Mini Project Documentation

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*Topic: Voltaire– Overseas educational consultancy*

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Literature Review

A literature review could provide valuable insights into the latest trends and challenges in the international education industry, as well as strategies for educational consultants to attract and support international students. It covers a range of topics related to education, international student recruitment, and digital marketing. Some key themes that may be relevant to be included in this literature review are:

1. The importance of digital marketing for educational consultants: There is a growing body of literature that emphasizes the importance of digital marketing for educational consultants who are looking to attract international students. This literature discusses the benefits of using social media, search engine optimization (SEO), and other digital marketing strategies to reach students around the world.
2. Trends in international student recruitment: The literature on international student recruitment can provide valuable insights for educational consultants who are looking to expand their client base. This literature may cover topics such as the countries that are currently sending the most students abroad, the factors that influence students' decisions to study abroad, and the challenges that international students may face during the application process.
3. The role of technology in education: As more students around the world are turning to online learning, there is an increasing need for educational consultants to be familiar with the latest technologies and online education platforms. The literature on this topic may cover areas such as the benefits of online learning, the challenges of adapting to online education, and the role of technology in facilitating international collaboration among students and educators.
4. Cross-cultural communication and diversity: Educational consultants who work with international students need to be sensitive to the cultural differences and diverse backgrounds of their clients. The literature on cross-cultural communication and diversity can provide insights into effective communication strategies, cultural differences in learning styles and educational expectations, and how to create inclusive learning environments that value diversity.
5. The impact of COVID-19 on international education: The COVID-19 pandemic has had a major impact on international education, with many students having to delay or cancel their plans to study abroad. The literature on this topic may cover areas such as the challenges of remote learning, the impact of travel restrictions on international education, and the long-term implications of the pandemic for the international education industry.

Scope of the project

The number of students earning a degree outside of their home country has tripled over the past 25 years. Currently, 100,000 more American students are studying abroad compared to the previous decade, along with more than one million international college students in the U.S. What’s more, the student profile of those who study abroad continues to change, including an increase in the number of graduate-level students who choose to study internationally.

The education consulting market is estimated to grow at a CAGR of 5.37% between 2022 and 2027. The size of the market is forecast to increase by USD 6,77.89 million. The growth of the market depends on serval factors, including demand for customized learning, and awareness of the education consulting market is creating importance for STEM education, and e-learning enrolments in higher education sectors are a major contributor to market growth



Size of the educational consultancy market in USD since 2017

Objectives

The objective of our overseas education consultancy website is to assist students in pursuing their education abroad. The consultancy firm typically offers a range of services that can include:

* Providing one on one guidance and counselling to students regarding the selection of courses and universities that match their interests, qualifications, and career goals.
* Assisting students with the admission process, including filling out application forms, writing personal statements, and preparing necessary documentation.
* Offering guidance on funding options such as scholarships, loans, and grants.
* Offering advice and support with visa and immigration requirements.
* Providing information about the different education systems, cultures, and lifestyles of the countries where the students plan to study and aiding with finding suitable accommodation, transportation, and other essential services.
* Providing ongoing support and assistance to students throughout their study abroad journey.

The primary goal of our consultancy website is to help students make informed decisions about their study abroad plans and to ensure that their transition to a foreign education system is as smooth and successful as possible.

After you’ve chosen which services you need, you can request an appointment on our website. Enter your name and contact details. Soon enough you will be called for an in-person meeting with one of our counsellors or you can choose to opt for an online session.

Problem Statement

Education has become an asset in the contemporary world. Good quality education ensures a good and happy life with a secure future. Today, competition in the education sector is tremendous and in this perpetually proliferating industry, choosing the right path for oneself has become a herculean task. Students and parents are confused in selecting from the plethora of options available. So, is there any source or service that can simplify the search for your dream college, course, or university?

The solution to the stated problem

Here comes the role and importance of Educational Consultancy. Professional educational consultancies are adept at providing the most helpful and profitable advice to students and parents which makes them relevant in today’s growing global economy.

What makes Voltaire different from your standard educational consultancy service?

* At Voltaire, we will analyze your ward’s personality, inclinations, potential, and skills to provide you with the advice that best suits your goals and ensures lucrative prospects.
* If you are oblivious to the latest practices in the field of education, we can provide you with the most reliable information.
* Career counselling advisory as per your potential is available as an educational consultant.
* Guidance for the preparation of a competitive examination, along with the course and study material is made available. Advice from domain-specific experts is also available who assist with various test preparation.
* We aim to provide complete assistance in resolving financial concerns by generating and enlightening the client about resources like scholarships and grants

Performance Requirements:

* + 1. Software requirements:

Operating System: window XP and others

Front end: HTML, CSS, and JavaScript

Back end: python

Browser: Internet Explorer, Google Chrome, and others

* + 1. Hardware requirements:

Client-side:

Processor: Pentium 2.0 and above

Ram: 1GB

Hard Disc: 20GB free space

Server Side:

Processor: Pentium 2.0 and above

RAM: 1GB

Hard disc: 200GB free space

Methodology

The aim of this report is to outline the methodology used to develop an overseas educational consultancy-based website. The website will provide information and services related to overseas education for students who wish to study abroad. The primary objective of the website is to facilitate the student's admission process, visa process, and other related services.

Methodology:

1. Requirement gathering: The first step in the development of the website is to gather requirements. The requirements include the list of services that will be offered on the website, the target audience, the user interface, the design, and the content of the website. We will conduct interviews, surveys, and focus group discussions with students who are planning to study abroad to gather the requirements.
2. Analysis: Once the requirements are gathered, we will analyse them to identify the core features of the website. We will use techniques like data flow diagrams, use case diagrams, and user stories to identify the user requirements and the system requirements.
3. Design: Based on the analysis, we will develop the design of the website. The design will include the layout, colour scheme, and user interface. We will create wireframes and mock-ups to visualize the design.
4. Development: After the design is finalized, we will start the development of the website. We will use technologies like HTML, CSS, and JavaScript to develop the website. The website will be developed using a responsive design approach, so that it can be accessed from any device, including desktops, laptops, tablets, and mobile phones.
5. Testing: Once the website is developed, we will test it to ensure that it meets the user requirements and system requirements. We will conduct unit testing, integration testing, and system testing to ensure that the website is functioning properly.
6. Deployment: After testing, we will deploy the website on a hosting platform. The website will be optimized for search engines and will be secured using SSL certification.
7. Maintenance: Finally, we will provide maintenance and support services for the website. We will update the website with the latest information and features to ensure that it remains relevant and useful for students who wish to study abroad.

In conclusion, the development of an overseas educational consultancy-based website requires a well-defined methodology. The methodology includes requirement gathering, analysis, design, development, testing, deployment, and maintenance. By following this methodology, we can ensure that the website meets the user requirements and is of high quality.