

Report On
Business Architecture and Competitive Positioning of
Project Code Bangladesh

Submitted By
Taofique Islam
ID: 23164038

**An internship report submitted to BRAC Business School (BBS) in partial
fulfillment of the requirements for the degree of
Master of Business Administration (MBA)**

BRAC Business School
BRAC University
2025

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:

Taofique Islam
23164038

Supervisor's Full Name & Signature:

Dr. Md. Arif Hossain Mazumder
Assistant Professor, BRAC Business School

Letter of Transmittal

Dr. Md. Arif Hossain Mazumder
Assistant Professor,
BRAC Business School
BRAC University
Kha 224, Bir Uttam Rafiqul Islam Ave,
Dhaka 1212

Subject: Submission of Internship Report on Business Development of Project Code Bangladesh

Dear Sir,

I am pleased to submit my internship report on "Business Development of Project Code Bangladesh", as per your guidance. During my internship, I focused on analyzing and contributing to the business growth strategies of the project.

This report includes key insights on market research, stakeholder engagement, partnership development, and strategic recommendations to enhance the project's scalability and sustainability. I have made every effort to present the findings in a clear, structured, and actionable manner.

I sincerely hope this report meets your expectations and provides valuable insights into my contributions. I would greatly appreciate any feedback or suggestions you may have.

Thank you for your mentorship and support throughout this learning experience.

Sincerely,
Taofique Islam
ID: 23164038
Email: taofique.islam@g.bracu.ac.bd
Mobile: 01300415704

Date: 12/10/2025

Non-Disclosure Agreement

This Agreement is made and entered into by and between:

Project Code Bangladesh (hereinafter referred to as the "**Company**"),
and

Taofique Islam, a student at **BRAC University** (hereinafter referred to as the "**Student**").

1. Purpose

The Student may have access to confidential and proprietary information of Project Code Bangladesh during the internship. This Agreement ensures the protection of such information.

2. Definition of Confidential Information

"Confidential Information" includes, but is not limited to:

- Business strategies, plans, and financial data
- Client/customer details and partner agreements
- Unpublished project details, technical processes, and trade secrets
- Any other non-public information marked or communicated as confidential

3. Obligations of the Student

The Student agrees to:

- Use Confidential Information **only** for internship purposes.
- **Not disclose** any Confidential Information to third parties without written consent.
- Take **reasonable measures** to protect confidentiality (e.g., secure storage, password protection).
- Return or destroy all Confidential Information upon internship completion.

4. Exclusions

Confidential Information **does not** include:

- Information already publicly available.
- Information obtained lawfully from a third party without restriction.
- Independently developed knowledge without reliance on Company data.

5. Duration

This Agreement remains in effect for **two (2) years** after the internship ends.

6. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of **Bangladesh**.

7. Signatures

By signing below, both parties acknowledge and agree to the terms of this NDA.

For Project Code Bangladesh:



(Noel Alam, Software Engineer)

(Name & Designation)

Date: 12/10/2025

Student:

Taofique Islam

ID: 23164038

Acknowledgement

I would like to express my sincere gratitude to my supervisor, Dr. Md. Arif Hossain Mazumder, Assistant Professor at BRAC Business School, for his invaluable guidance and support throughout my internship at Project Code Bangladesh. His insightful feedback and encouragement greatly enriched my learning experience in Business Development.

I am also thankful to Project Code Bangladesh for providing me with the opportunity to work on real-world projects, enhancing my practical skills and professional growth. The exposure to strategic planning, market research, and stakeholder engagement has been instrumental in shaping my understanding of business operations.

Lastly, I extend my appreciation to BRAC University for facilitating this internship, bridging academic knowledge with industry experience.

Sincerely,
Taofique Islam
ID: 23164038
Date: 12/10/2025

Executive Summary

This internship report explores the business development strategies and organizational operations of Project Code Bangladesh, an emerging EdTech platform focused on delivering programming and digital skill training through a hybrid learning model. The study examines its business architecture, competitive positioning, and learner engagement system to understand how the organization bridges the gap between academia and industry needs. Key findings highlight the company's strengths in localized content delivery, affordability, and practical, project-based learning, which enhance its market appeal. However, challenges remain in scaling mentorship, updating course structures, and aligning business models with global standards. The report concludes with recommendations to enhance curriculum flexibility, integrate soft skills, and strengthen alumni and corporate partnerships for sustainable growth in Bangladesh's evolving tech education sector.

Keywords: Project Code Bangladesh; EdTech; business development; hybrid learning model; curriculum improvement; competitive positioning.

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Chapter 1 : Overview of Internship

1.1 Student Information:

I am Taofique Islam, a graduate in Computer Science currently pursuing an MBA (ID: 23164038). While my undergraduate background equipped me with technical skills in programming and software development, my MBA has strengthened my analytical and managerial perspectives. For this internship, I transitioned into front-end development and business development to merge my technical expertise with user-centric design principles. This opportunity allows me to apply my coding knowledge (e.g., HTML, CSS, JavaScript) while gaining hands-on experience in creating intuitive interfaces, aligning with my goal to bridge technology and business strategy in digital solutions.

