

Institute of Management, Nirma University
MBA-FT (2019-21)

SUMMER INTERNSHIP REPORT

On

“GETMYUNI EDUCATION PVT LTD.”

Submitted To:

Prof. Meeta Munshi

Submitted By: Riya Goyal

201141

Date of Submission – 30th June, 2021

About the report

1	Author of report	Riya Goyal
2	Company name	GETMYUNI education Pvt Ltd
3	Project Title	CONTENT WRITING Intern
4	Address	24th main road, Agara Village, 1st Sector HSR Layout, Bengaluru, Karnataka. Pin code - 560102
5	Date of report	30 th June, 2021
6	Purpose of report	To summarize the summer internship project
7	Prepared for whom	Institute of Management, Nirma University
8	Submitted to whom	Prof. Meeta Munshi



GetMyUni Education Services Pvt. Ltd.

2nd Floor, #7,6th Cross,
ChikkaAdugodi, Tavarekere Main Road,
Brindavan Nagar, SuddaguntePalya,
Benguluru, Kamataka 560029

01st May, 2021

Internship Offer Letter

Dear **Riya Goyal**,

We are pleased to offer you Internship on the terms and conditions set out below. These terms and conditions, together with all the applicable regulations and policies of the Company, form the basis of your internship.

1. Position

Your internship will be with **GetMyUni Education Services Pvt. Ltd.** Your functional role would be as an Intern in the domain of **"Digital Marketing-Content Marketing and SEO"**.

2. Commencement Date and Location

You will commence from **01st May, 2021 at 09.00 AM** and your place of work will be Home.

3. Remuneration

(a) Internship Stipend

Your basic stipend will be **INR 6000 Per Month**.

4. We reserve the right to decline your application if the work done is not found satisfactory.

Authorised Signatory

Mr. Gautam Kumar

Chief Operating Officer

GetMyUni Education Services Pvt. Ltd

Bangalore Address: 2nd Floor, #7,6th Cross, ChikkaAdugodi, Tavarekere Main Road, Brindavan
Nagar, SuddaguntePalya, Benguluru, Kamataka 560029

TABLE OF CONTENT

S. No	Contents	Page No.
	Acknowledgement	6
1	Executive Summary	7
2	Part A: Profile of the organization	8-22
2.1	Company details	8-11
2.2	Industry information	12-16
2.3	Growth story of the company	17
2.4	Strategic framework of the company	18-19
2.5	SWOT Analysis	20-21
2.6	Future Growth Prospectus	22
3	Part B: Project Work	23-33
3.1	Project 1: Content for Courses	23-24
a)	Nature of problem	23
b)	Objective of the study	23
c)	Methodology	23-24
d)	Approach to the study	24
3.2	Project 2: Updating Articles on Backend	25-26
a)	Nature of problem	25
b)	Objective of the study	25
c)	Methodology	25-26
d)	Approach to the study	26

4	Part C: Learnings from the summer training project	27
5	Annexures	28-32
6	Sample Article	34
7	Bibliography	35
8	Certificate of completion	36

ACKNOWLEDGEMENT

Summer internship program is an integral part of professional world as it polishes a student towards professional world. It is a perfect platform for a student to learn under Industry expert and have proper guidance and exposure. As part of the curriculum at Institute of Management, Nirma University (IMNU), the Summer Internship Program is the first stepping stone for the professional world. This internship was a huge success for me at personal level as it gave me practical insights which a textbook cannot provide. This would have not been possible without few individuals, for whom I have utmost gratitude and respect.

I would start by thanking CRC for providing us this Golden opportunity to work in these firms and gain personal and practical knowledge. Apart from that, I would like to thank my Faculty Mentor **Prof. Meeta Munshi** who guided us and kept a check on us about our journey. Last, but not the least, I would like to thank one of the most important people without whom it all wouldn't have been possible so I would like to thank **Mrs. Barathi Muttu** as she was my mentor and she guided me throughout the internship. Also, I would like to thank **Mr. Vyshnav Achuthan** for his constant support.

I heartily, thank all of them and every other individual who has helped me throughout.

EXECUTIVE SUMMARY

Summer internship programmes are an important component of a person's entire growth. Summer internships give practical information that cannot be obtained from books, and they provide numerous opportunities to study and improve an individual's abilities. As part of my summer internship, I worked as a content writer intern at GetMyUni. Due to an ongoing problem, the internship was completed entirely from home.

For my first project, I was supposed to do an in-depth research on content required i.e., to research on the competitor's website for the content availability. The articles were assigned by the mentor itself. The research includes headers included by the competitors, relevant content that should be added, also content that is SEO optimised. My second project was related to backend updating of articles where we updated the content with proper formatting and hyperlinking's to the end of the website. Once approved it can be shared in live status available for the target audience.

This report also includes sources of the data, method followed and learnings from the internship.

COMPANY DETAILS



GETMYUNI is a website which helps students to check for the right college or university, to choose for the best course they can pursue with the help of reviews and bulk of information.

GETMYUNI was established in 2014 by Hardik Thakkar and Upneet Grover with an aim to give information to the students under a single page regarding colleges, universities, and courses to settle on a good choice for their dreams. Both of the boys were focused since their first day in Infosys and analyzed pros and cons of the idea that they had. They were sure that they would have a successful organization together.

GETMYUNI.com is a website contributed organization and are one of the speediest contents creating website which provides data for all the courses opening choice doors for students in India as well as abroad, dynamically used by different students looking for finalizing the best decision. The organization estimates 4 million undergraduates every month. Online visits on the website are around 10 million approximately every month.

Company think they have begun to have a positive impact on understudies by allowing them to make educated decisions and providing them with free instructional management from our confirmation counsellors.

The organization hopes to develop a powerful school idea instrument. We agree that a large number of understudies are being befuddled by independent masters to accommodate themselves, and we wonder if there is a reasonable portal that bases an understudy's presence, engravings, and boundaries, using impelled technology counts, demonstrating to them a proper school proposal plan would be a huge achievement.

GetMyUni is an unusually simple informational platform. GetMyUni employs over 200 people and pays an annual wage of over \$1 million.

OUR MISSION

To have a positive impact on understudies by encouraging them to make informed choices and providing them with free scholarly counselling from our confirmation teachers.

OUR VISION

Goal is to create a reliable school recommendation device and to become the most trusted and cost-effective educational portal.

