

Summer Internship Project Report

On

Perspective of Customers on Learning Management System

By

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Roll No.: 2018BBA037



*Under the Supervision of
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(Submitted in partial fulfillment of the requirements for BBA degree)

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INDUSTRY CERTIFICATE

DECLARATION

I hereby declare that the project work entitled “Perspective of Customer on Learning Management System” submitted to JK Lakshmipat University, Jaipur is recorded of an original work done by me. This project work is submitted in partial fulfilment of requirements for award of degree of BBA. It is not produced or published anywhere else for award or any degree.

Teesha Jain

2018BBA037

CERTIFICATE

It is certified that the Summer Internship Report titled 'Perspective of Customer on Learning Management System' submitted by Teesha Jain is an original piece of research work carried out by the candidate under my supervision.

Dr. Punam Mishra
(Faculty Guide)

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1.Industry and Company Overview

1.1 Industry Overview

1.1.1 What is Learning Management systems?

A learning management system is a software application for the administration, documentation, tracking, reporting, automation and delivery of educational courses, training programs, or learning and development programs.

1.1.2 Evaluation of Learning management system

The following is the pictorial representation of how the LMS we use today is evolved from 1906

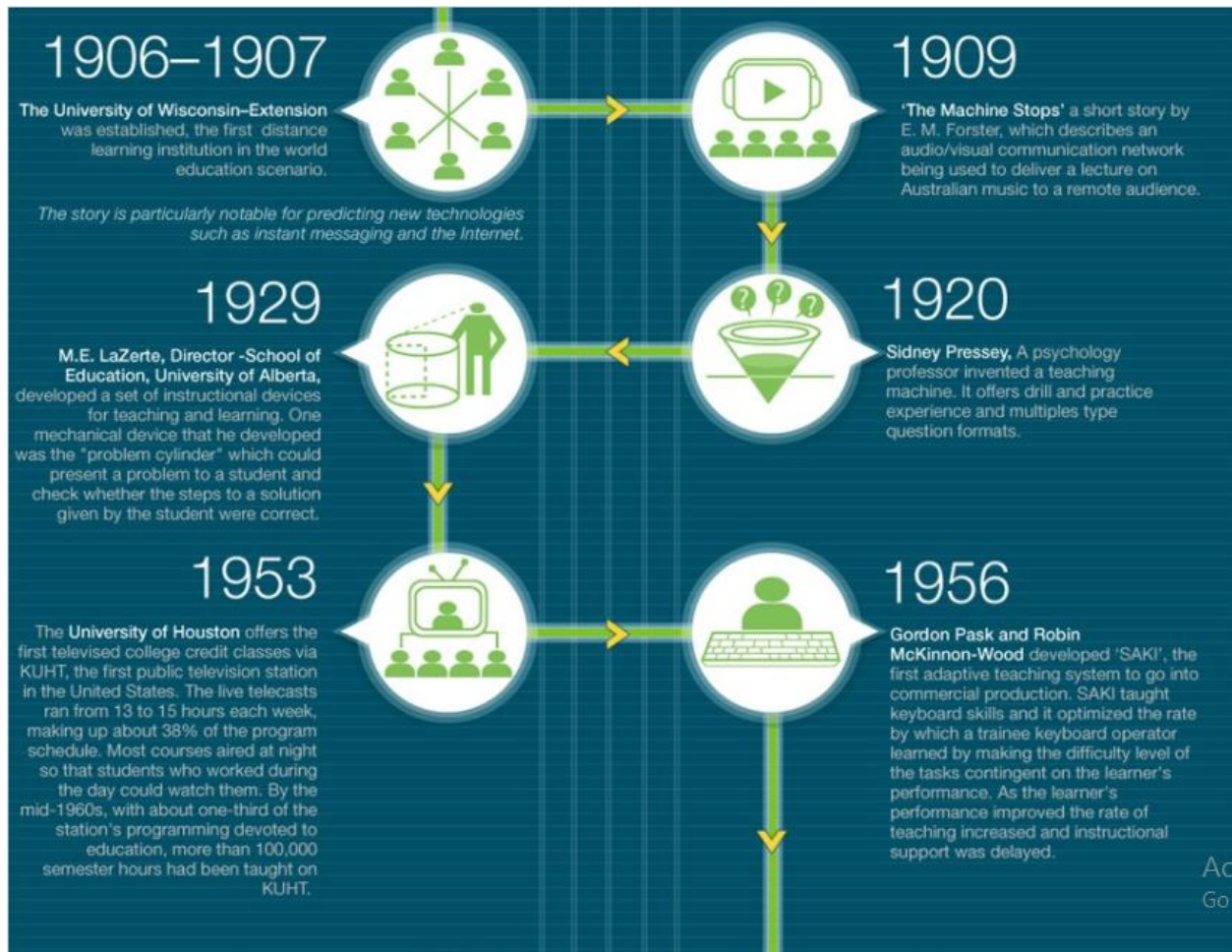


Figure 1 The first 50 years of LMS

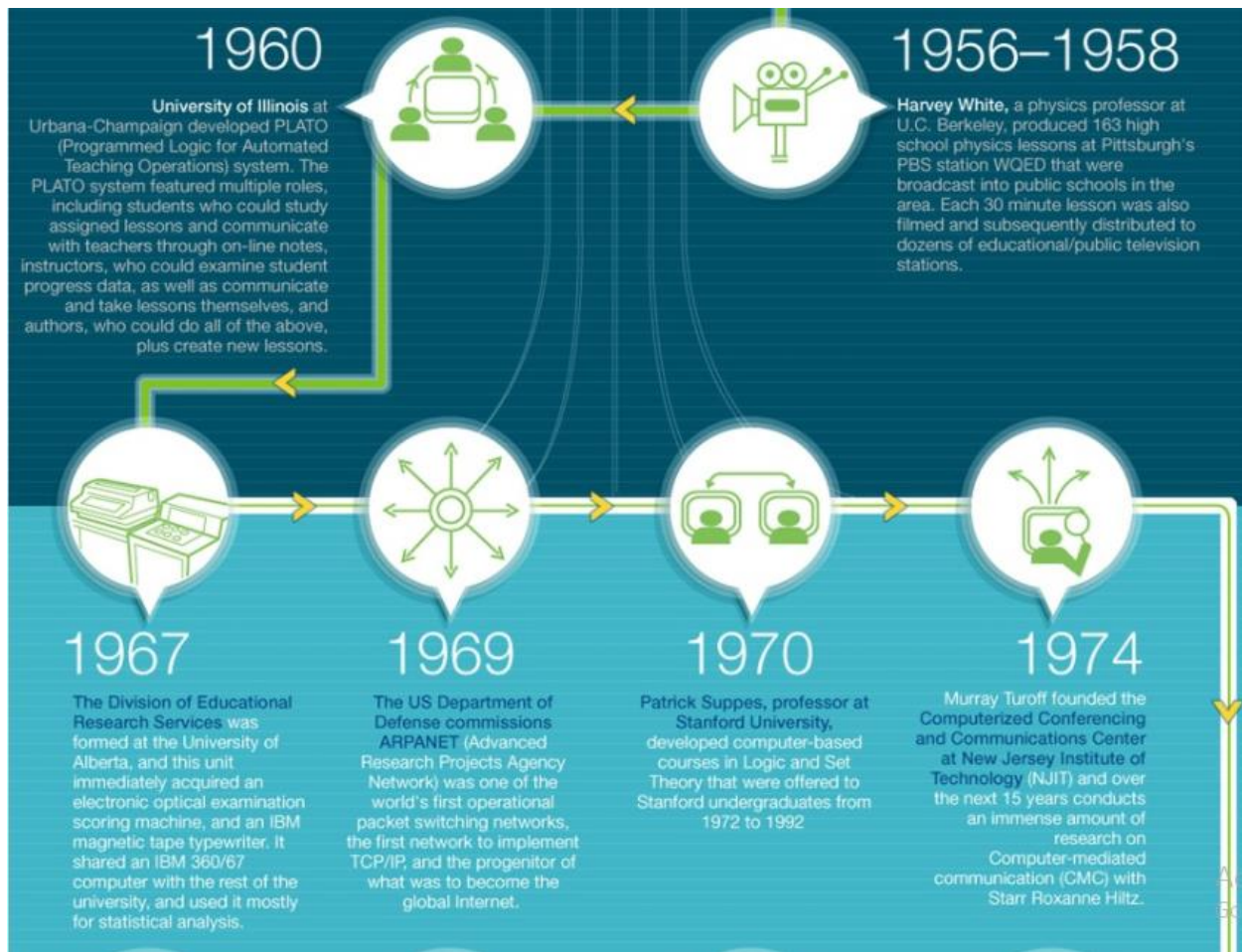


Figure 2 The next phase of LMS (1960-1974)

