



## **INSTITUTE OF MANAGEMENT NIRMA UNIVERSITY**

### **SUMMER INTERNSHIP REPORT**



**UNSCHOOL**

**MAY 2020- JULY 2020**

**SUBMITTED BY:**

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**191307**

**MBA (FT) 2019-21**

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Date of report: 18<sup>th</sup> July 2020

Purpose of report: To give a brief about the tasks performed during the internship

Prepared for: Institute of Management Nirma University

Submitted to: Prof. Harismita Trivedi

## **Acknowledgement**

I would like to use this opportunity to express my sincere gratitude to my mentor, Prof. Harismita Trivedi, for her guidance and support in the completion of my project, as well as for being available for advice and mentorship.

I would also like to thank Unschool, for providing me the opportunity to work as an intern in their organization. In the view of the ongoing pandemic, the company provided me a work from home internship.

In the end, I would like to extend my heartfelt and sincere obligation towards everyone who has helped me in this endeavour. Without their active guidance, help, cooperation & encouragement, I would not have made headway in the project.

**Aish Agarwal**

## **EXECUTIVE SUMMARY**

The Summer Internship program is considered a very important part of the MBA program and is a must for any management trainee. Internships help applicants get a brief overview of their area of work in a short period of time. This report includes a brief overview of the Ed-Tech industry, latest trends of this industry, functioning of the company, culture, organizational structure etc.

Unschool is an ed-tech company that creates an online learning ecosystem for students and professionals. The company allows students, graduates, young professionals, entrepreneurs and anyone with the curiosity to learn to create an online learning ecosystem that fits their needs and industry demands. Correspondingly, Unschool is a marketplace where learned individuals or subject matter experts are able to coach younger, inspired minds in their own fields.

The COVID-19 pandemic had a great impact on offline education. In most cases, education is not the “main business”. It is therefore unlikely that offline schools, colleges, universities and educational institutions will take action before treatment or a vaccine for this highly infectious virus is found. Obviously, technology must play a role here to ensure continuity of learning.

## **UNDERTAKING**

I, Aish Agarwal, hereby declare that this report submitted to the Institute of Management, Nirma University is my original work. This report has been completed under the guidance of Bhavya, my corporate mentor and Prof. Harismita Trivedi, Faculty, Institute of Management, Nirma University.

This report is submitted to fulfil the requirements to be awarded the degree of Masters of Business Administration. I hereby, declare that this report is my original work and has not been submitted by anyone to any other universities.

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AISH AGARWAL

ROLL NO. 191307

MBA FT (2019-21)

INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY

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## **Part A – Profile of the organisation**

Company Name – Unschool  
Company scope – Ed-Tech  
Founder – Rahul Verma  
Location – Hyderabad  
Year of establishment – 20019

### **ABOUT THE COMPANY**



Unschool is an ed-tech company that creates an online learning ecosystem for students and professionals. The company allows students, graduates, young professionals, entrepreneurs and anyone with the curiosity to learn to create an online learning ecosystem that fits their needs and industry demands. Correspondingly, Unschool is a marketplace where learned individuals or subject matter experts are able to coach younger, inspired minds in their own fields.

Courses at Unschool are self-paced. Take 2 weeks or 3 months – at Unschool, you are allowed to learn at your own pace and every course is designed to cater to your personal needs, which means you pay once and learn life-long.

Unschool is a melting pot of counter solutions to all the problems that exist in the education system. Unschool provides you with One-to-One Mentorship, Practical assessments, Certified Projects and Guaranteed Internship opportunities – all of this designed and validated by industry experts. Learning never ceases at Unschool. You have life-long access to your course and you will always receive updates on the Unschool Community that you can be a part of.

## **GROWTH STORY**

Did you know that by 2025 India's youth population will reach 600 million, or 45% of the total population? This is now very important for India's growth and prosperity. As a young country, India is destined to be in the most advanced and economically promising country. However, an equally alarming statistic is that of these 600 million young people, less than 50% can be employed. How does this affect the growth of the country and the power of the people? Who is responsible for this situation?

This is when the company decided to step up. Unschool a community of young, enthusiastic and ambitious people who believe in the idea that “actions speak more than words”. Unschool was born and committed to changing the Indian education system and will continue to work to empower youth and address some of the looming challenges to the education system in India and elsewhere.





## Our Mission



To have teachers, working professionals and students create a powerful online learning ecosystem for themselves, specifically designed to cater to their personal career goals and industry needs.

## PRODUCTS

Unschool provides access to over 20+ courses in Management, Technology and Humanities domain. All these courses are taught by young experts who teach according to the current trends.

**Courses**

All Technology Management Humanities

**SKILL**

Narayanan S

**Soft Skills**

Learn interpersonal, career and business skills to develop your personality and secure your desired career.

₹4000 ₹2000

**Business Management and Entrepreneurship**

Rahul Varma

Start your business from anywhere in the world and solve real-world problems with your big idea!

₹6000 ₹4000

**Stock Markets and Finance**

Himanshu Raghani

Learn the essentials to invest successfully in the stock market and deep dive into the world of stocks.

