

# **Summer Internship Project Report**

**On**

## **Customers Perspective on Learning Management System**

*By*

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Roll No.: 2018BBA032



*Under the Supervision of  
Dr. Punam Mishra*

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

**Institute of Management  
JK Lakshmipat University, Jaipur  
(2019-20)**

## **INDUSTRY CERTIFICATE**

## **DECLARATION**

I hereby declare that the project work entitled “Customer Perspective 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.

Yuvraj Guneja

2018BBA032

## **CERTIFICATE**

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

Dr. Punam Mishra  
(Faculty Guide)

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Yuvraj Guneja

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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 (LMS) is a software application or web-based technology used to plan, implement and assess a specific learning process. It is used for eLearning practices and, in its most common form, consists of two elements: a server that performs the base functionality and a user interface that is operated by instructors, students and administrators.

#### 1.1.2 Evaluation of Learning management system

The following is the pictorial representation of how the LMS we use today is evolved from 1874

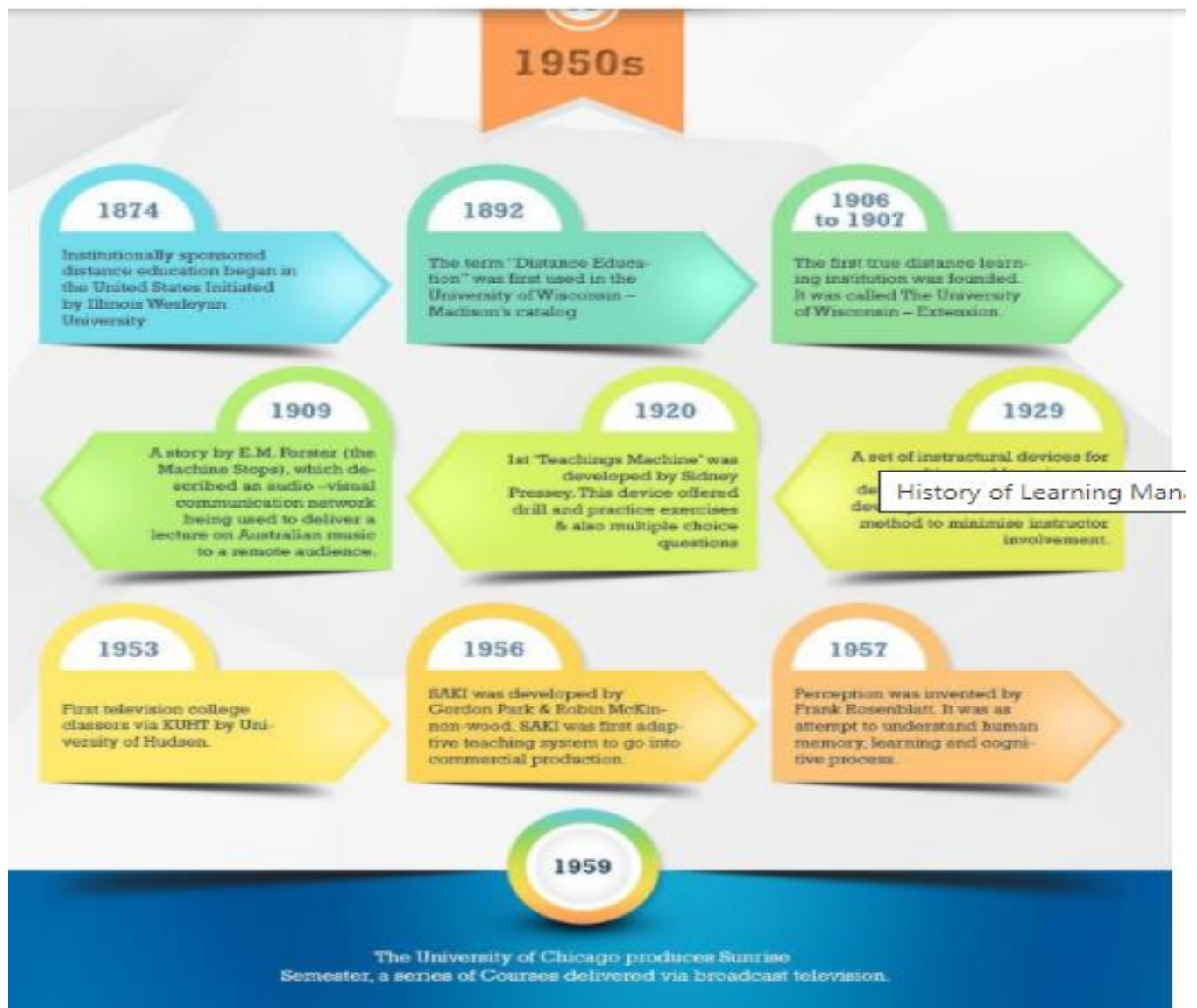


Figure 1 Early Learning management system (1874-1959)