OFFERINGS

GetMyUni is a robust content hub for colleges, courses, forums, student-driven reviews and ratings, as well as an open website for students to learn more about a college/university.

The company's goal is to keep students and parents informed of the most recent news and updates about their favourite colleges, exams, courses, and other subjects. They support and communicate with students on a regular basis.

OUR VALUES

A fair entryway that utilizes advanced formulas to offer an understudy a proper arrangement of college proposals based on their expertise, imprints, and capacities would be a huge success.

OUR SERVICES

GetMyUni, a times online venture, offers a variety of instructive administrations, including the following:

- Checking the review and administration
- Creation of a system
- Quality assurance and testing
- MBA colleges, MBA universities, MBA Exams
- Engineering college, building inspections
- Diplomat Program on Campus
- Movement Paths
- Bachelor of Commerce, Bachelor of Science, Bachelor of Arts, Bachelor of Science, Bachelor of Arts, Bachelor of Arts, Bachelor of Arts,
- Administration, Fashion and Material Outline

- Law, Mass Communications
- MBBS, MCA, MTech, BCA, Pharmacy Technician, M.SC
- B-Tech, M-Tech, MBA, MS, GRE, GMAT, SAT, IELTS, TOEFL, B-Tech, M-Tech, MBA, MS, GRE, GMAT, SAT, IELTS, TOEFL, B-Tech, M-Tech, MBA, MS, GRE,

Team Background



The current core team:

- Upneet Grover - Computer Engineer, FMS Alumnus, Deloitte Strategy Consultant, Strategy Office of the CEO and Vice Chairman -Times Group, CEO of GetMyUni
- Nirmanyu Arora - BE from Jodhpur Institute of Engineering and has experience with creating products in the EdTech domain.
- Manish Gupta - MBA in Business Analytics and heads database management as well as leads delivery for GetMyUni.
- Tushar Mehta - BE from NSIT and Marketing head for GetMyUni. He has helped many startups as a growth hacker and campus consultant.

AREAS OF OPERATIONS

GetMyUni Informative Organizations and Consultancy Association is a new company that has been officially registered. According to the FY17 ISO 9001 standard accreditation, the association's framework has almost 1 million members.

Since the supply is tailored to the client's requirements, understudies should be able to keep up with all advancements in the field of management organizations. It is an instructive assistance benefit segment that focuses on the understudies' alternatives.

GetMyUni is based in Taverekare, Bangalore, and handles all of their business from there.

INFRASTRUCTURE FACILITIES

GetMyUni Informational Guide specialists have a standard understanding. The working climate there brings out qualities like organization, progress, and adaptability in the delegates. The collaboration is supported and recognized by the association.

GetMyUni Informative Consultancy allows for enjoyable experiences in the workplace, which boosts worker trust and reduces weight. Laborers are given a variety of workplaces to allow recreational activities, such as Table Tennis, Carom, Badminton and Board games, etc.

COMPETITORS INFORMATION

- Collegebol
- Univariety
- College search
- Collegedunia
- CollegeDekha
- htcampus.com
- CAREERS360
- Shiksha

INDUSTRY AND COMPANY PROFILE



INDUSTRY PROFILE

India's IT showcase indicator is growing in India's innovation and BPM Industry (counting equipment) FY 16 US \$ 160 billion to America's revenue for FY15 is expected to be \$ 146.5 billion, indicating an 8.2% growth rate compared to India.

From 9.5 for every penny in FY15 to 1.2 for every penny in FY98, the IT industry's commitment to GDP increased by about. TCS was the market leader in the IT and ITES industry in India, accounting for 10.4% of total revenue in FY16. The top five IT firms contributed 25 cents to the overall market profits, showing that they are concentrated.

Introduction

India accounts for roughly 67 percent of the US \$ 124–130 billion market for information technology (IT), the world's most important sourcing target. Around ten million people work for the company. More specifically, the industry and the general economy have fueled the disparity in the country's economy, balancing India's image. The total sourcing industry with its Uncommon Offering Proposal (USP) tends to be the establishment, with the cost of providing IT benefits in force being about 3-4 times less expensive than in the US.

However, India's academic capital is extremely important to the degree that the number of total IT firms in India is increasing amid the establishment of improvement points.

The IT industry is crucial, especially because programming design and construction are in high demand in India. The IT and ITES industry in India are divided into four main segments: business process management (BPM), programming and outlining organizations, and hardware IT.

In the overall guideline market, India plays a critical role. There are over 5 million schools in the region, with over 260 million students enrolled in over 751 universities.

There are 35,539 schools in the United States. India has one of the most advanced education systems on the planet. In India, about 35.7 million understudies were enrolled in cutting-edge instruction in the 2016-17 school year. However, there is still a lot of need for more advancement in India's guideline structure.

India has transformed into the second greatest market for e-learning after the US. The division is starting at now pegged at US \$ 2 billion and is required to get in touch with US \$ 5.7 billion by 2020. The division preparing market in India is required to create at a Compound Yearly Advancement Rate (CAGR) of around 11 for every penny in the midst of 2016-2020 will similarly bolster the improvement of the guideline structure in India.

Market Size

In terms of currency, the Indian IT industry is expected to generate between 12 and 14 cents for every penny in FY16-17. It is expected that annual compensation for the company will reach US \$ 350 billion in FY 2025, and that it will triple.

India's general situation for new organizations, with over 4,200 ahead of schedule for third place. India's Internet economy is expected to grow to RS 12 trillion by 2018, accounting for 6 percent of the country's total national output. By April 2015, there will be 160 million web-based systems management customers. In May 2016, India had 143 million PDAs built by 400 million web customers, making it the world's third largest in terms of range.

India's education sector is expected to grow significantly in the coming years, as the country will have the world's largest population of working-age people and the world's second-largest graduation pipeline by the end of 2020. India's path function is currently valued at US \$ 100 billion, with projections that it will more than double to US \$180 billion by 2020. The school segment is shown at the exhibition.

Advanced education contributes 15% of the business index, course reading, e-learning, and united administrations contribute 28 cents for every penny, and technical preparation in organizing and administrations contributes 5 cents for every penny. In India, advanced education has expanded at a rapid rate. India's educational system is now the world's largest.

In less than two decades, more than 70 million understudies were chosen. India has worked out how to increase the number of understudies by more than 400 million. Over RS 46,200 crore (US \$ 6.93 billion) was spent on it.