₹6000 ₹4000

**Content Writing and Marketing**

Sharvan TG

Develop your writing skills and learn Content Marketing today! Build your content strategy and drive traffic.

₹6000 ₹4000

**MARKETING**

Ishan Singh

Learn Digital Marketing: Strategy, Social Media Marketing, Unpaid and Paid Advertising, SEO, Analytics and more!

₹4000 ₹6000

**PERSONAL GROWTH**

Victor Manickam

**Program for Life**

The course is designed to transform lives by increasing awareness, instilling values and building people's characters.

₹4000 ₹2000

## **PRICING**

The company has kept the price of all the courses similar. Each course costs 4000/-. But due to heavy competition, the company has introduced a combo pack where 2 courses can be purchased for 2000/- and 4 courses for 3500/- respectively.

## **CUSTOMERS**

The company connects directly with students through its B2C segment through its website and online resources. Although the courses are for everyone irrespective of age and profession, the main target audience is students aged between 14-28

## **UNIQUE SELLING POINTS OF UNSCHOOL**

Following are some USP's of Unschool:

- I. The courses are taught by young experts who teach according to the current trends and needs.
- II. Every student is provided a mentor who guides them.
- III. It is very easy to reach the coaches through discussion forum.
- IV. Lifetime access of the courses is given to the students so that they can learn according to their own pace.
- V. Unschool has a community program also where it provides internship to the interested students.

# The Unschool Way

**Consultation Call**  
Schedule a call with our in-house experts  
and gain insight on your preferred field  
of career.



**Experiential learning**  
Internships, projects and practical  
teaching methods. Unschooling all  
traditional ways of textbook knowledge.

**Weekly discussions and webinars**  
Get industry insights and updates  
by subject matter experts every week.



**Community**  
Become a part of an inspired community  
within and beyond your field of interest  
to stay updated and get access to  
unlimited opportunities.

**Switch It Up**  
Don't like the course you've chosen?  
Switch within seconds!



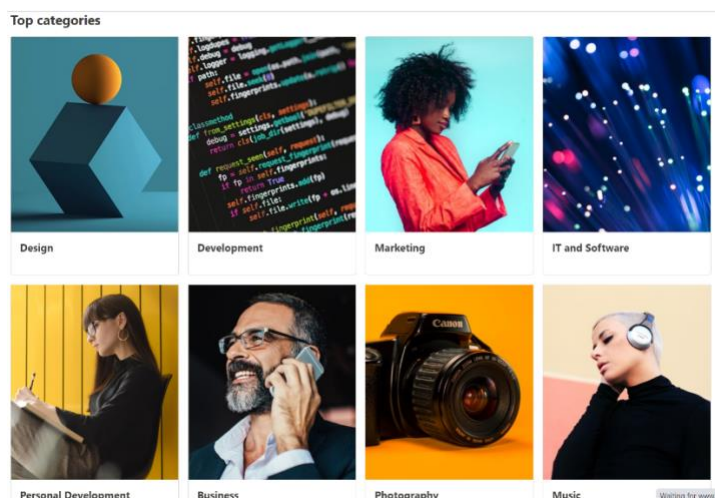
## COMPETITORS

The company has various competitors in this segment offering similar products to students.

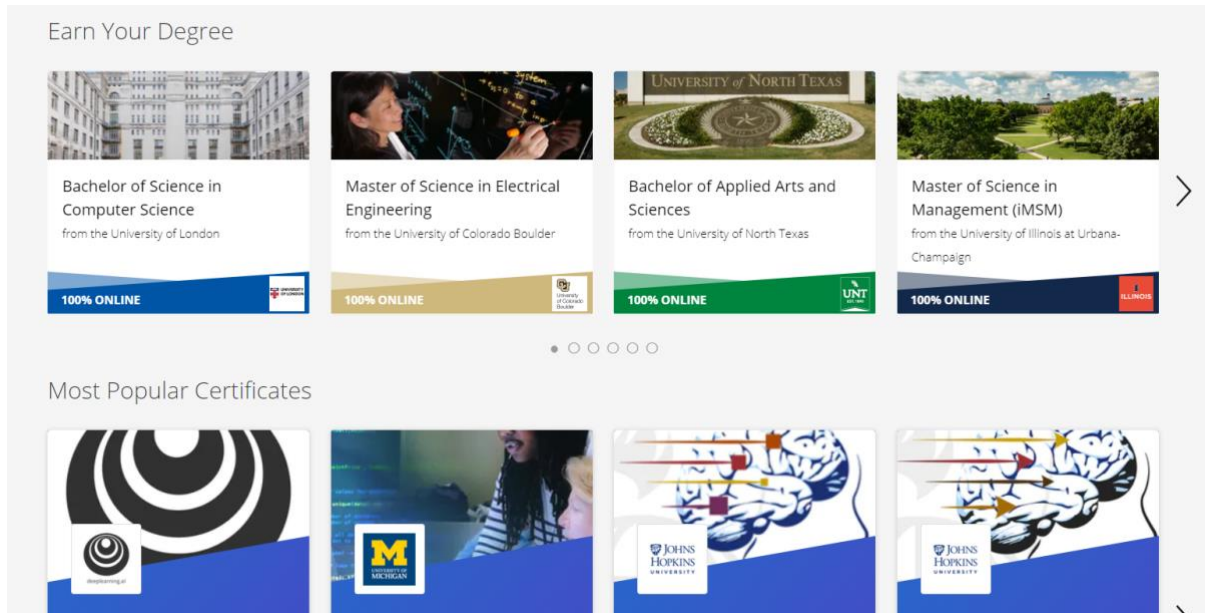
- **Lynda.com:** With over 16,000 courses taught by real-world experts from Lynda.com—and more than 50 new courses added every week—the library is always up-to-date with the most in-demand business, technical, and creative content.



