

Summer Internship Project Report

On

Designing E-Learning framework for the JK Organization

By

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Under the Supervision of

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(Submitted in partial fulfillment of the requirements for MBA degree)

Institute of Management
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(2019-20)

INDUSTRY CERTIFICATE



DTD: 17th August 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Anukriti Ojha**, a MBA student of **JK Lakshmipat University, Jaipur** has successfully completed her project in Human Resource Department during 26th May to 6th August 2020. She did her project on "Designing E-learning Framework" at our Head Office.

We found her sincere and hard working. We wish her all success in her future endeavor.

for JK Tyre & Industries Limited

A handwritten signature in blue ink, appearing to read 'Dr. Sudhansu Pathak', is written over a horizontal line.

[Dr Sudhansu Pathak]
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STUDENT DECLARATION

I, Anukriti Ojha, hereby declare that the presented report of internship titled **“DESIGNING E-LEARNING FRAMEWORK FOR THE JK ORGANIZATION” of JK TYRE** is uniquely prepared by me after the completion of two months' work from home.

I also confirm that the report is only prepared for my academic requirement, not for any other purpose. It might not be used with the interest of the opposite party of the corporation.

.....
ANUKRITI OJHA
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JK LAKSHMIPAT UNIVERSITY, JAIPUR

Certificate

It is certified that the Summer Internship Report titled _____
submitted by _____ is an original piece of research work
carried out by the candidate under my supervision.

Sign. of the Faculty Guide
(Name of the Faculty Guide)

Acknowledgement

I would like to express my sincere gratitude to my manager Mrs. Indu Singh & My faculty mentor Mrs. Richa Mishra for providing their invaluable guidance, comments and suggestions throughout the course of the project. I would specially thank Mrs. Richa Mishra for constantly motivating me to work harder and Mrs. Indu Singh for getting me the framework samples. Also, I would like to thank Miss Riya Singh Gehlot for her assistance in the Blueprint imaging for the framework, Everyone else for their help during the preparation of the sample.

Without their kind direction and proper guidance this project would not have been this successful, they not only guided me but also, shaped this to its best.

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EXECUTIVE SUMMARY

Doing the internship at JK TYRE, HR division has been an enriching at both the personal and academic level. The project title for the internship report is **DESIGNING AN E-LEARNING FRAMEWORK FOR THE JK ORGANIZATION of JK TYRE.**

During my internship I gained practical knowledge on how the human resource division of an organization as big as **JK TYRE** operates and coordinates its activities to ensure smooth functioning of the organization at all levels by ensuring right number of people are available at the right time to do the right job. Not only that I have also gained insight into the working culture of the organization and observed how **JK TYRE** handles its employees with value and empowerment to ensure they are motivated to give their best to the organization.

The report starts with an organization profile of **JK TYRE** giving its background, mission, vision, organization overview, products and services, the hierarchy and organogram of the organization. Following that the next section contains the project objectives, just tasks and responsibilities during my internship period at the **JK TYRE.**

The demands of the continually changing and developing workplace require individuals to be adaptable, multi-disciplined and with the ability to work collaboratively, often in virtual environments. Professional engineers of today must meet these demands and have appropriate business and communication skills to operate in today's competitive, fast-moving, global environment. Yet these engineers still need to remain productive and routinely keep abreast of technological advances for their day-to-day working requirements.

Thus, a range of continually renewable competencies is essential, which in turn puts pressure on both industry and academia to consider alternative ways to inform and educate their engineers and students. To help address these requirements, electronic learning (e-learning) has been researched as a possible solution to facilitate a more flexible, distributed, collaborative, self-directed, virtual learning environment for both work-based professional engineers and engineering students.

This research revealed gaps in both the existing literature and working practices regarding the e-learning needs of engineers and in current approaches to meet these needs. Consequently, the main objective of the research was to develop a mechanism to assist providers of e-learning to construct effective e-learning activities in

engineering development environments. In this context, 'development' environments refer to the engineer's product-development environment and the engineering student's study environment, with the increasing responsibility for self-development in an engineering career.

The research identified and investigated factors that affect learning in these engineering environments, and examined current Web-based technologies to support and enhance learning experiences. A framework was developed as the mechanism to group the different and non-comparable learning factors together into philosophy, delivery, management and technology categories. These learning factors can be connected and sequenced differently in the categories, depending on the learning requirements.

