

Report On  
E-Commerce Evolving K.S.C.C

By

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An internship report submitted to the Brac Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

Brac Business School  
Brac University  
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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Ramit Sen Akash**  
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**Supervisor's Full Name & Signature:**

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**K.M Nafiul Haque**  
Lecturer, BBS Department  
Brac University

## **Letter of Transmittal**

**K.M Nafiul Haque**

Lecturer, BBS Department

Brac University

66 Mohakhali, Dhaka-1212

Subject: Internship Submission

Dear Sir / Madam,

This is my pleasure to display my entry level position provide details regarding' Recruitment and Selection Procedure of K.S Coaching Center, which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

---

Ramit Sen Akash

14204034

Brac Business School

Brac University

Date: Month Day, Year

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between K.S Coaching Center and the undersigned student at Brac University, Ramit Sen Akash.

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## **Acknowledgement**

It was an enormous pleasure to prepare Internship report on E-Commerce Evolving K.S.C.C. The First and foremost I express my admiration to God who enables me to complete this report. I would like to thank and put into words my gratefulness to honorable Supervisor, K.M Nafiul Haque, Lecturer, BBA Department, Brac University, Bangladesh, for letting me to prepare this report, for his enthusiastic support and supervision.

I would like to place my gratitude to Mr. Dipto Saha, Head of Management K.S Coaching Center for enabling me to complete my internship in their esteemed organization.

I am grateful to Mr. Dipto Saha, Head of Management K.S Coaching Center, for supervising me. During my preparation of the report I have come to very supportive touch of different individuals who lend their ideas, time & caring guidance to improvise and clarify the report's contents. I want to convey my heartiest gratitude to all them for their valuable responses.

## **Executive Summary**

KS Coaching Center (KSCC) was established in 2<sup>nd</sup> April 2014. The reason behind starting this institute was, in Old Town there was lack of quality full coaching center so the students were starving for quality education back in that time and also that has become a good business opportunity for me cause there was not any competitor in this sector, so it kind of a monopoly business for me.

The report is intended to focus on the evolving of E-Commerce in my Institution. Because in recent time I have noticed that some of my students are facing problem attending regular classes. So, I thought it will be easier for them if I start an online platform for them. As a result, it will help them to attend class on a regular basis even from their home. I conducted an online survey. I showed analyzes with appropriate tables and the results I obtained from the studies were discussed. Lastly, as I had constraints, I gave my suggestions and what could be achieved in future studies.

This report was created for the purpose of competition of the degree Bachelor of Business Administration (BBA) from Brac University.

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## List of Acronyms

KSCC      KS Coaching Center

## **Glossary**

Thesis

An extended research paper that is part of the final exam process for a graduate degree. The document may also be classified as a project or collection of extended essays.

# Chapter 1

## Introduction

### 1.1 Overview of the Company

K.SCC has been established from 02<sup>nd</sup> of April 2014 and started its journey with a limited number of students. At the very first there was only a single instructor who used to take class of both juniors and senior students of a total 08 students and then gradually it increased up to 239 students including seniors and junior students and is now conducted by 14 teachers with 1 admin officer and 4 staffs. In old town back at that time the guardians were facing a lot of problems in quality education and that was the moment where KSCC started its journey with quality education and well trained instructor with a high standard environment. The journey was not that easy for the institution because it had to provide a lot of effort to increase the number of students. Lots of problems raised and many competitors were creating problems for the institutions. KSCC started with an investment of just two lakhs Taka and now its equity enriched up to ten lakhs taka for further investment. Even KSCC has updated with many other facilities like the institute has built its own library and the institute has also added science laboratory. Even it also has Multimedia facilities which help the students to learn it easier. The students feel more comfortable to study as the instructor always help them learn in group and provide printed notes facilities. This sort of Criteria boost KSCC to its utmost level. The marketing strategy of KSCC was distributing posters and banners and the main marketing of KSCC happened through the communication of the guardians with the new parents about their responses of their child admitting in KSCC. The Vision of KSCC is to make the best Educational Platform and the mission is to ensure all types of facility so that they can create a bright future. KSCC also have a dream to start a school at a certain region and build its upcoming generation into its kind. Even they are also ensuring the rural people and teach them

the basic needs of education without any cost. At least they can do any types work through their basic knowledge. KSCC provides 25% of its profit for the poor and rural people who are not eligible to earn for their family and not even for themselves. They provide food facilities to the poor people as this is the main source for people work hard. KSCC not only focuses on education but also they do care about the entertaining fact like annual Picnic, Drama Competition, Dialogue Competition, Sports Competition etc.