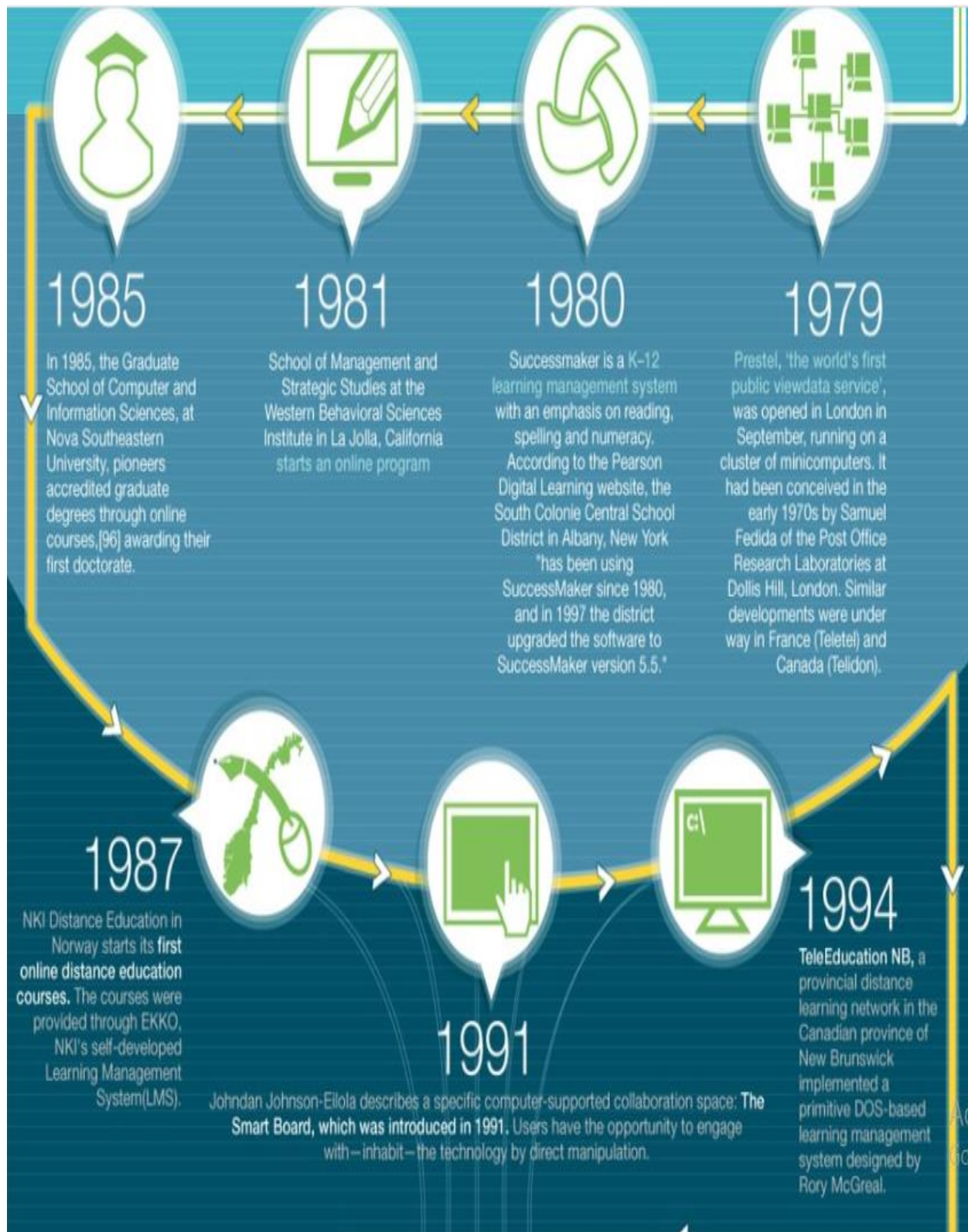


Figure 3 1980s and 1990s of LMS

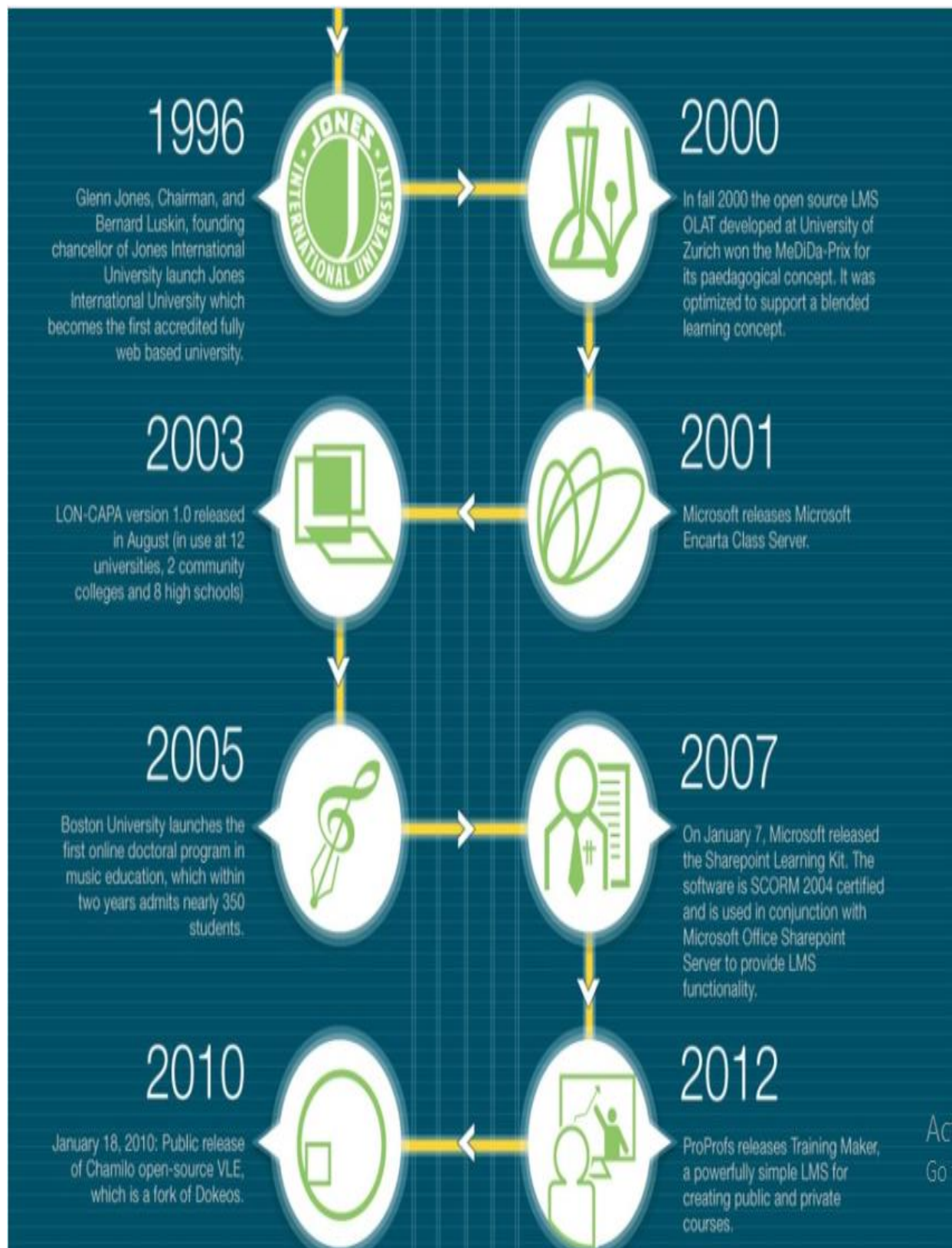


Figure 4 The 2000s of LMS

1.1.3 Factors Impacting LMS market

- Growth in Adoption of e-Learning Platform

Increase in demand for web-based learning platform among academic's institutes including schools and universities are expected to favor market growth during the forecast period.

- Surge in Demand for Bring Your Own Device (BYOD)

With surge in adoption of digital technology and increased preference of BYOD, enterprises are focused on implementing LMS over smart phones for integrated employees training.

- Increase in Inclination Toward Cloud Deployment Model

The cloud-based deployment model does not involve capital cost and is low on maintenance requirements. Hence, it is most preferred by various enterprises including SMEs and large enterprises.

- Lack of IT Infrastructure in The Underdeveloped Nations

Countries in Latin America, the Middle East, and Africa are not yet technologically advanced hubs with rich IT infrastructure and digital content, which in turn is expected to hinder the global market soon.

- Growth in Internet of Things (IoT)

The learning management system (LMS) market is expected to witness market development in the coming years, due to increase in expenditure on IoT technology by several governments in regions such as North America, Europe, and Asia-Pacific.

1.1.4 Types of product in LMS

#1: Enterprise vs. Individual

Enterprise grade learning solution

At the highest level, an enterprise learning solution is generally customized for a large company of 500 or more employees.

It's highly scalable and can be designed to grow with the company and as new courses are added. Oftentimes, an enterprise LMS has a huge list of built-in features to fulfill any needs that may be required.

Individual LMS

An individual or small organizational LMS may offer few or all the features available but limits them to what an individual course producer may need.

However, this can serve the small organization or individual person to produce various learning materials.

