A

PROJECT REPORT

ON

"My Summer Internship Experience with Skillarena"

Skillarena.

Submitted for partial fulfilment of requirement for the Summer Internship Report

Of

Masters of Business Administration

Of

Institute of Management

Nirma University

Session 2020-22

Supervision by	**Submitted by**
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Institute Of Management, Nirma University

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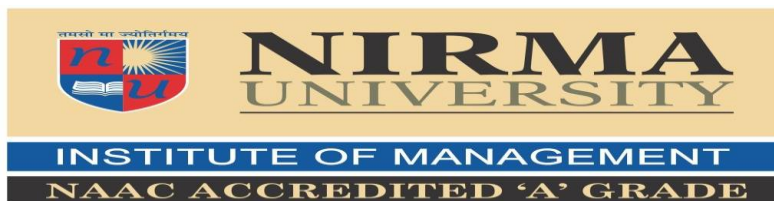
TITLE PAGE

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Company Name   : Skill Arena

Project Title   : My Summer Internship experience with Skillarena

Address   : New Delhi

Date of Report   : 12th July, 2021

Purpose of Report   : Summer Internship Programme Final Report

Prepared By   : Manish Shivam Tripathi

Submitted To   : Prof. Tejas Shah

DECLARATION

I hereby declare that the project report entitled "My **Summer Internship Experience with Skillarena**" submitted for the partial fulfilment for the summer internship program, is my original work and the project report has not been used for any purpose other than the purpose stated herein.

Manish Shivam Tripathi
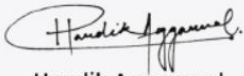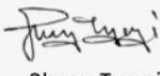
CERTIFICATE OF INTERNSHIP PROGRAMME

Signature:

Name of the Guide: Prof. Tejas Shah

ACKNOWLEDGEMENT

I express my sincere thanks to my project guide, Prof. Tejas Shah, Assistant professor, for guiding me right form the inception till the successful completion of the project. I also record my indebtedness to for his counsel and guidance during the preparation of this project report.

I wish to record my sincere thanks to my team leader at Skillarena Miss Prabhleen Kaur and Minhaj Ahmed for their help and cooperation throughout my internship period.

My thanks are due to my colleagues and classmates at Institute of management who helped me in proper formatting and data collection for this report.

Manish Shivam Tripathi

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Executive Summary

E-learning sector in India is growing at a rapid pace. The industry is currently in the growth phase and the recent pandemic and the increasing penetration of internet in India is helping it to grow more rapidly. The current demography in India and need of skilling is further helping this sector to grow. This sector through Unacademy and Byjus's is already producing Unicorns and have a huge potential for other new firms to grow further.

I got the opportunity to do my summer internship at one such start-up in this sector. Skillarena is an online e- learning platform providing certifications in multi-disciplinary learning courses in various fields. The Ed-tech start-up is incubated and supported by Bennett University and Times of India group. The platform also provides industry oriented live projects, industry mentorship and supports the student to get the internship in the respective domain. The company has a course architecture that is focused on imparting skills to the learner and helps him gain significant knowledge about the industry of respective domain.

During the course of my internship, I learned many new things and got valuable experience about the workings of the sales team. I was assigned multiple tasks during the course of my internship and each task helped me to validate my previous learnings and concept and gain new skill and experience.

Part A : Profile Of the Organisation

Part A: Profile of the Organization

❑ 1.1: About the Company
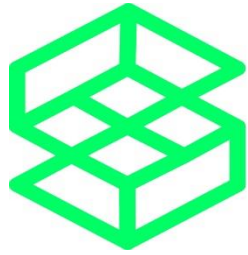
Skillarena is an online e- learning platform providing certifications in multi-disciplinary learning courses in various fields. The platform also provides industry oriented live projects, industry mentorship and supports the student to get the internship in the respective domain. The company has a course architecture that is focussed on imparting skills to the learner and helps him gain significant knowledge about the industry of respective domain. The course is also designed to be engaging and test them to make them fully industry ready. The company sole focus is to impart skills among the youth of the country and make them industry ready to provide India with the human capital that can compete with the rest of the world and deliver first rate performance. The company is from new E-learning educational services sector that is growing at the rapid pace due to increasing base of the internet subscribers in the country and the demand for the skilling and reskilling courses in the country owing to country's economic growth and open FDI policy which is bringing lot of investment in the country. The company is new start-up and is still in the introduction phase while the sector i.e., E-learning is in the growth phase and is expected to grow in the next decade. The company is employing marketing concept and product concept as the strategy to move forward where it wants to keep improving its product vis a vis other competitor but also market its product in the aggressive way to get some market share with respect to its competitors.

The company is the new start up from the incubation program from the Bennett University i.e., Bennett Hatchery in 2020. The company has added quality products in its portfolios with the industrial collaboration and experts and is growing at a rapid pace in the e-learning sector in India. The company is offering quality courses in the area of robotics, video editing, machine learning, artificial intelligence and many other areas. The main USP of the company's courses lies in the support the company is offering which includes live solution to the problem, interaction with the

expert, mentorship from the industry expert and internship support from the company by its ties up and collaboration with the other organisation.