Hence, the main research innovation has been the creation of this framework to structure, link and order key learning factors, which offers guidance to e-learning providers developing e-learning environments. A predominant action research methodology was adopted for the research, as the author was involved with engineering environments and their e-learning practices, decisions, developments and implementations in varying degrees.

The main areas investigated for the research were:

- 1) Exploring learning methods; preferred learning styles in the engineering environment. Important findings here identified that engineers have a strong visual learning style preference and practice experiential learning in their engineering environments.
- 2) Examining technologies to support and enhance learning. This provided an understanding of 'hard' computer and Web capabilities, and 'soft' non-tangible technologies. Web technologies were of particular interest to this research due to their wide reach and interactive impact on the modern working and learning environments.
- 3) Investigating marketing considerations from the Web-based learning (WBL) providers' viewpoint. Marketing issues, products and services of WBL providers were investigated. This compared what and how the market offered and identified the business aspects of WBL.
- 4) Developing an e-learning framework. The research was consolidated to create a novel framework that grouped disparate learning factors for effective e-learning development.
- 5) Studying practical engineering e-learning applications. Areas of the proposed framework were validated and refined from the case study data and experiences.

Critical success factors (CSF) were derived to provide a business perspective for e-learning developments, and these complemented the framework's learning factors.

The above areas have been addressed in detail and documented in separate Engineering Doctorate submissions. This Executive Summary outlines and consolidates these areas, and describes, exemplifies and verifies the various factors within the e-learning framework and the CSFs. The rationale, applications and guidelines for the e-learning framework are also discussed.

The framework provides a toolkit for building effective e-learning activities in engineering development environments. Thus, the research shows that e-learning can provide the solution to facilitate a flexible, continuous learning environment for engineers. Ethos - Electronic Theses Online Service Engineering and Physical Science Research Council (Great Britain) (EPSRC) GB United Kingdom.

INDUSTRY AND COMPANY OVERVIEW

The flagship company of JK Organisation, JK Tyre & Industries Ltd is one of India's foremost tyre manufacturers and is also amongst the top 25 manufacturers in the world.

For the past four decades, JK Tyre has been at the forefront in driving innovation and excellence in the tyre industry through introduction of ground-breaking technologies and products that cater to diverse business segments in the automobile industry. Pioneers of radial technology, the Company produced the first radial tyre in 1977 and is currently the market leader in Truck Bus Radial segment. In 2019, the Company achieved a remarkable feat by entering the coveted Limca Book of Records with the country's largest off-the-road tyre - VEM 045. The Company provides end-to-end solutions across segments of passenger vehicles, commercial vehicles, farming, Off-the-Road and two & three-wheelers.

JK Tyre's unwavering commitment towards innovation is reflected through the concerted efforts at its state-of-the-art global research and technology centre – the Raghupati Singhanian Centre of Excellence - in Mysore. The Centre houses some of the world's finest technologies and techniques, thereby, adding to the larger efforts of the Company to put India on the global innovation map. The Hari Shankar Singhanian Elastomer and Tyre Research Institute (HASETRI) - which fulfils need for globally competitive technologies for tyres and polymers and the JK Tyre Tech Centre, a hub for new product development catering to current and emerging needs of customers.

JK Tyre launched India's first ever 'Smart Tyre' technology and introduced Tyre Pressure Monitoring Systems (TPMS) by offering TREEL Sensors, which monitors the tyre's vital statistics, including pressure and temperature.

A global force, JK Tyre is present in 105 countries with over 180 Global distributors. The Company has 12 globally-benchmarked 'sustainable' manufacturing facilities - 9 in India and 3 in Mexico – that collectively produce around 35 million tyres annually. The Company also has a strong network of over 4000 dealers and 500+ dedicated Brand shops called as Steel Wheels and Xpress Wheels. JK Tyre is also synonymous with motorsport in the country. For over three decades, the Company has relentlessly worked towards shaping India's positioning as the motorsport hub of Asia, developing the right infrastructure for the sport and promoting young talent in the arena.

It is the only Indian tyre manufacturer to be included in the list of Super brands India in 2019 for the seventh consecutive year. Additionally, JK Tyre was featured among India's Best Companies to Work For in 2019 by Great Place to Work. JK Tyre recently was awarded the most coveted Safety award in the world -the Sword of Honour for Safety across its plants by the British Safety Council, UK.

PROJECT OBJECTIVES

Creates a Clear Learning Framework-

There are chances of an eLearning course failing to achieve the target if there is no clear plan. A successful course requires structured content with clear objectives. This is where learning objectives come into play. They enable you to outline content and give a clear picture of what the learner would be able to accomplish post the completion of the course.