Often LMS providers offer different subscription plans to fulfill different needs, so a small organization can utilize the LMS for its needs, and for an appropriate price.

#2: Free vs. Commercial

Free LMS

There are also dozens of free, open-source eLearning products for individuals to build courses for their learners. Anyone who has knowledge can deploy it and create a course that can be accessed via an e-learning environment.

Many free LMS also offer advanced levels and a big list of available features. The main problem of a free LMS is that they don't have the level of support that some users are accustomed to.

You need to know how to deploy it or hire a specialist for that. Platform updates will require your attention and time, and do not always go smoothly.

Commercial

A commercial product is designed to be used by any organization, a college or university, or another educational primary organization.

It's generally easy to deploy and it has 24/7 support. It also comes with a price tag depending on the level of required features.

Mostly commercial platforms need frequent updating, but they also provide an increasing list of available features, so you always will be using the most modern hi-tech e-learning solution.

#3: SaaS vs. Licensed Product

SaaS LMS

Perhaps the most popular model for an LMS, is the service as a software (SaaS) model.

It's a ready-out-of-the-box solution that's easy to deploy. Usually its Cloud-based and includes frequent free upgrades.

While it can be somewhat limited in customization, a SaaS LMS is perfect for the organization that's growing because it's scalable over time.

Technical support is generally included for the entire use period.

Licensed Product

A licensed learning management system can offer the ultimate in customization, customer support, and reliability for users.

It is more flexible and built to each customer's specifications, which may take some time. It can be installed on a cloud server or on-premise.

Implementation can happen when the organization chooses, but updates may take more time.