- **Udemy:** Udemy for Business helps companies stay competitive in today's rapidly changing workplace by offering fresh, on-demand learning content through a powerful content marketplace.



- **Coursera** - Coursera provides universal access to the world's best education, partnering with top universities and organizations to offer courses for anyone to take, for free. Due to the on going pandemic, it is providing free courses to students. Coursera provides certification as well as degrees also



- **EdX**: It offers interactive online classes and MOOCs from the world's best universities, colleges and organizations.

These four E-Tech giants have the biggest share of the market.

## **INDUSTRY CLASSIFICATION**

EdTech stands for education technology.

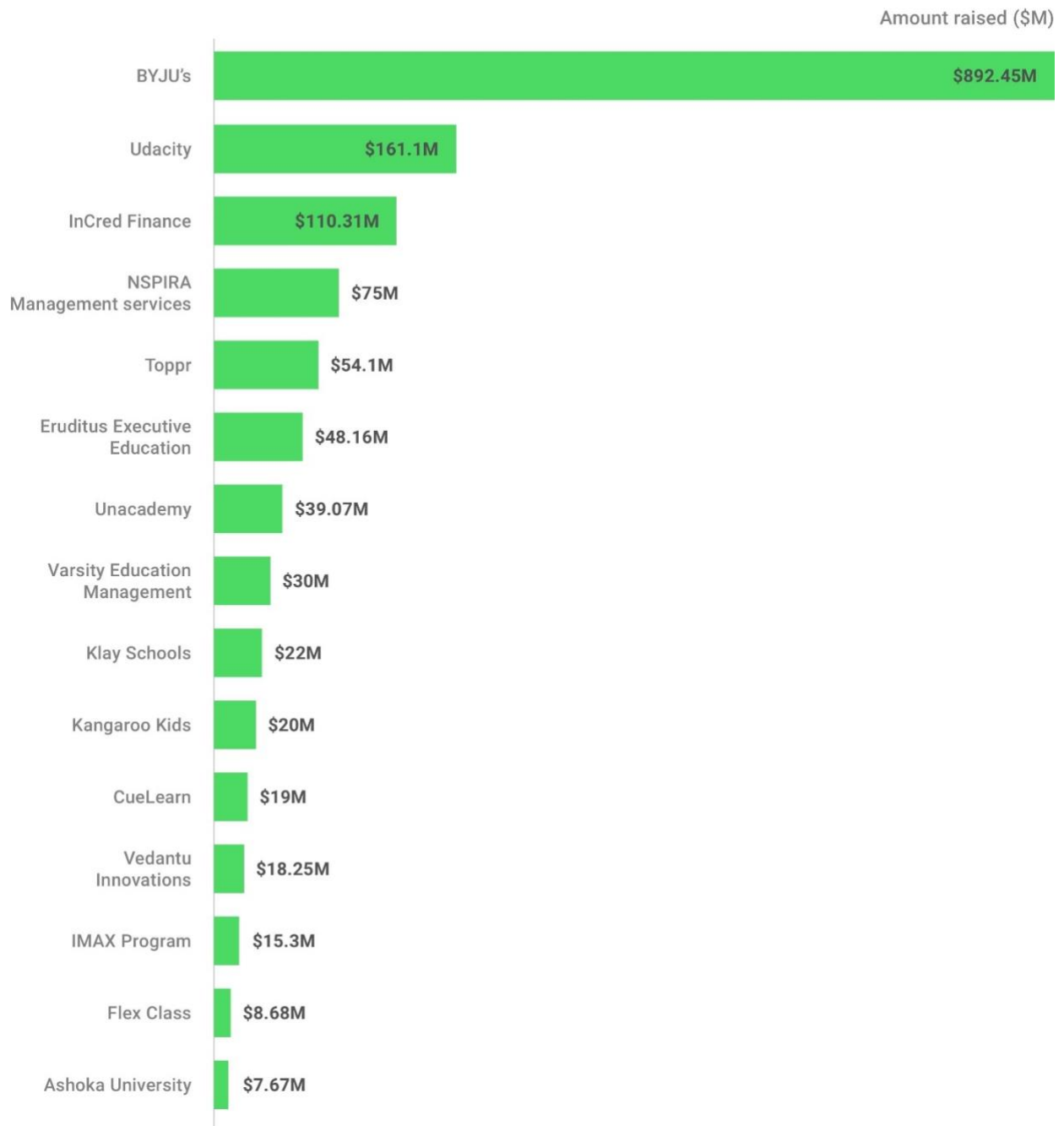
An EdTech company is an education company that delivers its curriculum in a way that primarily uses technology (e.g., online learning).