> ### 1.1.1: Vision and mission of the company

Skillarena encompasses an array of online courses in multiple domains of education and knowledge. The courses are designed to provide the most relevant and market-specific knowledge to the learners. The Arena provides a seamless learning experience that makes the learner – skill ready. They not only deliver quality courses, but also deal in a wide variety of different learning internships as well as connecting youngsters with job-providing professionals in the industry. The mission is to revolutionize education by creating a virtual arena for all the young and bright minds of the nation who want to up-skill themselves through e-classroom learning.

> ### 1.1.2: Product and Offerings from the Company

The company offers courses in multiple areas of specialisation. The courses that company offers are the following-

a) Video Editing
b) Product Marketing
c) Ethical Hacking
d) Entrepreneurship
e) 3 D Designing
f) MUN Training
g) Robotics
h) PR and Media
i) Blockchain
j) Data Science
k) Deep Learning
l) Android App Development
m) Python Learning Program
n) LinkedIn Marketing

The learning program of the platform is divided into 3 parts

1. **Learning:** This part includes the online course with pre-recorded video lectures and study material along with live mentoring sessions with experts. The quizzes and assignments related to each module are part of this to test the ability of the student and the skill gained during the learning.

2. **Live Projects:** The course gives the on-hand exposure to the industry problems. It allows the student to test and apply their theoretical knowledge gained during the course practically as well, under the personal guidance of mentors throughout the live project.

3. **Internship Opportunities**: Skillarena also provides support to the students to find paid internship opportunities in the industry through its industry contacts and tie ups.

➢ **1.1.3: SWOT Analysis**

SWOT analysis of the organisation helps organisation to consolidate their strong points and improve upon their weakness. This analysis also acts as a tool for the organisation to take strategic decisions for the company

▪ **Strength**

- Skill arena course content and methodology
- Industry mentorship
- Internship opportunity in the industry
- Industry specific Live projects
- Live classes and interaction
- Young team and good leadership

▪ **Weakness**

- Self-funded
- New start up
- Lot of competitors
- Strong established players

- Recognition will take time

- **Opportunity**

  - E- Learning boom in India
  - Increasing interest towards certification courses for skills
  - Focus on skills than learning

- **Threat**

  - Lot of new players with similar courses
  - Lack of proper distinctions with others.

❑ 1.2: E- Learning Industry in India

The evolving business scenario in India is changing at a rapid pace and involves knowledge of the new emerging technologies. This has increased the skill gap of the workforce of the country and it needs constant upgradation of its skill to be in tune with the rest of the world. It has been observed that almost 40% of the workforce requires to gain new skills in the emerging technologies such as big data, cloud computing, machine learning, cyber security, artificial intelligence (AI), blockchain, and internet of things (IOT). Therefore, working professionals and freshers consider skill enhancement, upskilling and reskilling important for future professional development. These exact requirements are fulfilled by the e-learning platforms in India who designed their course to enhance and develop the skills. These platforms offer self-pacing courses with mentorship from industry leaders and flexibility to complete their course with the certification from them.

E-learning is a flexible online education system supported by the net that comprises web-based courses, e-learning (electronic learning), m-learning (mobile learning), and computer supported distance education. This type of learning system is carried in various ways, which include massive open online courses (MOOCs), online courses, hybrid or blended courses, and certification courses.
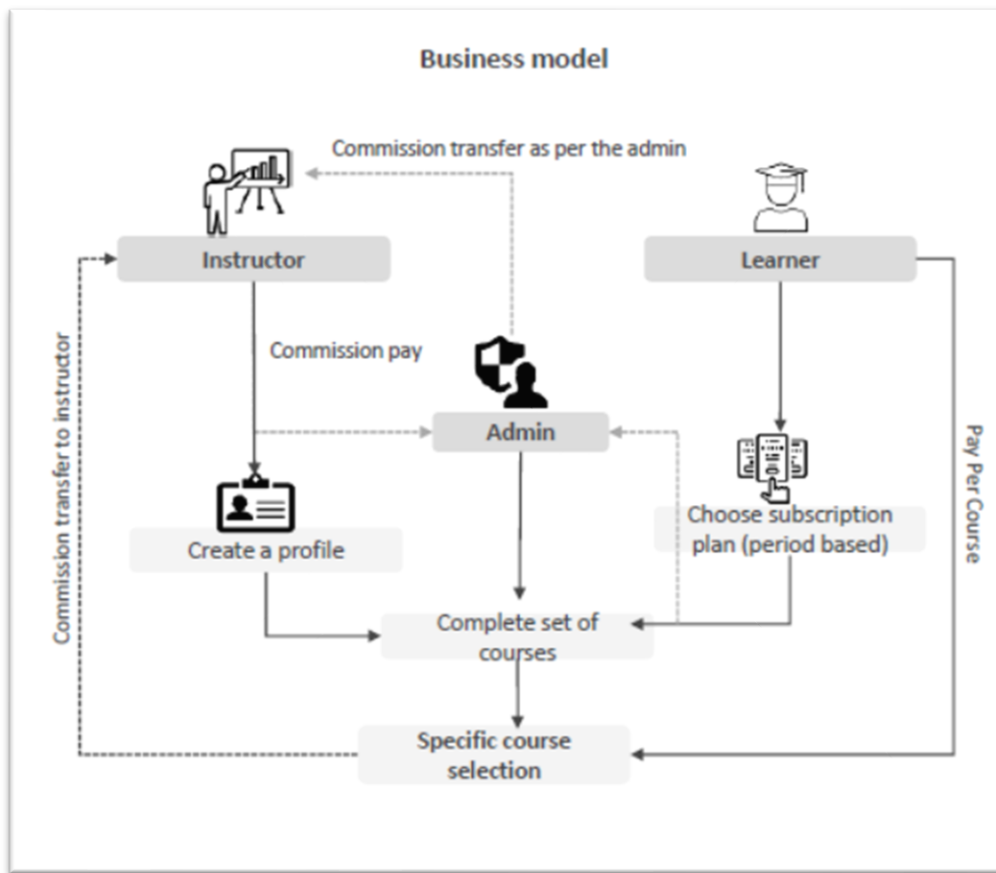
Figure 1: Business Model: E-Learning