The largest cost is the user license; however, licensed products win in a long distance, especially if they are implemented as a cloud-based solution. This makes the cost of ownership and cost per user significantly lower as compared to SaaS solutions. Support can be limited by time or included as a premium paid add-on.

#4: Cloud-based vs. On-premise

Cloud-based LMS

A cloud based LMS is hosted on a secure off-site server and allows users to access the product using a variety of computers and mobile devices, even offline using an app.

It can include many of the most popular features that learners expect.

A cloud based LMS is much more scalable as compared to an installed version.

On-premise LMS

Built as a stand-alone product, the on-premise LMS is a licensed product built and installed to the organization's specifications on the server of their choice.

It can be limiting; on a big scale you must use several servers.

A cloud-based installation can be more cost-effective in some cases.

On-premise installation maintains user and corporate data on a highly secure basis.

#5: *Integrated*

Modern LMS takes into consideration the existing software and systems that the organization has in place, then blends in with them for a seamless user experience.

Integration involves connecting the LMS with other compatible products to enhance the learner experience.

Of course, the organization may choose to keep the learning management system separate from all other systems and products.

However, this disables some of the opportunities that this integration can involve.

#6: *Built-in Authoring Tools or Pre-Written CMS*

Built-in Authoring Tools

Most modern LMS includes content authoring tools or supports The Experience API/xAPI (or SCORM) standard and allows developers to upload already created courses and lessons from authoring tools or LCMS/CMS.

In general, courseware developers prefer having access to built-in authoring tools that enable full course creation and revisions.

In most cases, even pre-authored content can be included and new modules, exercises, learning documents, assessments, and more can be integrated.

Pre-Written CMS

Often confused with LMS, a content management system (CMS) is a different product.

However, a CMS can be used to house some learning materials and project documentation.

It can also be a good place for L&D teams to work out course design well ahead of the roll out of real courses.

However, it is no substitute for an LMS. Pre-written course lessons can be developed here and imported into the LMS later.

1.1.5 Learning Management System (LMS) Market Overview:

Learning Management System (LMS) Market was valued at \$4,396 million in 2016, and is estimated to reach \$15,391 million by 2023, growing at a CAGR of 20.0% from 2017 to 2023. LMS including cloud and on-premise deployment models, is offered by prominent LMS solution providers, such as Litmos Limited, Oracle Corporation, Paradiso Solutions, Saba Software, Inc., and others, to enhance learning management solutions among the users. The global LMS market is expected to witness significant growth, due to the rise in ICT expenditure by governments of various developed and the developing regions, including North America, Europe, and Asia-Pacific.

The Asia-Pacific LMS market is expected to register the highest CAGR soon, as countries such as China, India, Japan, and Australia offer lucrative opportunities for market players. Global vendors are investing high capital in the market to improve the overall LMS solution offering to ensure low-cost and optimized employee training modules and solutions. Moreover, increase in

demand for low cost cloud deployment and surge in bring your own devices (BYOD) are key drivers of the European LMS market.

1.1.6 Some of the top LMS companies

G-Cube Solutions –It is an eLearning company with quite a bit of experience in the LMS industry. They are into eLearning content and technology and they offer services like custom eLearning content, instructional design and consultancy. The company also offers some solutions like Wizdom Web LMS, and Wizdom Room VCR.

Zeus Learning –The company based out of Mumbai is into corporate training, content and courseware development, application development and custom LMS and CMS development. They also offer flash application programming, animation and art design, application and content porting and programming mobile devices.

Shezartech –The company provides eLearning solutions to its clients with specialty in game-based learning, web-based learning and mobile learning. They create interactive and engaging solutions, which help organizations achieve key business objectives.

vStacks Infotech –The company has been in the eLearning and LMS landscape for a pretty long time now. The experience helps the company create and design interactive and engaging end to end LMS solutions for corporates of all sizes. The software not just ranks high on the user experience factor, but is also high on the functionality front

1.2 Company Overview

1.2.1 About Campusknot

Campusknot was created to connect two students in a classroom without needing to exchange phone numbers or personal information. Giving students and professor a centralized relatable platform where learning can occur. Present-day students have shorter attention spans and exchange information very differently, and the high costs, complexity, and lack of engagement in current technology have made this difficult to adapt to in an academic setting. We want to change that.

1.2.2 Features of Campusknot

1. Groups

You can make different subject and non-subject groups and add people accordingly in the group. You can share the different videos, notes and other material within the groups made.

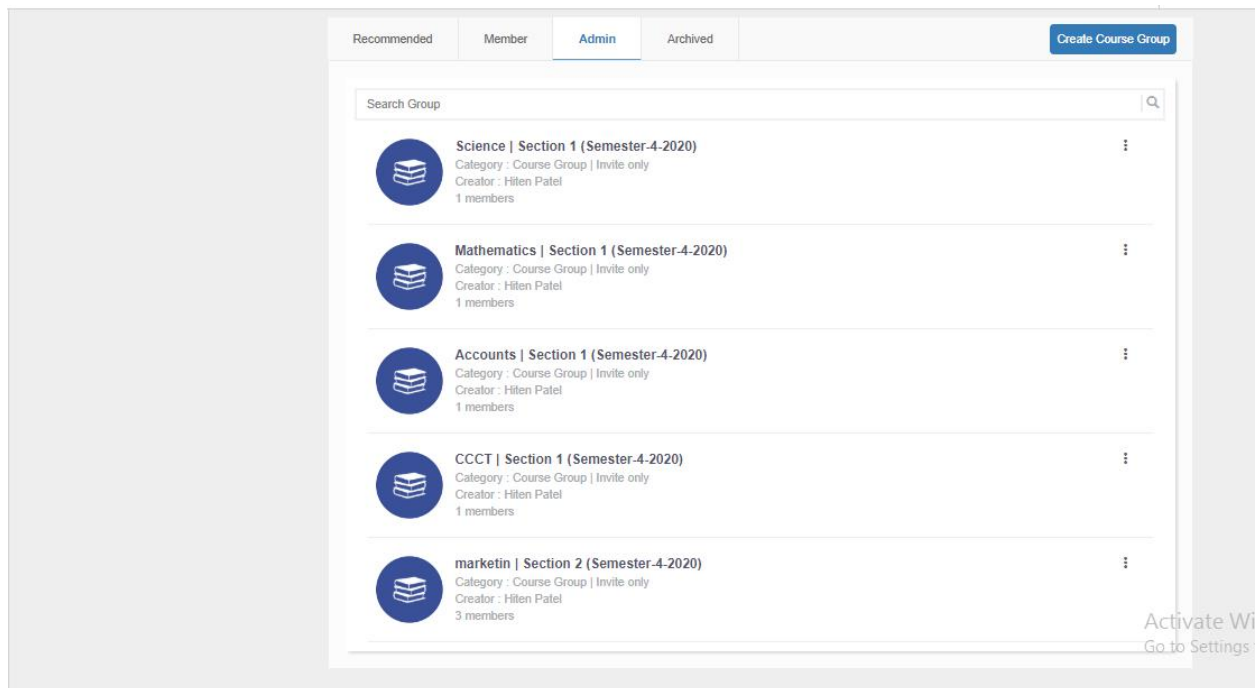


Figure 5 Group feature of Campusknot

2. Planner

This feature helps you to plan all your activities and check the overlaps. You can use this feature for assignment, quizzes and lecture planning.