Like effective teachers, effective use of technology employs a variety of evidence-based strategies (e.g. adaptive content, frequent testing, instant feedback, etc.). The use of computers or other technology allows students to practice basic content and skills, and teachers can collaborate with others to assess or complete other tasks. Through the use of educational technology, each student can be provided with personalized instruction to achieve better differentiation and allow students to master the job at their own pace.

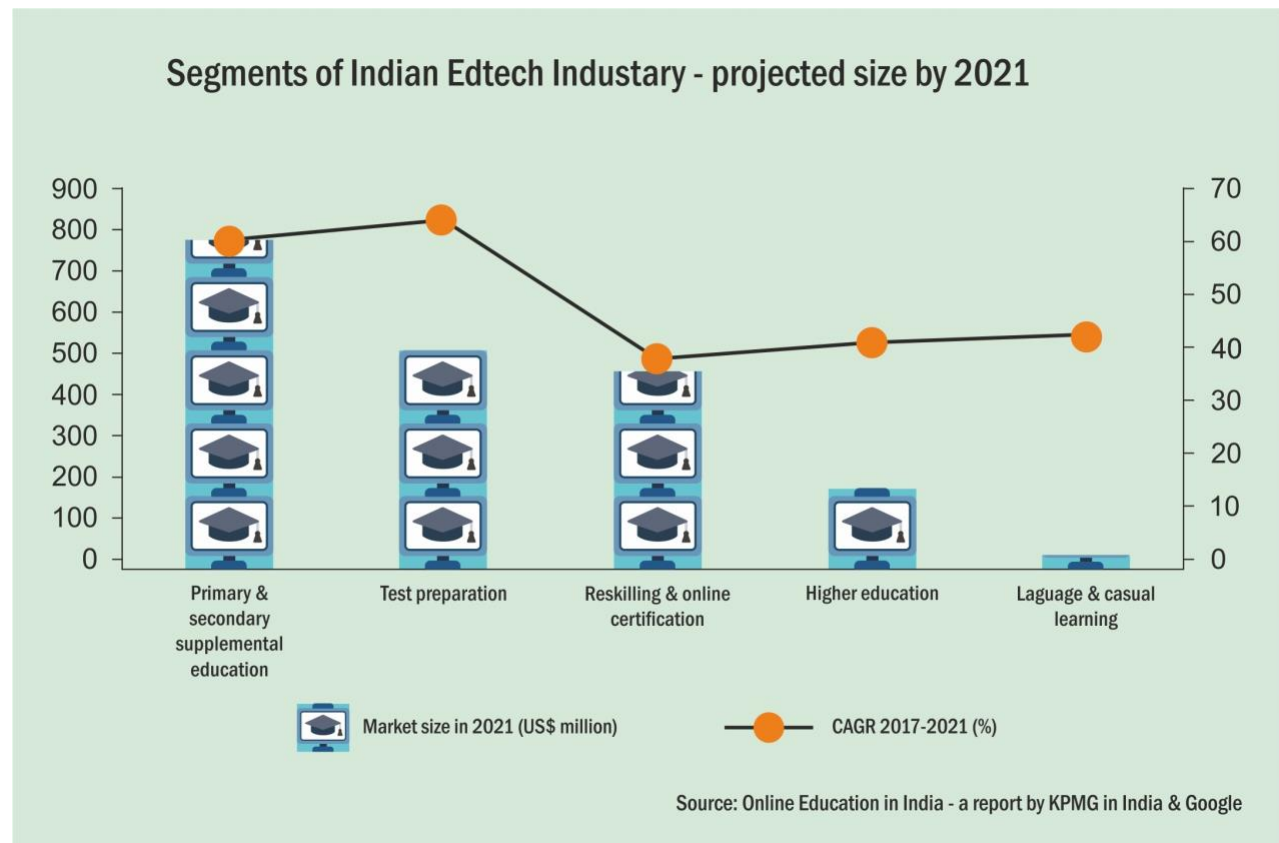
Modern educational technologies can improve educational opportunities, including face-to-face training. This allows part-time students to integrate better, especially in lifelong learning, and can improve interaction between students and teachers. Teaching materials can be used for distance learning and can be used by a wider audience. While using these resources may not take into account some aspects of classroom customization, they are useful tools for adding additional support to the education system. There is no need to pay for travel to educational institutions.

Governments, schools, universities, students and professionals around the world have invested heavily in educational technology. According to forecasts, by 2030 EdTech's global spending will reach \$ 10 trillion. The growing popularity of online learning caused by the national blockade has given a big boost to this area in India. This industry in India is expected to grow at a compound annual growth rate of 52% and will increase by 2021. Become an industry with a turnover of \$ 2 billion. Compared to traditional classroom teaching, the main driving force behind EdTech's development in India is the ability to deliver services to a large audience at a lower cost. Penetration of the Internet and smartphones in India has risen sharply, and the disposable income of Indian families has been steadily increasing. And a huge consumer base, with an estimated 1.35 billion people in India between the ages of 5 and 24, over 37% of them are in this age group.