There are three significant business models in the market –

a) **Consumer to Consumer (C2C): -** This model helps in directly connecting prospective teachers and students over a platform.

b) **Business to Business (B2B): -** This model involves the exchange of ideas and knowledge between two organizations, mostly when online platforms team up with companies for up-skilling, re-skilling and cross-skilling of their workforces.

c) **Business to consumer (B2C): -** This medium is the most dominant model in the E-learning market in India, where online learning platforms deliver their services to learners directly.
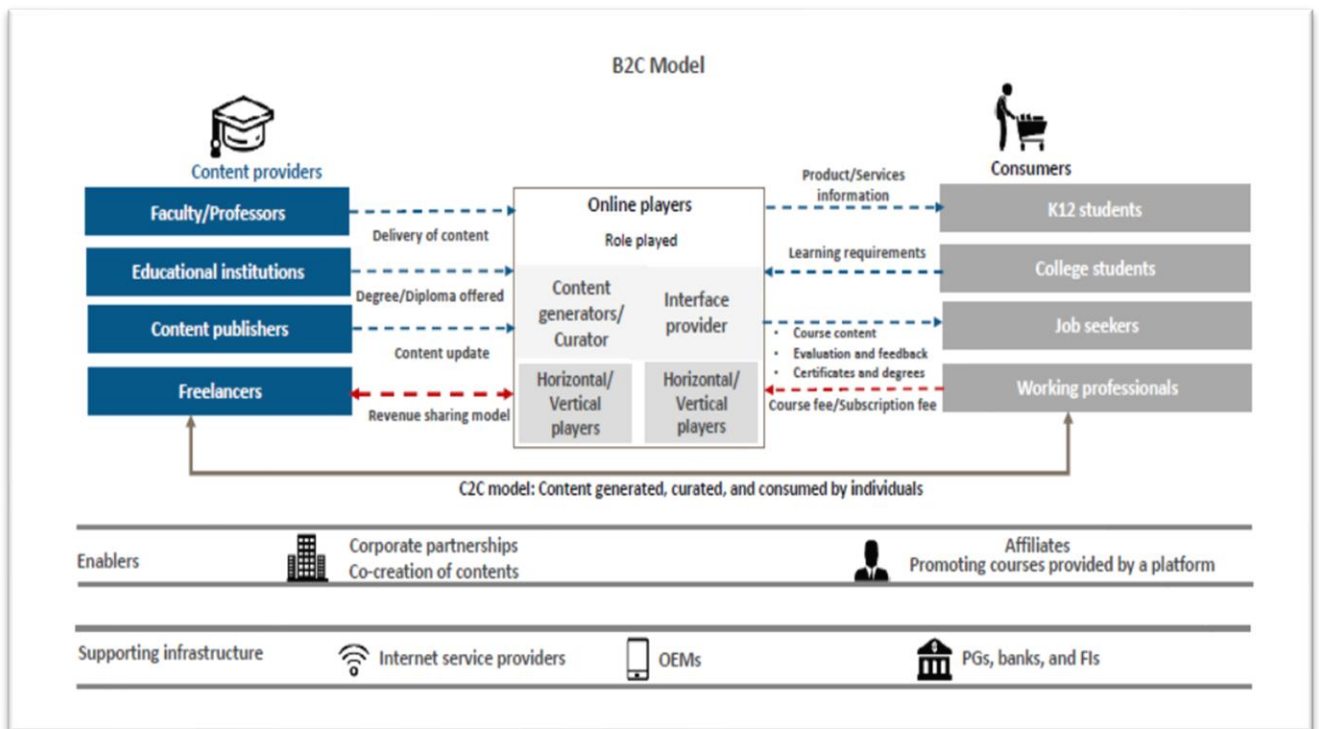
Figure 2: B2C Model in E-Learning

> ### 1.2.1: E-learning Industry Segmentation

The E- learning Market in India can be segmented in many ways according to the method of delivery, learning mode, function and end users.

a. Market Segment by Delivery mode

- ✓ Packaged Content: They include web-based courseware with widespread content pre-designed to cater to a large audience.
- ✓ Learning Management Software (LMS): They are software applications for the administration, documentation, delivery, tracking, and reporting of curriculum and testing content.
- ✓ Others: They include highly gamified collaborative learning applications that are designed for learning rather than entertainment.