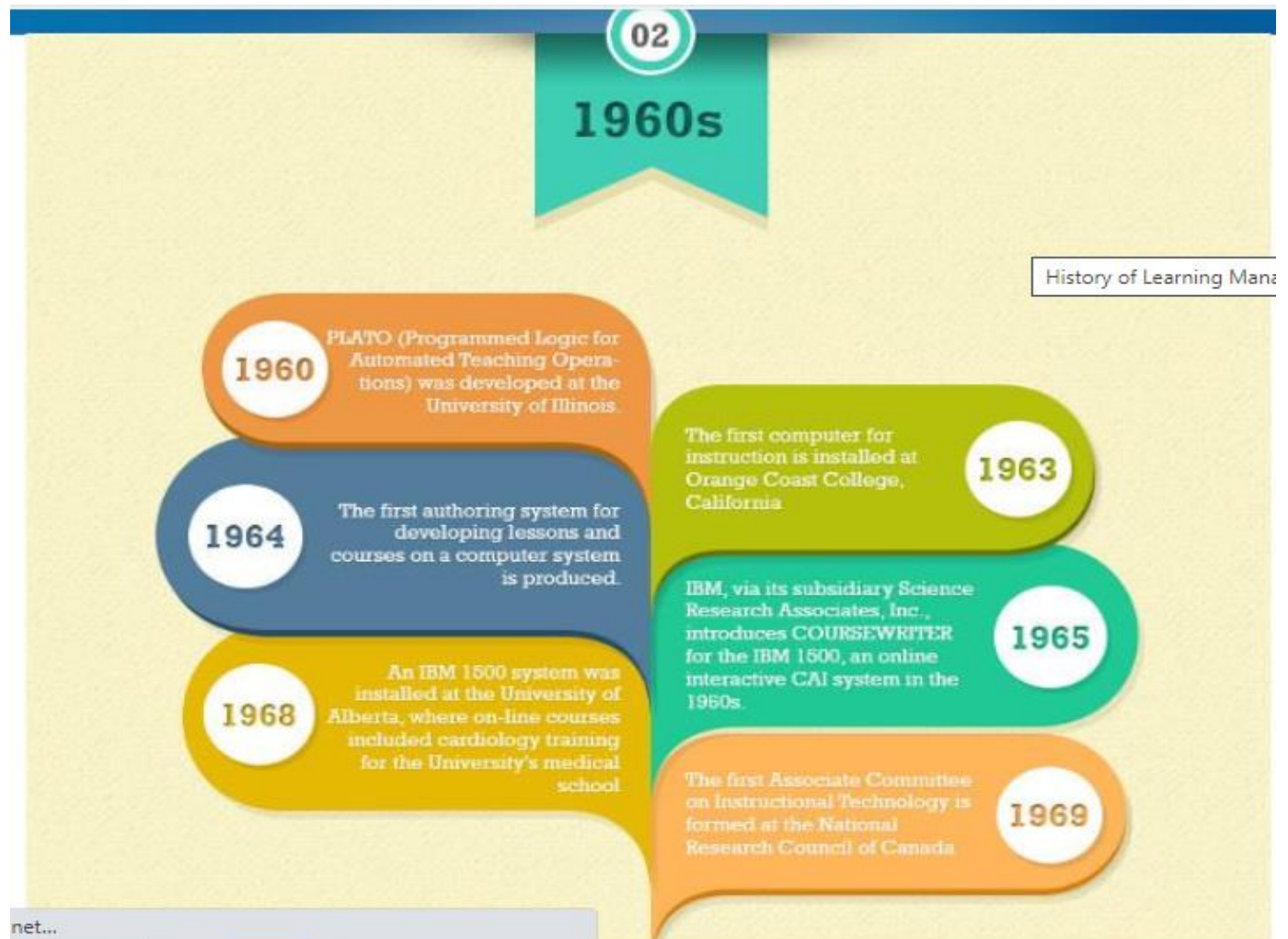


Figure 2: LMS of 1960s

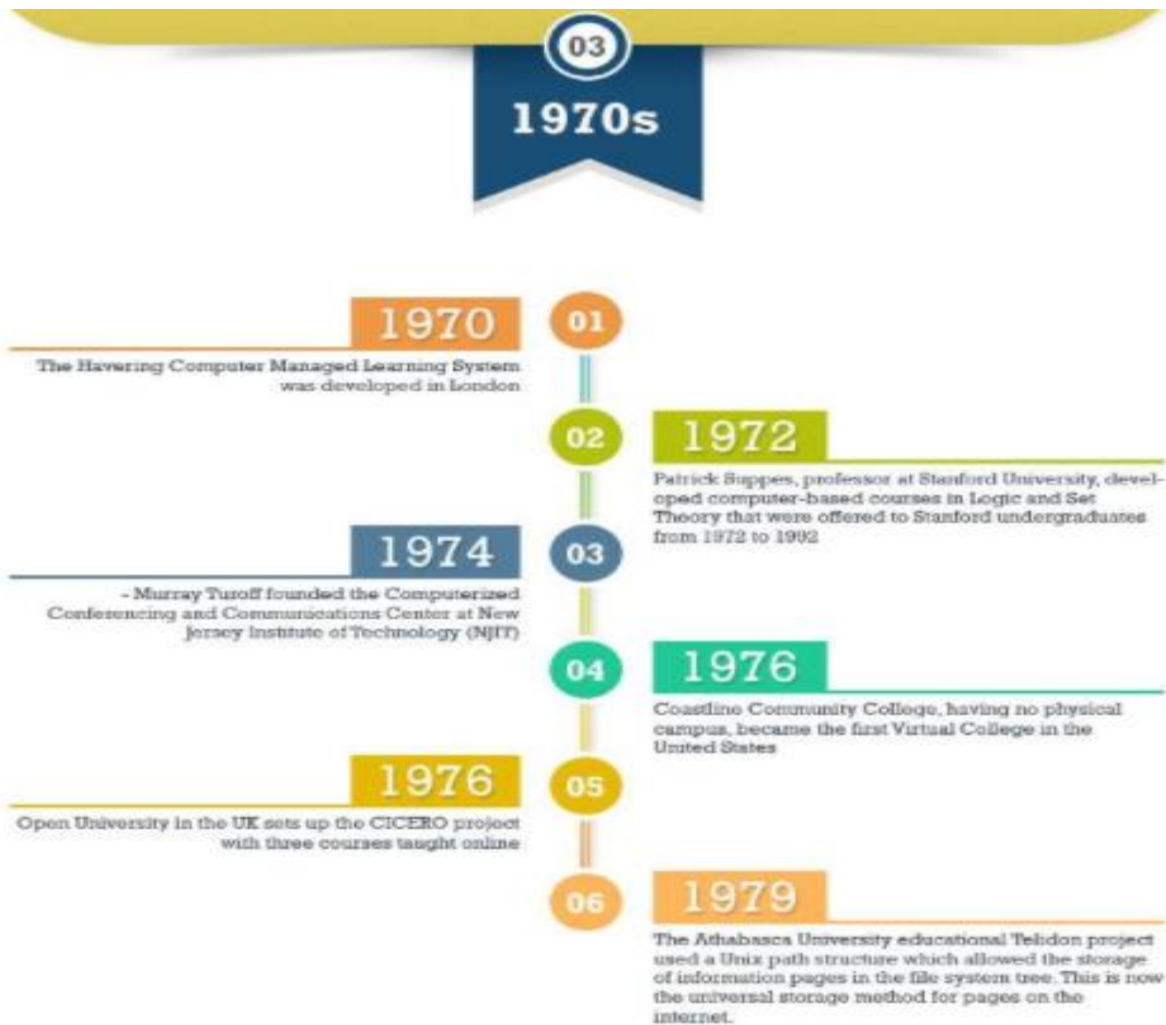


Figure 3 the 1970s of LMS

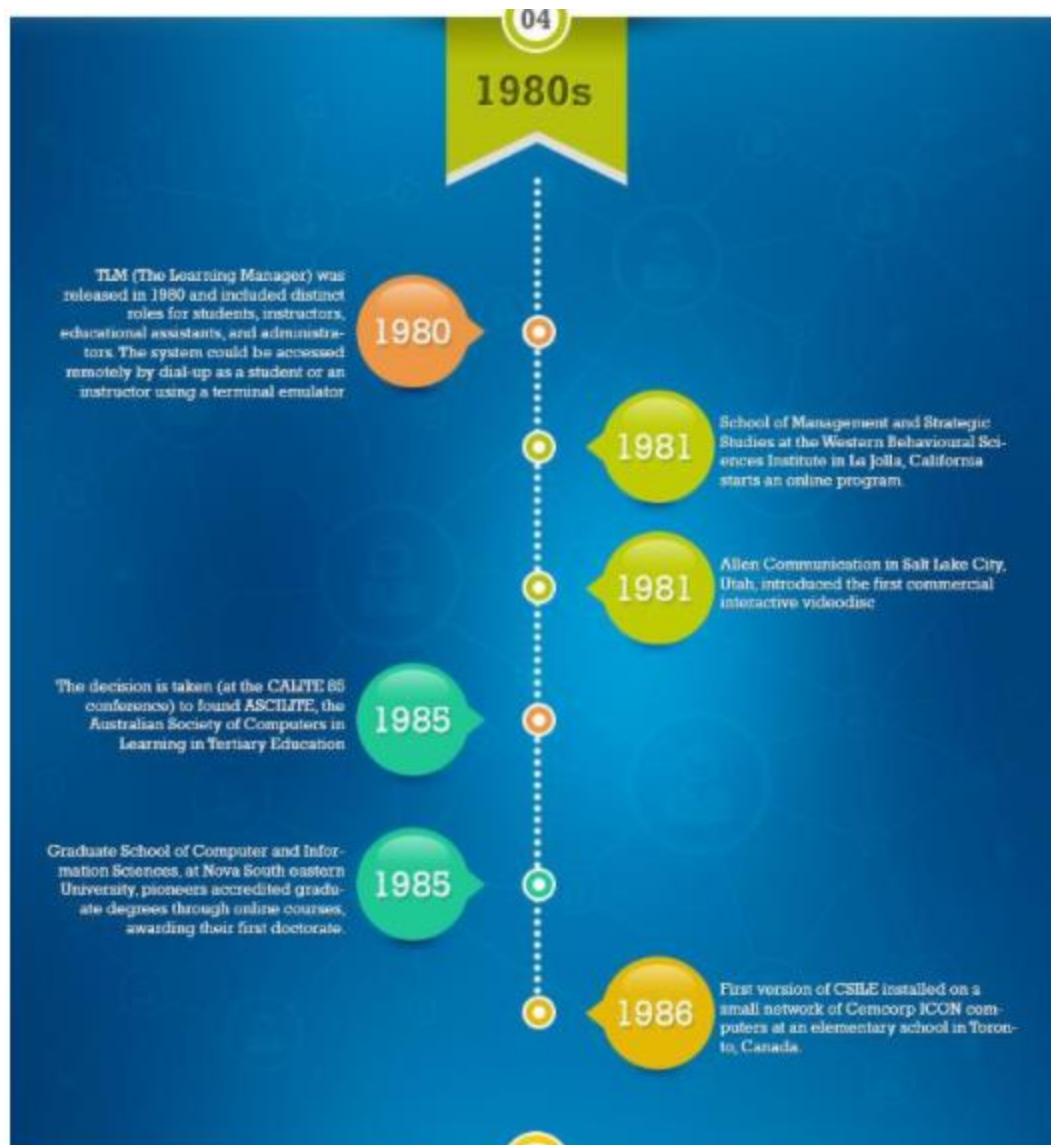


Figure 4 1980s of LMS

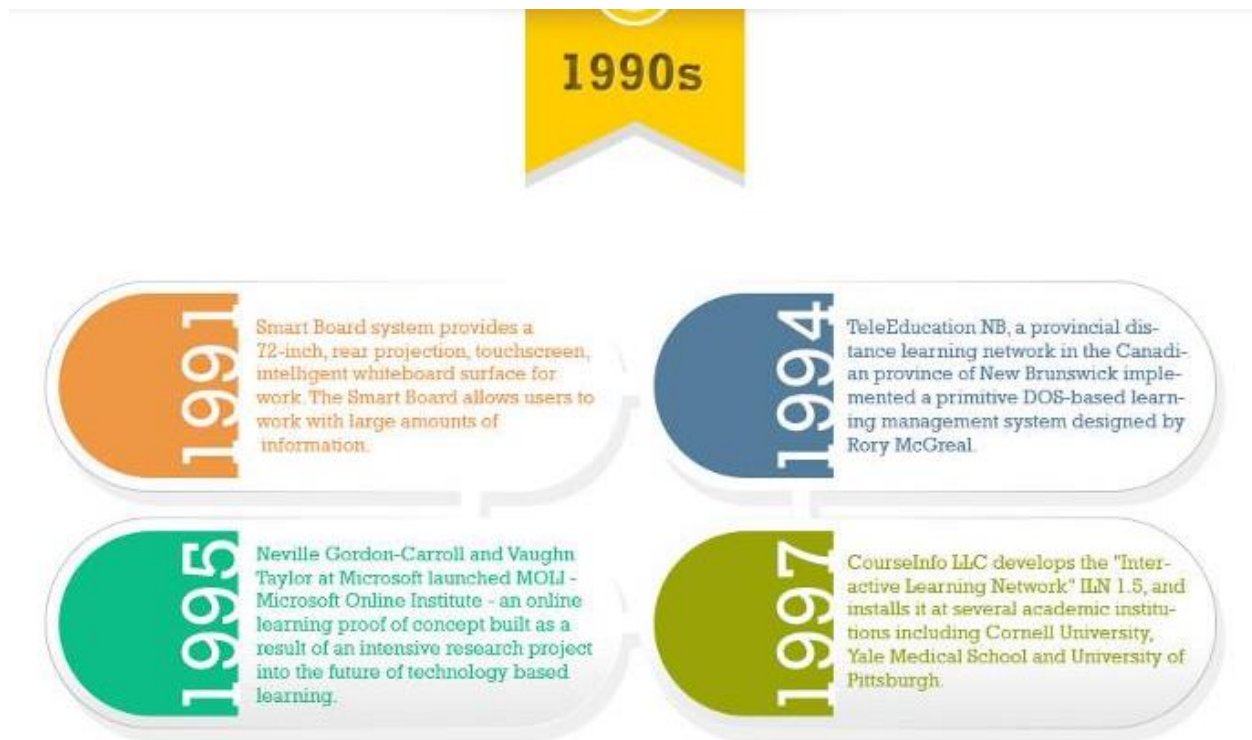


Figure 5 1990s of LMS

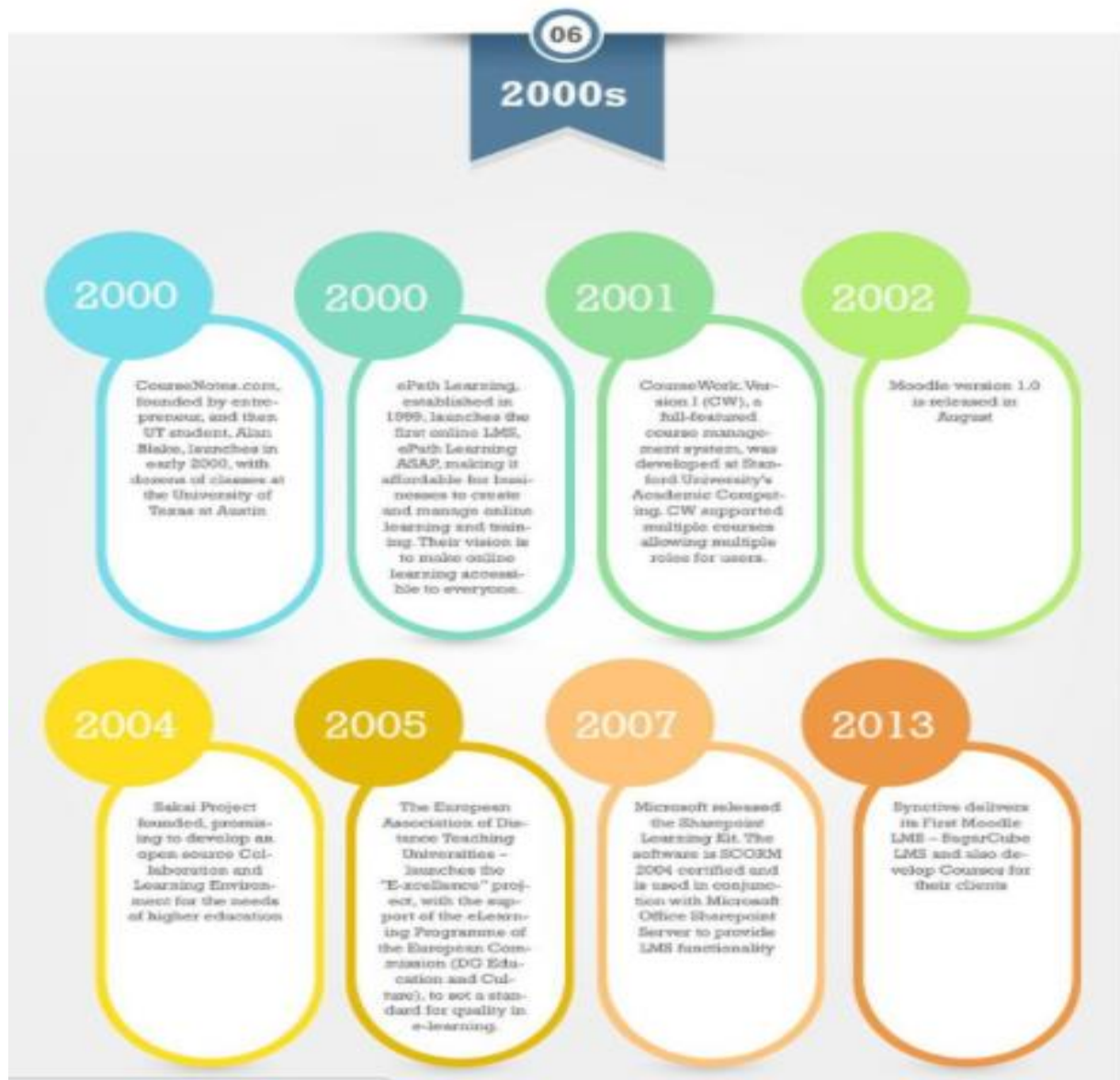


Figure 6 2000s of LMS

### 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 LMS

##### *Free vs. Commercial*

This is typically one of the first dilemmas organizations face when choosing an LMS: Free, open-source software, or a commercial platform? Certainly, both have their benefits.

Free, open-source software has a pretty clear upside: It's free. Also, because the source code is open, it can be modified to be highly customizable for each organization. However, most free LMS products tend to be more complicated than commercial products — typically they are utilized by more sophisticated users. Further, without a reliable “support” system in place, making even small changes can be difficult for a novice user — support usually takes the form of online forums or (sometimes) a separate, paid support service.

Commercial software, on the other hand, offers users a support staff, and tends to be much easier to deploy, and use. But of course, it costs money. Among commercial LMS products, there are typically two main forms: Installed, or the service-based cloud option.

