Summer Internship Project Report On

An Analytical Study of the B2B E-Learning Segment with reference
Virtual Intaractive Solutionz pvt.ltd

Submitted By

Aritra Sen

MBA 3rd Semester

Roll No- 11900921021

Submitted to

Department Of Master of Business Administration

Under the supervision of

Mr Shomnath Dutta

Siliguri Institute of Technology

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CERTIFICATE

OF PARTICIPATION

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Aritra Sen

for successfully completing the 2 months internship program at
Virtual Interactive Solutionz Pvt. Ltd.

12.09.2022
DATE

Solutionz

SIGNATURE
(FOUNDER & CHIEF
PEOPLE OFFICER)

To Whom It May Concern

This is to certify that Miss Aritra Sen of Siliguri Institute of Technology (SIT) has successfully completed the project work Titled 'An Analytical Study of the B2B E- Learning Segment' in partial fulfilment of requirement for completion of Master of Business Administration as prescribed by Siliguri Institute of Technology

This report is the record of authentic work carried out by her during the period from 13-07-2022 to 12-09-2022

She has worked under my guidance.

Mr. Shomnath Dutta
(Project guide and assistant professor)
Date-

Declaration

I, the undersigned, hereby declare that the project report entitled, '**An Analytical Study of the B2B E Learning Segment**' submitted by me to 'Siliguri Institute of Technology' in partial fulfilment of the requirement for the award of the degree of Master of Business Administration under the guidance of Prof. Shomnath Dutta is my original work, and the conclusions drawn therein are based on the material collected by myself.

The Report submitted is my own work and has not been duplicated from any other source. I shall be responsible for any unpleasant moment/situation.

Place: Siliguri.

Aritra Sen   Date:21.11.2022

Acknowledgement

A successful project is the result of teamwork and co-ordination that includes not only the group of developers who put forth the ideas, logic, and efforts but also those who guide them. So, at the completion of the project, I feel obliged to extend my gratitude towards all those who made valuable contributions throughout my training period.

 I am thankful for all the knowledge, guidance, and support imparted by Prof. Shomnath Dutta to me who gave me invaluable knowledge which were required on this project

In the end, just as significantly, I would like to express my sincere thanks to, Mr. Partha Saha (General Manager)and Mr. Gourav Roy (Company Guide) and Mrs. Supriya Roy (HR) and all the other staff members who have provided me with excellent knowledge and support throughout my journey.

Without their support it wouldn't be possible for me to accomplish my task within it.

TABLE OF CONTENT

EXEUCTIVE SUMMERY

The objective of the project was to do research on financial performance of Edufic Digital for that we have to understand the customer needs, Income, response and emotions. This study aims to highlight the impact of using e-learning on financial performance of Edufic Digital with respect to the Consumers perception towards e-learning, Competitor's Services. As the company was comparatively new and it was yet to be marketed to a large number of customers, it was essential to know the feedback of customers and industrial customer This study is focusing on B2B e-learning market as well as identifying the most important obstacles that affect the optimal application of this system and improve the quality of service to achieve better consumer satisfaction. After analysing the data it is found that there is a significant impact on the B2B market of e-learning, despite some challenges.

CHAPTER 1
INTRODUCTION

Industrial Background

The Ed Teach in India has been one of the fastest growing industries in the country. This industry also has immense importance in the growth of economy of the country and the growth and development of education technology and its bright future in the classroom. as well.
The E-learning is one of the most important sectors of the Education industry. The ED Teach market in India is growing at around 4.5% annually. The moderate growth is paradoxically due to the supply of better services of E-learning which have longer servicing capability. The Ed Teach market is estimated to grow to the level of 5.72 million in 2018-2019 and to approximately 10 million in 2020- 2021.

The Indian Ed Teach industry claims to be the Second largest in the world. It has the presence of almost all major IT Sectors include Curriculum Design, Content Creation, Content Conversion, Content Re-purposing, Copy Editing, Course Requirement Analysis, Instructional Design, Story boarding, Game Design Document. Some of these oil majors have even tied up or renewed old ties with public sector undertakings, thereby gaining the advantage of distribution and infrastructural networks. The industry is being constrained by high petroleum prices.

The Ed Teach market was dominated by some public sectors refineries companies. One of them is BYJU'S, Henry Harvin Education, Pesto, Vedantu, Whitehat education, Unacademy . Small contributions came in from IIT and IIM .

The Post-K12 EdTech industry is divided into 4 segments, each catering to different education needs and outcomes: higher education, technical skilling, test preparation for government jobs

What Is E-learning?

A learning system based on formalized teaching but with the help of electronic resources is known as E-learning. E-learning can also be termed as a network enabled transfer of skills and knowledge, and the delivery of education is made to a large number of recipients at the same or different times.

E-learning, also referred to as online learning or electronic learning, is the acquisition of knowledge which takes place through electronic technologies and media. In simple language, e-learning is defined as "learning that is enabled electronically"

It involves self-paced learning, either CD-ROM-based, Network-based, Intranet-based or Internet-based. It may include access to instructors through online bulletin boards, online discussion groups and e-mail. Or, it may be totally self-contained with links to reference materials in place of a live instructor.

Technavio's market research analyst predicts that the Indian online education market will grow at a CAGR of about 20% by 2020, which will be worth about 18 billion U.S. dollars. The number of users enrolling in online education may indeed touch 9.6 million users by 2021, from 1.6 million users in 2016.

Why E-learning is need to be used?

E-Learning provides scalability which helps in providing training. All students can receive the same type of syllabus, study materials and train through E- Learning. Through E-Learning, you can save time, money and reduced transportation cost. so, E-Learning is cost-effective compared to traditional learning.

It helps the students to learn a small and necessary amount of useful information about a particular subject. It provides information to the professionals when they need it saves everyone's time and increases ROI. In today's world, people have no to get their jobs done and participate in training programs.

Component of E-learning:
-E-learning can also be divided into five essential components, which are
1. audience, 2.course structure, 3.page design 4.content engagement 5.the usability.
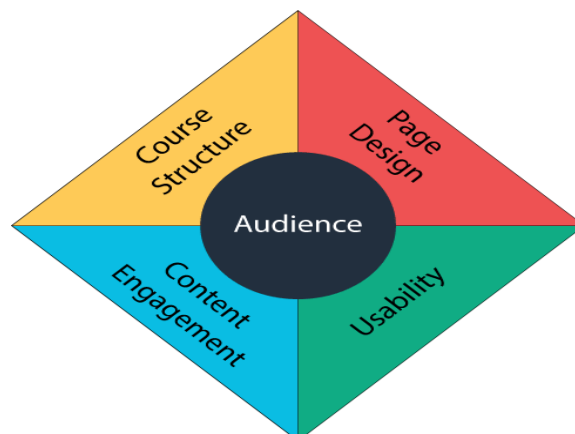
Purpose of Lubrication:
E-learning (also called electronic learning) is any type of learning that takes place through or with a computer and is primarily facilitated through the Internet but can also be accomplished with CD-ROMs and DVDs, streaming audio or video and other media. The purpose of e-learning is to allow people to learn for personal accomplishment or to earn a professional degree, without physically attending a traditional university or academic setting. Applied for all levels of schooling from grade school to graduate degrees, e-learning is versatile enough to accommodate all learning styles.