## **1.2 Objectives of the Report**

### **Broad Objectives:**

To implement online platform for the students and provide them a quality education and maintain a high standards for the students of KSCC. At the end of the report you will get an overview of the students of KSCC where students are motivated and inspired to receive this service especially the weak students who are not getting the lecture properly only in class schedule.

### **Specific Objectives:**

- Learning their content in conference for extra help especially for the weak students.
- Receiving some video clips according to their standards of the students.
- Providing slides of the content that they demand for any subject.
- Getting a personal user ID according to their standards for their personal notice and videos.

### **1.3 Limitation of the Study**

For this report, all the necessary and required information were collected. But the sample size was not sufficient. The survey was conducted only on 112 guardians and it would have been more if I had more time to survey in KSCC. It was difficult for me to reach the future students and guardians to know about their point of view on this research. This was the main obstacle for this report if there was not lack of time then I would have been get more detailed survey including all the English medium candidate in Bangladesh.



## Chapter 2

### Literature Review

KSCC had started its journey from 2<sup>nd</sup> April 2014 with only 6 students in hand and then gradually the number of students started increasing day by day and now it has reached in a certain level and have nearly 139 students in hand. According to Steve O. Steve (2015) of Forbes, e-commerce has completely evolved in the last twenty years and from an insignificant business model to a supper essential part of day to day all in all activities. The term e-commerce can be classified as the activity of exchanging goods and services online and even the financial activities can be done over internet. According to the author, the first ever online sale occurred in August 11, 1994, when a man first sold a cd to his friend using his website Net Market. The author also stated the types of e-commerce models which includes, Business to Consumer, where a business sells some sorts of product or service to an individual consumer. Secondly, Business to Business, where a business sells some sort of product or service to another business organization. Thirdly, Consumer to Consumer, where an individual consumer sells some sort of product and service to another individual consumer. And finally, Consumer to Business, where an individual consumer sells some sort of their own good or service to a business organization. In order to enhance the article even more, the author has stated some examples. Two of these are Digital Products and Services. In terms of KSCC, they are now shifting mostly towards providing the even better quality education, service to its students by using even better content providing tool, digital products like digital lecture materials such as online lectures, online problem solving, slide shares etc.

Moreover, since the world is evolving around online based expertise along with the traditional mean of education, training and communication. KSCC is no different. In order to provide better educational facilities they are enhancing their activities online as well. According to H. Tania (2017) of ILLIONIS ONLINE, there are five advantages of studying online. These

includes, Pursuing hobbies. Here the author explained that, by taking the online education facilities 44% students have improved learning and better mental flourishment. Secondly, Flexible schedule and environment. Here it is said that, students who have missed certain lectures and have some issues to attend classes, they got their desired education through online classes. And thus it enhanced their understandings regarding their understandings. Thirdly, Lower cost. Here, the author has explained that online lectures has reduced the burden of the students in terms of heavy cost and baggage of different books. Fourthly, More choices of course topics. Here, the author has explained that, online classes have enhanced the learning horizon of students. It enables the students to learn about varieties of lectures and topics related their subjects. Last but not the least, fifthly, Self- discipline and responsibility. According to the author, it is a fact that studying online requires more self-drive and skill of managing certain things. So, by implementing online based education system, KSCC is in turn enhancing the other important traits for their students.