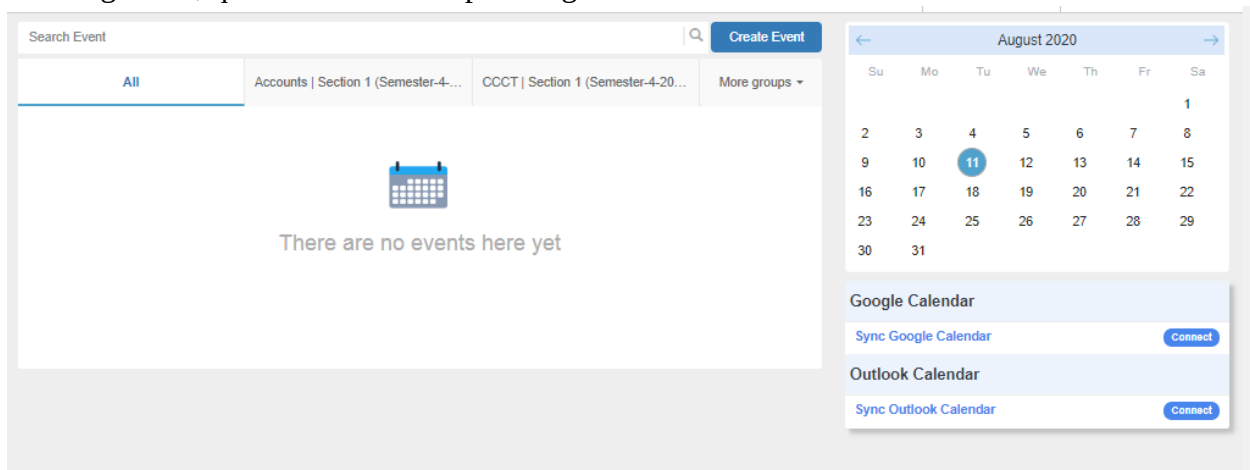


Figure 6 Planner feature of Campusknot

3. Polls

You can launch various polls related to classes with the help of this app.

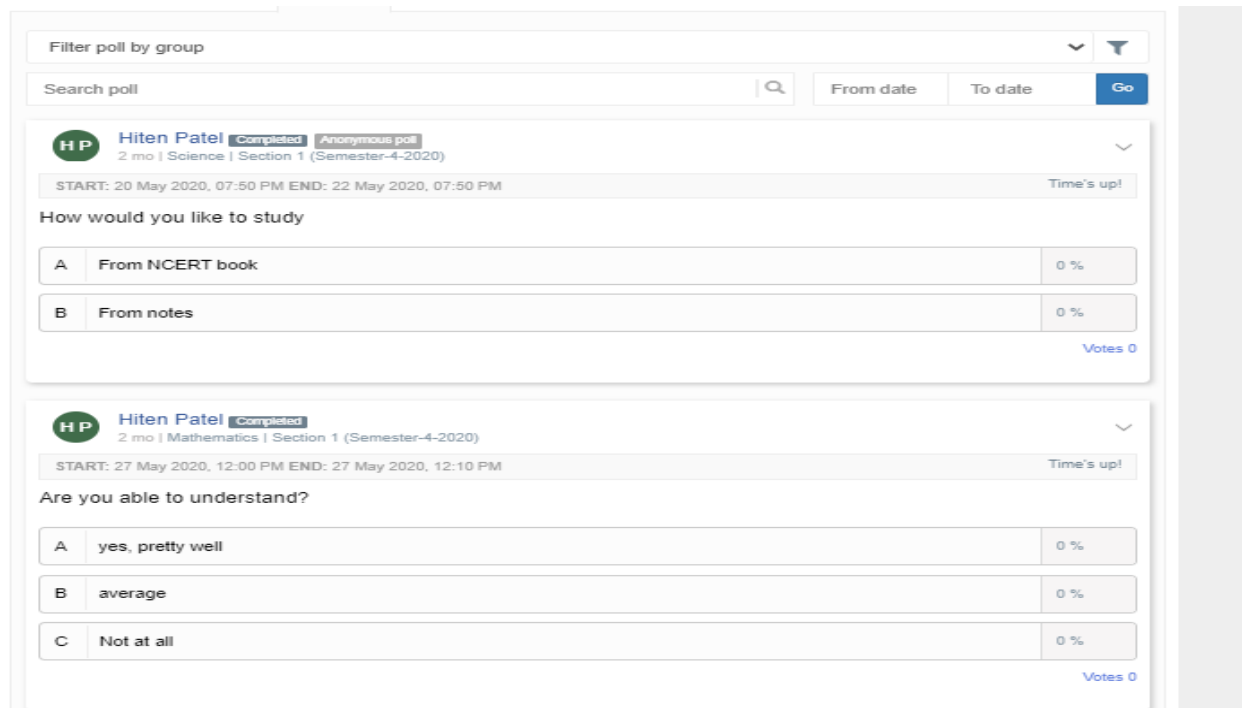


Figure 7 Poll feature of Campusknot

4. Quizzes and assignment

In this app you can take quizzes and upload assignment under one software for each subject.