Pace of Classes:
Another benefit to e-learning is that it is self-directed, meaning that the e- learner sets the pace of her learning. Unlike traditional methods of education, e- learning allows a student to pace her educational needs with her comfort level. This is especially true when a person chooses to use e-learning for personal accomplishment. For those seeking a professional degree, there may be requirements and course work that must be completed by a certain time, but these deadlines are usually more flexible than the requirements made at traditional learning institutions.

Negative Aspects:

The most controversial aspect of e-learning is for those who are seeking professional degrees. Some online learning institutions may not meet the academic standards set forth by private accreditation organizations. Accreditation standards are used to confirm a learning institution's academic quality. This does not mean that an online institution that is not accredited has poor academic quality, but it can cause problems when an e-learner seeks to transfer credits from an online institution to a traditional educational facility. Another drawback to e- learning is that it can be difficult for individuals who are not primarily self- motivated. While self-directed learning has been appropriately praised for its versatility, it can be a trap for those who need the external motivations physical classrooms and instructors can provide.

E-Learning v. Traditional Costs:

E-learning has also been praised as a lower-cost option for those seeking additional education. Costs for individual classes and learning institutions vary depending on location, degree or type of program, and area of study. Online universities generally charge the same way traditional universities do, by charging per credit hour. But also, like traditional universities, scholarships, grants, and student loans are available as well. See the Resources list below for sites with information about e-learning costs by discipline and degree desired.

E-learning Market in India:

NEW YORK, Aug. 31, 2021 /PRNewswire/ -- Technavio estimates the online education market size in India to grow by USD 2.28 bn during 2021-2025. The report offers a detailed analysis of the COVID-19 impact on the market and the new opportunities that market players can expect. In addition, the report projects the market to progress at a CAGR of almost 20%.

Increased penetration of internet and smartphones in India to drive growth:

The high penetration of the internet and the availability of low-cost smartphones has increased the number of online users in India over the years. This has created a surge in the demand for online content including education from users and institutions in rural and urban areas. Besides, the government in India is undertaking various digital initiatives such as ePathshala, which provides educational web resources for teachers, students, parents, researchers, and educators. These initiatives are helping users even in rural areas to get familiar with online education. Such efforts along with the increasing adoption of the internet and smartphones are expected to fuel the growth of the online education market in India during the forecast period. As per Technavio, the emergence of cloud computing will have a positive impact on the market and contribute to its growth significantly over the forecast period. This research report also analyses other significant trends and market drivers that will influence market growth over 2021-2025.

Emergence of Cloud Computing:

Cloud services offer various benefits such as reduced capital costs and increased implementation speed. This makes it easier for both end-users and service providers to process, procure, access, and manage information effectively. Also, cloud service providers offer technical support for SaaS-based solutions such as ERP and LMS. Such benefits are encouraging many educational institutions to shift toward cloud-based models. This trend is expected to have a positive impact on the growth of the online education market in India during the forecast period.

"Popularity of big data and learning analytics and continuous rise in the growth of gamification in India will have a significant impact on the growth of the online education market value in India during the forecast period," says a senior analyst at Technavio.

Industry Structure & Development:

The e-learning market that stood at $247 million in 2019 is now expected to reach $5.96 billion by the end of 2021 with a CAGR of 52%

E-learning, or electronic learning, refers to a modern education solution used to gain knowledge through digital technologies and devices. It helps in delivering various courses, programs and degrees through online media. The e-learning system encourages the healthy exchange of knowledge in an interactive atmosphere for the participants. It is also used for delivering education regardless of the time and place. E-learning is a more cost-effective solution than brick-and-mortar teaching systems and keeps up with the continually changing prerequisites for quality education. As a result, it finds extensive application across various sectors like agriculture, healthcare, education and training.

The India e-learning market is primarily driven by the favorable initiatives undertaken by the Government of India to initiate distance education programs to provide easy access to education. It has adopted integrated e- learning solutions in the education system and developed internet infrastructure. With the ongoing spread of coronavirus disease (COVID-19), various e-learning schemes have been introduced for balancing the education sector. For instance, the Government has announced programs, such as DIKSHA and SHAGUN for under- and postgraduate students, which are gaining immense popularity across the country. Furthermore, several universities in India are collaborating with foreign universities to deliver online courses, and international companies are partnering with

local players to localize their products, which is providing a positive impact.

CHAPTER 2
COMPANY PROFILE

INITIAL REPORT

Part A – SIP Details

Student Details

Name of the Student : Aritra Sen

Roll Number :11900921021

Name of the faculty guide : Mr.Shomnath Dutta

Name of the SIP Company : Virtual Intaractive Solutionz pvt.ltd

Title of Executive Training: "An Analytical Study of the B2B E-Learning Segment with reference Virtual Intaractive Solutionz pvt.ltd"

Company Details

Name of the CEO: Mousumi Sen

Address of the CEO: Chennai Tamil Nadu

Name of the Company Guide : Mr. Partha Saha AGM (Associate General Manager) & Gourav Roy

Functional Area : E-learning, Media, Simulation, Games, Video

Address of the Company with
PIN Code: Webel IT park Phase III Siliguri West Bengal

Reporting Date : 13.07.2022

3CET Report on Virtual Interactive Solutionz pvt ltd
Part -B

COMPANY

Virtual Interactive Solutionz Private Limited is one of the best e-learning content provider companies which mostly dealswith customizable and interactive e-learning content making, video production . Virtual Interactive Solutionz Private Limited is an unlisted private company incorporated on 24 january, 2022. It is classified as a private limited company and is located in, West Bengal. Its Headquater in Kolkota. It has around 80 employees. It's authorized share capital is INR 1.00 lac and the total paid-up capital is INR 1.00.

CUSTOMER

Virtual Interactive Solutionz Private Limited has worked with all types of Corporates and Institutions, and solved learning challenges from, customer service front line to the senior leadership team, fromthe mines to the marketing department, , across many sectorsincluding BFSI Services,RetailTechnology, Healthcare, Academics, Energy, Automotive, Consumer FMCG, Engineering, Hospitality, Gameing, Insurance, Travel, Tourism,Telecom and Manufacturing.

We mainly approach Learning and development managers, Learning and developmentheads, learning and development directors, HR managers, HR heads and others acrossvarious corporate and institutions across the globe and deliver final product according to their requirement Some of Vi Solutionz priority Clients which have been dealing with us since a longareasfollowing Flipkart, cox commucation, early salary , xiomi India, Amgen, Accademy of Taetiatrics, fujiflim singapore, ITC,Red Vector, health scion, Manipal University etc

COMPETITORS

The online education market in India is to be highly impacted by the emergence of cloud computing. The cloud technology enables eLearning companies in India save a significant amount of data, content, and information on a single platform. The saving of data makes easier for users and providers to manage, procure, process and access information from anywhere possible. Another major eLearning market trends is the rising popularity of big dataand learning analytics. The eLearning market in India is forecast be worth over $18 billion by2022. The technology helps online course providers measure learner's preferences, failures, success, and behaviors, thereby obtaining actionable intelligence to improve course designs. Thus, rising awareness of analytics will push growth in the online education market in India. With the rising demand of prospective learners looking for alternative education sources, the country offers significant opportunities for eLearning companies.
In India, offering products or services based on digital platforms. The significant adoption of latest technologies and methods the Indian online education market size is expected to grow in leaps and bounds.
Some of the global competitors are mentioned below
BYJU'S
Unacademy
Vedantu
Grade Up
Adda247
Simplilearn
Edu kart

ENVIRONMENT

Micro- Companies staffs, Customer & Competition
Macro- Business Success, Business Strategy & Decision Making
The environment is therefore very helpfull and supportive. Each one in the organization has a zeal to achieve heights and hence they belive in kindness and sport a very helpfull nature.