Investments

The potential and limits of India's vital speculation clubs in terms of IT. According to knowledge released in April 2000 and Walk 2016, the PC programming and equipment industry in India is dominated by the Division of Mechanical Approach and Advancement (DIPP). The expense of US \$ 21.02 drew in between billion in joint outside direct speculation (FDI) inflows. In the quarter ending with Walk 2016, Indian new companies are estimated to have earned \$ 1.4 billion through 307 arrangements in the United States.

Extensive endeavors are not yet available focused primarily, but statistical surveying firm Zinnov appears to be hoping to extend expansive estimated innovation organizations, small and medium organizations is relying on to develop, which, in 2015, lucrative open door for the US to be worth \$ 11.6 billion, are the feature of US \$ 25.8 billion by 2020.

Significant advancements in the Indian educational and information technology sectors, as follows:

- Google, the American engineering behemoth, launched a new venture of Wi-Fi shopping malls, restaurants, and schools in locations with a high concentration of trouble areas, under which it launches a Wi-Fi level dubbed Google's aero plane terminal.
- RIL aims to develop real business centers in urban communities and cities, with RS 5,000 crore in funding from Jio's computerized underlying asset, to invest in innovation-based ventures.
- The Nasdaq-listed Net1, a South African instalments innovation company, has raised \$ 40 million through one Mobikwik Frameworks Pvt Ltd, Gurgaon-based start-up Advanced Wallet Mobikwik possessed and operated.
- Kart Rocket, a Delhi-based web-based company beneficial to Kraftly, a portable first online-to-offline market for small merchants used to assist Japanese venture, US \$ 2 million, increasing it US \$ 8 million funding round has been completed, people, and the item groups in India and locally developed business people, for example, garments and parts of the day.
- Mr. Forum has been raised by Mumbai-based baby mind products and children's advancement and expansion of its invention, which makes the company e-rear, Hopscotch in, a \$ 13 million agreement C round of subsidy from Facebook fellow benefactor Eduardo Saverin.
- Apple Inc. is planning to invest US \$ 25 million in each an invention development center in Hyderabad, the first outside of the Top-Level Indian IT company Infosys Advances Restricted, which is a small level of the bid expense of US \$ 3 million thunder, which is worn by competitors makes brought a US-based start-up movement of the tests.
- Microsoft India Projects Over the next five years, 500 new companies will launch new ventures in India, all with the aim of developing viable and profitable strategies for growth.
- Wipro Ventures, Wipro's corporate venture arm, is partnering with the nation's respect for VCs in the United States to look for methodology for beginning time investment (VC) reserves in light of the plans.
- Organizations, business, and creativity shifts in the way shoppers act and learn have alludes to execute, according to research firm Global Information Company (IDC). An investigation in India soon yielded organizations, industry, and innovation shifts in the way shoppers act and learn.

The general cap is about 1 million square dependencies and US \$ 200 million in general interest in the nation with a 650000 square-foot server farm in India and is currently constructing its tenth server farm.

According to data released by the Branch of Modern Approach and Advancement, the total amount of FDI inflow into India's education sector remained constant at US \$ 1.67 billion from April 2000 to December 2017. (DIPP).

India has agreed to a loan from the World Bank as part of the "Abilities Securing and Learning Mindfulness for Occupation Advancement" (SANKALP) project, which aims to strengthen structural structures for skill development.

Government Activities

The government has undertaken a number of important initiatives to advance IT and educational administrations in India, including the following:

The Telangana Government signed an agreement with the organization to collaborate on a vast group of device structures goliath Cisco Framework, including innovative urban areas, data security, and digitization of educational landmarks.

Mr. Narendra Modi computerized India (IOT) 'The Web of Things' five hatching position for new businesses hoping to create answers for genius agribusiness.

Many people are using information technology to provide services to the Indian legislature, government, and general public in order to simplify divisions under the Computerized India scheme. By 2025, the "Advanced India Operation" market, propelled by the receipt of the US GDP (gross domestic product), would have grown from \$ 550 billion to \$ 1 trillion.

The Service of Aptitude Advancement and Company, Administration of India, in collaboration with the New Delhi Civil Committee (NDMC), has launched India's first Pradhan Mantri Kaushal Kendra (PMKK) for skilling in Savvy Urban Communities with the aim of increasing the speed of skilling through a concerted initiative.

According to Mr. Ashwini Kumar Choubey, Clergyman of State (Wellness and Family Welfare) Administration of India, the Indian legislature is working to increase the proportion of specialists in the population and has added more than 5800 PG positions in government universities this year.

The Indian government has agreed to a Financing Arrangement with the World Bank for a US\$ 125 million IDA credit for the "Abilities Fortifying for Modern Esteem Improvement Task (Endeavor) venture."

As part of the Atal Development Mission, NITI Aayog is promoting the Coach India Fight, which will bring together pioneers and understudies from over 900 Atal Tinkering Labs across India. It has also selected more than 1,500 additional schools across India for the establishment of Atal Tinkering Labs (ATLs) as part of the Atal Development Mission, a government-led initiative (Point).

The Indian legislature plans to invest about 20,000 crores of rupees (US \$ 3.10 billion) by 2024 to construct six new Indian Institutes of Technology (IITs), with RS 7,000 crore (US \$ 1.08 billion) invested by 2020.

According to Mr. J P Nadda, Association Priest for Wellbeing and Family Welfare, the Indian Legislature has approved an unprecedented number of over 4000 post-graduation (PG) therapeutic seats to be used in various restorative universities and healing centers for the academic session 2017-18.

ROAD AHEAD

On the world, India's IT organizations have a strong off-sharing target. Both on-shore and seaward administrations to its global customers, delivering the advancements that have shown India's capacities have the scope of top-of-the-line IT partnerships bring a whole new set of opportunities.

According to projections, India's advanced education will:

- In advanced schooling, adopt transformative and creative methodologies.
- Have a 50 percent Gross Enrolment Proportion (GER) for every penny spent.
- Reduce state-by-state, sexual orientation-based, and social divergence in Germany to 5 cents for every penny invested.

- Becoming the world's single largest source of talent, with one out of every four graduates coming from India's advanced education system.
- With a yearly R&D expenditure of US \$ 140 billion, be among the top 5 nations on the planet in terms of study yield.
- Have more than 20 colleges ranked among the top 200 colleges in the nation.
- Rather than focusing on new teaching schemes, such as E-learning and M-learning, various government activities are being investigated to aid the growth of the separation training industry.

