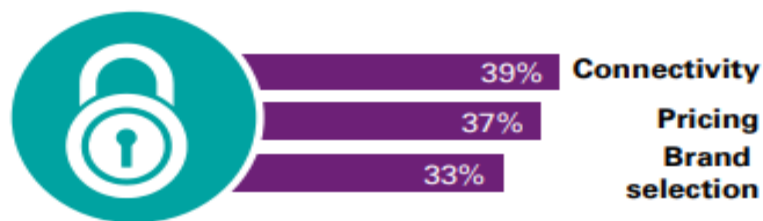


Figure 5: Challenges faced by students adopting online education

### **Why do students choose a particular brand?**

The students get awareness about a brand primarily through internet searches. But choosing a particular brand depends on the quality of content. Students prefer those brands where they really like teaching methodology and overall learning experience is really good.

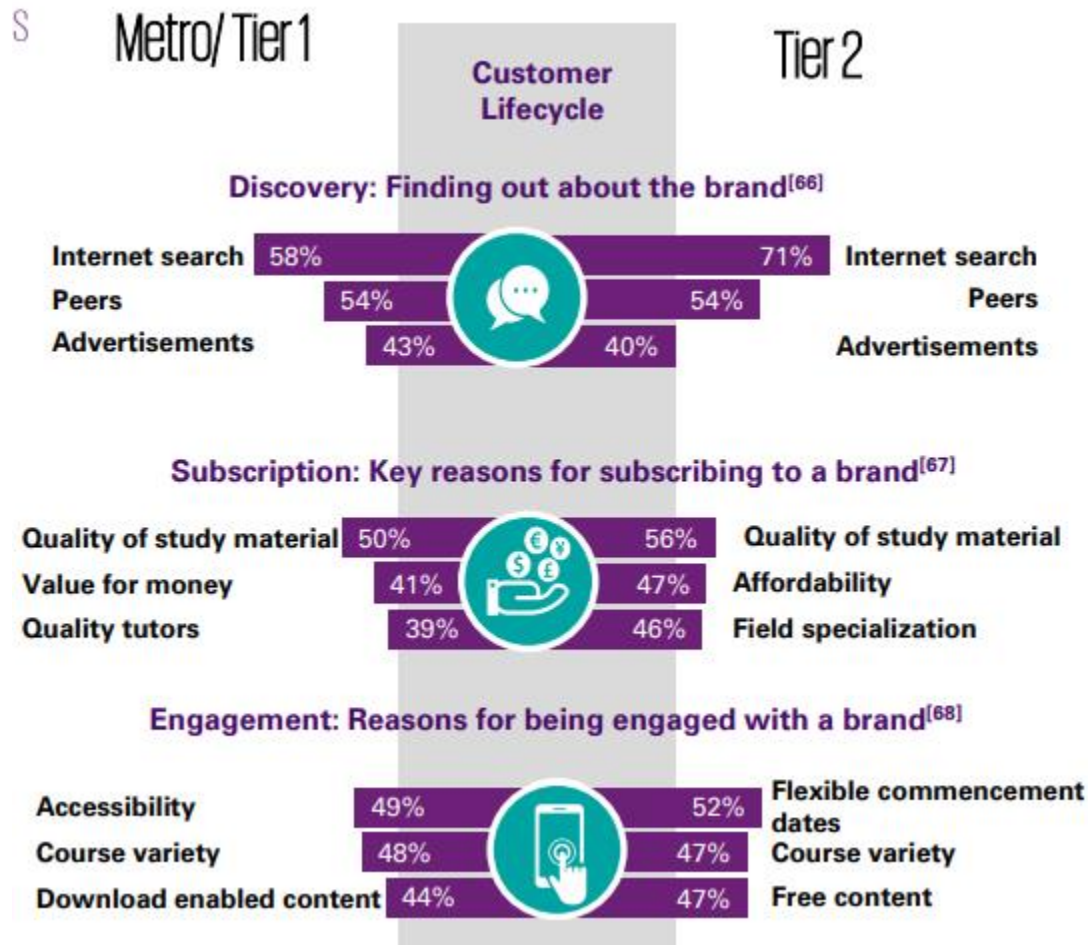


Figure 6: Factors considered while choosing a brand

The user does some research about the courses being offered and the quality of the content. Working professionals want immediate tangible value addition and benefits that they are going to get through those value additions in the form of salary hike, promotions etc

#### **Acquiring and retention of customers:**

The working professional are facing a biggest problem with offline education which is travelling time and the rigid schedule. The online players have an upper hand over it.