## Top Funded Companies



Formal education in India can be roughly divided into school (primary, secondary and secondary), higher and vocational education. The Ministry of Human Resources Development (MHRD) is the ministry responsible for the development of schooling and literacy in the country, providing the country with world-class higher education and research opportunities, and formulating and implementing appropriate policy frameworks.





## **HOW WILL ED-TECH INDUSTRY BENEFIT US?**

### **BENEFITS FOR STUDENTS**

- **Foster collaboration**

Cloud-based tools and tablets encourage classroom collaboration. Tablets with educational games and online courses provide children with tools to solve problems together. At the same time, cloud applications allow students to upload assignments and digitally communicate about their thought processes and any help they may need.

- **Research 24/7**

Internet devices make it easy for students to access the classroom in a digital environment. Whether at school, on the bus or at home, connected devices allow students to work at their own pace (and according to their own schedule) via Wi-Fi and access to the cloud, not limited to attendance, in a physics lesson.

Various apps can also help students and teachers stay in touch if students have questions or need to remind teachers of emergencies.

- **Flip the class**

EdTech tools destroy traditional notions of class and education. Traditionally, students must attend lectures or read in class, and then work on projects and do homework at home. Using video conferencing and learning apps, students can now watch lessons at home at their own pace and use class time to collaborate on projects in small groups. This way of teaching develops a sense of self-study, creativity and student collaboration.

- **Personalized educational experience**

EdTech offers teachers the opportunity to develop individual learning plans for each student. This method seeks to adapt learning according to the strengths, skills and interests of the learners.

Video content tools can help learners learn at their own pace, and since learners can pause and play lessons, these videos can help learners fully master the course. Using analysis, teachers can see which students were having problems in certain lessons and provide additional help on that matter.

- **Courses that attract attention**

Do you remember how you went to class and dreamed? There now appears to be a large number of gadgets and external factors competing for student attention, so it is necessary to develop a program plan that is both attractive and educational. Supporters of educational technology say technology is the answer. Some of the more innovative examples of student use of technology to encourage classroom participation include interacting with other classes around the world through videos, allowing students to present their homework as videos or podcasts, and even problem-solving games.

## **BENEFITS FOR TEACHER**

- **Automatic evaluation**

Artificial intelligence tools make ranking easier. These applications use machine learning to analyze and evaluate responses according to job specifications. Using these tools, especially for objective tasks, such as true / false or empty grades, can save teachers the time commonly used to evaluate homework. Additional instructor time off provides more flexibility for difficult and talented students, which reduces preparation and one-on-one time.

- **Class Management Tools**

Let's face it, trying to get a lot of kids to do something is full of challenges. Educational technology can simplify everything from communication between teachers to student behavior. There are now apps that can help send project or homework reminders to parents and students, as well as tools that allow students to self-control classroom noise levels. Adding management tools to the class creates a complex and more collaborative environment.

- **Paperless class**

With EdTech printing budget, wasting paper and spending countless hours buying photocopiers are a thing of the past. The digital classroom provides an easier method for assigning and grading homework, reduces the burden of managing hundreds of homework files, and contributes to overall classroom environmental policies.

- **Decrease the workload**

Teachers spend countless hours evaluating student skills or areas for improvement. EdTech can change all of this. There are now many tools, data platforms, and applications that continually assess student skills and needs and pass data on to teachers.

Sometimes harmful learning trends have not been obvious to teachers for several months, but some tools that use real-time data can help teachers identify strengths and weaknesses, and even signs of disability. student education and development of active support plans

## **IMPACT OF COVID-19 ON ED-TECH INDUSTRY**

Educational technology or educational technology has existed for at least 15-20 years. It was developed during this period. We can divide this trip into three main stages.

The first phase includes instructional videos, where edtech primarily complements offline learning by providing more engaging multimedia content.

In the second phase, in the last 5-10 years, edtech began to provide a complete learning experience with greater interactivity. For example, at Simplilearn, our approach is to treat our products as classrooms in the cloud. Our teaching methods typically include structured online training courses, real-time interactive courses, online labs, project work, and finally online assessments. Technology has expanded to the point where it all happens online and delivers a superior learning experience and exceptional results.

Now we see the third stage, which will continue to develop over the next 5-10 years. This step is to use technology to personalize the learning process, experiment with new methods and expand education in an unimaginable way.

Take adaptive learning as an example. One of the biggest disadvantages of traditional education is that classroom performance is determined by the middle student. As a result, some people will lag while others will be bored walking on a curve. Technology can set up a study schedule for each student. As artificial intelligence (AI) improves, this situation will improve more and more over time. Another example is an interactive course that uses visual recognition and AI to determine student engagement. The right tools can help teachers determine which students to focus on so they can get back to the process. At the third stage, real educational technologies will enter an area inaccessible to traditional education.