GROWTH STORY OF GETMYUNI

If you go back 5 years, there was no portal for students to find their dream schools. They focused solely on word of mouth. Students can now easily compare and decide which college is better suited to them thanks to websites like GetMyUni.com. GetMyUni is an ed-tech startup that provides a website for students to browse for college content, student grades, reviews, forums, and data points. They also offer student link platforms.

Hardik Thakkar and Upneet Grover, the founders of GetMyUni, agreed to launch this new venture in June 2014 after conducting extensive research and consulting with peers and fellow students about the benefits and drawbacks of various colleges. Their key goal was to have a social link as well as one-stop solutions for all aspirants seeking higher education in India in their respective fields.

GetMyUni.Com, like every other start-up, faced many obstacles. Their main obstacles were obtaining user-generated content and obtaining the best possible review from the students without wasting a lot of money on them. Things eventually turned out, and the firm now gets a lot of leads from colleges by supplying them with high-quality student leads and cost-effective marketing and networking solutions.

The company accelerated its growth after receiving \$50,000 in investment from Times Group in 2015. The website's traffic has steadily improved over time, from 20k in March 2016 to 100k in April 2016 to 600k in May 2016.

The corporation has been in existence for over three years and now has over 11,000 colleges listed on their microsites. With over 40,000 student-written reviews, they have established a bond with the student body. With 4 million visitors per month, the organisation has a 60 percent month-on-month growth record.

The site contains information ranging from the most recent examinations, such as UGC NET 2018, NEET 2018, and so on, to the admissions process for colleges such as Amity Global University, Jagran LakeCity University, and so on. They use the most recent and sophisticated algorithm to provide students with the most suggested and appropriate colleges for them.

The website offers information on colleges in terms of their backgrounds, the technology services available on their respective campuses, the college's placement rates, their campus recruiter, the different scholarships available in the college, tuition loans offered by the college, the courses available, and the fee structure of the courses available. GetMyUni clients include IEC University, GITAM University, and Lovely Professional University, to name a few.

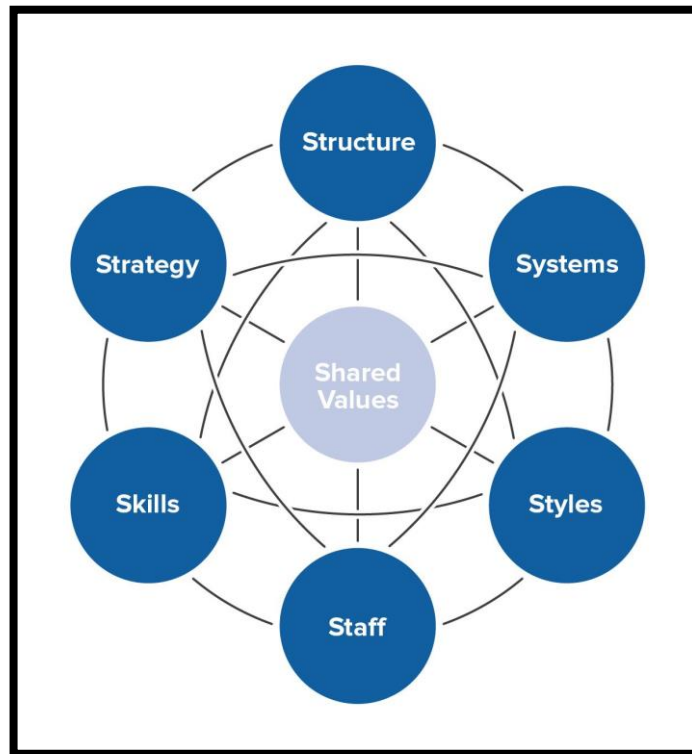
At its height, the website receives approximately 8 million visitors each month and has an Alexa rating of 2100. It is currently the fastest growing Indian start-up committed to providing a one-stop solution to students in India.

STRATEGIC FRAMEWORK OF GETMYUNI

The McKinsey 7S model is a structure for organizational effectiveness that proposes that seven internal organizational variables must be organized and improved in order for an organization to be competitive. This structure is used to explain how the organization's different teams interact with one another. It is also used in making future decisions and developing strategies.

The elements in the model are divided into two types:

- Shared values, expertise, personnel, and style are examples of soft elements.
- Strategy, structure, and structures are examples of hard components.



Strategy: GetMyUni follow major strategy as the differentiation strategy as they aim to differentiate what they provide to the costumers from its competitors. They provide detailed information and knowledge to the candidates to choose the best what they can get. Differentiation strategy helps them to get more footfall on the website.

Structure: GetMyUni has 2 CEO, business development heads and various departmental heads for different departments. The department here includes Sales department that handles the request of people, Research & Development department that look into the content that needs to be mentioned on the site, Content writers for the articles and courses etc.

Style: The leadership styles used by the company are included in the style. This organization employs transformational and democratic leadership models. The top management inspires employees to come up with new ways to do business. When making decisions, the workers' opinions and recommendations are taken into account.

Staff: GetMyUni mainly focusses in hiring candidates with the talent and passion to do the work

and make the organization goals successful irrespective of domain. Candidates who are passionate enough for the work will be valued more in the organization.