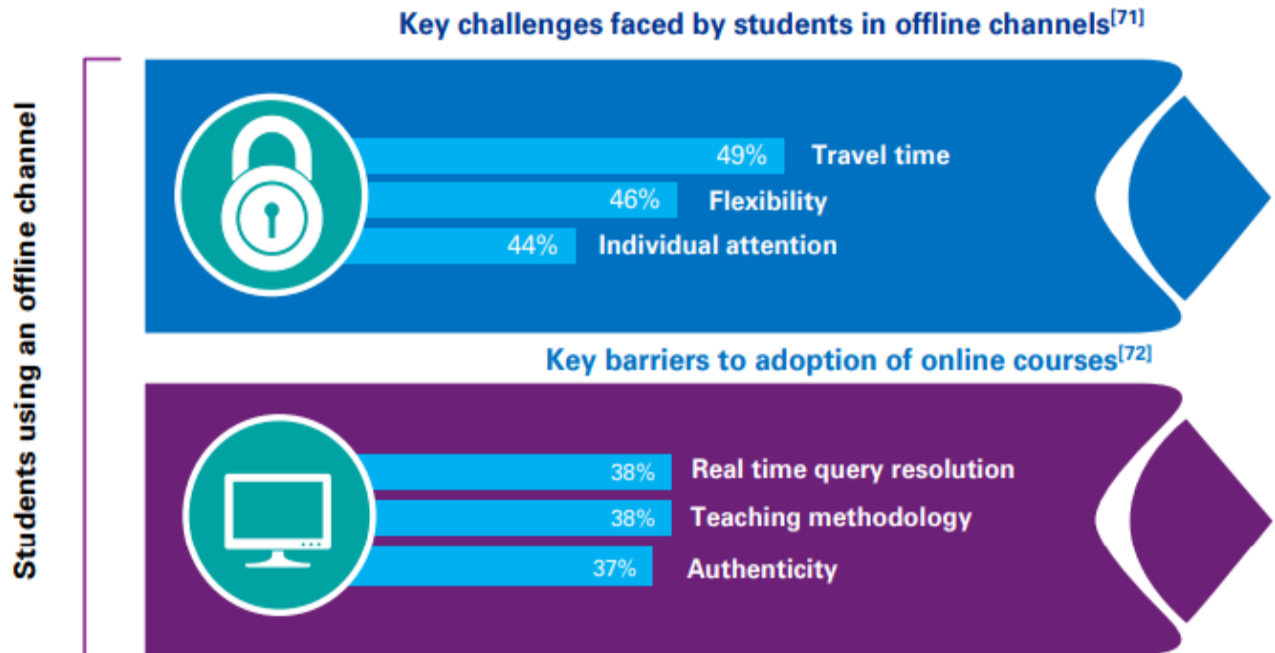


Figure 7: Barriers in Offline and online education

With online channels, users can opt for these courses from their home or from anywhere they feel comfortable. Lack of interesting courses came up as biggest reason why people are not opting for any course. Hence quality of the content and its presentation both the things matter a lot.