Defines the Scope-

Any learner would prefer a course that has a clear and well-defined scope. The best way to create an amazing learning experience is to define the scope of the training and clearly communicate this to the learner. And that involves defining specific skills, processes, outcomes, etc., that are expected to be accomplished by learners at the end of the course. When the scope is clearly defined, learners are more likely to take a more proactive approach to learning.

Presents the Content with a Purpose-

Let's face it, the current generation of learners are definitely not going to complete a course if it is dull and boring, unless of course, it is mandatory. Quite often, learners are faced with lifeless and dull training programs when the content is way too rigid. Learners would love to have a learning experience wherein they are so engaged and enthusiastic that they are proactively driven to explore the subject.

Your choices on learning strategies, lesson material, and instructional activities.

What your learners will be capable of by the end of the course.

The assessments (questions, assignments) with which you evaluate your learners.

What are your standards and expectations for the course?

METHODOLOGY

Define

Clearly defining your learner personas, your business goals, your engagement strategy, and learning objectives and, finally, how you will measure the success of the initiative, is the best way to ensure the foundation is strong.

In the process of researching these basic practical questions, you will discover what your audience needs to learn. Refine your findings down to a bullet-point list of learning objectives and you will have the foundation you need to build your training program. With the “What” established, now you have to spend some time thinking about the “Who.” Numerous personal factors impact training development for a specific audience. Aside from the learning objectives, these include ideal learning styles, previous knowledge of the subject, the learning environment, and strategies for retention and application.

Outline

A key part of every learning methodology is recognizing the importance of a plan. Now it's time to take the learning objectives and your audience assessment and use them to create a training plan that meets everyone's needs. At this stage, you'll clearly lay out your content development approach to ensure everyone on your team is fully versed in the organizational structure, format, and scope of content production.

The specifics of your plan will be contingent on the nature of the project; there are many ways to write a plan and many different aspects you can include. Broadly speaking, however, the plan should explain:

- What the training will be.
- Who will receive the training.
- What timetable will be used.
- What materials will be required.

Planning not only gives your training much-needed structure, but it forces you to think in a tactical way that will increase your impact.

Build

With a plan established, you now need training tools. Since most of your training will likely happen online, the most time-consuming aspect of this phase is developing the online courses your learners will use. To develop training content, you need to leverage the features offered by the Learning Management System (LMS) and course authoring tools you've purchased. Features such as video integration, quizzes, and

analytics are important for online training and should be intuitive and easy to use. Use the necessary tools to properly develop design content, create highly engaging videos, and record audio like a professional.

Engage

Now it's time to make sure your content finds its audience and that they can reap the benefits. Revisit Step 1 to determine the best way to deliver the content to your workers. Depending on your target learners, where they spend most of their time, and the context of the training content, your delivery method may vary.

For example, if you're onboarding new Sales team members, you may want to embed a link to the courses in the CRM tool used by your account executives. If you're updating customer-facing employees on feature releases, perhaps sharing the course link in an email or internal chat channel may be more appropriate.

Measure

Once you've given your target learners access to the courses, collect feedback and track their engagement in the learning experience. Use qualitative and quantitative data to gain insight into the following.

- Is the course easy to navigate?
- Is the course content engagement?
- What about the course can be improved?
- How many learners have accessed the course?
- How are learners scoring on the course assessments?
- How many learners have completed the course?

In addition to focusing on the training metrics, it's important to determine how this data maps to your business goals. For example, if your goal is to make your customer support reps more knowledgeable and efficient in solving support tickets, you may want to correlate the completion rates to the average number of exchanges required before a ticket is marked as resolved.

E-learning has become an effective component in most educational institutions; for this reason, there is a clear need to develop general principles and standards through a systematic model to design e-learning systems.

There are many models of e-learning courses design, but they are differentiated in quality, in most of these models there is a gap between the needs of system developers, content designers, lecturers, and students. In this research, a new model was proposed to design e-learning courses in an attempt to bridge this gap.

The proposed model carries out the design, and development of courses for e-learning systems and its application, then how to evaluate the performance of this system and its usability. A case study was developed by the stages of this proposed model and using Moodle platform, it illustrates the creating courses process, study plans, lessons for each semester, and the analysis, design, and creation of scientific content.

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

Earlier, it was not accepted wholeheartedly as it was assumed that this system lacked the human element required in learning.