The author also mentioned that along with these benefits, there are also some other advantages that comes with the involvement of e-commerce in the education process. These includes, comfortable learning environment which explains that, no matter what the situation is there will be no chance of missing out anything. Moreover, it also helps avoid commuting for the students. In case of natural disasters, there might be some situations where the institution may physically close and student might face difficulties in terms of attending the institutions in case of road blocks and other disasters. In that case, no matter what the situation is, the flow of education will never be interrupted. Again, taking online classes would increase the respective technical skills of students. According to the author, while attending online lectures, in turn will increase the technical skills, skills of using different software and other important aspects which would help them onwards.

## Chapter 3

### Methodology of the Study

#### **Data Collection:**

To collect the data the questionnaire method was used. Here, the ordinal scale was used while collecting the information through the questionnaire survey. Here both primary and secondary data were used.

**Sample Size:** Here, the survey was conducted on 112 people, so the sample size is 112.

**Population Size:** The number of students of KSCC are 240, so the population size of this survey is 240.

**Primary Data:** Primary data was collected by one to one interview, with a formal questionnaire made with the help of ordinal scale. The questions were personally asked to them and with observation while conducting the survey the Internship Report was made.

**Secondary Data:** Secondary data was collected from the website of KSCC and other websites.

From collecting to completing the survey the data was analyzed with different tools such as Google Forms and Microsoft office.

## Chapter 04

### Analysis and Interpretation of Data

For the betterment of the students KSCC will take some initiatives to help the students in their studies. They will have special features from KSCC. These will make their study easier. They will not miss anything from the classes. They will have all the elements available if they miss

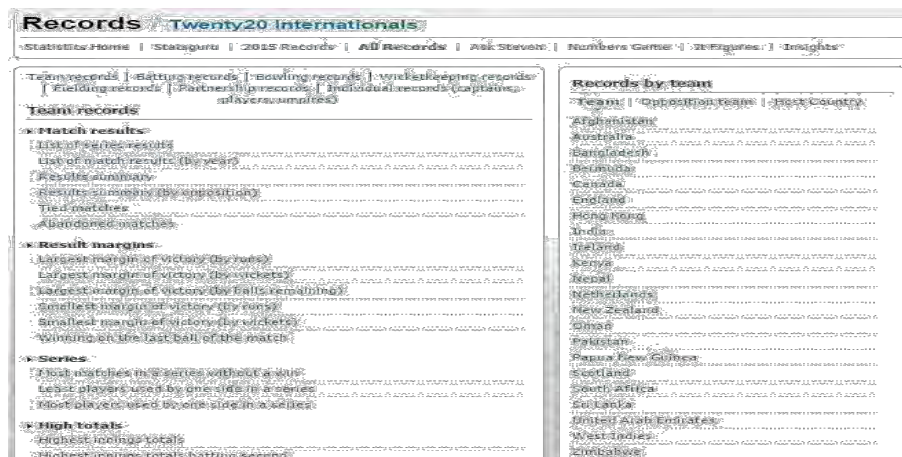


Figure 1: Data Collection

any class. To make their study easier and smooth KSCC will make some features available in future. They are,

1. Conference Video
2. Short Video Clips
3. Slide Share
4. Class Details
5. Personal User ID for the Dashboard
6. Online Payment

To know the feasibility of these initiatives Questionnaire Survey was conducted on 112 people. There were four questions in that questionnaire, outcome of that survey is given below:

Firstly, the question was to know about the current facilities provided by the institute. Here, it was tried to know about their mindset toward the current study system. It was important to know about this, as if they are not happy with the current service then first we have to improve current system. Here, most of the respondents responded positively. They are happy with the current education system of this institute.