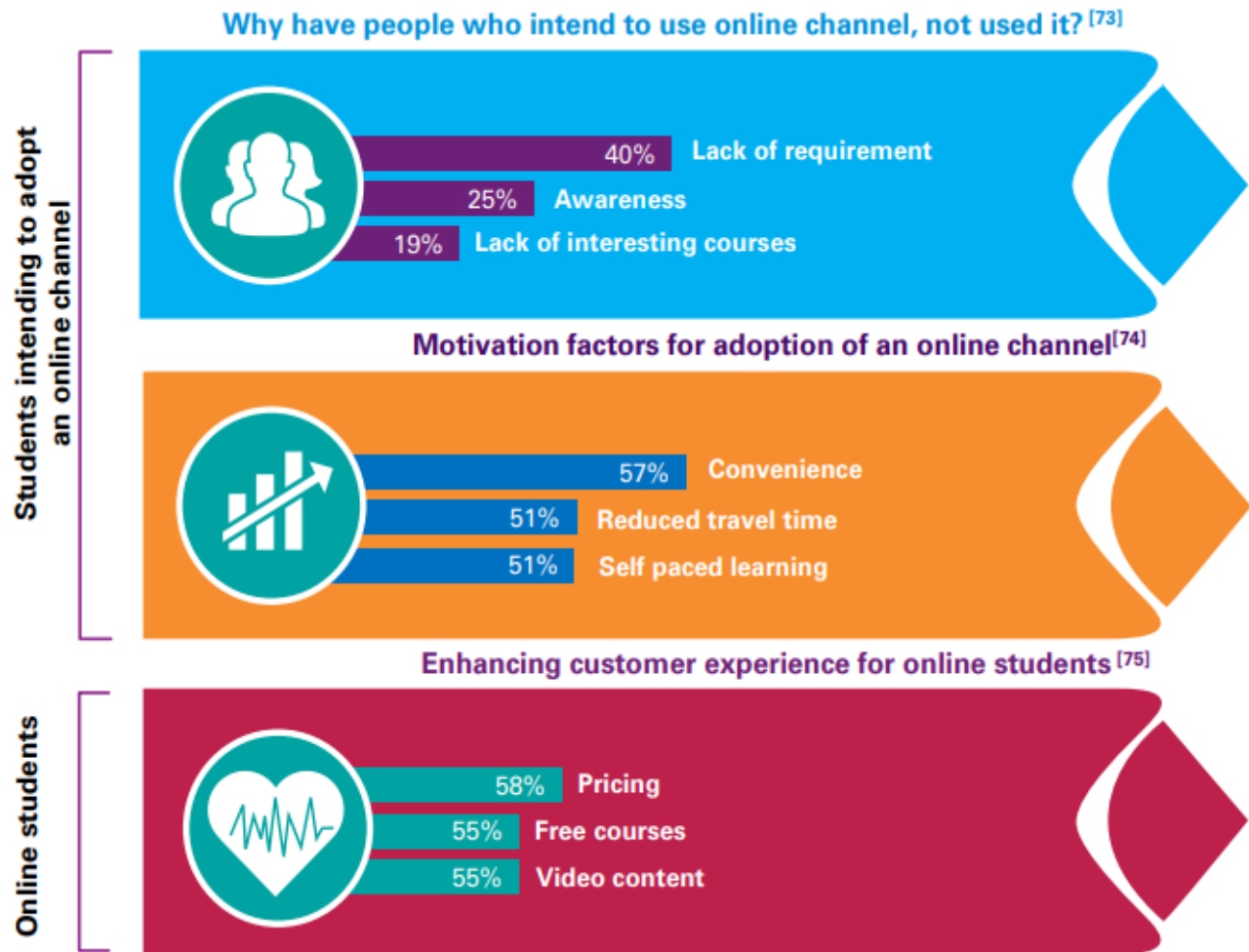


Figure 7: Reasons for not opting online education

### **Future Outlook:**

B2B market has to be expanded rapidly as companies becoming more aware about the training and development of their employees.

- ✓ The industry will continue to grow as people will have more disposable income and with fast moving industries, everyone needs keep them updated.
- ✓ The specific challenges in the industry needs specific solutions and hence there will a huge need for highly customized courses.
- ✓ The new animated courses will have more attraction among children.