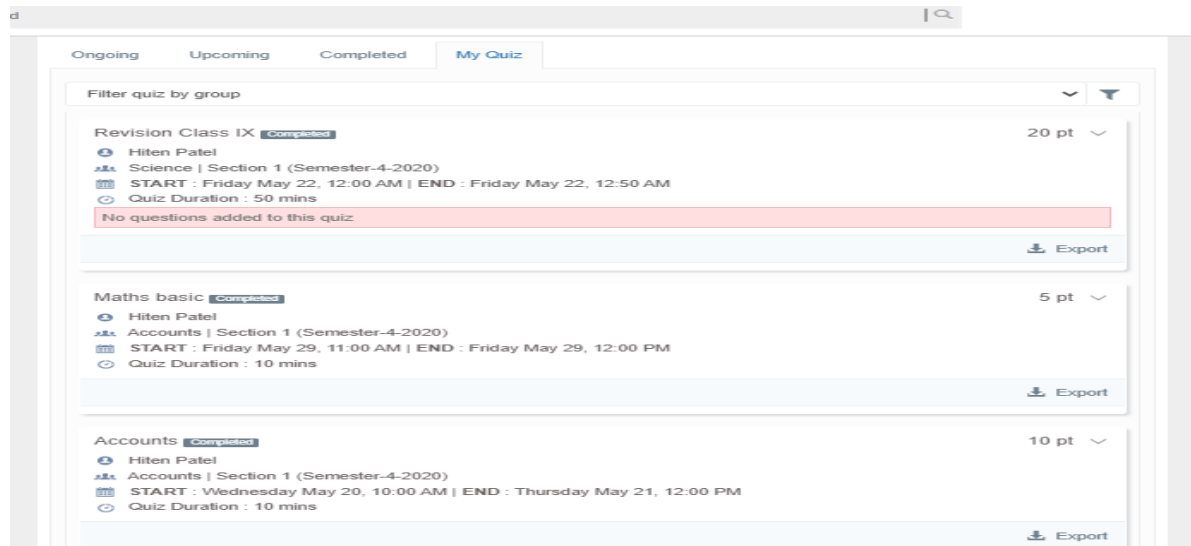


Figure 8 Quizzes feature of Campusknot

In short, all the features required by an educational institution in an LMS software is present in Campusknot and it is a complete package. As shown in the picture below.

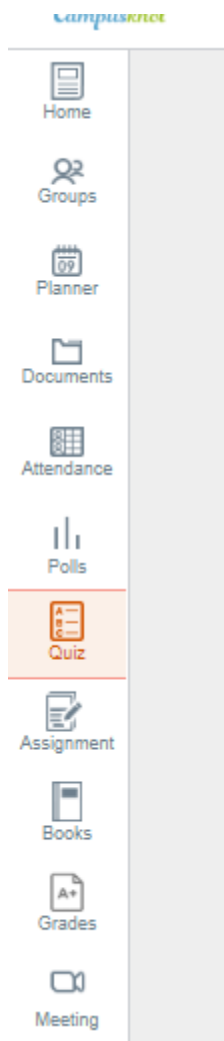


Figure 9 Available Features of Campusknot

2 Objectives

- To know market potential of India for Learning Management System
- To know which are the most needed features for customers in the software.

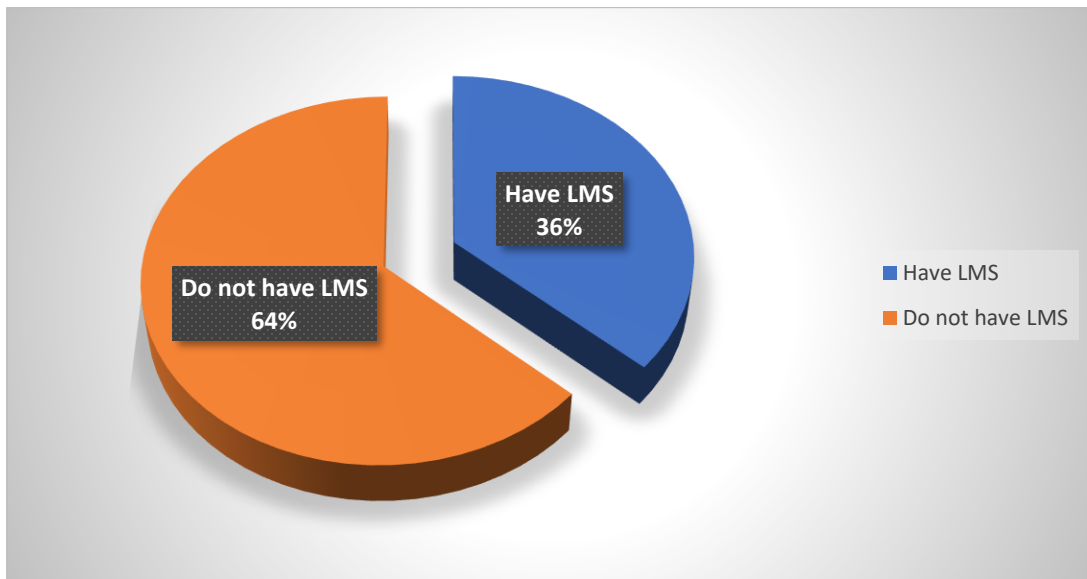
3 Methodology

- **Type of Study:** Descriptive Study
- **Unit of Study:** Employees of Different Coaching Institute and Colleges
- **Tools Used for Analysis:** Percentage Analysis
- **Source of Data Collection:** Primary Data
- **Sample Size:** 200 Respondents

4 Analysis and Interpretation

Q1 Do you have a LMs in your college/coaching institute?

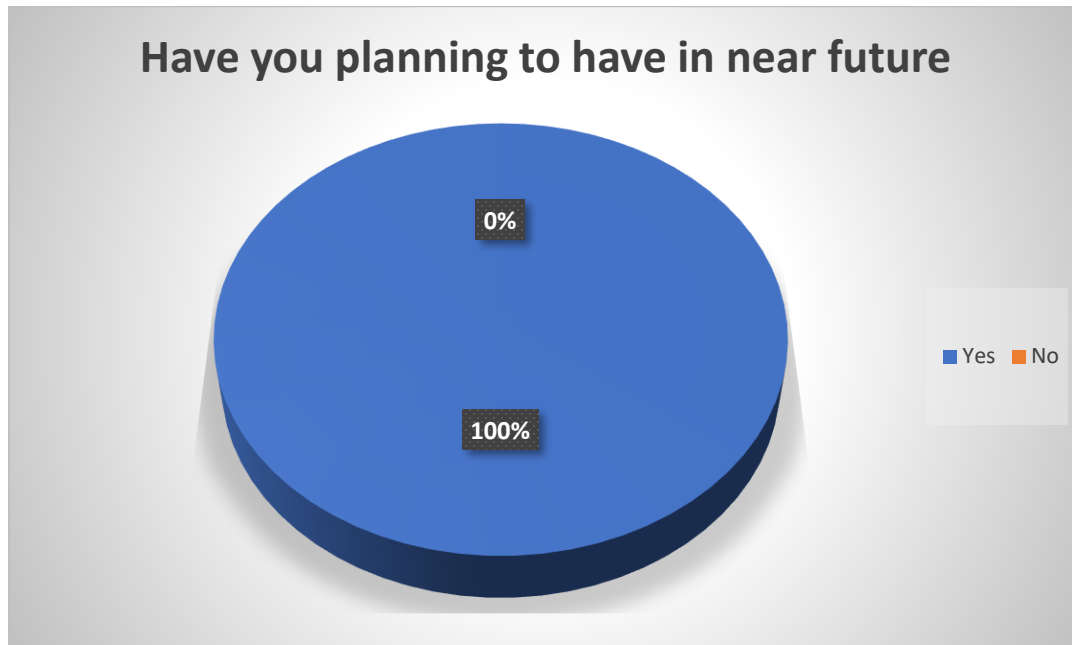
	<i>Absolute</i>	<i>Percentage</i>
<i>Have LMS</i>	73	36.5%
<i>Do not have LMS</i>	127	64%
<i>Total</i>	200	100%