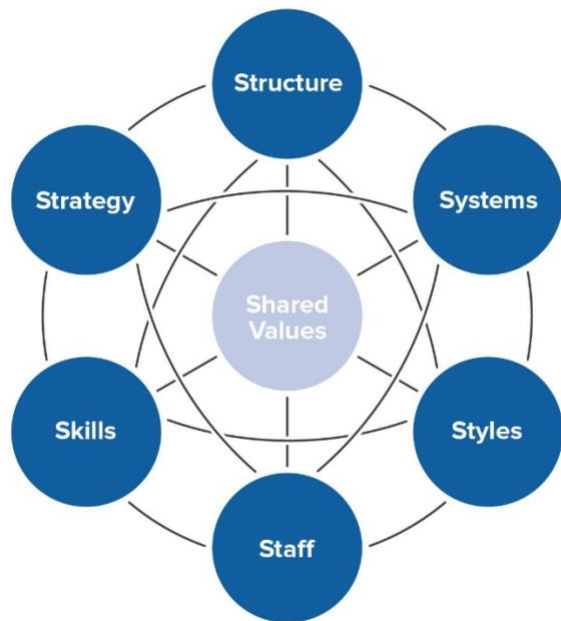
The COVID-19 pandemic is an unprecedented disaster in the world, and we are absolutely not ready. Great impact on offline education. In most cases, education is not the “main business”. It is therefore unlikely that offline schools, colleges, universities and educational institutions will take action before treatment or a vaccine for this highly infectious virus is found. Obviously, technology must play a role here to ensure continuity of learning.

In the professional field for professionals in modern situations, professional development is also crucial for their professional development. In the next economic downturn, the company will remove non-core positions. There are only two ways that any professional can prove his career: more qualified than his peers and / or competent in areas that can continue to develop.

In order to gain a higher qualification than your peers, whether through industry certification or other means, it is always beneficial to master relevant skills that are beneficial to your career. When looking for growing industries, this step will not suffer, with some obvious signs.

We are all seeing even faster growth in digital business, be it e-commerce, online content consumption, online education, or any number of businesses. It has also created a demand for digital professionals who can continue to drive the growth of these companies. According to ComScore, the amount of data created every month worldwide has increased by 38% after blocking. Obviously, trained scientists will be required to understand this data. All businesses now work from home, so all businesses are investing in their cloud infrastructure. Again, this will lead to inquiries from cloud administrators, architects, etc. Just like WFH, network security is everyone's primary investment area. Following these trends, a good way for professionals to prove their careers is to acquire skills in areas such as data, cloud computing, cybersecurity, and many other areas of the digital economy.

## 7 S FRAMEWORK



### 1) STRATEGY

The company has implemented many strategies to increase its online presence and differentiate itself from its competitors. Apart from providing full fledges courses, a life time access is given to all those who enrol so that you are allowed to learn at your own pace and every course is designed to cater to your personal needs, which means you pay once and learn life-long.

The courses are taught by young experts who have structured the course according to current needs and trends. These coaches contact you on weekly basis to note your progress and it very easy to reach them through the discussion forum in case if any doubt.

The company also provides internship program for students to upskill themselves while learning.

Profiles	that	are	offered	are:
-Unschool		Community		Influencer
-Unschool		Community		Leader
-Unschool Community Champion				

The company has developed a very big community of influencers who promote the products of the company and market them.

## **2) STRUCTURE**

The structure of the organization is very simple. The management approaches various coaching experts who are willing to prepare a full-fledged course and provide them a platform to work. The instructor team review those courses and make them available on the company's portal. The coaches are given full freedom to build courses according to them.

As it is a start-up, the management has around 50 employees. There is no formal chain of communication and no hierarchy is followed. Everything is kept transparent.

## **3) SYSTEMS**

A systematic process is followed to complete all the tasks. The employees are asked to provide a weekly report of their work. The company has an online presence and is very active on some social media platforms.

## **4) SHARED VALUES**

The company has created a platform which will benefit both the students as well as coaches. Young experts who are capable of teaching get a platform to showcase their talent and students willing to learn get a platform to learn. The company is trying to make its online presence so that everyone can have an access to such a platform where they can learn as well as work with the core team. The fundamental value shown by the company is the ethics, sense of ownership and integrity in the environment.

## **5) SKILLS**

All the employees at Unschool have relevant educational qualifications. The core team includes experts who are capable of working even in the toughest conditions. The online instructor community of Unschool is very important for the company as they review the courses provided by the young experts. The courses are only selected if the online instructor community approves them. The core team has very efficiently delegated the authority amongst its interns to lead a community of more than 10,000 people and provide proper timely guidance.