TECHNOLOGY

A wide range of technologies are being operated in the organisation; it is the technology which promotes the smooth working efficiency of the organisation.
Technology creates a team dynamic within a business because employees at different locations have better interactions. If factory managers can communicate with shipment coordinators at a different location, tensions anddistrust are less likely to evolve. Cliques and social tensions can become a nightmare for a business; technology often helps workers put their different backgrounds aside.
Technology can be used to protect financial data, confidential executive decisions and other proprietary information that leads to competitive advantages. Simply put, technology helps businesses keep their ideas awayfrom their competition.
A brief range of technology operated by Vi Solutionz is listed below:
Adobe after effects illustration
Cinema 4D
Articulate storyline
Artookit
Adobe photoshop
Blender
Wikytude
Adobe Audition
Adobe XD
Adobe lightroom

SWOT Analysis of Virtual Interactive Solutionz Private Limited

STRENGTHS

- Team leaders are very helpful and friendly.
- Co-founder personally monitors each and everyone's progress
- Usage of various tools at the time of lead generation, which are easy to use.
- Already has a working experience with many companies in various sectors.

WEAKNESSES

- Lack of skilled man power
- Sometimes there are miscommunication between top management and employee.
- Not a proper geogreaphical location

OPPORTUNITIES

- As our daily life is becoming digital, the need of E-learning content will rise in comingdays.
- Employees become familiar with various multinational companies at the time of lead generations and at the time of the time of the meetings , they personally make a reputation tothe company.

THREATS

- As the need of E-learning keeps growing, the number of competitors is alsogrowing.
- As everything's data of lead generation is stored in clouds Any malfunction to thatserver will erase every data, there's also chance of data theft.

- As LinkedIn and email is used as main form of communication , in case of hackinghappens, there's a risk of LinkedIn account or email being used to sabotage company's reputation.

ORGANISATIONAL STRUCTURE

JOB ROLE OF AGM (ASSOCIATE GENERAL MANAGER)

Responsible for handling existing and new customers, work out the products costing and price negotiation. Handling the team of Sales Manager, Team Leaders, Sales Executives and Support Staff. Constructively handle/ supervise the handling of customer complaints related tosales department.

JOB ROLE OF AVP (ASSOCIATE VICE PRESIDENT)

The Assistant Vice President for Development (AVP) works collaboratively to develop, implement and achieve strategic plans for increasing private support; provides leadership anddirection for major gifts, corporate and foundation gifts, planned giving, annual giving, donorrelations and prospect research.

JOB ROLE OF SENIOR MANAGER

Develop project plans that identify resource and budgetary needs. Host project meetings at least once a week with team and managers. Provide feedback, advice, project updates and encouragement to team members. Manage deadlines and push the team to ensure timeliness.

JOB ROLE OF BDE
Business development executives are responsible for finding and retaining clients, encouraging extant clients to purchase added products or features, and remaining abreast ofchanges in consumption. You will also be required to build capacity in staff through regulartraining and mentorship.

JOB ROLE OF TL (TEAM LEADER)
Team Management, supervisions Execution of ideas and vision for executing organization.

ENVIRONMENT

Positive values
A positive mission statement outlines the goals and demonstrative behaviour that exemplify the highest commitment to quality and service to each other, the company, customers and shareholders. The company sets out to achieve its goals in ethical, honest ways with an elevated sense of purpose to improvingthe planet and humanity.

Relaxed and productive atmosphere
People enjoy coming to work and feel appreciated, acknowledged and rewarded. Signs of fear, domination, bullying, sexual harassment, and intimidation are absent. Creativity, productivity, and thinking outside the box flourish.

Commitment to excellence
Employees give 200%. They strive to be the best and to deliver top-quality products and services. They take responsibility for their actions and decisions.

Open and honest communication
Everyone communicates in a cards-on-the-table manner, solving difficulties in a positive   way. They don't play nasty revenge games when given difficult feedback. Instead, they view feedback as an opportunity for growth.

Cooperation, support, and empowerment
Can-do, go-the-extra-mile and win-win attitudes are evident signs of workplace wellness. Employees have a sense of camaraderie, cooperation, and empowerment. Healthy competition exists without vengeful.

Sense of humour
Employees keep things in perspective, have fun, and laugh. Laughter generates endorphins, our natural antidepressants.

Compassion, respect, and understanding
Kindness and understanding prevail when employees face challenges such as accidents, illnesses, personal tragedies, and natural disasters. People will usually go the extra mile for others when they're treated well and with understanding, compassion, and respect.

Flexibility
The company and its employees embrace change, accommodate new trends and technology, and incorporate new skills. They know if they don't, the business will end up a dinosaur. As the saying goes, "Change is the only constant."

Positive reinforcement
People need acknowledgement, appreciation, and gratitude to be motivated. Genuine compliments, rewards, bonuses, raises, promotions, and certificates of achievement are oil in the machinery. The company thanks employees regularly in these ways.

TECHNOLOGY

A wide range of technologies are being operated in the organisation; it is the technology which promotes the smooth working efficiency of the organisation.
Technology creates a team dynamic within a business because employees at different locations have better interactions. If factory managers can communicate with shipment coordinators at a different location, tensions anddistrust are less likely to evolve. Cliques and social tensions can become a nightmare for a business; technology often helps workers put their different backgrounds aside. Technology can be used to protect financial data, confidential executive decisions and other proprietary information that leads to competitive advantages. Simply put, technology helps businesses keep their ideas awayfrom their competition.

A Brief Range of Technology Operated by Virtual Intaractive Solutionz pvt.ltd Is listed Below

1 Adobe after effects illustration
2 Adobe illustration
3 Apple Final Cart PRO
4 Articulate Storyline 360

PRODUCT DESCRIPTION

E-LEARNING DEVLOPMENT

Development of a prototype. Development of the course without audio. Development of the course with audio. Creation of the Learning Management System version of the course. A well-defined e-learning development process comprises four phases viz.
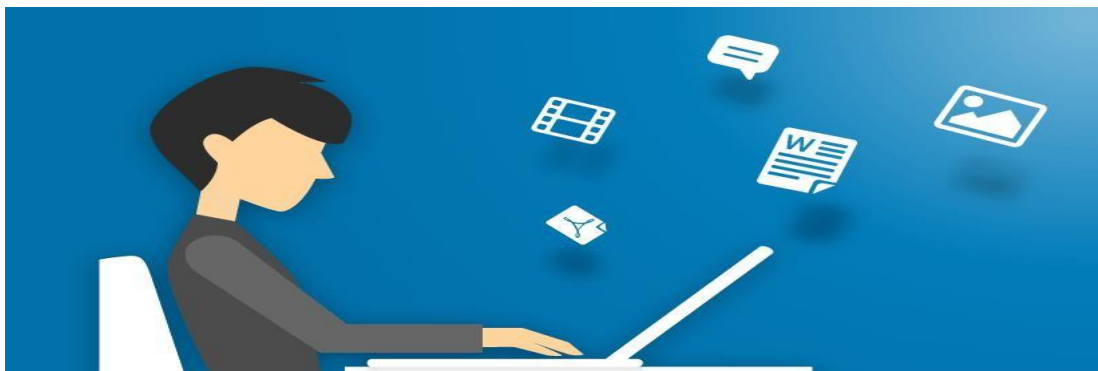Content analysis, developing a storyboard, developing a prototype, and course submission.