However, with the rapid progress in technology and the advancement in learning systems, it is now embraced by the masses. The introduction of computers was the basis of this revolution and with the passage of time, as we get hooked to smartphones, tablets, etc.

These devices now have an importance place in the classrooms for learning. Books are gradually getting replaced by electronic educational materials like optical discs or pen drives. Knowledge can also be shared via the Internet, which is accessible 24/7, anywhere, anytime.

E-learning has proved to be the best means in the corporate sector, especially when training programs are conducted by MNCs for professionals across the globe and employees are able to acquire important skills while sitting in a board room, or by having seminars, which are conducted for employees of the same or the different organizations under one roof. The schools which use E-learning technologies are a step ahead of those which still have the traditional approach towards learning.

No doubt, it is equally important to take forward the concept of non-electronic

teaching with the help of books and lectures, but the importance and effectiveness of technology-based learning cannot be taken lightly or ignored completely.

It is believed that the human brain can easily remember and relate to what is seen and heard via moving pictures or videos. It has also been found that visuals, apart from holding the attention of the student, are also retained by the brain for longer periods. Various sectors, including agriculture, medicine, education, services, business, and government setups are adapting to the concept of E-learning which helps in the progress of a nation.

What Are the Advantages And Disadvantages Of E-learning?

All of us have access to the internet and we use it for many different things like researching for some information for school and college projects, downloading music, pictures, wallpapers, and screen-savers, to get updates on the latest happenings all over the world, emails, instant messaging, chats, and many other things.

But do you know there is one more advantage of the internet, and that is learning? Yes! You can educate yourself in the comfort of your own home and get a degree through the internet now. With the latest technology, even the impossible seems possible now.

Web-based Learning at a Glance

Web-based learning is commonly referred to as eLearning or online learning. It essentially includes learning online through the courses that are offered on the net. Emails, live lectures, and videoconferencing are all possible through the net.

This enables all the participants to give their views on a particular topic and then discuss them further. They also offer static pages like course materials that are printed for the benefit of all the participants. One of the main advantages of accessing pages on the web is that most of the web pages have hyperlinks that will lead you to another page and thus opens up a vast amount of information on the net.

You don't have the time to actually go to a University and attend classes. Earlier it would have been a major problem, as you wouldn't know how to manage that, but not anymore. With the several courses available online, you can actually sit at home and learn. No more of waking up early and attending classes or that irritating class mate. Now take whichever course at peace and at your convenience.

A web-based course would typically include course information, timetable, notice board, curriculum map, teaching materials like articles, slides, and handouts,

communication through discussion boards and email, summative and formative assessments, student management tools like statistics, records, and student tracking, and also links to external and internal websites that are very useful.

But besides the benefits, are there any limitations of this practice? Let us have a look at the advantages and disadvantages of eLearning.

Advantages Of eLearning

1. You are able to link the various resources in several varying formats.
2. It is a very efficient way of delivering courses online.
3. Due to its convenience and flexibility, the resources are available from anywhere and at any time.
4. Everyone, who are part time students or are working full time, can take advantage of web-based learning.
5. Web-based learning promotes active and independent learning.
6. As you have access to the net 24x7, you can train yourself anytime and from anywhere also.
7. It is a very convenient and flexible option; above all, you don't have to depend on anyone for anything.
8. Not only can you train yourself on a day to day basis, but also on weekends or whenever you have the free time to. There is no hard and fast rule.
9. Through discussion boards and chats, you are able to interact with everyone online and also clear your doubts if any.
10. The video instructions that are provided for audio and video learning can be rewind and seen and heard again and again if you do not happen to understand the topic first time around.

Disadvantages Of eLearning

Well, there are not many disadvantages of eLearning, the main one being that you get knowledge only on a theoretical basis and when it comes to putting to use whatever you have learnt, it may be a little different. The face-to-face learning experience is missing, which may matter to some of you.

1. Most of the online assessments are limited to questions that are only objective in nature.
2. There is also the problem of the extent of security of online learning programs.
3. The authenticity of a particular student's work is also a problem as online just about anyone can do a project rather than the actual student itself.

4. The assessments that are computer marked generally have a tendency of being only knowledge-based and not necessarily practicality-based.

ANALYSIS AND RESULT

I am proposing an E-Learning framework for the JK organization that includes (JK Tyre, JK Paper, JK Lakshmi Cement, JK Fenner India Ltd, Umang Dairies Ltd, JK Seeds, Global Strategic Technologies (a military solutions and equipment division), JK Risk Managers & Insurance Brokers)

This e-learning portal would be accessible by all the JK Companies.