##### *Installed vs. SaaS*

One of the most important elements of an LMS is the ability to scale up or down quickly and easily. Commercial LMS products are typically sold as either a locally hosted enterprise product, which is hosted on an organization's own servers, or as a Software-as-a-Service (SaaS) offering, which is hosted on the vendor's servers and is accessible from anywhere (the data is stored in “the cloud”).

Generally, cloud-based SaaS products offer trainers more flexibility when it comes to scaling up or down. Because the product is sold as a “service” (usually monthly), the burden of making systems upgrades, freeing up bandwidth and providing IT support falls on the vendor, rather than the customer. Because data does not have to be stored on local servers, scalability isn't a concern; most SaaS LMSs can ramp up or down by thousands of users with ease.

A locally installed LMS offers users the ability to individualize and customize their LMS. So, if an organization already has an IT staff in place that can administer the system, handle support

and customization and scalability concerns, a locally hosted LMS can be powerful. If not, a SaaS hosted platform may make more sense.

### *Course-creating, or not?*

Another thing to look for in an LMS is whether it comes with the ability to create training content. In some cases, an LMS is simply a tool to distribute course content, which must be created in a Learning Content Management System elsewhere.

Some LMS systems, however, do come with some authoring tools that allow trainers and designers to develop their own unique content. Other LMS vendors offer separate course-creation tools for purchase, while some offer no authoring tools whatsoever, and instead rely on third-party course materials.

In the case that your organization plans to use course materials developed by a third party that adheres to SCORM standards, it might be important to find out whether your LMS supports the international SCORM standard. LMS products and courses that have been written in code that adheres to this standard are readable by any other SCORM-compliant software. (For example, a CD can be read by any CD player because it's always formatted by the same standards. SCORM acts similarly.)

### *Integrated?*

Learning Management Systems have come a long way from the earliest days of e-learning. As LMS systems become more sophisticated, one of the most exciting developments is the ability for the system to integrate with other applications your organization already uses — whether that's internal calendars, email, or social networks like Facebook and Twitter. Other LMS products may also integrate closely with talent management systems, which tend to focus on providing support to Human Resource staff functions like recruiting, performance management, and payroll. Depending on your organization's needs, you may keep an eye out for an LMS that features this sort of app integration.