Games & Simulation

Flight simulators, including amateur flight simulators, combat flight simulators and space flight simulators. Racing video games, including sim racing.
Submarine simulator games. Train simulator games.

3D Rendering

Step 1: Understanding the client's vision. In order to build a model, a 3D artist needs to understand the project. ...
Step 2: 3D modeling. ...
Step 3: Materials and Texturing. ...
Step 4: Lighting. ...
Step 5: Rendering. ...
Step 7: Final Delivery.

Visualization Model

The visualized process comprises a number of nodes on a graph representing the activities in the process. The nodes are linked by graph edges and these reflect the transitions defined in the proces definition. Clicking on an activity in the graph displays the details of the activity in the PDT.

Mobile Development

Mobile app development services cover **end-to-end development of mobile apps**, from business analysis and UI/UX design to mobile application testing and deployment or online market publication.
Custom iOS and Android app development.
Progressive Web App development and Cross-platform development.
UI/UX design services.
Mobile app porting.
Consulting and prototyping.

CHAPTER 3

THREORETICAL BACKGROUND OF THE STUDY

Objective of the Study

This report is based on the research, that is being carried out on Virtual Intaractive Solutionz pvt.ltd. The following are the purpose of the research:
- To understand B2B E-learning market better.
- To understand the Consumer's perception towards E-learning.

Abstract

This study aimed at examining the attitude of Indian consumers towards E-Learning. The study mainly focused on knowing whether consumers prefer E-Learning better than offline education. A self-structured questionnaire was designed for data collection from a sample of 60 respondents .This questionnaire consists of 10 sets of questions which were aimed to get inputs such as demographic information of respondents, awareness towards B2B E-Learning and its related platforms, preference of respondents regarding B2B E-Learning, challenges and benefits of online classes, cost factors etc. Findings of this study show that there is no concrete evidence that consumers only prefer E-Learning because as in the further research it was found that people still think that human intervention plays a significant role in the field of education. However, it was found that consumers have a positive inclination towards E-Learning platforms and believe that they can easily get access to it and can also get other advantages such as access to various certification courses. The government should organize workshops and seminars for creating awareness of E-Learning among consumers and should include E-Learning in the curriculum for consumers.

Keywords: Attitude; Indian Consumers; Education; E-Learning; Offline Education; Respondents Govt.; Knowledge; Certification; EdTech; Study; Internet.

Reason for Contemplating E-Learning:

E-Learning has become a viable and exciting method of guiding an international business society that operates on a 24/7 timetable (24 hours a day 7 days a week) as it offers tremendous flexibility for consumers.
Consumers can access information at anytime and anywhere that would usually only be accessible in a conventional classroom with the expanded use of the Internet and computer technology. Research has shown consumers learn in an online classroom just as well as they do in the traditional classroom.

Pros & Cons of E-Learning for Consumers:

ositive advantages of E-Learning:

- Consumers have flexibility in taking classes and working at their speed and time.
- Consumers face no commuting or parking hassles.
- Consumers learn to take responsibility for their education with knowledge at their disposal
- Consumers find it simple and convenient to send assignments
- Consumers are more likely to express their views and to discuss and debate.

Negative Effects of E-Learning:

- Consumers will miss the face-to-face contact with the instructor.
- Consumers may find difficult to access to the requisite technology and due to minimal availability of technical support.
- Also, instructors and administrators may evolve negative attitude towards E-Learnings due to no understandability of the workload

The differences between OFFLINE AND E-LEARNING:

In a traditional, offline, in-class setting, consumers are tied to set schedules, structured course loads, and limited, if any, flexibility in both the curriculum and learning environment.

In contrast, online learning offers a completely different experience. Online learning is one of the most flexible methods of study available today. Coursework and lectures can be taken from anywhere in the world and can
sometimes be done at the learner's pace. But just because the delivery takes place online doesn't mean there is no social interaction.
Most online courses involve some form of a discussion forum for participating consumers to ask questions, debate challenging concepts, and other such interactions.

The benefits of offline learning:
There are several benefits to a traditional, classroom learning environment. For example, because classes are taken in person, it means consumers receive immediate feedback from classmates and/or lecturers. This is also the way most of us have attended school most of our lives, so we know what to expect.

Prospects of E-Learning:
E-Learning is going to be prevalent for further coming days. Most consumers choose the online classroom because it offers flexibility in busy schedules. Consumers must become lifelong learners in today. world with the abundance of information and knowledge and E- Learning plays a significant role in helping individuals access learner.

Centered and self-directed instruction:
More E-Learning opportunities will become accessible with improved applications, hardware, and Internet access. consumers becoming more advanced with technology and seeking an education that suits their needs. Hence, the future of E-Learning is very promising and will continue to expan

CHAPTER 4

Research Methodology

In this research, a theoretical and simple framework is used to analyses consumer behavior towards B2B E-learning market, concerning their willingness to recommend it to others. Consumer's usage decision is based on 3 key aspects i.e., the knowledge gained by the customer through it, challenges faced by the customer during the usage and attitude towards online and offline education.

One of the main factors which influence the decision is to gain knowledge and usage about the online and offline education, their features as well as benefits. The customer's willingness to use also depends upon the benefits the mode of education provides. People's knowledge is influenced by the type and quality of information made available to them.

The level of customer's education, customer's household size as well as educations features are some of the key factors which affect consumers prefer to use it.

primary data: -The primary data is collected by the means of survey. The survey was done through a structured questionnaire.

Secondary data: -The source of secondary data is journals, articles, research papers, online sites and websites of online and offline education website.

Sample size: -The sample size for this research is one sixty users who were selected purely based on convenience and support the purpose of the study.

Sampling method: -The method simple random sampling was used to collect the primary source of data based on the time available and respondents.

Statistical tools for analysis: -Google form and Excel research tools have been used to analyses the data.

Research Objectives

E- Learning is a learning process with the combination of content that is both delivered digitally and through face-to-face learning. eLearning contributes to the shifts from traditional face-to-face learning to the use of web technological tools which enhances collaborative learning and presents an entirely new learning platform for students. eLearning has also been the principal form of distance education but now, it is also changing the instructions on higher education as it is now becoming a global agent in higher education. Advancements in technology learning have contributed to the enhancements of generations of face-to-face learning and generations of distance education. As to it, when eLearning develops, it has begun to use different approaches to address diverse goals.