### You are happy with the current facilities provided by KSCC.

112 responses

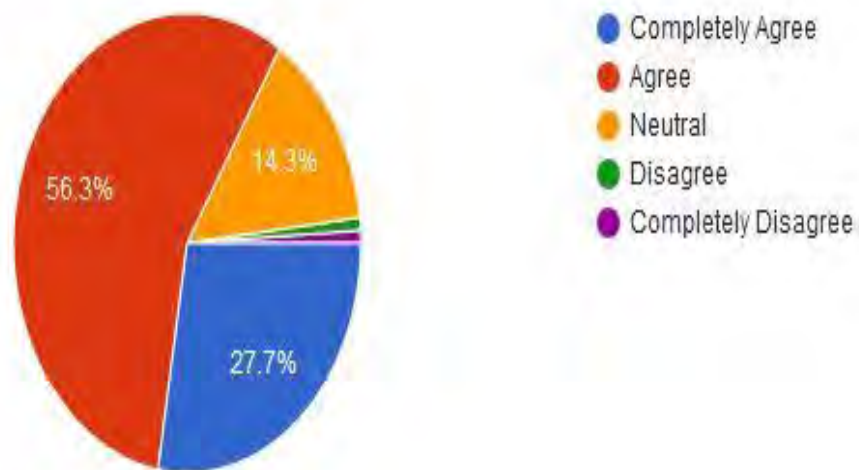


Chart: 01

In this chart, we can see that 27.7% people are completely agree with statement, 56.3% people are agree with the statement, 14.3% people decided to remain neutral and around 4% are not

happy with the statement. So, with majority are happy with the current facilities provided by KSCC.

Secondly, we need to know about their perception toward the online platform of teaching and what they believe about the alternative of the face to face interaction. It will make things easier or complex. It was important to know what they prefer, if they do not prefer the online platform then it would be a bad decision to provide those facilities. So, here we tried to know about the feasibility of the project. Most of them have agreed that online platform can be an alternative of the traditional face to face teaching. They seem interested in the project and they think this help the students to grow with the online platform.

You believe that high quality learning can take place without face-to-face interaction.

112 responses

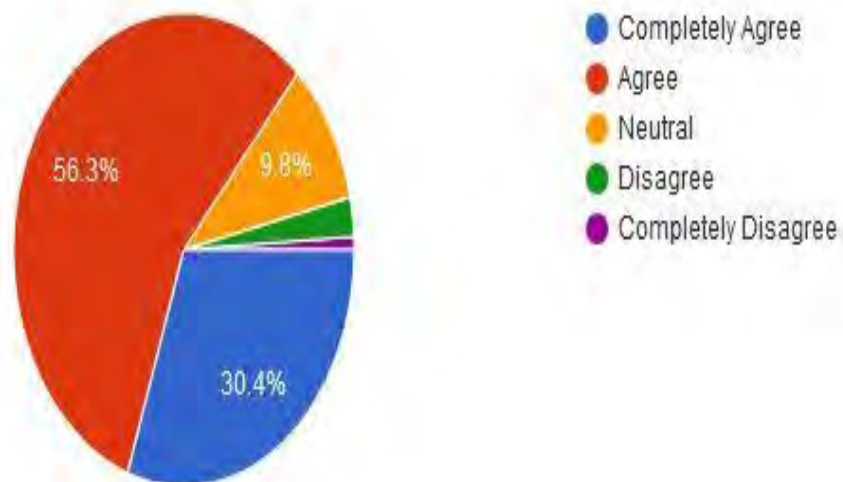


Chart: 02

In the chart, we can see that 30.4% people have completely agreed with the statement, 56.3% have agreed with the statement, 9.8% chose to remain neutral and around 4% people did not agree with the statement. So, majority are happy with the statement.

Thirdly, we need to know about their perception about the new technologies and requirement of the new approaches to learn and problem solving. New technologies require new development and new learning, they are willing to learn that or not here we tried to know that. It is important to know about their willingness, based on that ideas will be created. Here, most of the people are willing to learn new thing to make the study process easier.

You like new technologies which may require new approaches to learn and problem solving.