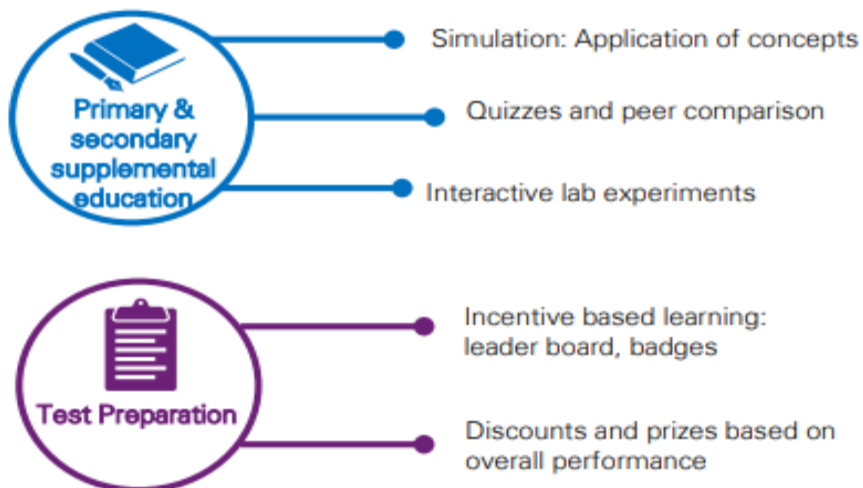
- ✓ Players must diversify their product and services from their competitors in order to attract more number of customers.

#### 4.9 Expected market characteristics in the future

##### User engagement will increase due to Gamification:-

- To understand the core concepts and to increase user engagement, gamification will help a lot.
- By providing incentives to students, learning becomes more efficient

##### Gamification–use case -





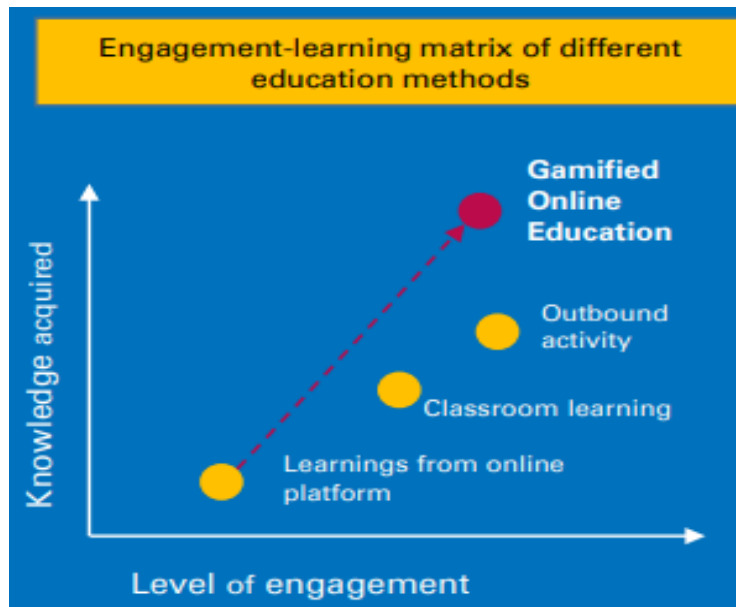


Figure 8: Relationship between engagement and learning

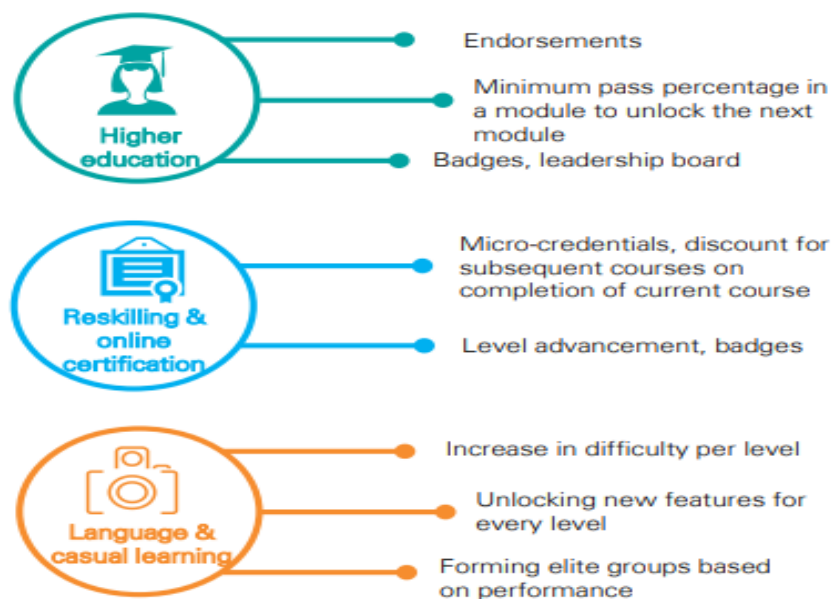


Figure 9: Gamification-Use case

Win and lose is a part of any game but the best thing is being involved in it. By introducing games on online learning platform will not only increase competition and engagement of the user but it will also increase inclination of the students towards learning.