## **6) STYLE**

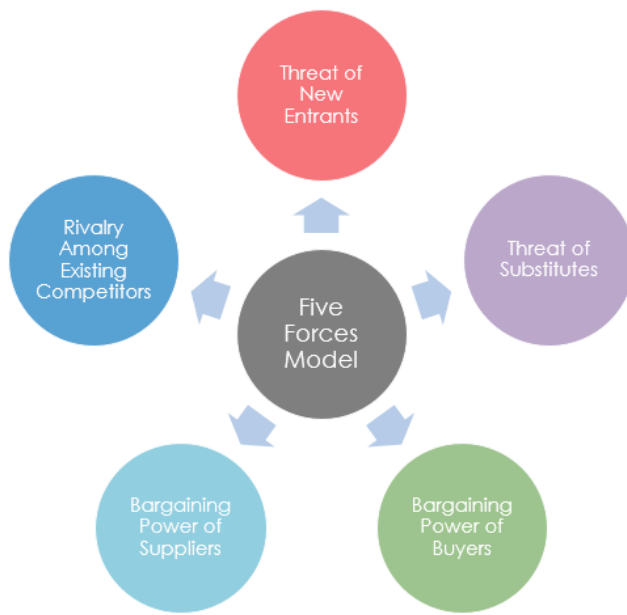
The company has an informal company culture in terms of communication between employees. However, all the interns have to follow a proper chain of communication where they have to report to their head on a weekly basis. The interns have been given full freedom to complete their tasks according to their own intelligence. New ideas and strategies are encouraged throughout the organization and new ideas are supported in the best possible ways.

## **7) STAFF**

The company is a start-up so the number of employees is not much. There are around 50 + young experts who provide courses on various domains on the Unschool platform. As the company is growing, it is planning to increase its headcount to assist existing employees in the coming years. The existing staff is very friendly and guides all their interns on a daily basis. Each group of interns has been assigned a mentor who is very approachable.



## **PORTERS 5 FORCES STRATEGY**



### **1) BARGAINING POWER OF SUPPLIER**

Unschool is an Ed-Tech company which provides access to online courses. So, in the case of this company, the suppliers are the coaches who provide their courses to the company. The bargaining power of the suppliers is generally low, as there are many well established Ed-Tech giants in India who are dominating this industry already and providing over 10,000+ courses. Moreover, the suppliers are paid royalty on each sale.

### **2) BARGAINING POWER OF BUYERS**

The bargaining power of buyers would be high. Unschool is a B2C company which was started just a year ago. Due to Covid-19, many online course providers have emerged and customers have countless options to choose from. This give customers an opportunity to select the best courses, taught by industry experts at minimal cost. So, the company has to decide the pricing policy according to the needs of customers.

### **3) THREAT OF NEW ENTRANTS**

Unschool has a very big threat of new entrants. Since the company is new in the market with just a year of incorporation, this is one of the biggest challenges that the company has to deal with. Due to Covid-19, we are all seeing even faster growth in digital business, be it e-commerce, online content consumption, online education, or any number of businesses. So, countless new companies are being incorporated. Companies are providing free access to various online courses and the competition is rising day by day.

### **4) THREAT OF SUBSTITUTES**

As of now, threat of substitutes is very low. The COVID-19 pandemic is an unprecedented disaster in the world, and we are absolutely not ready. There is a great impact on offline education. In most cases, education is not the “main business”. It is therefore unlikely that offline schools, colleges, universities and educational institutions will take action before treatment or a vaccine for this highly infectious virus is found. So, currently the threat of substitutes is low. However, in the long run when the situations become preferable, offline education will resume again which can hamper the growth of the company.

### **5) Rivalry amongst existing firms.**

There is already a very high competition in the Ed-Tech industry with increase in demand due to the ongoing pandemic. Industry giants like Coursera, Udemy, EDX, Lynda.com etc. currently dominate this industry and are increasing their share with every passing day. A lot of new firms have also emerged which are competing directly with Unschool. So, the rivalry amongst the existing firms is very high.

## **PART – B (PROJECT WORK)**

After getting a brief about the vision, mission and the objectives of the company, my internship officially started on 10<sup>th</sup> May 2020.

Soon after, my mentor Bhavya briefed us all about the tasks we needed to perform. She informed us about the projects we would be undertaking and gave all the necessary information required to start the work.

I was selected as a Community Influencer and was assigned the following roles and tasks:

- Marketing the courses of Unschool
- Campus Ambassador
- Work on team expansion
- Social media promotion

### **❖ MARKETING THE COURSES OF UNSCHOOL**

The primary task assigned to me was to sell the courses of Unschool. As a fresher, this was the first time I was going to sell something. So, I divided the task into three steps

- Finding potential customers and people who are interested in this course
- Pitch in the product and providing all the necessary details. This was mainly done over a phone call as it was harder to convince people through text messages.
- Sell the product to complete the weekly targets and look after all the queries of the customers.

My target audience was mainly students between the age group of 14-28. However, there was a wide range of courses which were made for everyone irrespective of age or qualifications.

Selling was hard. I believe it always has and it always will be and you can only make it easier by developing your skills with experience. The most difficult part was to convince the potential customers that why the courses were better than the ones offered by its competitors.

### ❖ Campus Ambassador

The campus ambassador is the link between the company and the university. They are the main direct interlocutor of the company and the voice of the campus. These ambassadors are full of interest and enthusiasm for the company, its beliefs, meaning and the work it represents. They also tend to have leadership qualities, be proactive and accountable on campus. Therefore, they are also influential. They have appropriate connections with students and teachers. The best thing about this link is that university members do not need to contact the company directly, they can contact the ambassador. The ambassador is more accessible than the company. Because of their responsibilities, they can provide invaluable assistance.