112 responses

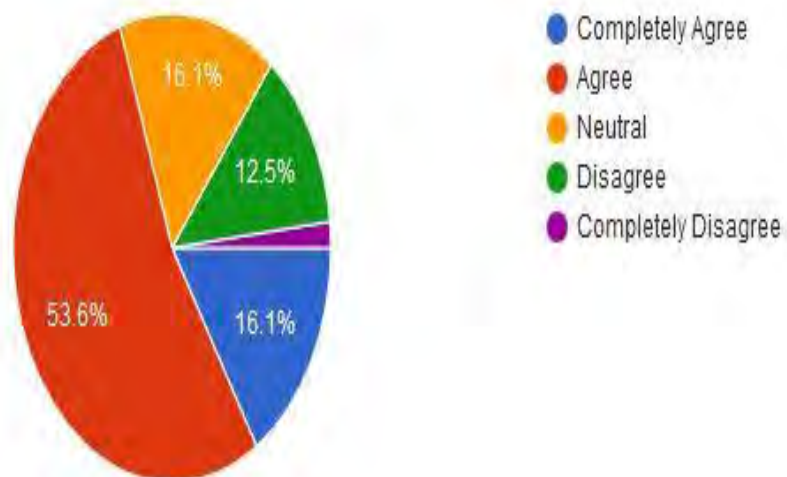


Chart: 03

In the chart, we can see that 16.1% people have completely agreed with the statement, 53.6% people have agreed with the statement, 16.1 people chose to remain neutral and around 3% people did not agree with the statement. So, here majority agreed with the statement.

Fourthly, we need to about their perception toward KSCC Online Platform. They are happy with the decision of the committee or they think there is no need of it. It is most important thing to know about their acceptance of the platform. They are ready to use it or they need more time for it or we should implement it later.

You will happily accept if KSCC apply some online tools to make it easier for the students.

112 responses

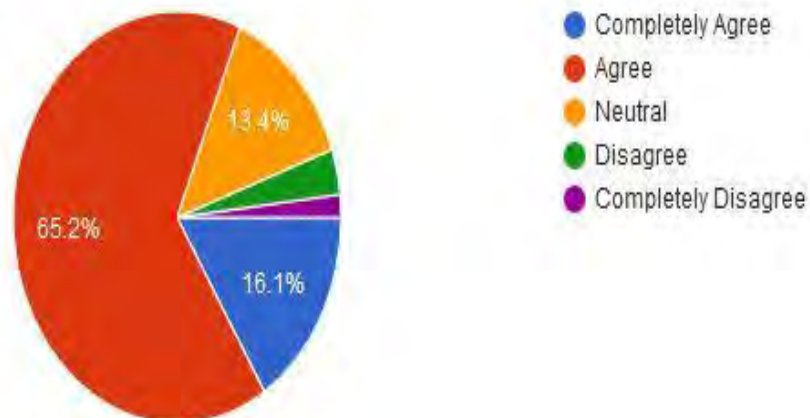


Chart: 04

In that chart, we can see that 16.1% people have completely agreed with the statement, 65.2% have agreed with the statement, 13.4% people chose to remain neutral and around 10% did not agree with the statement. So, majority agreed with the statement.



## Chapter 05

### Findings

For the betterment of the students of KSCC there are some findings which we have found in the analysis on the survey of Guardians that these findings are highly appreciable to the guardian. The details of the findings are given below:

1. Conference Video: There are many weak students who does not get clear what the teachers explains in class and when they finish their classes they certainly forgets the lecture and then comes again at the extra class when the extra classes are held. Moreover, there are some mischievous students who does not concentrate on their studies and lectures and they feel a lot of problem during the exam. Even the good students also face some problems before exam and to overcome this situation we thought that it would be better for KSCC if they start a conference video according to the given time by the instructor and this will enable students to share freely anything they want to share. Even they will be comfortable to see the instructor even before exam or after center as well.
2. Short Video Clips: this is quite similar to the one given in point 01 but there is a slight difference. The teachers going to provide some short clips to the students so that the students can learn from their home. If the chapter is not clear to anyone, even the good students as well, then they can review the lecture again which has been given by the instructor and can easily understand the topic. If they feel any confusion then they can get the solutions, the next day, when they are going to enter at KSCC. Moreover, there might be any students who had some health issues and because of this health issue he

or she could not attend the class. Then he or she can easily access the website through their user ID and password and can get the content clear from their home.