Table 1: E- Learning Market In India By delivery Mode (US$ Billion)

Delivery Mode	2020	2021	2022	2023	2024	2025	2026	CAGR (%)
Packaged Content	5.13	6.30	7.52	9.01	10.85	13.11	15.94	20.80
LMS	1.94	2.48	3.09	3.85	4.82	6.07	7.67	25.70
Others	1.30	1.64	2.00	2.45	3.03	3.74	4.66	23.69
Total	8.38	10.42	12.61	15.31	18.69	22.92	28.27	22.48

b. **Market Segment by Learning mode**

✓ Self-paced: A courseware that can be rolled out to a large group of people across the world in a short span and can be accessed according to the learner's convenience and suitability.

✓ Instructor-led: A courseware whose content is limited both in terms of the number of people and roll-out speed and requires an instructor for content delivery.

Table 2: E-Learning Market in India by Learning mode ($ billion)

Learning Mode	2020	2021	2022	2023	2024	2025	2026	CAGR (%)
Self-Paced	4.34	5.55	6.90	8.60	10.76	13.52	17.06	25.63
Instructor-Paced	4.04	4.87	5.71	6.72	7.94	9.41	11.21	18.56

Total	8.38	10.42	12.61	15.31	18.69	22.92	28.27	22.48

c. Market Segment by Function

✓ Training: It involves the exchange of courseware, self-paced learning content, and instructor-driven hybrid learning material.

✓ Testing: It refers to pure-play testing and examination services conducted via online and digital platforms.

Table 3: E-Learning Market by Function India ($ Billion)

Function	2020	2021	2022	2023	2024	2025	2026	CAGR (%)
Training	6.15	7.60	9.15	11.04	13.39	16.31	19.99	21.70
Testing	2.22	2.81	3.46	4.27	5.30	6.61	8.28	24.29
Total	8.38	10.42	12.61	15.31	18.69	22.92	28.27	22.48

d. Market Segment by End Users

✓ K-12: Kindergarten to Class 12.

✓ Higher Education: Education at the level of universities or similar establishments.

✓ Corporates: Corporations around the globe that deploy language-learning solutions.

✓ Government: Federal and state programs and institutions designed to adopt or encourage e-learning.

✓ Vocational: Voluntary learners and immigrants, including refugees and job migrants

Table 4: E-Learning Market by End user in India ($ billion)

End User	2020	2021	2022	2023	2024	2025	2026	CAGR (%)
K-12	2.02	2.54	3.11	3.81	4.69	5.80	7.22	23.63
Higher Education	2.19	2.68	3.20	3.82	4.59	5.54	6.71	2.55
Corporate	2.64	3.37	4.18	5.19	6.48	8.13	10.25	25.34
Government	0.79	0.93	1.07	1.24	1.44	1.67	1.96	16.36
Vocational	0.74	0.89	1.06	1.25	1.49	1.78	2.14	19.45
Total	8.38	10.42	12.61	15.31	18.69	22.92	28.27	22.48

e. **Market segment by category**
   - ✓ <u>Primary and secondary supplemental education:</u> Online primary and secondary learning, available in forms of video sessions and online assignments, is a supplement to school learning for students.
   - ✓ <u>Test Preparation:</u> Test preparation refers to preparation modules, webinars, video lectures, notes on different subjects to help students to crack competitive examinations.
   - ✓ <u>Reskilling and certifications:</u> These include certifications to users to enhance their skills and help them to get industry ready. The certifications are designed in a way that helps the users to up-skill and re-skill themselves through the help of live projects, case-studies, assignments and industry mentorships.

- ✓ <u>Higher Education:</u> The online higher education courses are alternatives to traditional higher education courses where various renowned universities provide online degrees and diplomas.
- ✓ <u>Language and casual learning:</u> It include learning of any foreign or country languages along with non-academic courses such as music, cooking, crafts and indoor games

> **1.2.2: E-learning Market in India: Overview**

The education market in India, which was valued at more than $101 billion in 2019, is one of the most attractive open market worldwide. The country's market is considered to be second only to the US with some unique characteristics that signify high growth prospects like:

- India is blessed with a very favourable demography with more than half of the population in the working age group of 25-60 which needs up-skilling and re-skilling to cater to the growth of the economic opportunities in the country in the next decade.

- An estimated 325 million come under the age bracket of 6-16, wherein this segment gets formal education from the age of 5. The primary education in India is plagued by many challenges and hence presents lots of opportunities for this sector.

- The higher education sector in India is plagued by multiple challenges and presents lots of opportunity for the e- learning companies in India, the distance education comprises 30% of the total enrolment and these platforms can help the students.

- The internet penetration in the country is rising every year and the average speed is also growing with no of the broadband connections in India is growing. This presents a lot of opportunity for this sector.