- Enhance the quality of learning and teaching
- Meet the learning style or needs of consumers
- Improve the efficiency and effectiveness
- Improve user-accessibility and time flexibility to engage learners in the learning process
- To understand the market better.
- To understand the E-learning market better
- To understand the consumer perception towards E-learning

CHAPTER 5

Literature Review

To know the attitude towards e-learning, Naila et al. conducted a study on nursing consumers 120 Nursing Consumers participated in this quantitative and cross-sectional analysis. To test their attitudes towards E-learning, a questionnaire has been distributed to all consumers. The result demonstrated consumers' willingness to embrace eLearning and recognized their use in education. However, technological support and the difficulty of using technology have been noted as limiting factors for adopting e-learning (al., 2016). In a study conducted by Patricia Bertea, it was observed that there is a link between the technological skills and the attitude of the consumers towards e-learning. Differences in attitude were noticed between the consumers hired and the unemployed (Bertea's, 2009). D.W. Sanders et al. In a biology course, Morrison-Shelter observed attitudes of undergraduate consumers towards the web-enabled learning components. The findings demonstrated a positive impact on critical thinking skills, problem-solving skills and learning for consumers (Morrison-Shelter, 2001). Suri & Sharma conducted a study to determine gender attitudes toward e-learning. A study of 477 consumers concluded that there is no significant link between the attitude of the class and the attitude of the consumers towards e-learning (Suri, 2013). Rhema et al. addressed consumers' perspectives and observations on the technology allowed learning from two Libyan universities. The effect of demographic characteristics, exposure to technology, learning technology use, technical skills and satisfaction with technology on the attitude of the consumers were studied. The findings suggested that demographic characteristics such as consumer locality gender disparities, current year of enrolment and age had no impact on the attitude of consumers towards e-learning. Consumers with exposure to technology were more propitious towards e-learning. Consumer competencies in technology are a major factor in attitudes towards e-learning (Rhema, 2014). Teachers play a crucial role in educational environments, and their understanding of e-learning affects the attitude of consumers towards e-learning. Krishnakumar & Rajesh assessed the attitude of higher education teachers towards e-learning. The study result showed a favorable attitude. There were variations in approach between teachers familiar with computers and technology as compared to technologically inexperienced teachers (K. M. Rajesh, 2011).

A similar study was conducted in which Kisanga examined numerous factors which determine the attitude of teachers towards

e-learning. The well-known model for embracing technology has been

updated to incorporate factors such as gender, education and teaching experience as independent variables. In deciding attitude towards e- learning, the other factors gender, education, and teaching experience were found to be negligible (Dalton Hebert, 2016). Innovation on account of the individual front also affects on-line learning attitude.

Oscan et al. investigated the impact of the degree of the imagination of individuals on the shift in approach to prior-service instructor e- learning. A scale of previous studies was used to assess the degree of innovation, the outcome of which places a person in one of the profiles of Innovators, Early Adopters, Early Majority and Laggards. Such teachers' attitude has been assessed using a specific scale and it has been found that there is a significant difference in their attitude towards online learning about the degree of creativity of the person (Oscan, 2016). The first systematic, thorough study and meta-analysis of online and offline learning goes back to 2008. Cook et al. selected 76 papers that contrasted internet-based and non-internet-based interventions and 130 papers for medical education learners that include no-intervention controls. This research concluded through a meta-analysis that internet-based interventions were correlated with positive effects relative to no interventions, but the effects and statistical heterogeneities were generally low relative to offline teaching (Cook DA, 2008). Scholars have laid down ingots of evidence showing that online and offline consumer performance is different based on consumer demographic characteristics (Huh, 2010). (Olson, 2002) found insufficient evidence in assessing consumer success based on consumer completion levels of materials to suggest that online or offline delivery is a factor affecting a consumer's completion of their course work. Some found lower consumer performance in online classes (e.g., (Trawick, 2010), while some found higher learning in an online environment. Comparing conventional and hybrid parts of Marketing Principles, (Priluck, 2004) did not notice any difference in results, but a substantial difference in consumer satisfaction. With the advent of Web-based technology in E- Learning instructors has supplemented various courses ranging from putting syllabi, assignments on the web and other course materials to virtual simulations and assessment. If the consumers have adequate support available while web-based course delivery, then it is observed that consumers have positive attitudes in general towards it. (Cooper, 1999) As these courses are still mostly conventional, in that the consumers are in face-to-face interaction with the teacher and each other every week, the positive attitudes recorded by the consumers towards incorporating web elements into their courses are possibly due in part to their facility and fascination with technology in general.

CHAPTER 6

DATA ANALYSIS AND INTERPRETATION

Table-1:
Table showing the respondent age group

Age Group	No. of Response	% of Response
20-30	37	90.25%
31-40	4	9.8%
41-Above	0	0%

Graph -1:
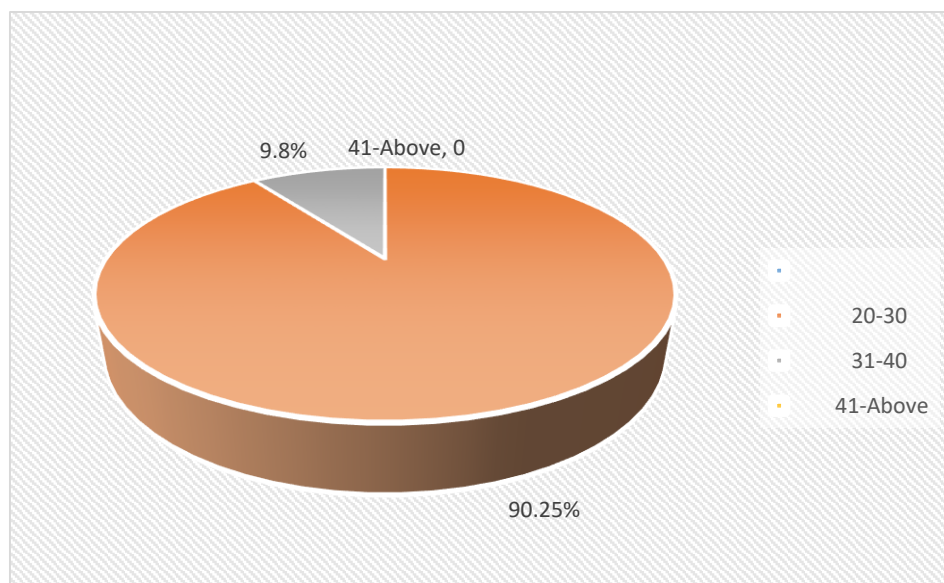
Interpretation:

From the above table and graph it observed that the 90.25% people are between 20-30 age bracket and 9.8% people are between 31-40 age bracket.

Table-2:

This table shows the preference of e-learning

E-learning Preferences	No. of Response	% of Response
Yes	40	97.6%
No	1	2.4%

Graph -2:
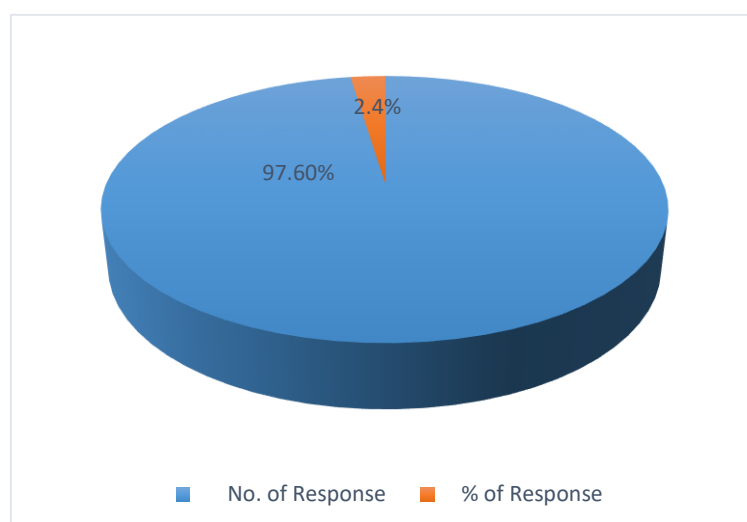
Interpretation:

From the above table and graph it observed that preference of e-learning customer are 97.6% and non preference customer are 2.4%.