### Continuous learning can be achieved through online education:-

- Basically 3 kind of people will adopt online education :-
  1. Employees for skill enhancement
  2. Common man for social skills enhancement
  3. Entrepreneur for professional skills to increase the business

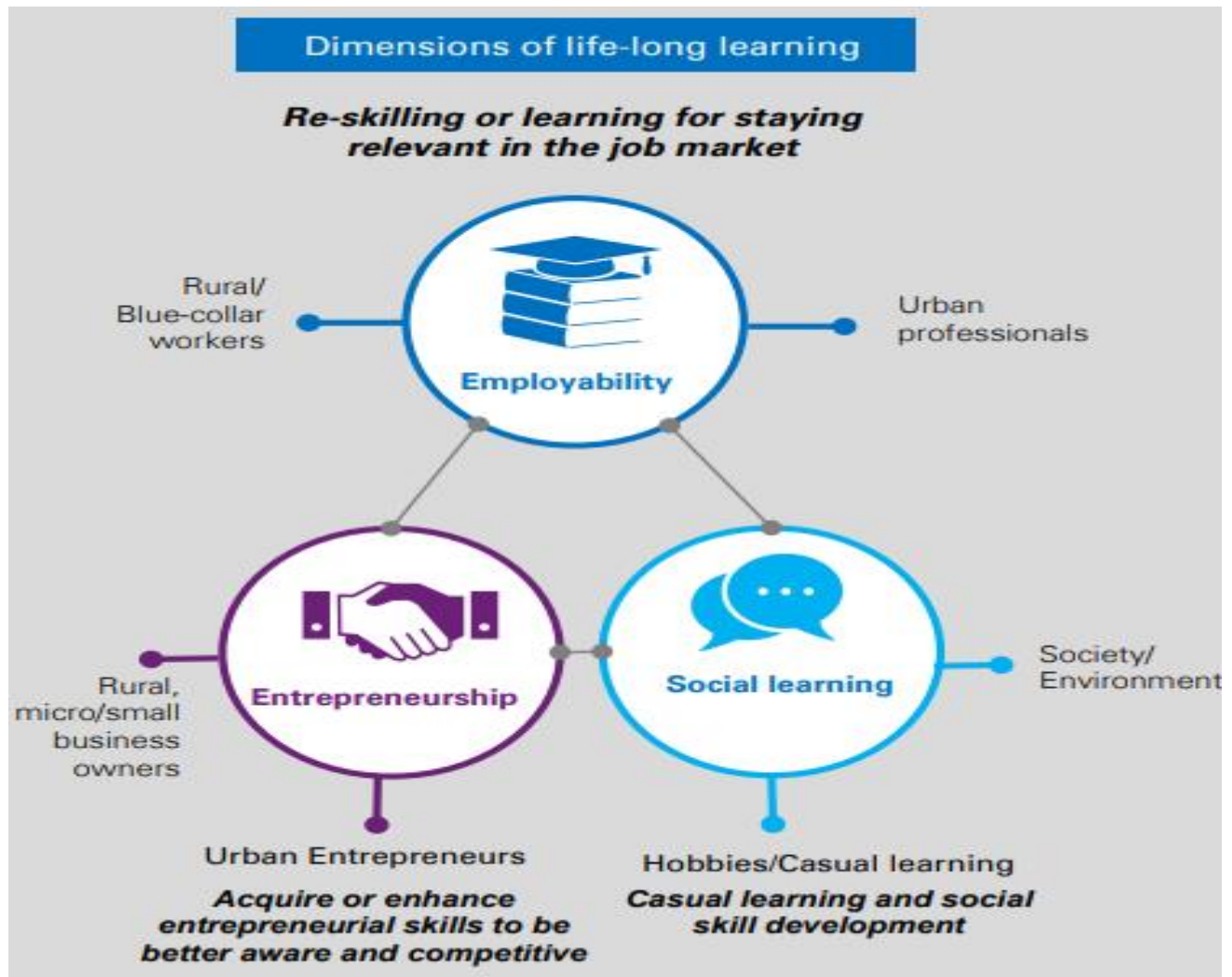


Figure 10: life-long learning:Examples

Age constrain has been reduced by online education. More users from different age groups are opting for various online courses. Even the Yoga classes,

Ancient Indian History and Arts classes can be conducted by online platforms. Old people have a kind of urge to learn different skills which they in the pace of life and work. Specific courses designed for them will also have a high demand. As it has many social benefits a brand can get lot of goodwill for designing such kind of courses.

### **Hybrid approach by online education channels:-**

- ✓ Collaboration of online and offline channels to enhance the way of learning
- ✓ Online players will establish offline touch points for students
- ✓ Offline players will broaden their online component to provide value added services and enhance overall learning experience