- Convenience, flexibility, and diverse study materials have influenced the adoption of online education platforms in India
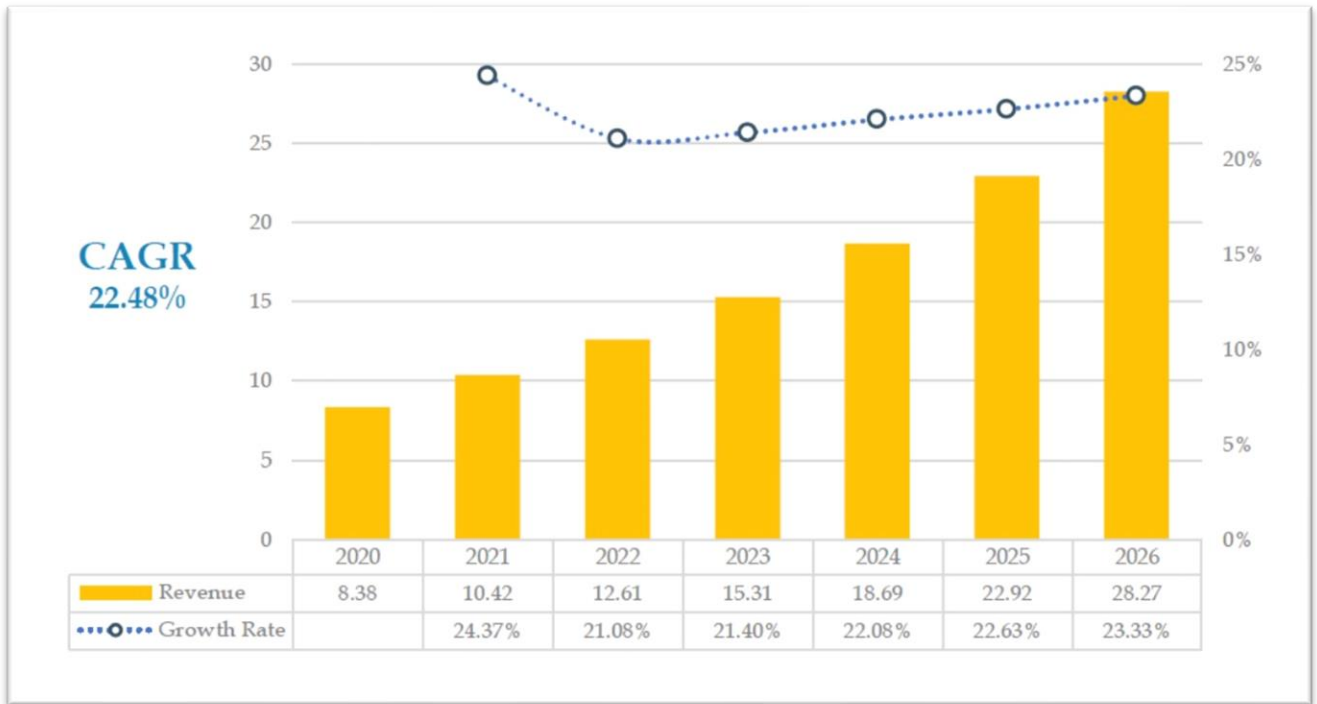
Figure 3: E-learning Market in India 2020-26 ($ billion)