By focusing first on the way your organization plans to roll out its online training and e-learning initiative — and also focusing on how much flexibility you'll need in the future — you can begin to narrow down the wide field of LMS products on the market and find the right one for your organization.

### *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.

### 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.

**stacks 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.

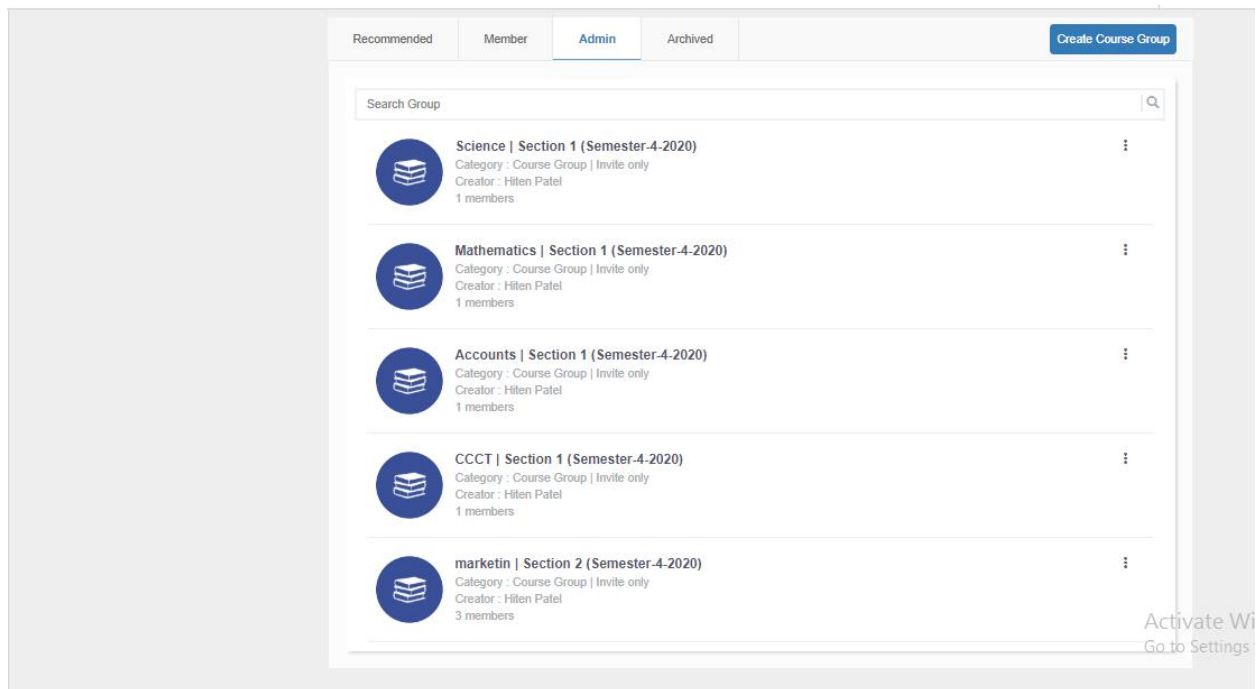


*Figure 7 Group feature of Campusknot*

## 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.

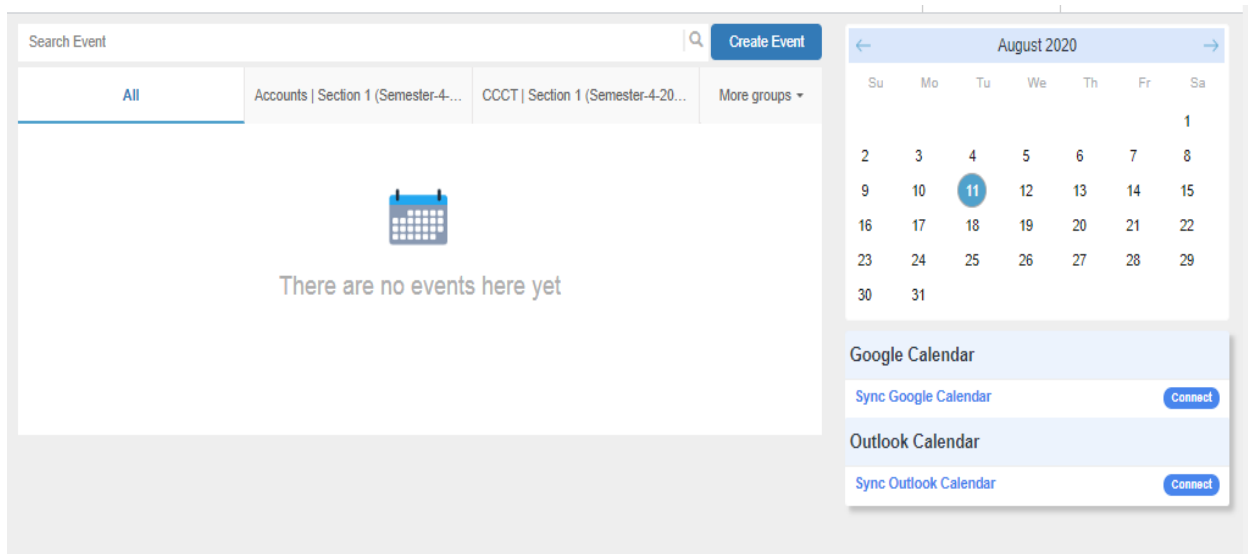