Features-

- The single portal would serve as the e-learning platform for all the companies.
- All the possible courses would be available
- All the companies would have their separate courses based on their personal requirements.
- Available video, audio, ppt
- Regular assignments and assessments
- Particular criteria for passing a course.
- Personality and grooming courses

Name Proposed-

JK DEVELOPMENT PORTAL

The first screen that would appear will have the details about JK as an organization. Further the person doing courses will have personal account login to the courses. Each person will have the profile with DASHBOARD which will tell all about the progress, it will include-

1. Menu
2. Help
3. Course detail
4. Course Tutorials
5. Upcoming schedule
6. Courses completed
7. Test assessment
8. Create your profile

• MENU-

It will consist of many options like –

1. About JK
2. E-Learning

3. Meetings
4. Presentations
5. Videos
6. Quiz
7. Assessment
8. Self-check fast

- **HELP-**

It will provide the solutions to any kind of problem the user is facing

- **LOGIN-**

It will help an individual to have his/her own profile on the portal, so as to have a personal dashboard.

- **COURSE DETAIL-**

It will let you know the Details of each course like, its significance, benefits, growth aspects and many more.

- **COURSE TUTORIAL-**

It will help the new user to actually get to know the functioning of the portal, how to access? What options and etc.

- **UPCOMING SCHEDULE-**

Information about the upcoming test or assignment

- **COURSES COMPLETED-**

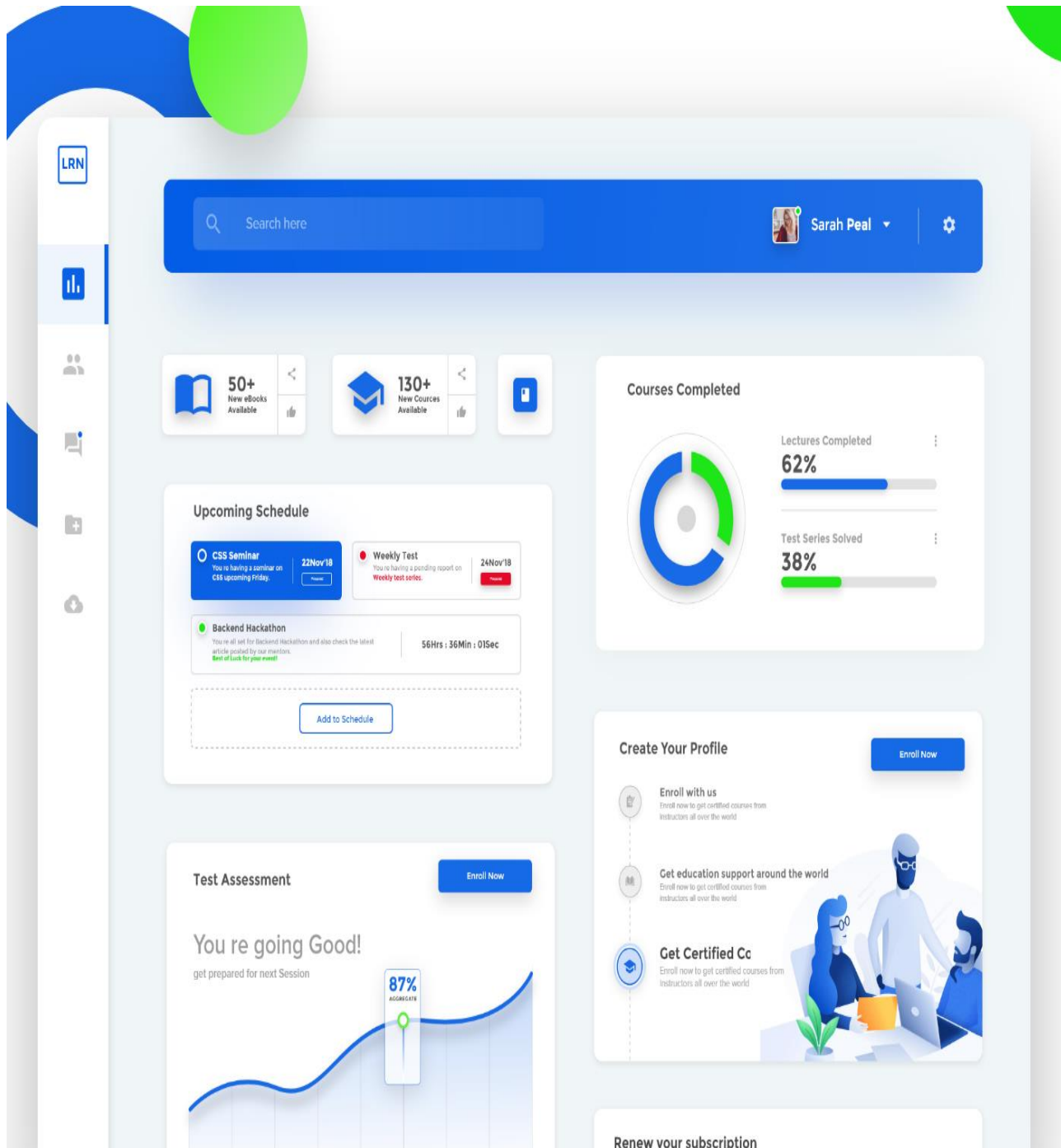
It will tell you about the total number of courses that you completed and the courses in progress