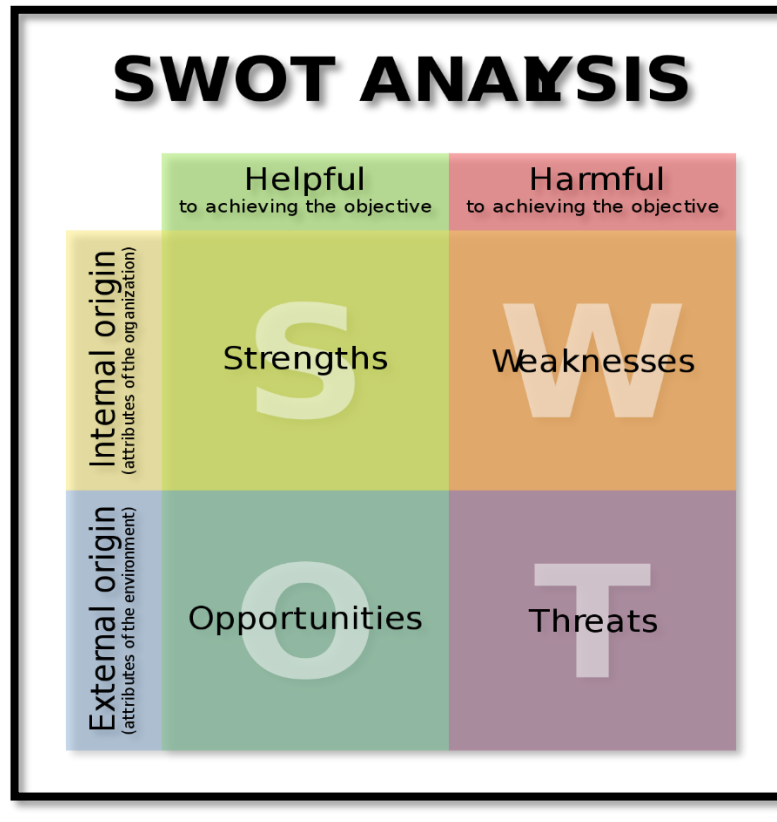
Skills: Since there are several divisions, the qualifications available for each are distinct. There are information skill sets available for content writing levels. Employees receive work-related experience. Interpersonal capabilities are honed so that workers can collaborate effectively. They have met professionals who assist them in making strategic decisions. They have certified accountants on staff and keep financial records up to date.

System: GetMyUni operates on a structured hierarchical structure. They recruit the staff and prepare them. Workers complete their tasks by everyday operations and procedures.

Shared values: A fair entryway that utilizes advanced formulas to offer an understudy a proper arrangement of college proposals based on their expertise, imprints, and capacities would be a huge success.

SWOT ANALYSIS

SWOT analysis is a two-by-two grid that allows the organization to get acquainted with its strengths, weaknesses, opportunities, and threats. The SWOT analysis provides an undeniable description of a partnership in terms of where it can be strengthened, what their chances are, and so on.



STRENGTH:

- The company has a distinct academic potential
- The company has creative employees to all other firms.
- In order to satisfy the demands of its customers, the company employs superior technologies.
- Being on the first page of Google is a good thing.
- Content collaboration with top districts, such as Times gathering,
- Dynamic closeness that captures understudy's attention, for example, a point-by-point establishment profile page with photographs, accounts, presents, and so on.

WEAKNESSES:

- Digital media can be particularly aggravating. Frequently, propels don't fill in naturally, and dealing with such issues will necessitate true vitality and unwavering efficiency.

OPPORTUNITIES:

- Expanding on the web feature, it allows associations to expand their membership base.

- Since the company's judging capacity is impressive, it has the potential to draw more customers in the immediate future.
- Digital advertising is now becoming more prevalent in India. India has over 350 schools and 17,600 colleges. The cost of publicizing is low.

THREATENING:

- As a startup, other supposed partnerships include intense rivalry to the alliance.
- Perils of technology,
- Log stick on a budget,
- Many of the competitors (Collegedekho, Collegedunia, and Sarvgyan) are adapting their systems and planning new ones in order to gain exposure.

FUTURE GROWTH PROSPECTS

Future growth opportunities imply implying an appreciation of the organization's business development. The strategic development describes the organization's future business planning. Based on current trends, it is likely that the online education industry will expand significantly in the next five years and beyond learning programmes. While these courses are currently limited to hypothetical material, the concept of virtual classes could become a viable part of the online medium.

Aside from that, a greater number of understudies, especially from level 2 and level 3 urban populations, are needed to use various online platforms to prepare for difficult exams. This is due to the limited options available for disconnected test readiness in these areas.

Half and half Model is needed to get exchange in the future, where disconnected players are expected to grow disconnected focuses to offer understudies classroom-like participation. Furthermore, gamification, the method to incorporating enjoyable components such as video game outline into learning, is likely to gain popularity in India.

According to the paper, a few players have just recently begun to join the room with the intention of improving student commitment.

- The following are some potential organizational arrangements
- The company aiming to expand their market on a global scale
- The company is seeking to reduce its responsibility in the future
- The company intends to distribute the application in the not-too-distant future
- The company wishes to place greater emphasis on corporate planning and administrations rather than later

PART B: RESEARCH BASED PROJECT WORK

PROJECT 1: CONTENT FOR COURSES

Nature of problem:

As GetMyUni is working on providing the content full of information regarding the courses and articles, the problem arise is of research and accuracy of content. Main problem is that the content that is provided is recent, accurate or not. GetMyUni works for students choosing their dream courses from dream colleges and helps students to choose the best course which they can pursue. Company aims to provide accurate as well as complete information for the courses so that student can decide weather, they want to choose it or not.

Nature of problem arises in two ways, first is research-based problem, Company should provide accurate and different content from what their competitors are providing. Accuracy is something which will help the company to give additional points. Second is relevant content, Content writers should know the relevancy of the content provided. The content should make some sense in the article.

Objective of the study:

The objective of the study and the research is to make potential candidates aware of the courses that are available after different career options. One can identify and select the best options available to them after reading the information available. Objectives that the company has to achieve by providing the information is as follow:

- Providing content to make candidates aware of the courses that they are not aware of and showing the potential opportunities that they can pursue after choosing out the courses.
- Helping candidates to choose the best course out of the options available to them by providing ample differences which helps to make the best decision for the career.

Methodology:

Methodology used is collection of secondary sources of data wherein data is being already collected by some other source is being uses. Though using secondary data is at disadvantage as there are many drawbacks like irrelevant content that might not be of uses, inaccuracy of content, outdated content etc. but irrespective of this it has advantage of being easily available. One can search for similar data on multiple sites and identify the correctness of data. Most of the content was prepared from secondary sources considering the best they can collect and present to make information available.

Secondary data sources include books, personal sources, journals, newspapers, websites, government records, and so on. Secondary data is considered to be more easily accessible than primary data. Using these sources takes a little study and manpower.

Most common type of secondary source used is as follow:

Websites: Since much content posted on websites is unregulated, it cannot be trusted as opposed to other media. There are, however, several monitored websites that only exchange authentic data and can be relied on by researchers. The majority of these websites are usually government websites or private companies that gather data for a fee.

Blogs: Blogs are one of the most popular online data sources, though they can be less authentic than websites. Nowadays, almost everybody has a blog, and sometimes people use them to direct traffic to their website or to make money from paying advertising.