Figure 8 Planner feature of Campusknot

## 3. Polls

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

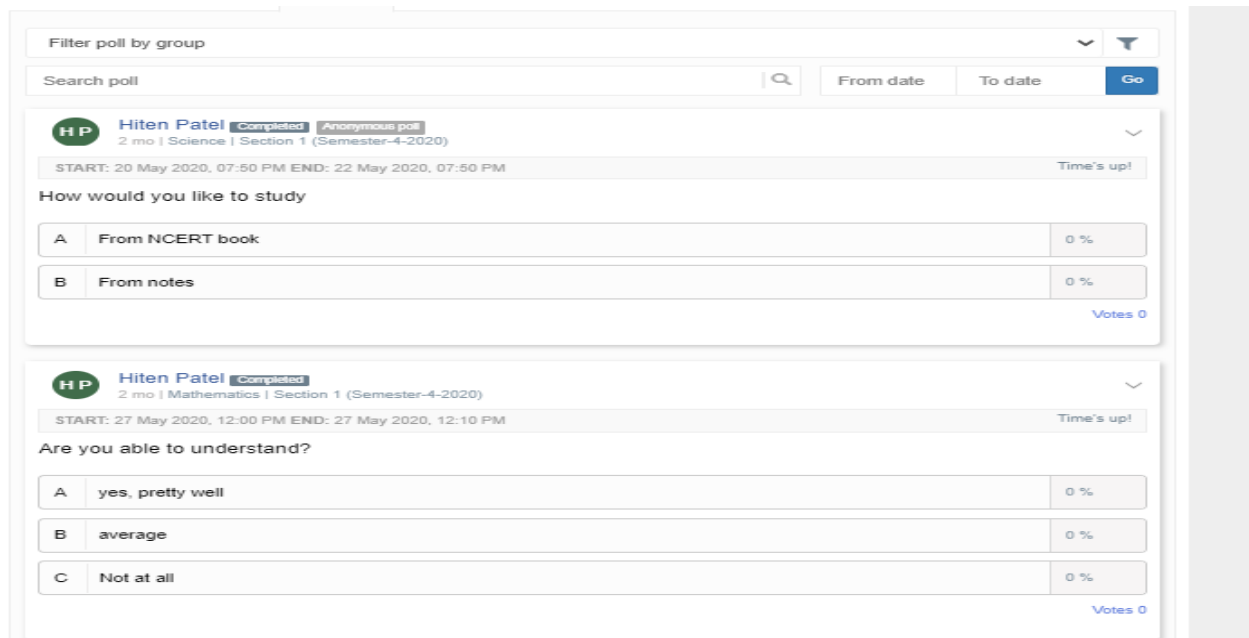


Figure 9 Poll feature of Campusknot

## 4. Quizzes and assignment

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

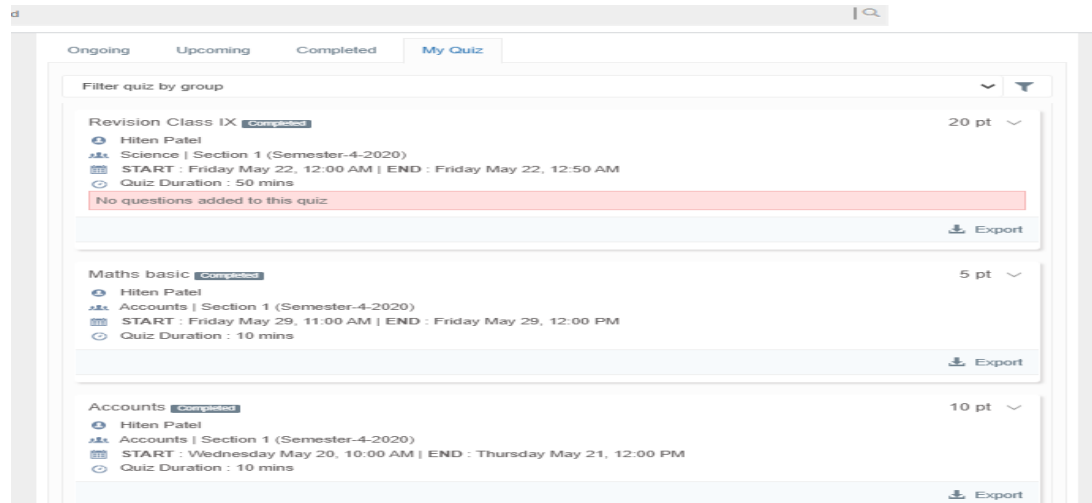


*Figure 10 Quizzes feature of Campusknot*

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.

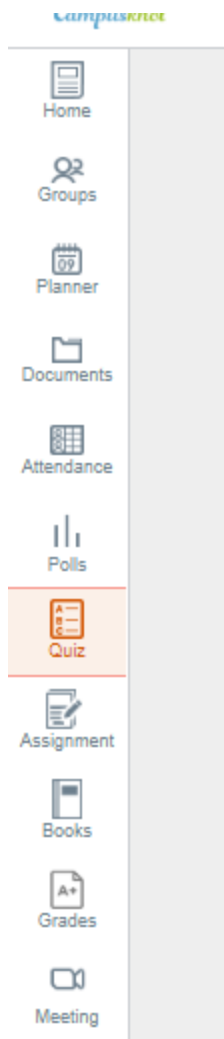


*Figure 11 Available features of Campusknot*

## **2 Objectives**

- To know the potential market of Learning Management in India
- To know the features for which customers have chosen an LMS