- **TEST ASSESSMENT**

The marks you are obtaining in test and assessments done. Your grades and progress

Now, further, various courses would be based on the industries and their requirements. Some of the courses would go common for the organization. Like, the common courses would be-

At the end, I strongly feel that in this pandemic time and the upcoming time where businesses need to sustain and grow, polishing is important and E-Learning is the upcoming best source.



CONCLUSION

E-learning is not just a change of technology. It is part of a redefinition of how we as a species transmit knowledge, skills, and values to younger generations of workers and students.

E-learning is not just a change of technology. It is part of a redefinition of how we as a species transmit knowledge, skills, and values to younger generations of workers and students.

This report makes a few predictions of how e-learning and the functions it serves will continue to develop. Learners will have access to millions or billions of knowledge modules. Some will be Web pages with simple text and graphics. Others may include multimedia simulations.

In many fields, e-learning has become the default way to conduct training or to provide education. There are four secrets of e-learning. The first secret is to teach what learners need to learn in the way they most naturally learn. The second secret is to define clear learning objectives. The third secret builds on the first two. It is to focus on the right objectives. The final secret is in the power of testing.

RECOMMENDATIONS

USE BLENDED LEARNING-

While study-at-your-own-pace eLearning is a great alternative to traditional training for most cases, it's not meant to replace it entirely. Certain skills are still better taught in person. This category includes skills that involve physical action (e.g., operating hardware equipment) or depend on personal interaction (e.g., sales techniques).

TAKE LEARNER ANALYTICS SERIOUSLY

As the number of learners and courses increases, and perhaps spans multiple training groups, departments, and branches, it's impossible for instructors and training managers to stay ahead of training developments on an individual level.

CREATE LEARNING PATHS

A training curriculum is not a bunch of distinct courses. Rather, it's an educational journey, and the courses a learner takes are stops along that adventure. Instructors call such a collection of courses a "learning path". And a well-thought-out training program should offer multiple learning paths for employees, based on their existing skills and future career goals.

HAVE A MISSION STATEMENT

Use your answer to these questions to come up with a mission statement – a set of high-level concerns and principles to guide you in the implementation and assessment of your training program. A mission statement is meant to describe and reflect your overall corporate training strategy and help you improve training and development in your company – not to detail and micromanage every aspect of your training program. It should not be set in stone either. You should be flexible with aspects of it that don't work for you anymore, and adapt it to cover new business goals and changing market conditions.

INCLUDE SOFT SKILLS TRAINING

Leaving soft skills out of your training schedule is one of the most common corporate training mistakes. While hard skills are crucial for everyday workflows, soft skills are equally necessary for management positions and roles that involve customer interaction. Your training program should strike a balance between teaching hard technical skills (office software, accounting, etc.) and promoting soft skills such as leadership, decision making, time management, and conflict resolution. Soft skills training is a good fit for a blended learning approach, as many of them involve cross-personal interaction and are hard to cover in a regular online learning course.

ASK YOUR EMPLOYEES WHAT THEY NEED

To improve your corporate training program, go directly to the source. Ask your employees to tell you which skills they need (or want) to learn, and which courses they believe will have a significant impact on their productivity. Observe their everyday workflows, too. Some skill gaps will be clear to an observer but not to your employees because they'll be so used to one way of doing something that they can't imagine a more productive alternative.

REWARD AND RECOGNIZE TRAINING ACHIEVEMENTS

Even the best corporate training program will fail if management can't motivate employees to embrace it. Such motivation can take several forms. But in general, they all boil down to recognizing and rewarding training efforts.

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