Table-3:

After how many years of working experience people want to take learning course

No. of years	No. of Response	% of Response
1-3	23	68.3%
4-6	8	19.5%
7-10	4	9.8%
Others	1	2.4%

Graph -3:
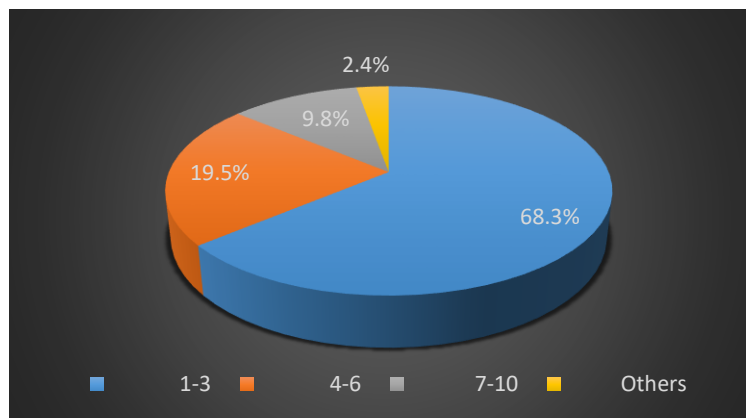
Interpretation:

From the above table and graph it observed that working people want to take learning courses from the years of 1-3 is 68.3%, 4-6 is 19.5%, 7-10 is 9.8% and others are 2.4%.

Table-4:

Table showing the purpose of learning courses

Purpose	No. of Response	% of Response
Skill development	18	45%
Better opportunities	5	12.5%
Increase overall productivity and performance	15	37.5%
Self awarness	2	5%

Graph -4:
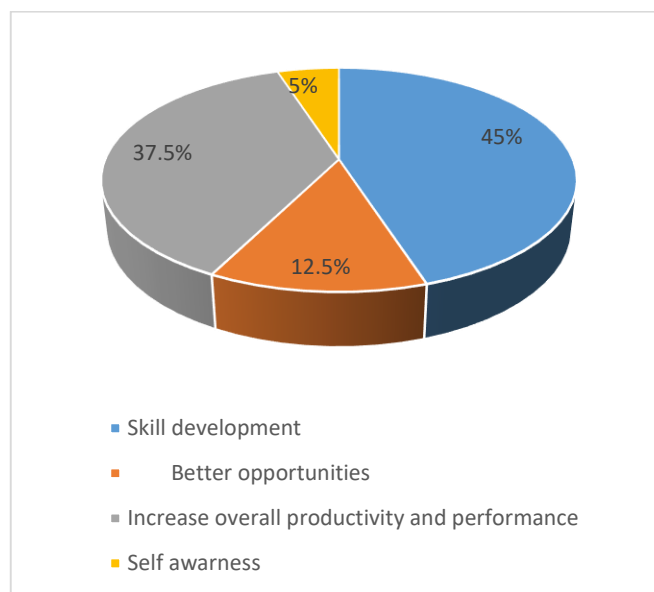
Interpretation:

From the above table and graph it observed that people want to take learning courses for skill development is 45%, for better opportunites is 12.5%, for increas overall productivity and performance is 37.5% and for self awaeness is 5%.

Table-5:

Table showing the preference of company

Company	No. of Response	% of Response
Udemy	19	46.3%
BYJU'S	12	29.3%
Virtual Interactive Solutionz pvt.ltd	3	7.3%
Vedantu	3	7.3%
Marrow	1	2.4%
You Tube	3	7.3%

Graph -5:
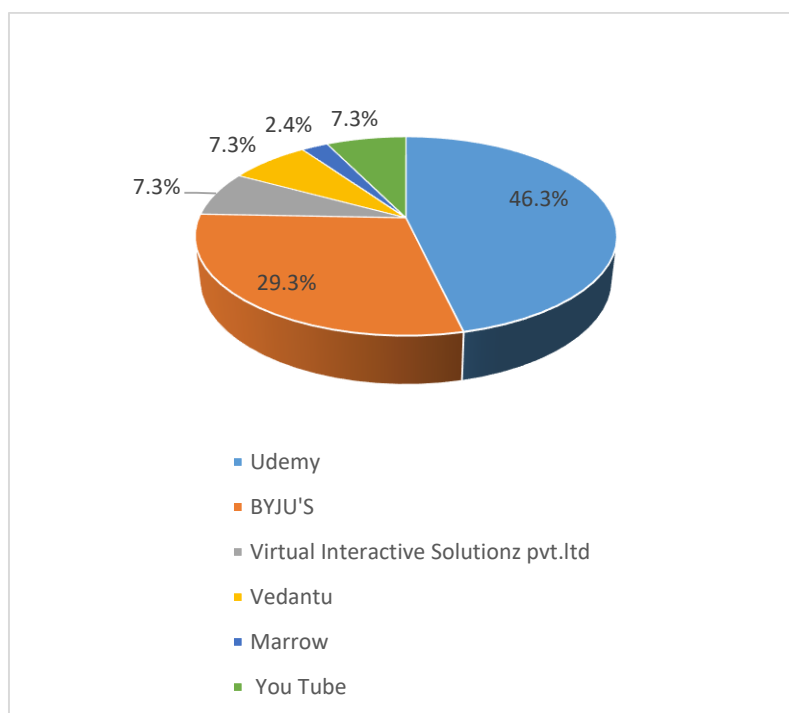
Interpretation:

From the above table and graph it observed that people prefered e-learning companies like Udemy 46.3%, BYJU'S 29.3%, Virtual intaractive solutionz pvt.ltd 7.3%, Vedantu 7.3%, Marrow 2.4% and You Tube 7.3%.

Table-6:

Table showing that module preferences

Module	No. of Response	% of Response
Lesson based learning	6	14.6%
Video based learning	21	51.2%
Course based learning	7	17.1%
One - on - one learning	7	17.1%

Graph -6:
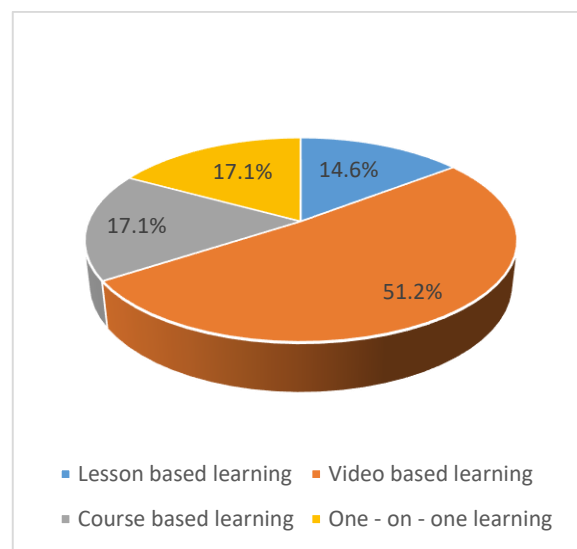
Interpretation:

From the above table and graph it observed that people prefer lesson based learning 14.6%, video baed based learning 51.2%, course based learning 17.1% and one-on-one learning 17.1%.