> ### 1.2.3: Five Forces Analysis Of E-learning Industry in India

Pestel Five forces analysis are the Following-

- Bargaining Power of Suppliers: **LOW**
- Bargaining power of Buyers: **HIGH**
- Threat Of Rivalry: **HIGH**
- Threat of Substitutes: **MODERATE**
- Threat of New Entrants: **MODERATE**
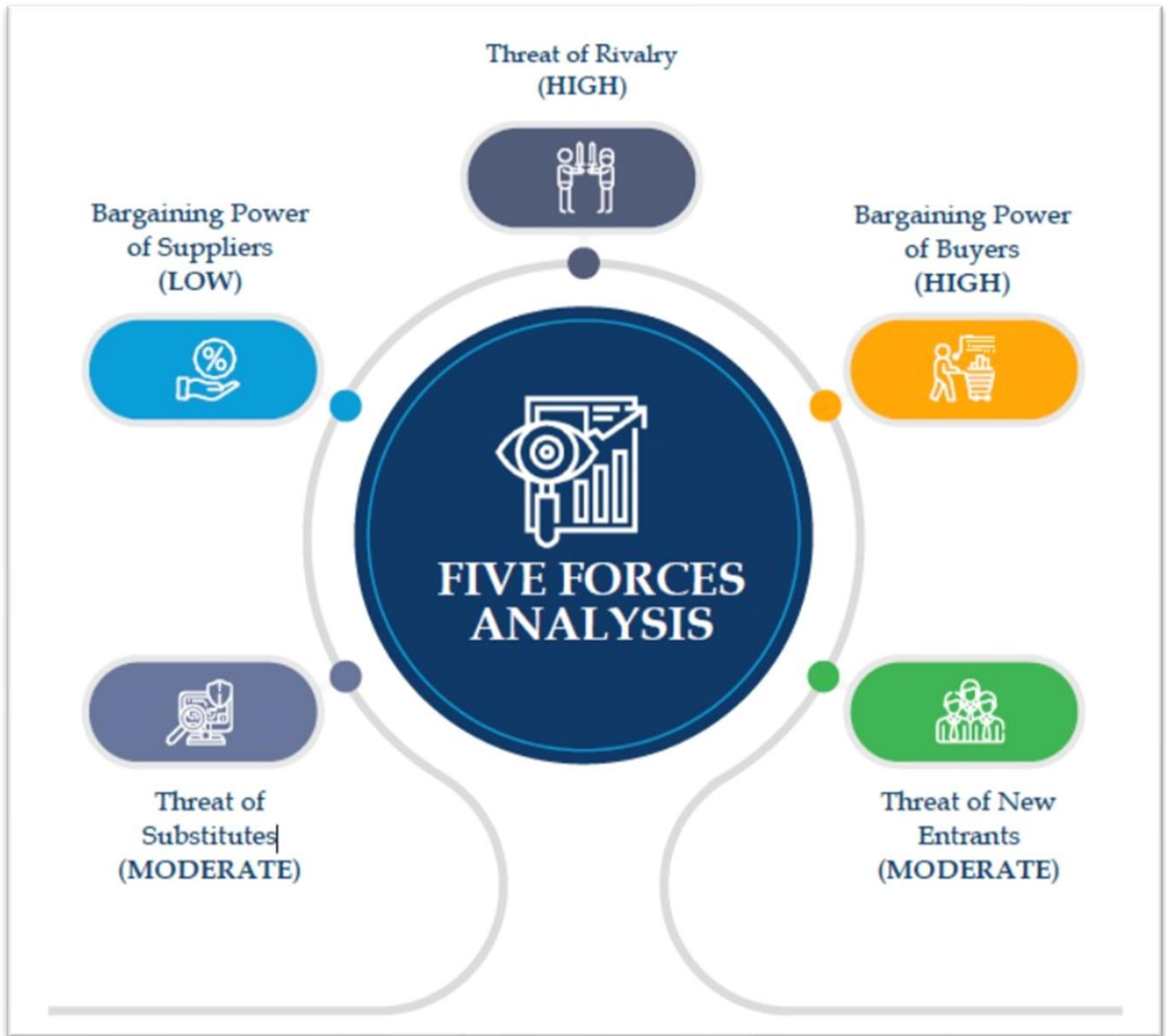
Figure 4: Five Forces Analysis of E-learning In India

Part B

Project Work

Part 2: Project Work

❏ 2.1: Introduction

Type Of Project: Experiential Learning Project

Project Title: My Summer Internship experience at Skillarena

Company Name: Skillarena

This project is an experiential based project and is a detailed description of the experience gained during the internship program. The project also includes the learnings, suggestions and observations from the perspective of the student during his summer internship programme.

During my working as a sales and marketing intern, I was able to learn a lot about the corporate workings and the process of sales, and marketing and its importance for the organisation. Every organization depends on its sales and marketing team to pitch their products to the customer and then convert it into sales to gain revenue. Without the proper marketing and sales team, the product may not be able to fully utilise its potential in the market.

➢ 2.1.1: Context of the Organization

I got the opportunity to do my internship at Skillarena which is an online e-learning platform providing certifications in multi-disciplinary learning courses in various fields. The Ed-tech startup is incubated and supported by Bennett University and Times of India group. The platform also provides industry oriented live projects, industry mentorship and supports the student to get the internship in the respective domain. The company has a course architecture that is focused on imparting skills to the learner and helps him gain significant knowledge about the industry of respective domain. The course is also designed to be engaging and test them to make them fully industry ready.

I was employed as a sales and marketing intern and my job was to generate as many leads as I can in my circle and then convert it into sales to generate revenues for the organization. I was there along with eight other interns and was led by a capable team leader who was then answerable to sales and

marketing manager of the organization. I was trained in the context of pitching and placing of the proper product to the customer and then generate sales from it.

a. <u>Work flow of the department, roles and Expected contribution</u>

My job description was sales and marketing intern. We had the team of 8 sales and marketing intern headed by the team leader. The team leader was under the instructions of sales and executive manager. Overall, we were working in the sales and marketing department of the company where the team also had the responsibility of customer interaction and problem solving. We were required to advertise the company's product though social media posts and generate leads on the page and convert them into clients. For the start, were told to target people from our own social circle. Later, the team leader also provided some leads for the potential customer to target. We were assigned the target of generating 4k value of sale per intern after which we had various additional incentive and had the chance to lead the team and earn more stipend. There were certain metrics according to which the performance was measured and graded to generate competition among all. The incentives were totally attached to the performance and the total revenue one can generate for the organization. The interns were allowed to give certain discounts to the customer to convince them to buy the product but that would also affect the revenue that they are generating. Thus, interns were incentivised to sell the product at the maximum price to the customer and offer minimum discount to the customer to make their revenue grow.

❑ 2.2: Methodology

➤ <u>2.2.1: Ethnographic Study</u>

The culture was open to interaction and one can freely ask anything from the team leader or the manager if required. There was a full flexibility in the way you want to pursue the customer and the only restriction was on not falsely pitch the product to the customer. The courses of the company were rich in content and customers were satisfied with the overall quality of the product and the support they were receiving. The team leader was of great help as she helped in solving all the queries and helped in understanding the course in a better way. The manager was also very open and always motivated us to achieve our targets. The team were connected and helped each other in their tasks.