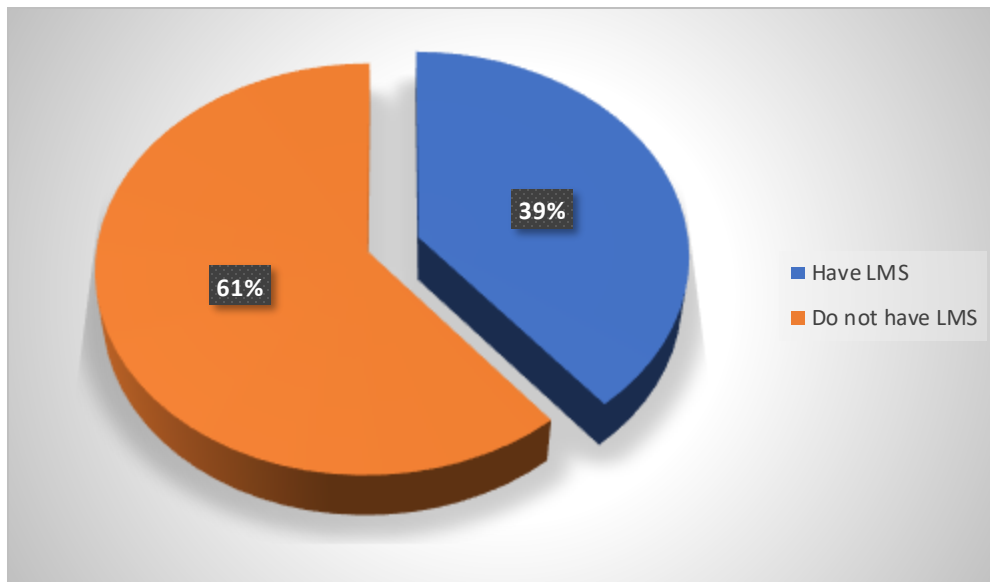
### **3 Methodology**

- ✓ **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?**

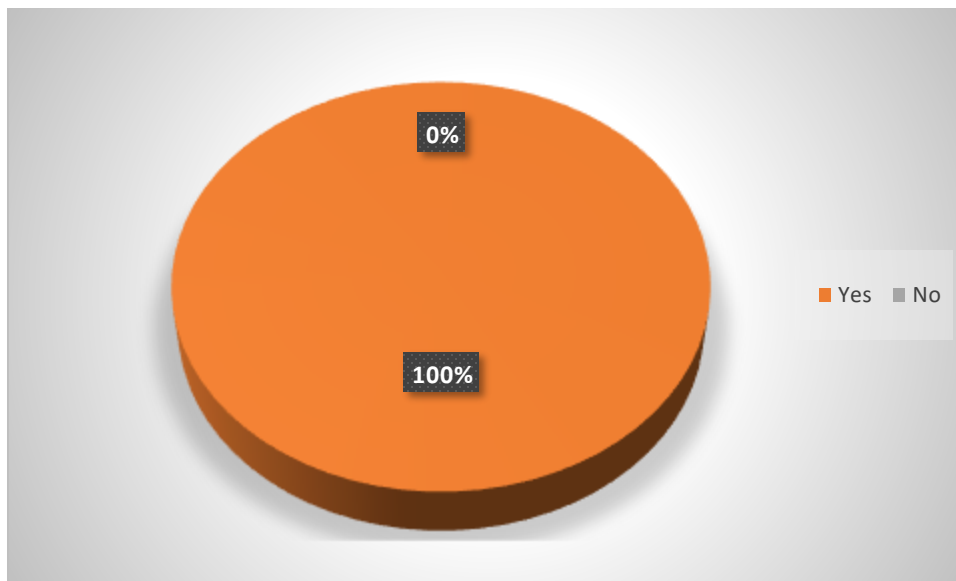
|                        | <i>Absolute</i> | <i>Percentage</i> |
|------------------------|-----------------|-------------------|
| <i>Have LMS</i>        | 78              | 39.0%             |
| <i>Do not have LMS</i> | 122             | 61%               |
| <i>Total</i>           | <i>200</i>      | <i>100%</i>       |



Out of 200 respondents whom I have taken for my survey 61% i.e. 122 respondents do not have LMS software and 39% i.e. 78 have LMS installed. It means that there are huge uncovered customers in the industry.

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

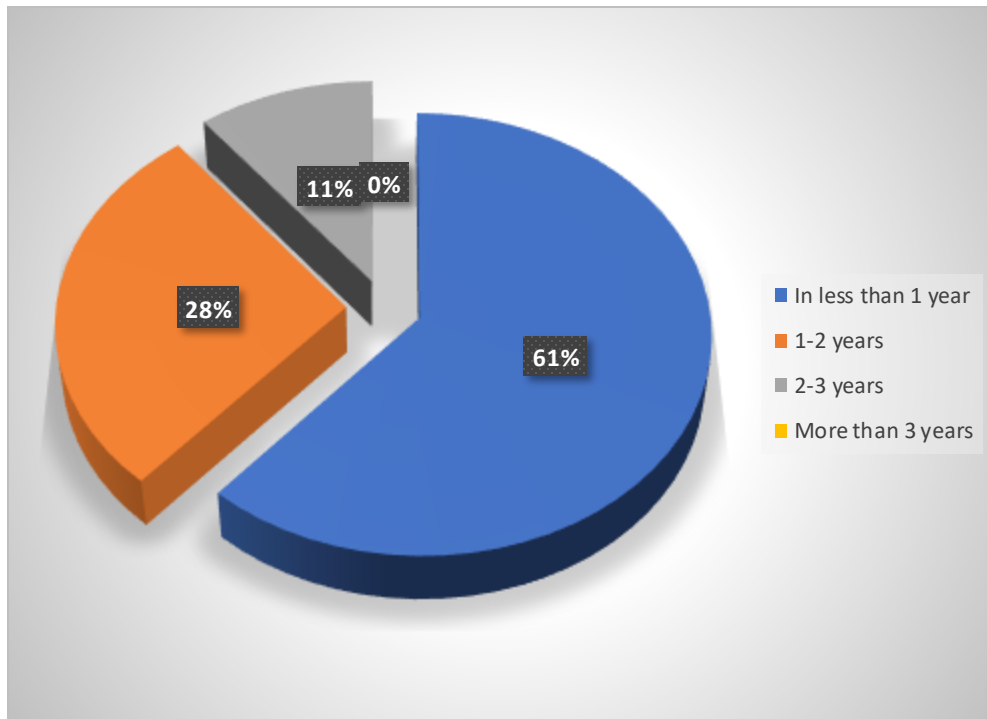
| <i>Have you planning to have in near future</i> |            | <i>Absolute</i> | <i>Percentage</i> |
|-------------------------------------------------|------------|-----------------|-------------------|
|                                                 | <i>Yes</i> | 122             | 100%              |
|                                                 | <i>No</i>  | 0               | 0%                |
| <i>Total</i>                                    |            | 122             | 100%              |



Out of 122 respondents that do not have an LMS system, all are planning to install it in near future. That means industry can earn profit by tapping the customers.

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

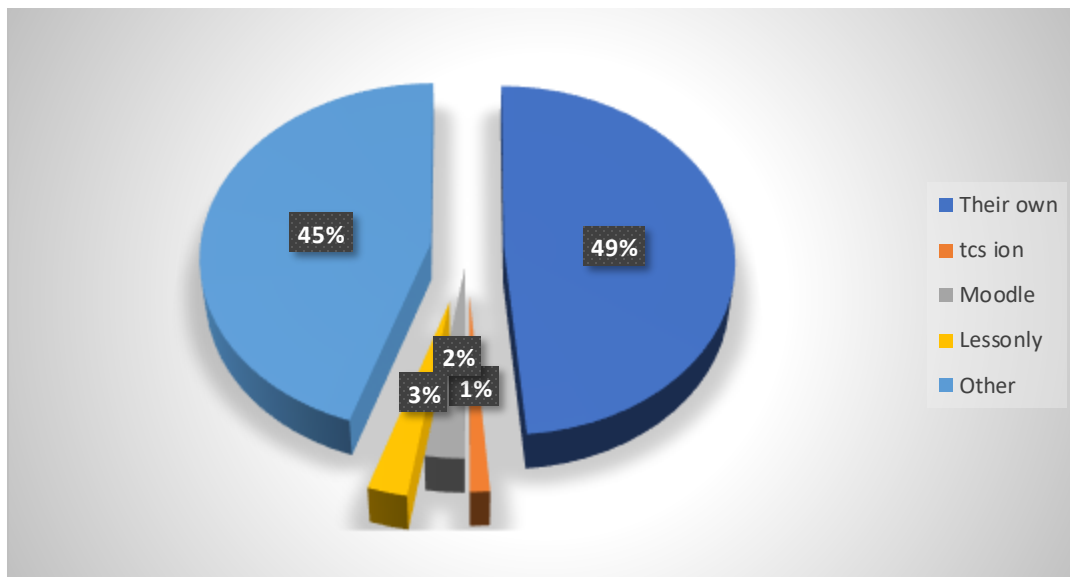
| <i>Years</i>               | <i>Absolute</i> | <i>Percentage</i> |
|----------------------------|-----------------|-------------------|
| <i>In less than 1 year</i> | 75              | 61%               |
| <i>1-2 years</i>           | 34              | 28%               |
| <i>2-3 years</i>           | 13              | 11%               |
| <i>More than 3 years</i>   | 0               | 0%                |
| <i>Total</i>               | <i>122</i>      | <i>100%</i>       |



The total of 122 respondents do not have the LMS installed. Out of which 61% of them are planning to have it in less than a year and there is no one who will take more than 3 years to install it. It shows there is an opportunity to increase the sales.