As a Campus Ambassador, I had the following responsibilities:

- To become the face of the company in my campus and organize campus events: This was to be done by classroom pitching. But due to the ongoing pandemic, I used WhatsApp groups to convey everything about the company and its offerings to the campus students. I created some attractive posters for pitching which helped me to convey a lot of information in short
- To handle all doubts and queries: By pitching regularly, I got many leads and there were many queries and doubts which I had to address regarding duration of the course, price, duration of access, information about the coaches etc.
- Develop marketing and advertising plans: The cost of each course was 4000/- but the company was offering a combo pack where 2 courses would cost 1600/- and 4 courses would cost 3500/- only. So, I created few posters highlighting these combo offers and was able to convert few leads.
- Collect valuable feedback from the campus: As my internship was ending, I collected feedback from some campus students. I chose few students who purchased the course, few students who inquired about the courses but didn't purchase it and few students how were not interested in the course. The overall feedback was not satisfactory and those who purchased the course were not satisfied with it.

❖ **Work on team expansion:** Unschool was also providing internship opportunity. Under team expansion task, I had the following responsibilities:

- Search for interested candidates
- Inform them about the company and its offerings
- Brief them about their roles
- Pitch them to join the team of Community Influencers.

❖ **Social Media Promotion:** I had to promote the company and its courses on various social media platforms. I did this by posting regularly on social media platforms like Instagram and Facebook. I took the help of various community groups formed on Facebook to promote the courses.

### **CRITICAL ISSUES**

While working with the company, I found many loop holes and issues which were not addressed.

- The interns were not briefed properly by the company about their roles and responsibilities.
- There was a communication gap between the interns and their mentors.
- The management took a lot of time to respond to the queries of the interns which created a lot of confusion.
- The mentors failed to keep a regular check on the work of the interns.
- We were asked to add Community Influencers in our team which created a lot of havoc as there was no formal chain of communication.
- The courses were very costly.
- The feedback from the customers who purchased the courses was unsatisfactory.

## **SUGGESTIONS**

As a start-up, the company is trying everything possible to mark its presence on the internet. But it needs to work on some issues for a smooth functioning.

- The courses are priced at a very high rate. On an average, a single course cost 1500/-. On the other hand, well established giant like Udemy offers the same courses for 500/- only.
- Proper guidance should be provided to all the interns so that they can work efficiently. A regular check should be kept on all the employees and interns so as to ensure that all the tasks are completed.
- The courses include a lot of PDFs and PPTs. There are fewer video lectures. The company should focus on providing more video lectures as they are a better form of teaching.
- All the queries and doubts of the interns should be met as soon as possible. This would ensure that the interns are working in the right manner.

## **CONCLUSION**

Overall, this was a roller coaster ride for me. As a fresher, I was very eager to get a corporate exposure. It is said that to be a successful marketer, first you need to be a successful sales person. So, experiencing sales before my final placement was very necessary for me. Although it was a work from home job, I got to learn a lot of things which have improved me in uncountable ways. These 2 months were very productive for me. I got to know a great deal about the Ed-Tech industry and the business models of various companies.

Coming on to the company in which I was interning, I was not satisfied with it. Although I had no interaction with the top management, I was reporting to my mentor who was unavailable most of the time. I was not briefed properly about my roles and responsibilities and there was a big communication gap between the management and the interns. But overall, these two months have taken me a step ahead if not fully ready, to work for a company.

## **PART 3 (LEARNINGS)**

My bucket was filled with knowledge and experience. It was an opportunity to practically apply all the knowledge that I gained In MBA 1<sup>st</sup> year. Some key learnings are listed below:

- Whether you like it or not, what you learn at school or university will affect your future.
- The easiest way to go crazy and hate a sales job is to get upset when people say no to you. This is my biggest problem. I'm the kind of person who likes to convince people that they believe in my way of thinking, but of course not selling. You must teach yourself to make a short memory so that all the failures you get fall into one ear and the other hears.
- Calling is part of the job and cannot be eliminated.
- Don't be afraid to make mistakes. The easiest way to learn is to make mistakes and learn from them.
- Visual graphics are far better than written content when it comes to marketing.
- In many startups, companies need to create sustainable opportunities. You need to remain calm and patient. Therefore, creativity and foresight play a vital role in the stability and growth of an organization, most importantly when the economy is facing a huge recession.
- As you continue to implement strategies to market your products, it is also important to understand your competitors' USPs and their value propositions.
- A brief presentation of the products you want to sell is a compelling suggestion.
- Communication can be improved by understanding the model of Attention, Acceptance and Action.



## PART 4 (ANNEXURE)

# Certificate of Excellence

This certificate is proudly presented to

*Aish Agarwal*

for successfully completing the Unschoo! Community Program  
on July 10, 2020 as a **Marketing Intern** for 2 months,  
an online internship initiative by



Unschoo! wishes you the best for your future endeavors.

  
**Rahul Varma**  
Chief Executive Officer