Table-7:

Table showing the course duration preference

Course duration	No. of Response	% of Response
2-3 days	13	31.7%
8-10 days	9	22%
6months	14	34.1%
1year	4	9.8%
Others	1	2.4%

Graph -7:
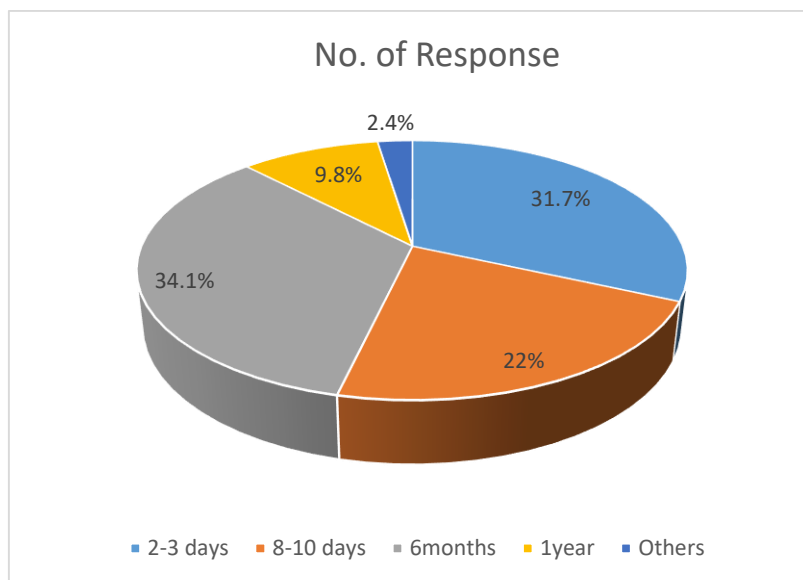
Interpretation:

From the above table and graph it observed that people prerfered duration of courses 2-3days is 31.7%, 8-10days is 22%, 6months is 34.1%, 1year is 9.8% and other is 2.4%.

Table-8:

Table showing the range of course preference

Courses range	No. of Response	% of Response
0-10k	32	78%
11-20k	7	17.1%
21-30k	1	2.4%
31-above	1	2.4%

Graph -8:
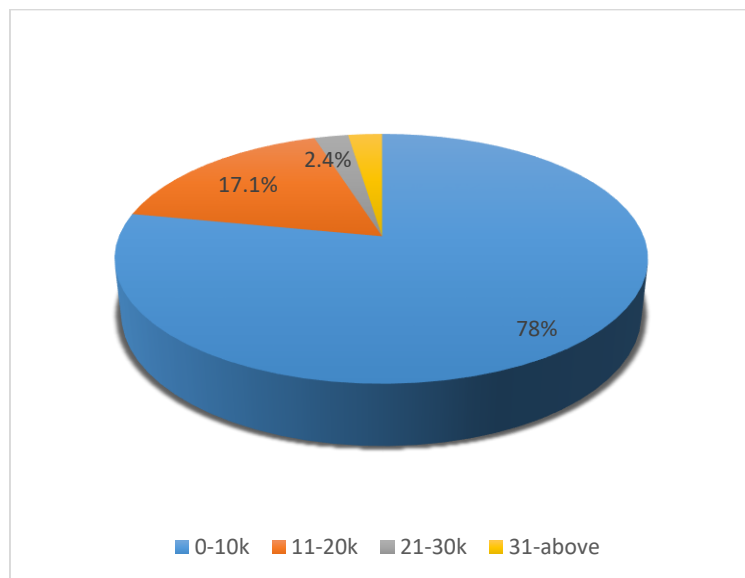
Interpretation:

From the above table and graph it observed that people prefered range courses are 0-10k is 78%, 11-20k is 17.1%, 21-30k is 2.4% and 31 above is 2.4%.

Table-9:

Table showing the overall experiance of e-learning

Overall Rate	No. of Response	% of Response
1	1	2.4%
2	1	2.4%
3	5	12.2%
4	19	46.3%
5	15	36.6%

Graph -8:
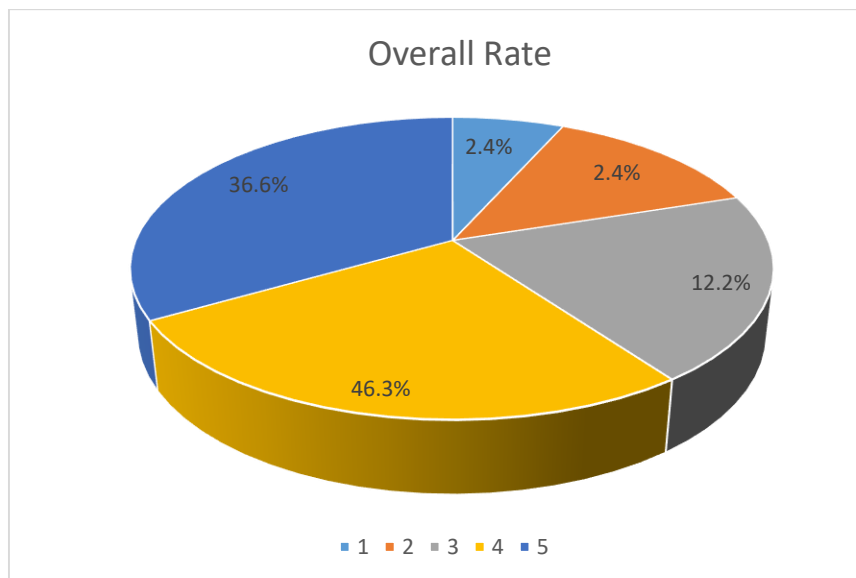
Interpretation:

from the above table and graph it can observed that overall experiences of people are 1 is 2.4%, 2 is 2.4%, 3 is 12.2%, 4 is 46.3% and 5 is 36.6%.

CHAPTER 7

PROJECT FINDINGS AND SUGGESTION

❖ From the above of my study i can found that people prefer e-learning during there professional career.
❖ Most of the people wanted to take learning courses for their skill development and mostly they prefered Udemy as a learning platform.
❖ They mainly prefered video based learning for 6months between the price of 0-10k.
❖ and overall we can see that people rated e-learning 5 as excellence.

SUGGESTION

From my above study i can suggest that people should take e-learning courses in between 1-3 years of there employment for their skill development. which should be a video based content and the duration should be upto 6 months also the price of the course should be very between 0-10k.

Few hardels which i faced during my summer internship program is mentiond below:

- To understand the market first
- and also co-ordinate with the team member who have different kind of mindset.

Learning outcome from summer internship program
Gained knowledge about B2B e-learning

- Improved time managment and team work
- Get an idea about corporate culture
- Gained knowledge about various technologies

CONCLUSION

From the information given above and findings it can be concluded that through B2B marketing customer can get there precious needs for their skill development in anytime in anywhere and also it is very much time saving and very easy to use. it also accommodate learners and trainers accross the glove. As it is avaiable in various kinds of language so the language barrier reduce. Most of them prefered video based learning and the duration should be upto 6 months also the price of the course should be very between 0-10k.