The overall atmosphere was conducive to work and there was no pressure. There was also a lot of competition among all the interns to generate as much revenue as they can to progress further in the organization and lead the team. However, the competition was healthy and only contributed in the development and progress of the intern.

- ## 2.2.2 Maintenance of Journal/diary

  - Company Image from Inside

The company is a new start-up in e- learning sector which has a growth rate of around 28% CAGR in India. The penetration of internet and smartphones in India have given a massive boom to this sector. Many start-ups in this industry have become a billion-dollar entity like Unacademy and Biju's. In the future also, the growth potential of this industry is huge. According to one estimate, it is going to reach INR 621.82 billion in 2026 from the previous estimation of INR 143.03 billion in 2020. So, with proper strategy and product quality, the organization has the potential to become the next Unicorn. It is currently backed and supported by the times of India group and Bennett University and have tie-ups with around 20 reputed organization. So, the overall image of the company from inside is mostly positive.

  - Self-Image of employees

The company has a very young team who are confident in the work they are doing. They are confident of the company's work and have high hopes for the future. They are motivated in their work and enjoys the conversation on various issues. The number of permanent employees in the company is just 200 but the company has lot of interns. The company uses the young interns in variety of roles in which sales and marketing interns contribute a lot for the company. The interns rating for the company is positive as they get to learn a lot from the internship. The company take its intern seriously and gives them lot of work to contribute in a meaningful way for the company.

- <u>Employee satisfaction</u>

The employees are happy and are satisfied with the work they are doing due to them being young and working in an open environment. The suggestion and ideas are welcomed and each employee gets the flexibility to complete his work in his own way. The interns also get meaningful assignments to really contribute in the organization and are engaged constantly by the team and team leaders to know about the leads they generated and the sales they made during the period of the internship.

- <u>Effectiveness of instruments for motivating employee</u>

The company has financial incentive and offers promotions or enhancement of responsibility on completion of certain objectives and tasks. For the interns, the completion of target has the bonus attached to it and later commission on every additional deal. The interns were also offered free courses on the completion of the certain tasks and even have the job offer for very high performing intern. Overall, these instruments motivated interns to perform and achieve their targets. There is overall a healthy competition and these incentives help the employee to be always motivated and work in the right direction.

- <u>Power equations and hierarchy</u>

The hierarchy is there but it was not impediment to the open working culture of the organization. There was no conflict and everybody was free to interact with the senior manager if there is a requirement. As a tech start-up, it promotes conversation among the employees and management to get the maximum output from the employee.

- <u>Work culture – co-operation, creativity, openness, transparency, etc.</u>

The work culture was open and everybody was co-operative and ready to help the other person in times of need. The creativity of the person was appreciated and the employees enjoyed flexibility in their work. There was transparency about the courses and the employees were given study material to know the product in the better way to help them. The pricing was flexible and the candidates were given the chance to give certain discounts for the deal but that will also affect the

overall revenue that the intern is generating. The management constantly engaged the intern to get the maximum output from them.

- <u>Sources of Conflict</u>

The market in e- learning industry has become very competitive. There are many players and they have courses almost on the same pattern and topic. This creates threat for the future of the company and it needs to revise and upgrade their contents periodically to be ahead of the curve from the rest. There are already many players who are firmly established in this industry and it's not easy to compete with them as they have far more resources and also have a branding. The source of conflict inside the organization were not observed by me during my time as the intern.

- <u>Sources for opportunities for company</u>

The e-learning market was valued at INR 143.03 Bn in 2020 and is estimated to reach 621.82 Bn by 2025, expanding at a compound annual growth rate (CAGR) of approximately 28.09 % between 2021-2025 period. The increased penetration of internet across India and rising overall average speed of the connection is further contributing to the growth of the e- leaning platform in India. The easy access to quality education and cheap substitute to traditional education is also helping to drive growth in this sector. The evolving business scenario in India is changing at a rapid pace and involves knowledge of the new emerging technologies. This has increased the skill gap of the workforce of the country and it needs constant upgradation of its skill to be in tune with the rest of the world. It has been observed that almost 40% of the workforce requires to gain new skills in the emerging technologies such as big data, cloud computing, machine learning, cyber security, artificial intelligence (AI), blockchain, and internet of things (IOT). Therefore, working professionals and freshers consider skill enhancement, upskilling and reskilling important for future professional development.

- <u>Issues for future competition</u>

The competition in the future is tough as there are many new players that are emerging but there is immense growth in the sector and also space for the company to remain competitive and grow further

with a good strategy for the future. They need to constantly add new content and introduce new courses with better industry tie-ups, interaction and engagement.