Approach to study:

- Looking at the top 5-10 sites that are available on the google based on search engine optimization.
- Identifying the relevant article that is to be added in the content for courses.
- Creating skeleton for the courses.
- Preparing initial paragraph including the key words that will help google bot to rank on the top 5.
- Adding relevant content and create paragraph by paragraph content.

PROJECT 2: UPDATING ARTICLES ON BACKEND

Nature of problem:

When GetMyUni works to provide content that is rich with knowledge about courses and papers, initially the issue of analysis and content quality arises but once the article is prepared employees have to work upon backend updating which is the crucial part for the company.

Every organization aims to be ranked top on the search engine page. Search engine optimization helps the company to rank better through keywords analysis. One has to upload the content on the backend area with the help of source codes. Employee has to update the content with utmost care as few of the tags once done are done and cannot be changed. If an error occurs whole article goes down to scratch.

The nature of the challenge manifests itself in two aspects. The first is a capitalization errors which can make whole keyword associated article ranked lower as the google bot is case sensitive when ranking the sites. If there exist even a small capitalization error the ranking gets down. The second factor is inappropriate linking. Articles updating employees should be aware of the links they are mentioning in the source code to link the table of content with the article. The article's content should be made active only when it is completely checked and error free as it will help the organization to rank better on the different search engine pages.

Objective of the study:

The aim of the thesis and research is to inform prospective applicants about the courses that are available after pursuing various career paths. After reading the details available, one may recognize and pick the best choices available to them. The following are the goals that the organization would accomplish by supplying the information:

- Creating content better than the competitors and providing more relevant data for the article so that company can rank better when compared with the competitors site.
- Assisting candidates in selecting the right course from the choices open to them by offering enough distinctions that enable them to make the best career choice.
- Through online updating search engine optimization team can check where the article will be ranked as per the google bot and can relevant changes as per the requirements.

Methodology:

Search Engine Optimization (SEO) is the process of enhancing the amount and quality of visitors to your website through organic search engine results. Bots are used by search engines like Google and Bing to crawl the web, moving from site to site, collecting information about those sites, and indexing them. Then, using hundreds of ranking criteria or signals, computers examine sites in the index to decide the order in which they should show in search results for a particular query.

Aspects of the user experience can be proxied by search ranking variables. Our Periodic Table of SEO Factors divides the variables into six categories and weights them according to their

overall value to SEO. Content optimization variables like as content quality and keyword research, as well as crawlability and mobile friendliness, are significant site architectural variables. The search algorithms are intended to bring up relevant, authoritative websites and provide a quick search experience for visitors. These variables can help your pages rank better in search results if you optimize your site and content with them in mind. You can't bribe search engines to gain higher organic search ranks, unlike paid search adverts.

Because individuals make billions of searches every year, sometimes with commercial purpose to obtain information about products and services, SEO is a critical component of digital marketing. Brands' major source of internet traffic is frequently search, which is supplemented by other marketing channels. A better placement in search results than your competitors can have a significant influence on your bottom line.

However, during the last several years, search results have evolved to provide visitors with more direct answers and information, which are more likely to retain consumers on the results page rather than redirecting them to other websites.

Approaches to Study:

- **Keyword Research:** Before you start writing, conduct keyword research if you want to attract visitors through search. This allows you to concentrate on keywords with a high search volume — in other words, write about topics (or create keyword niches!) that people are already looking for information about.
- **Keyword Optimization:** For optimal searchability, understand where and how to employ keywords in your content. (SEO has a terrific on-page optimization guide.)
- **Content Organization:** Your website's content should be logically ordered. This is not only helpful for SEO, but it also makes it easier for readers to locate additional similar information on your site. (It's best if people stay on your site for as long as possible.)
- **Content Promotion:** Increase the exposure of fresh content you publish by sharing it on social media and establishing connections to it (both internally and from external sites).

PART C: LEARNINGS FROM INTERNSHIP

- I got to develop my soft skill through regular meetings communication, email writing, content writing etc. During the work, I did not only used these skills but also developed an understanding on how we need to adapt and modify these skills when working with different teams.
- During the internship period the major focus of my projects was on content. Thus, it helped me in understand data from various aspects and how to present it in a synchronized manner.
- From the perspective of an entrepreneur, through the research-based project I understood the methods one should follow before preparing the content to be presented in front of the target customers.
- I have learned the search engine optimization in the content so as to help the website rank better in the organic search. More the content is optimised more the site will be ranked higher by the google bot.
- Preparing the content with higher ranking in this project gave me an ample amountof learnings and plan of action that needs to be considered at each and every phase of content writing.
- I have also learned how to create backend links within the content and update it for the live status on the website. This project also had technical working of HTML so as to link the content with the sites.

Annexure 1:

Fig 1: GETMYUNI website

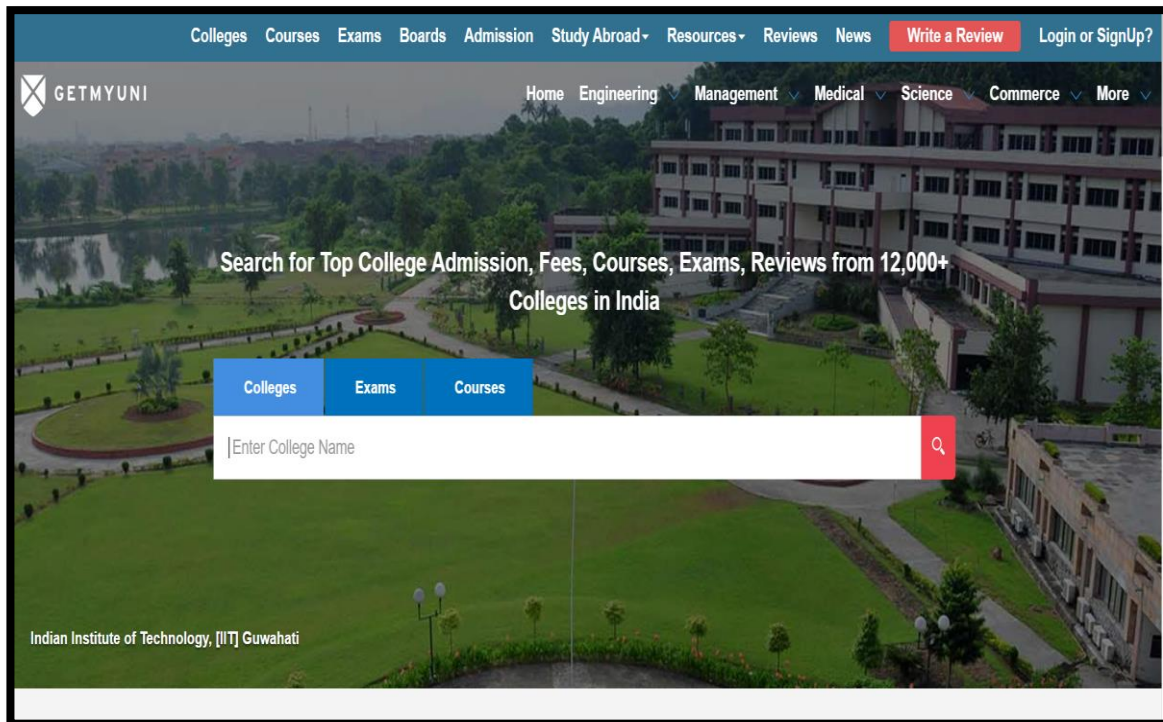


Fig 2: Courses page on website

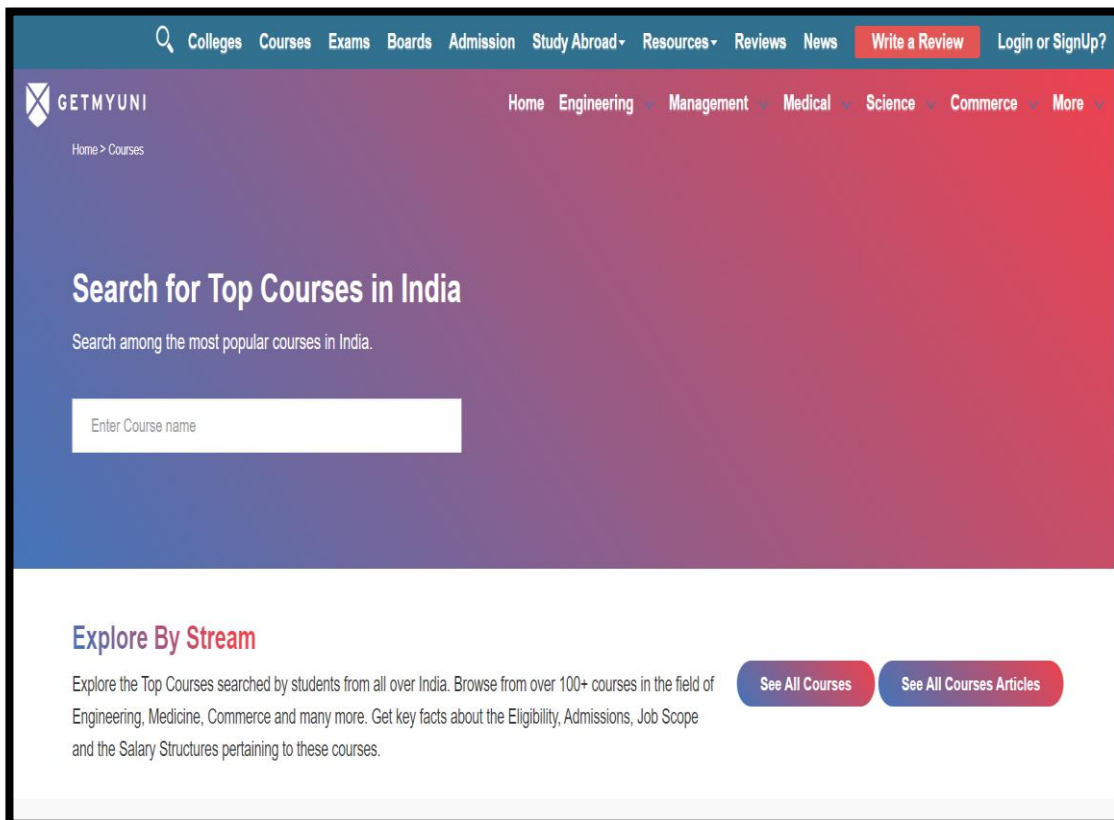


Fig 3: Backend Updating Page

Create Article

Home > Articles > Create Article

Author ID

--Select Author--

Category

-- select category --

Title

Tag Names

You can select upto 5 Tags

Description

File Edit View Insert Format Tools Table

Paragraph B I

0 WORDS POWERED BY TINY

Type here to search

22:35 08-06-2021

SAMPLE ARTICLE

Students are often confused between the two i.e., **BA economics and BSc economics** as both the courses aim at the specific domain of economics. B.S.C. and B.A. Economics is becoming a more common econometric course that deals with current economic issues and practices. They provide a thorough examination of fiscal policy and emerging economic patterns.

Following graduation, applicants may pursue a career in economics or pursue advanced studies in their chosen area. In economics, the key distinction between a B.A. and a B.S.C. is that a B.S.C. focuses on functional experience in the field, while a B.A. focuses on theoretical aspects.

BSc economics vs Ba economics: Key Highlights

BSc economics vs Ba economics: Overview

BSc economics vs Ba economics: Eligibility Criteria

BSc economics vs Ba economics: Admission Procedure

BSc economics vs Ba economics: Syllabus

BSc economics vs Ba economics: Top Colleges in India

BSc economics vs Ba economics: Job Opportunities

BSc economics vs Ba economics: Average Salary

Which is better: Ba economics or BSc economics?

BSc Economics vs Ba Economics: Key Highlights

A BSc in economics is most likely to be paired with a science-based subject like algebra, while a BA in economics can be combined with a variety of subjects such as languages, politics, and psychology.

Major difference between Bsc Economics and Ba Economics are:

Criteria	BSc economics	Ba economics
Full-form	Bachelor of Science in economics	Bachelor of Arts in economics
Duration	3years	3years
Eligibility	10+2 with a minimum of 50% aggregate.	10+2 with English as a mandatory subject.
Course fees	INR 1LPA	INR 80K

Average Salary	INR 6LPA	INR 5.48LPA
Job profiles	Investment Banker Management Consultant Data Scientist	HR Manager Executive Assistant Data Analyst

BSc Economics vs Ba Economics: Overview

"Economics is the branch of science that studies the creation, use, and transition of resources." For those interested in pursuing this degree, the BSc economics program lasts three years. Law studies, money and banking, global finance, economic history, foreign exchange, and joint judgments are all topics included in this course. A BSc in Economics offers a wide range of work opportunities and a lucrative career.