Out of 200 respondents whom I have taken for my survey 64% i.e. 127 respondents do not have LMS software and 36% i.e. 73 have LMS installed. It means that this industry has huge uncovered market.

Q2 If no, are you planning to install it in near future?

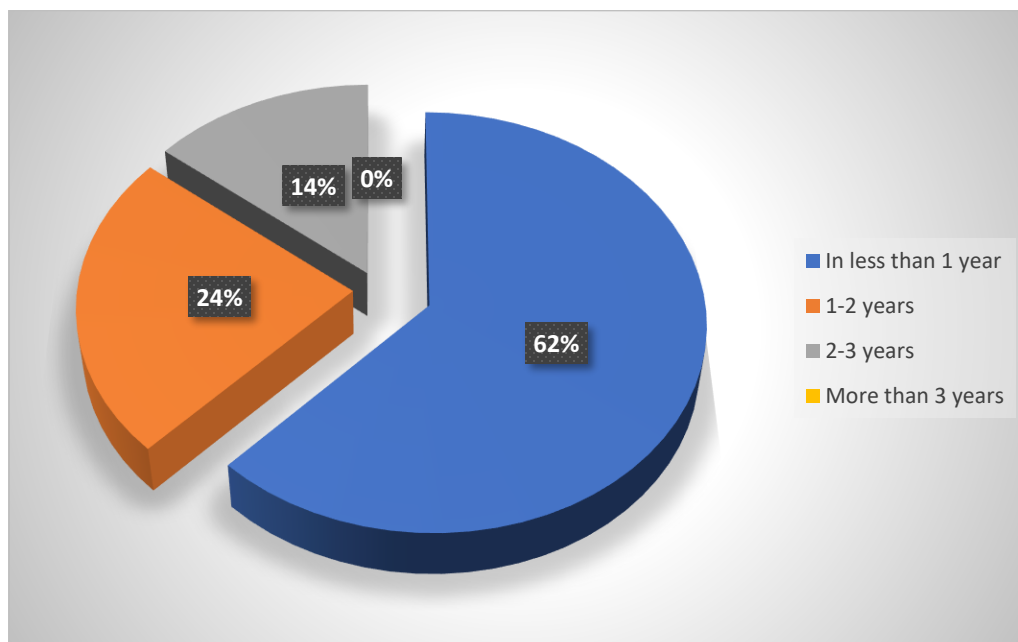
<i>Have you planning to have in near future</i>	<i>Percentage</i>	
Yes	127	100%
No	0	0%
Total	127	100%



Out of 127 respondents that do not have an LMS system, all are planning to install it in near future. That means any company can easily earn huge profit.

Q3 In how any years do you planning to have it.

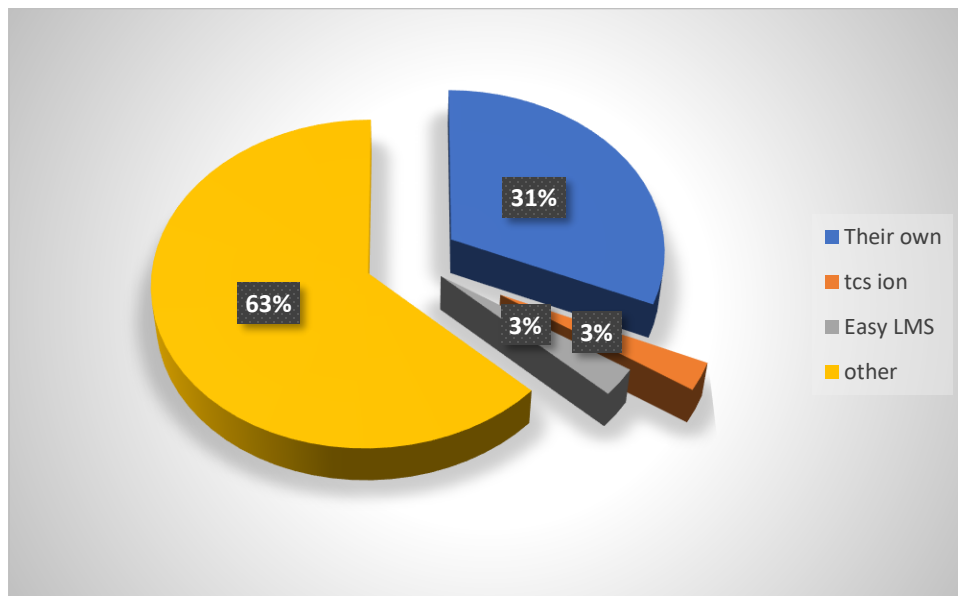
<i>Years</i>	<i>Absolute</i>	<i>Percentage</i>
<i>In less than 1 year</i>	79	62%
<i>1-2 years</i>	30	24%
<i>2-3 years</i>	18	14%
<i>More than 3 years</i>	0	0%
<i>Total</i>	<i>127</i>	<i>100%</i>



Out of 127 respondents which do not have LMS system, 62% are planning to nave it within a year, 24% are planning to have it in less than 2 years and 14% are planning to have it in less than 3 years. It shows that the industry has a huge potential to gran in next 2-3 years.

Q4 If yes, which software do you use?