❑ 2.3: Observations

➤ 2.3.1: About Organizational Training

The organization gave training through the series of lectures for 3 days. They also gave graphics and study materials to properly know about the content of the course. They also discussed about the ways through which one can pitch the product to the customer. The content included various real audio recordings and call script to make us aware about the sale process. The organization also told us to generate leads for the product through the use of the social media which included FB marketing, Instagram marketing etc. The marketing involved the use of the hashtags to increase the visibility of the post and hence generate more leads. They also taught to use tools like e- mail and innovative WhatsApp forwards message to reach to the customer. Apart from this, they also trained us to answer all the queries of the customer patiently and intelligently and solve their problem if any in the delivery of the course. The training provided was of good quality and helped during the duration of the internship. The training gave brief description of all the courses so that we don't encounter much problem to convince the customer about the product.

➤ 2.3.2About Self- learning

The internship was a huge learning experience and taught me about the specifics that should be kept in mind while pitching any product to the potential customer. It allows you to see and analyze the exact mentality of customer while buying the product. The customers are often confused and looks for the product that is reliable and have the name in the industry but they also look towards the whole package that they are getting with the product. They want to feel valued after buying the product and any mistake in this area can result in the messy situation for the seller. It allowed me to first time experience the sales call from the sales person point of view.

This also gave me the opportunity to utilize my skills in the digital marketing to proper use. In the last semester, I have the course social media and business in my elective and that helped me a lot in creating leads for the ad-campaign that I ran for this purpose. Thus, my academic skills were put into the proper use in this internship.

I also learned to interact and convince the customer that they need the product to enhance their skill and increase their job prospect. I also learned to properly listen and solve customer problem as soon as possible to improve their satisfaction level with the product.

➢ 2.3.3: Trends/Patterns

- The demand for these platforms is huge and the courses in topics like blockchain, cryptocurrency, Machine learning, AI, Big data are most popular.
- The pandemic led to boom in this industry and now they are essential part to further own career.
- There are more than 4450 e- learning companies in India and therefore the competition is very tough.
- These platforms are contributing the lot in the India's growth story by skilling the young workforce of India at a high standard.

❑ 2.4: Conclusion

For the summer internship, I got the opportunity to work in the new start up Skillarena which is an online e- learning platform providing certification in multi-disciplinary learning courses in various fields. The got the profile of marketing and sales intern and got assigned to the team that contained around 8 interns. To lead us, there was a team leader who then reported to the sales and executive manager responsible for our team. The team first got acquainted with each other and then started training together for the assignment ahead. The assignment included targeting of the customer through leads generated through the use of social media sites and apps. The targeting included mails,

calls and WhatsApp messages and graphics about courses to convince the customer of the benefits of the course and the overall package the student will get through the product.

The 4G revolution with the no of devices brought internet penetration in India to a record level. The overall average speed increased to around 5 mb/s and video streaming became easier. This brought the e-learning revolution in India with many national and international platforms coming in India to take advantage of it. The pandemic brought further disruption and boom to these e- learning platforms. There are around more than 4450 e- learning companies in India.

Skill arena to its credit is not only providing the course but also giving proper mentorship from the persons of the industry, real life industrial live projects and internship support too. The internship helped me a lot to gain valuable insights into the marketing and sales process of the company. The opportunity helped me to understand the consumer behaviour during the buying process and taught me a lot about customer mentality.

Part -C

Learnings

Part C: Learnings

❑ 3.1: Learnings from the First year

The first-year course helped me a lot in my internship programme. There were various things that I recalled during my training and internship period which helped me to develop my own perspective in the organization. The concepts of Marketing strategy, product life cycle helped me to analyse the things in a better way. The skills I got from the course of social, media and business and marketing simulation helped me to generate leads in my social cycle and thus make valuable sale for the organization. The concepts of variable pay from human resource management course helped me to understand the concept of incentive and performance-based pay in a better way. The performance appraisal and its various metrics that I learned in my human resource management class helped me to understand the pay structure of the sales team. The commission from every sale generated was understood better through my learnings in my first year. My organizational behaviour class helped me to understand the concept of motivation during the job and assignment and the concept of leadership. I learned that the proper leadership is central piece to any organisational success.

❑ 3.2: New Knowledge, tools, techniques and skill

During the course of my internship, I learned and understood the marketing concepts in the better way. The company provided me certain study material which contained detailed description about the various courses that the company offers. The material also contained the details about the support that the company offers to its customer during the duration of the course. It was needed to properly study all the material to have in depth knowledge about the course structure and the support that the company will. This was required as it was strictly prohibited to include any incorrect information during the pitch of the company's product to the customers. Thus, I learned the way E-learning courses work and how company pitch their product to the customer. I learned in some extent the need of the customer and the expectations that the customer has during the purchase. The smooth delivery of the product to the customer helps in customer satisfaction and opens potential for the company.

During the calls I made to the customer, I was required to prepare proper call script with all the details of the course to properly pitch the product without any incorrect information. The call script helped to prepare myself in a better way to deal with the customer and add to customer satisfaction. I also

prepared my own material to advertise the products of the company on my social media and social groups to further simplify the product to customer.

I was the point of contact for our client and any problem faced by the customer regarding the course was looked up by me and this helped to gain experience in terms of customer interaction and satisfaction. I was required to solve any query of the customer and give them nice experience in terms of customer engagement.

For the future, I would like to engage in jobs which gives me the opportunity to be near the customer to properly analyse the demand of the customer and worked towards the proper customer satisfaction.