Potential hybrid channel business models that may emerge in the future are:

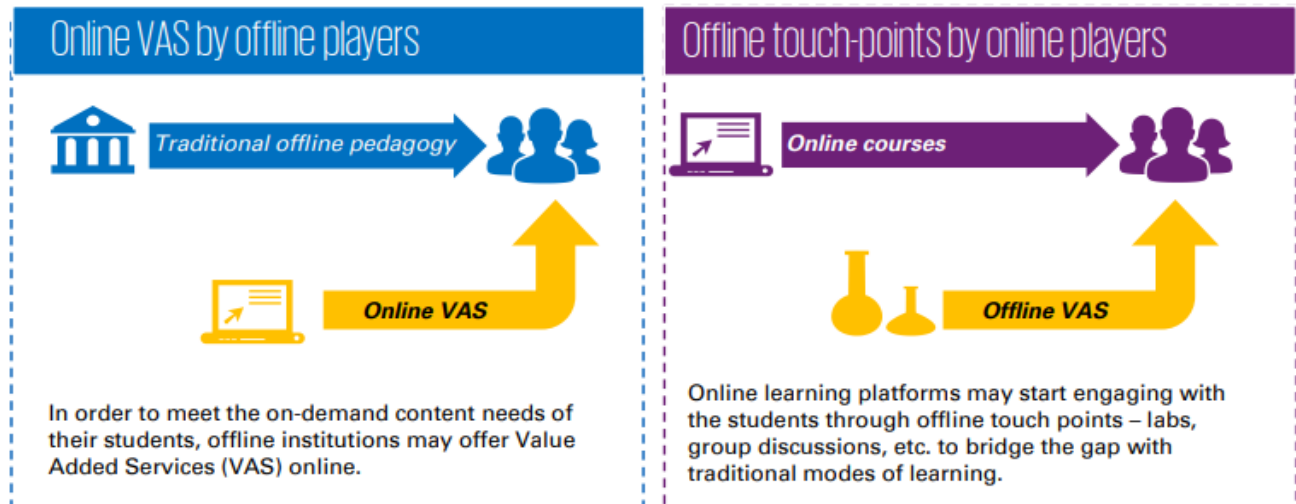


Figure 11: Hybrid Channel in Online and offline education

No matter if the education companies weather online or offline, they should be present in both online and offline market to get the maximum benefits to the students. As Byju's has the impact in India as well as in Gulf countries but according

to our infra India is not that much developed to get the access to online education. But at the same time the students who wants to study from the various corners of the cities, rural India are not getting enough physical tuition facilities. So thanks to Jio and other telecom networks bringing high speed internet revolution.

Many time it happens like in virtual or online learnings if we didn't get any idea or any concept at that time giving immediate feedback is not possible and because of that many students may face problems regarding understanding of concepts.

As every channel has its own pros and cons therefore online education companies require both online and offline learning platforms.