3. Slide Share: KSCC has started its multimedia class from 2017 and this created a massive flow from the students as they have seen very rare to the other coaching center and from 2017 the teachers of KSCC has started taking lectures through slides. When students are absent because of health issue or for any other reasoning. The slides are shared to their website so that they can know the content and understand the topic easily.
4. Class Details: Due to absent the students become unable to know what the teachers have done in class and this will also keep a record of the lesson planning for the annual year. So the teachers can provide the information of the classes like class test routine, mock routine notices etc.
5. Personal User ID for the Dashboard: KSCC are thinking to provide a personal user ID to all the students of KSCC so that they can know their general and personal information according to their standard. There are many notices that need to be send according to their standards and this will be beneficial for the students.
6. Online Payment: The KSCC are providing a facility of online payments because through this years the institute have found that the guardians face problems to come at the institution as many guardians are self-employed and it becomes difficult for the guardians to come at their institution. So this process will be helpful for the guardians to pay their fees. The payment procedure will be through Bikash, Rocket etc. The institution have also thought for a drawback and that is if guardian does not pay their fees on time then the students ID will be blocked automatically.

After doing the survey from the honorable guardians we got to know the perspective of the guardians we have mainly focused on 4 questionnaire and the response of those questionnaires were very positive and they demanded to apply the system soon. From the first questionnaire we have found that 27.7% people are completely agree with statement, 56.3% people are agree with the statement, 14.3% people decided to remain neutral and around 4% are not happy with the statement. So, with majority are happy with the current facilities provided by KSCC. Then in the 2<sup>nd</sup> questionnaire we have found that that 30.4% people have completely agreed with the statement, 56.3% have agreed with the statement, 9.8% chose to remain neutral and around 4% people did not agree with the statement. So, majority are happy with the statement. From the 3<sup>rd</sup> questionnaire we got to know that 16.1% people have completely agreed with the statement, 53.6% people have agreed with the statement, 16.1 people chose to remain neutral and around 3% people did not agree with the statement. So, here majority agreed with the statement. Lastly from the last question we got to know that 16.1% people have completely agreed with the statement, 65.2% have agreed with the statement, 13.4% people chose to remain neutral and around 10% did not agree with the statement. So, majority agreed with the statement. At last from the four questionnaires we have found that they agree with the new movement of KSCC.

## **Chapter 06**

### **Recommendation**

As KSCC is in the growing stage and are successfully growing now a days and as the generation refer online based classes so I would personally recommend to approve this task as soon as possible as this is going to be free of cost and this online platform is going to emerge the quality of KSCC into its utmost level though many institution has already started this process as like Robi Ten Minute School etc but they did not became that popular in English Medium Students. So it is better if the institution provide this facilities quickly. The institution has its quality teachers and it has 239 students and even the quantity of students are increasing day by day. Though the location is not that much popular but because of the improvement in quality and update procedure. The KSCC students feel reluctant to study at this institution and even the guardian also feel comfortable to keep their children at KSCC. Last but not the least it should start a demo class with a limited number of students. The website also need to be more details and it must secure the content privacy.

## **Chapter 07**

### **Conclusion**

To conclude this report is aimed to analyze the customer insights of KSCC. A brief description of the institution profile is outlined followed by the customer responses and attitudes are examined. A sample size of 112 respondents is selected from different guardians from different professions and social class make the study as attainable as possible. The survey is conducted in online. To see how many students and guardians are actually familiar with online platform? The main purpose of the report is to explore the usability of the KSCC's website. The website of KSCC has been analyzed properly. And analyzing the website, I have found that, it is accessible from any corner of the country by anyone who wants to use it. It has a very smooth interface so that students can access and operate easily. The main reason behind inaugurating this website is to provide an option to attend the classes from any places. Although for lack of time there are some lacking in the report for example, the survey was conducted on 112 guardians and I couldn't take any response from my future student but, I think it can be overcome easily when the students and the guardians will use the website.

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