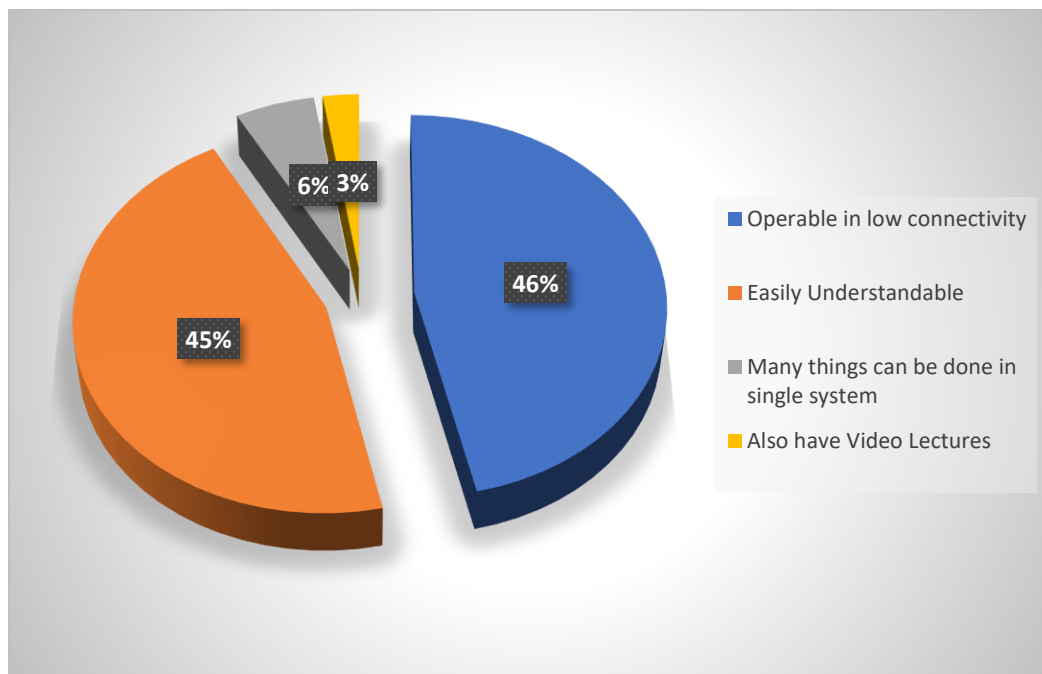
Type	Absolute	Percentage
Their own	23	32%
tcs ion	2	3%
Easy LMS	2	3%
other	46	63%
Total	73	100%



Out of 73 employees having LMS, 31% are using their own system, 3% are using tcs ion, 3% are using Easy LMS and 63% are using other systems. It shows that there is no big player in the market, all have small share of the market.

Q5 What are the main features you will consider of your system/ what main features you will consider while selecting LMS?

<i>Reason</i>	<i>Absolute</i>	<i>Percentage</i>
<i>Operable in low connectivity</i>	93	47%
<i>Easily Understandable</i>	91	46%
<i>Many things can be done in single system</i>	11	6%
<i>Also have Video Lectures</i>	5	3%
<i>Total</i>	<i>200</i>	<i>100%</i>

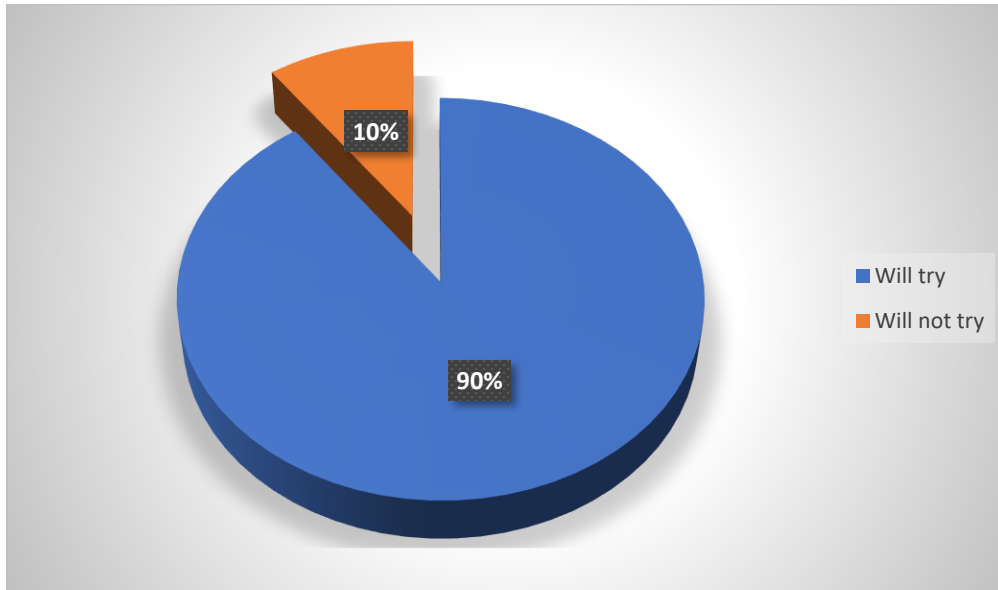


The main features that will be considered by them are:

- ✓ Easy to understand by both students and professor
- ✓ Can be operated in low connectivity of internet
- ✓ Has everything under one software
- ✓ Can also take video lectures

Q6 Do you think that the software ‘Campusknot’ satisfy your needs and they want to try it in near future?

	<i>Absolute</i>	<i>Percentage</i>
<i>Will try</i>	180	90%
<i>Will not try</i>	20	10%
<i>Total</i>	200	100%



Out of 200 respondents which I have taken for the survey, 90% want to try the software of Campusknot. It shows that the company has huge opportunity in the market.

5 Observations and Findings

- Not all the educational institutions have their LMS installed but they are planning to get it start it in near future which shows that India is emerging market for learning management software's industry.
- There is no major player in the market, so it will be easy for a new company to take a significant market share.
- Any company's focus to capture more market should be proving a software operable in low speed areas and have all features under a single software.
- Campusknot has a huge potential to capture the market as it is liked by most of the respondents.

6 Suggestion for the company

- The company should make a promotional strategy to aware, acquire and retain the customer.
- They should give free a month trial to the interested customers
- The company should also provide customization plans for different customers.
- The company should increase the field work of its marketing executives

7 References

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- <https://www.coursera.org/learn/relationship-management>

8 Appendices

Questionnaire

Q1 Do you have a LMs in your college/coaching institute?

- a) Yes
- b) No

Q2 If no, are you planning to install it in near future?

- a) Yes
- b) No

Q3 In how many years do you planning to have it.

- a) Within 1 year
- b) 1-2 year
- c) 2-3 year
- d) More than 3 year

Q4 If yes, which software do you use? Specify

Q5 What are the main features you will consider of your system/ what main features you will consider while selecting LMS?

Q6 Do you think that the software 'Campusknot' satisfy your needs and they want to try it in near future?

- a) Will try
- b) Will not try