## Chapter 5

### 5. Limitation and Recommendation

#### 5.1 Limitation

Although distance learning offers more people an opportunity to attain higher education, it is not all advantages and benefits. Distance learning has costs, requires compromises and self-motivation is essential for success. However, when a company and students acknowledge and understand these disadvantages, they are easily overcome.

✓ **Distance learning requires self-motivation.**

Because distance learning is flexible, company need good organization, planning and work to make it happen. Students need more discipline to succeed in online courses. Though the instructor is not seated in front of the student, the student still need to complete their assignments on time. Like all other forms of learning, there are deadlines to be met, "fixed-time" exams to be taken and assignments to be completed before the "Drop Box" closes. There are no compromises and a student can easily get a zero. Distance learning is best suited for mature motivated learners who cannot afford the time to participate in a traditional classroom.

✓ **Distance learning does not give direct access to instructor.**

Some students fear the loss of the personal touch with an instructor, such as asking questions after class. However, distance learning often gives them an opportunity to email their instructor any time or chat online. It is normal to fear the loss of human contact offered in a traditional classroom until students commit themselves to this mode of learning and communication.

✓ **Distance learning is isolated.**

Although students are in a virtual classroom full of students, the dynamics of interaction change with online education. Students may feel detached or lonely when they pursue a distance learning program but there are opportunities to send emails, post to message boards and engage in online group discussions. At first students might miss face-to-face contact with instructor and other learners, but web collaboration can fill this void for many students.

✓ **Distance learning requires student to have constant, reliable access to technology.**

Students need total access to the equipment necessary to fulfill course requirements. For example, online courses require a computer with Internet access. For a course with material on CD or DVD, they need to have a multimedia player. Technical requirement may be difficult to meet for some students who may feel overwhelmed and challenged if they are not completely computer literate. Technical glitches and dealing with an unfamiliar learning environment can cause stress and frustration, but there are many ways to overcome these barriers.

✓ **Distance learning does not offer immediate feedback.**

In a traditional classroom setting, a student's performance can be immediately assessed through questions and informal testing. With distance learning, a student has to wait for feedback until the instructor has reviewed their work and responded to it.

✓ **Distance learning does not always offer all the necessary courses online.**

Students pursuing a specific certificate or degree program may not have all the necessary courses available through distance learning so it is not suited for all subjects. For example, you can study a history lesson completely online but you cannot perform nursing clinic online. For some courses, physical classroom

attendance will be mandatory to complete the course. In case of PSK Technologies core hardware courses cannot be taught efficiently and effectively as in physical class rooms.

✓ **Distance learning may not be acknowledged by a specific employer.**

Although most employers do acknowledge distance learning, certain employers do not. Students who want to work for a specific employer upon graduation should be sure of that employer's perspective about online education.

✓ **Distance learning does not give students the opportunity to work on oral communication skills.**

Students in distance learning courses do not get the practice of verbal interaction with professors and other students.

Numerous studies have found distance learning courses as effective as traditional classroom training - or better. Almost a third of academic leaders recently surveyed felt online education outcomes were superior to those in traditional learning environments. However, there are challenges to be overcome for anyone who opts to learn through distance learning.

## 5.2 Recommendation

- The quality of the online content should be good
- Courses must be made interactive and include introduction, summary and question sets
- Involvement of games and quizzes will make the learning interactive
- Online education product content should be compatible with medium bandwidth i.e. like some area in the villages and cities where internet speed is not very good
- Uses of diagrams, charts, mind-map helps to retain the information better in the memory, so use of them is highly recommended.
- If necessary back the online content by offline seminars, workshops etc



## **Chapter 6**

### **6. Learnings from the Internship**

- The most important learning I think is I was able to implement many of the theoretical models like SWOT analysis, Porter's five forces model during the internship.
- During online research I was able to understand various psychological effects of online and offline learning on a student's mind.
- Understood the importance of research to any organization and how it helps a business model to set up and grow.
- As PSK Technologies is in developing phase I observed what problems usually startups face, and how they can overcome these problems
- I also learned many things other than my specialization like work culture, punctuality, employee relations etc.

## Chapter 7

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