BA Economics, or Bachelor of Arts in Economics, is an undergraduate program that prepares students to analyze economic processes. This course examines not just the current problems that an economy faces, but also the historical backgrounds that have shaped the economy. With the well-designed BA economics topics, students are made familiar with current economic conditions in India as well as international trade policies that influence our country's economy.

BSc economics vs Ba economics: Eligibility Criteria

Eligibility criteria differ from college to college based on the reputation that the college holds. Some colleges may take admission based on merit score only whereas some consider a score of entrance exam and merit collectively. Here are generalized eligibility criteria for both courses.

Eligibility Criteria for BSc Economics

- 10+2 from any recognized Board with a minimum aggregate of 50 - 55% for qualifying for the entrance examinations.
- 17 - 23 years of age is required.
- Mandatory subjects are Mathematics, English, and Science.

Eligibility Criteria for Ba Economics

- 45%-50% aggregate marks in 10+2 examination with Mathematics as a compulsory subject.
- Usually, colleges consider the best 4 subjects for aggregate including Mathematics.

Bsc Economics vs Ba Economics: Admission Procedure

The admission process is continued once eligibility criteria are being met. Candidates have to apply for the colleges based on their eligibility and appear for the entrance exam or wait for a counseling process based on the requirements of the colleges.

Few of the Entrance exams for both the courses are-

- DUET
- JMI EEE
- CUET
- JNU EE

Admission procedure for the BSc Economics

- The course is done in dual-mode one can apply through a merit basis and the second method is the entrance examinations.
- The candidate has to check the eligibility criteria and then apply for the colleges through online or offline mode.
- After clearing the entrance exam, the Final list of selected candidates is being rolled out by the colleges.

Admission procedure for the Ba Economics

- When the 10+2 results are out, candidates may register for the course in their chosen colleges through online or offline mode.
- Candidates must meet the institute's minimum percentage requirement. They would be admitted to the college if they have the requisite percentage.
- For certain universities, there is an interview round/entrance test for the same course. Candidates will be selected based on collective scores.

BSc Economics vs Ba Economics: Syllabus

The themes and syllabus for the BSc Economics program are mostly concerned with the fundamentals of mathematics and economics. Those interested in taking the course should have a clear understanding of mathematics and commerce.

The BA Economics Subjects include topics such as economics in general, supply and demand, period prediction, macroeconomics, and national income, among others.

Mentioned below are the major subjects related to BSc Economics:

- Elementary Mathematics for Economics
- Microeconomics
- Mathematical Applications in Economics
- The Monetary System

Mentioned below are the major subjects related to Ba Economics:

- Introductory Economics
- Statistical Method in Economy
- Mathematical Methods in Economics
- Introductory Macroeconomics
- Intermediate Economics

BSc economics vs Ba economics: Top Colleges in India

Top colleges are the ones to aim for if candidates want to accomplish goals. These educational institutions provide students with the most up-to-date learning information to help them obtain an undergraduate degree from the best university.

Top BSc Economics colleges in India are:

- St. Xavier College Mumbai
- Chandigarh University
- St. Xavier College Kolkata
- Christ University Bangalore
- Ramakrishna Mission Vidyamandira Howrah

Top Ba Economics colleges in India are:

- Ethiraj College, Chennai
- Lady Shri Ram College for Women, Delhi
- Loyola College, Chennai
- Sri Guru Gobind Singh College of Commerce, Delhi
- Ramjas College, Delhi

BSc Economics vs Ba Economics: Job Opportunities </h2>

BSc Economics vs Ba Economics are well-known courses with outstanding career opportunities for graduates. While there are certain differences in specialisations and knowledge between these two courses, the career pathways they lead to are vastly different.

Job opportunities Available for BSc Economics is as follow:

- Data Scientist
- Medical Professionals
- Blockchain Developer
- Machine Learning Experts
- Investment Banker
- Product Management
- Full-Stack Software Developer
- Management Consultant

Job opportunities Available for Ba Economics is as follow:

- Sales Executive
- Budget Analyst
- Business Writer
- Market Analyst
- Economics

BSc economics vs Ba economics: Average Salary </h2>

Salary in India depends upon the performance and the skills that an aspirant possesses along with the work experience. Packages for the graduates generally depend upon the knowledge and industry norms.

BSc Economics jobs salary packages are:

Designation	Average Salary (INR)

Professor	INR 6.2LPA
Finance Consultant	INR 9.8LPA
Banker	INR 7LPA
Accountant	INR 5LPA
Audit Officer	INR 11LPA

Ba Economics jobs salary packages are:

Designation	Average Salary (INR)
Human Resource Manager	INR 6.26LPA
Research Analyst	INR 4.16LPA
Operations Team Leader	INR 5.14LPA
Executive Assistant	INR 4.37LPA
Operations Manager	INR 6.68LPA

Which is better: ba economics or bsc economics? </h2>

There is never just one right choice for anyone when it comes to deciding between BA Economics and BA (Hons.) Economics. The candidate must choose a path that is related to his or her desires and desires. The Bachelor of Science in Economics (BSc Economics) is a bachelor's degree programme in economics that focuses on mathematics and mathematical theory. It's about students who like to use mathematics to learn more about today's culture.

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Date: 01st July, 2021**Location:** Bangalore**TO WHOMSOEVER IT MAY CONCERN**Certificate of Internship Completion

This is to certify that **Riya Goyal** has successfully completed an internship with us in the domain of "**Digital Marketing - Content Marketing and SEO**" from **01st May 2021 to 01st July 2021** at **GetMyUni.com**

The work she did entailed the following key areas

1. **Content Marketing**
2. **Search Engine Optimization (SEO)**

This internship has enriched her with a better understanding of the demographics, behavior and preferences of our user base, and has helped us strengthen our core offerings.

She was exceptional at her work and she would be an asset to whichever company she works for. We wish her good luck and success in all her future endeavors.

For GetMyUni Education Services Pvt. Ltd.

Authorized Signatory



Mr. Gautam Kumar
Chief Operating Officer
GetMyUni.com
Email: gautam.kumar@getmyuni.com



Bangalore Address: 2nd Floor, #7, 6th Cross, Chikka Adugodi, Tavarekere Main Road, Brindavan
Nagar, Suddagunte Palya, Bengaluru, Karnataka 560029