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- www.wikipedia.com

Book

- "The new strategic selling"
- "Little Red Book of selling"

CHAPTER 8

Annexure
Questionare and Response

Name	Age	Are you prefere learning ?	After how many years of working experiences you want to take a learning courses ?	For what purpose you want to take the learning courses ?	which company do you refer for e learning ?	What kind of module you like to purchase?	What duration course you prefer ?	What range of course you prefer ?	How do you rate e learning communicative, flexible & mobilizing ?
Saurav	24	Yes	1 to 3	Increase overall productivity and performance	BYJU'S	One - on - one learning	6 months	0 - 10k	5
Sayontoni Paul	23	Yes	1 to 3	Increase overall productivity and performance	Udemy	Video based learning	6 months	11k - 20k	4
Pradip banik	35	Yes	4 to 6	Increase overall productivity and performance	BYJU'S	Course based learning	8-10 hours	11k - 20k	5
Subhadeep Mondal	24	Yes	4 to 6	Skill development	Marrow	Video based learning	1 year	21 - 30k	4
Gourav Roy	23	Yes	1 to 3	Increase overall productivity and performance	Virtual Interactive Solutionz pvt.ltd	Video based learning	20 minutes Per Module	0 - 10k	5
Meenal Jha	24	Yes	1 to 3	Better opportunities	Udemy	Course based learning	2-3 hours	0 - 10k	5
Ankita Gupta	24	Yes	7 to 10	Skill development	BYJU'S	Video based learning	2-3 hours	0 - 10k	5
Sayak Sarkar	24	Yes	I'm still a students. So I'm basically in the middle of		Udemy	Video based learning	6 months	0 - 10k	4

			learning itself.					
Abhishek Singh	21	Yes	1 to 3	Increase overall productivity and performance	Vedantu	One - on - one learning	1 year	11k - 20k	5
Sankha Ghosh	24	Yes	1 to 3	Increase overall productivity and performance	Virtual Interactive Solutionz pvt.ltd	Video based learning	2-3 hours	0 - 10k	5
Aprita Kumari	24	Yes	1 to 3	Skill development	Udemy	Video based learning	2-3 hours	0 - 10k	3
Ashim sarkar	25	Yes	4 to 6	Increase overall productivity and performance	Vedantu	Video based learning	6 months	0 - 10k	1
Riya Sarkar	23	Yes	1 to 3	Skill development	Udemy	One - on - one learning	2-3 hours	0 - 10k	4
Somali Das	24	Yes	4 to 6	Increase overall productivity and performance	Udemy	Course based learning	6 months	0 - 10k	5
Nidhi Bharati	23	Yes	4 to 6	Self awarness	Udemy	One - on - one learning	2-3 hours	0 - 10k	2
Akash Modak	24	Yes	1 to 3	Skill development	Udemy	Video based learning	8-10 hours	0 - 10k	4
Sumana Sarkar	24	Yes	1 to 3	Skill development	BYJU'S	Video based learning	6 months	0 - 10k	4
Anik Ghosh Chowdhury	24	Yes	1 to 3	Skill development	Udemy	Video based learning	6 months	0 - 10k	4
Sourojit Rakshit	26	Yes	1 to 3	Better opportunities	youtube	Video based learning	6 months	0 - 10k	4
Nilanjan Chowdhury	27	Yes	4 to 6	Skill development	Udemy	Video based learning	2-3 hours	0 - 10k	4
Rilagna Dutta	26	Yes	7 to 10	Better opportunities	BYJU'S	Video based learning	1 year	0 - 10k	4

Name	Age			Goal	Platform	Learning Type	Duration	Budget	Rating
Amlan Mukherjee	28	Yes	4 to 6	Skill development	BYJU'S	Lesson based learning	2-3 hours	0 - 10k	3
Soumyajit Das	24	Yes	1 to 3	Increase overall productivity and performance	Virtual Interactive Solutionz pvt.ltd	Video based learning	8-10 hours	0 - 10k	5
Suvojit Paul	25	Yes	1 to 3	Skill development	YouTube	Video based learning	8-10 hours	0 - 10k	3
Jayeeta Guray	27	Yes	1 to 3	Skill development	Udemy	Video based learning	6 months	0 - 10k	4
Dipendu saha	25	Yes	1 to 3	Self awarness	Udemy	Video based learning	6 months	0 - 10k	4
ROHAN SHAMIM	25	Yes	1 to 3	Increase overall productivity and performance	BYJU'S	Lesson based learning	2-3 hours	0 - 10k	5
Sourish Kanti koner	25	Yes	1 to 3	Better opportunities	BYJU'S	Video based learning	1 year	0 - 10k	4
Koushik Sarkar	23	Yes	1 to 3	Increase overall productivity and performance	Udemy	Lesson based learning	2-3 hours	0 - 10k	5
Neelanjana Chattopadhyay	25	Yes	1 to 3	Skill development	Udemy	One - on - one learning	6 months	0 - 10k	3
Ankur Guha Mazumdar	27	Yes	7 to 10	Skill development	BYJU'S	Course based learning	6 months	0 - 10k	5
Anubhab Chattopadhyay	24	Yes	7 to 10	Increase overall productivity and performance	Vedantu	Course based learning	8-10 hours	31 - above	5
Soumik	24	Yes	1 to 3	Skill development	BYJU'S	Lesson based learning	6 months	0 - 10k	5
Sayan Das	24	Yes	1 to 3	Increase overall productivity and performance	Udemy	Course based learning	8-10 hours	11k - 20k	4

Name	Age								
Sayan Chakraborty	25	No	1 to 3	Better opportunities	Udemy	Video based learning	6 months	0 - 10k	4
Joyashree sen	40	Yes	1 to 3	Increase overall productivity and performance	YouTube	Video based learning	2-3 hours	0 - 10k	4
Sukanaya das	35	Yes	1 to 3	Skill development	BYJU'S	Lesson based learning	2-3 hours	11k - 20k	4
Biswanath sen	38	Yes	4 to 6	Increase overall productivity and performance	Udemy	Lesson based learning	8-10 hours	11k - 20k	4
Aratrika Choudhury	24+	Yes	1 to 3	Skill development	Udemy	Course based learning	2-3 hours	11k - 20k	3
Meghna Chakrabarty	24	Yes	1 to 3	Skill development	BYJU'S	One - on - one learning	8-10 hours	0 - 10k	5
Priyanka Jha	25	Yes	1 to 3	Skill development	Udemy	One - on - one learning	8-10 hours	0 - 10k	4
Rina Chakraborty	25	Yes	1 to 3	Increase overall productivity and performance	Virtual Interactive Solutionz pvt.ltd	Course based learning	6 months	11k - 20k	5

WEEKLY SIP PROGRESS REPORT

Name of the Student: **Aritra Sen**   Roll No.: **11900921021**

SIP Company: **Virtual Interactive Solutionz Pvt. Ltd**

Company Guide: **Gaurav Roy**   Faculty Guide: **Somnath Dutta**

Project Title:

Progress report—Executive Training

Targets/Tasks Assigned: **Generating leads through email and from Linkdin.**

Achievements/Progress during the week: **arranged three meetings and three meeting closure**

Plan for the next week: **Planed to arrange four meetings**

Progress Report—Management Thesis

Progress during the week:

Plan for the next week: Follow-up

Feedback, if any:

Week No. 6   Date: 20-08-2022   Signature of the Student:

Aritra Sen

Attendance during the week   Attendance till date

Required	Actual
5	4

Required	Actual
28	26

Marks allotted

Management Thesis(10)	

Executive Training	