#### Q4 If yes, which software do you use?

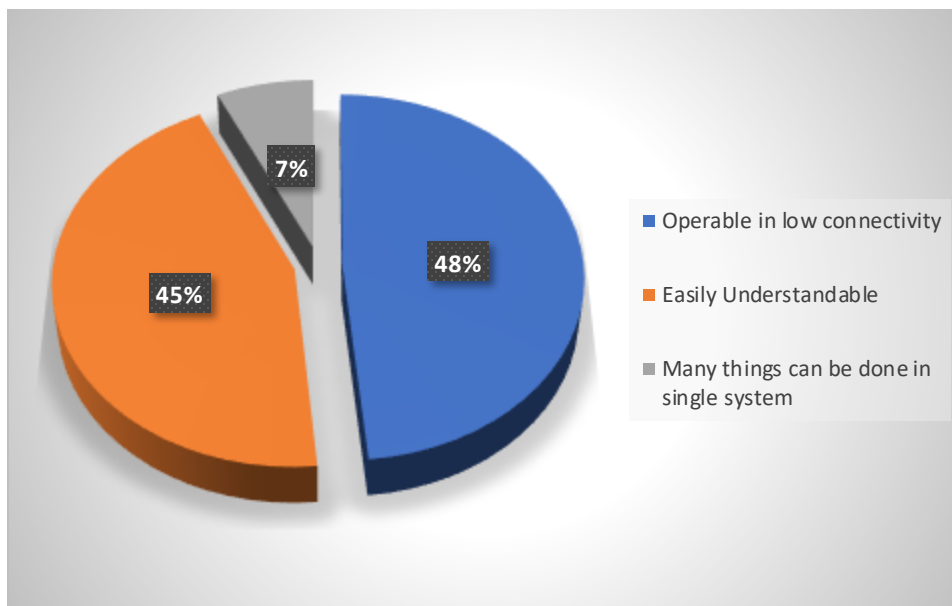
| Type      | Absolute | Percentage |
|-----------|----------|------------|
| Their own | 38       | 49%        |
| tcs ion   | 1        | 1%         |
| Moodle    | 2        | 3%         |
| Lessonly  | 2        | 3%         |
| Other     | 35       | 45%        |
| Total     | 78       | 100%       |



Out of 78 employees having LMS, 49% are using their own system, 1% are using tcs ion, 3% are using Lessonly, 2% are using Moodle and 45% are using other systems. It shows that every company has small share of market and there is no major player in 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>             | 97              | 49%               |
| <i>Easily Understandable</i>                    | 89              | 45%               |
| <i>Many things can be done in single system</i> | 14              | 7%                |
| <i>Total</i>                                    | <i>200</i>      | <i>100%</i>       |

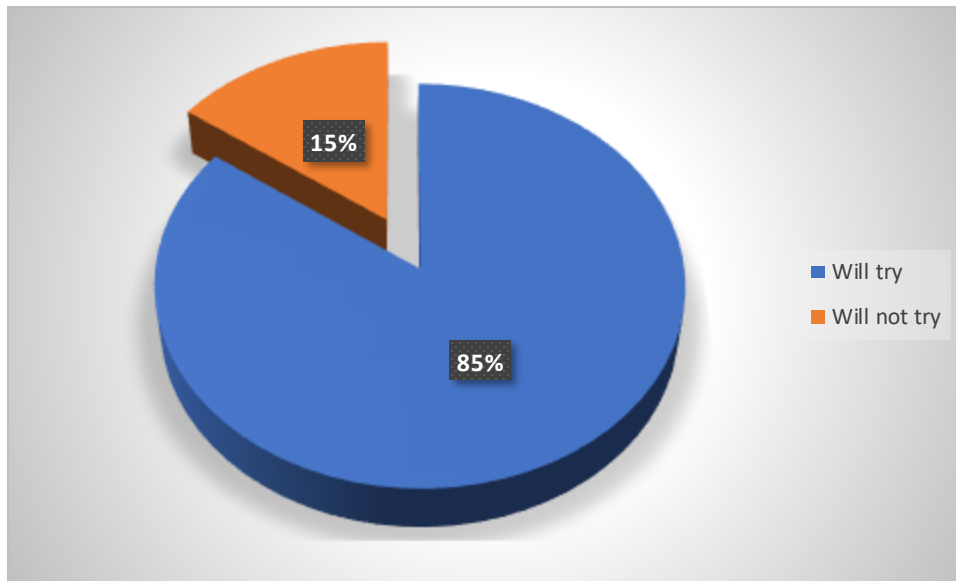


The main features that are considered by the system users are:

- It can be operated with low connectivity network
- Can be easily understood by the user
- We can take quizzes, upload lessons, and upload assignments, all under one system.

**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>     | 170             | 85%               |
| <i>Will not try</i> | 30              | 15%               |
| <i>Total</i>        | 200             | 100%              |



Out of 200 respondents which I have taken for the survey, 85%% want to try the software of Campusknot. It shows that the company can tap that customers and have advantages.

## **5 Observations and Findings**

- The LMS industry is in the growing phase and many companies has started installing the system.
- The Learning Management System Market have potential to emerge as a large sector as more of the educational institution want to install the software for the purpose of teaching and make it a part of their lifestyle.
- An emerging company can also have a significant market share as there is no big market player in the market.
- Companies should focus upon how they can make a software that can be operated in low speed and have more dynamic features
- The software of 'campusknot' was liked by most of the respondents and it can make a huge customer base.

## **6 Suggestions for the company**

- The company should use customization plan for various customers
- The company should increase its reach to the customer as much as it can
- The company should have proper marketing plan to aware, acquire, retain the customers
- The company should hire more salesperson for the field work.

## **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