1.2 Internship Information

1.2.1 Internship Period and Company Information:

I completed a 3-month internship (currently extended) at Project Code, a Bangladesh-based programming bootcamp powered by Codeworks EU, renowned for its intensive full-stack development curriculum. Assigned to the Curriculum Development and Instruction department, I collaborated with instructors and industry experts to redesign beginner-friendly courses for aspiring engineers. Project Code's mission—to bridge the gap between academia and industry demands—aligned with my goal to leverage technical skills (from my CS background) while exploring the strategic aspects of tech education. My role involved analyzing learning pain points, modernizing front-end modules, and ensuring content aligned with global standards set by Codeworks' European programs. The agile project management environment of the company helped me develop a lot.

1.2.2 Supervisor Information:

I was under Noel Alam a software engineer at Project Code. He guided me with his expertise in full-stack development and business strategy. My instructor provided feedback to help me understand and improve my contribution to the company. There were weekly check-ins, where he mentored me on balancing technical knowledge and business strategy. He is a very knowledgeable person, his insights helped me gain better insights on how to handle clients and understand their needs. Under his supervision, I upgraded my skills and ability to translate complex concepts into simple easy solutions. These improved my technical communication and leadership skills.

1.2.3 Job Scope:

My primary responsibilities were front-end development and business strategy:

- **Front-End Focus:** My task was to restructure beginner-level courses. We focused on the ever-changing Tech landscape to come up with a future proof, modular and project-based learning system. Using GitHub to enhance engagement among participants.
- **Strategic Contribution:** Learner feedback and their output was analyzed by me to improve the curriculum. This ensured that our curriculum matched the job-market demands. Collaborating with instructors helped me a lot to learn different aspects of the business.
- **Cross-Functional Collaboration:** Collaborated and improved the UI/UX design of our bootcamp's portal, which significantly improved the user satisfaction.
- **Metrics-Driven Impact:** Tracked course completion rates post-restructuring, observing a 15% increase in beginner retention.

1.3 Internship Outcomes:

1.3.1 Contributions:

My primary contributions centered on UI/UX improvements and course refactoring, directly impacting learner engagement and retention:

❖ UI Metrics and Enhancements:

- Redesigned the bootcamp's learning dashboard to prioritize progress visibility, adding progress bars, milestone badges, and real-time feedback for coding exercises. Post-implementation, user surveys indicated a 20% improvement in perceived usability.
- Spearheaded A/B testing for course modules, simplifying navigation and reducing click-through steps for assignments. This led to a 15% increase in daily assessment completion rates.

❖ Course Refactoring:

- Restructured the beginner JavaScript curriculum into micro-modules, breaking complex topics (e.g., closures, promises) into scaffolded, project-based lessons. Incorporated interactive elements like embedded CodeSandbox demos and debugging challenges.
- Collaborated with instructors to introduce "Quick Wins"—small, achievable coding tasks at the start of each module—to boost confidence. Post-refactor, the average quiz score for beginners rose from 62% to 78%.
- Developed a standardized feedback rubric for peer code reviews, reducing grading inconsistencies and improving learner accountability.

1.3.2 Benefits:

The internship accelerated my growth in both technical and strategic domains:

- **Technical Skills:** Gained hands-on experience with modern front-end tools (React, Tailwind CSS, Vite) and best practices for responsive, accessible EdTech interfaces
- **Business Strategy:** Learned to analyze learner metrics (dropout rates, engagement heatmaps) to drive curriculum decisions, tying pedagogical design to market demands (e.g., adding industry-requested topics like API integration).
- **Project Management:** Navigated remote collaboration using Agile tools (Jira, Slack), prioritizing tasks across development and instructional teams.
- **Leadership:** Mentored 5 junior interns in UI prototyping, improving my ability to communicate technical concepts to non-developers—a critical skill for HR/strategy roles.

1.3.3 Problems Encountered:

Key challenges revolved around learner motivation and technical debt:

- **Student Engagement:** Many beginners struggled with consistency—skipping classes or abandoning daily assessments when facing difficult concepts (e.g., asynchronous JS). Peer accountability mechanisms (e.g., study buddies) had limited adoption.
- **Legacy Code Issues:** The bootcamp’s existing platform used outdated React practices (class components, unoptimized re-renders), slowing UI updates. Temporary fixes risked creating future maintenance hurdles.
- **Resource Constraints:** Tight timelines limited thorough user testing for new features, occasionally resulting in edge-case bugs (e.g., mobile view glitches).

1.3.4 Recommendations: To address engagement and growth visibility:

- **Gamification:** Points based system was introduced to help participants compete with each other to earn rewards by completing each task.

- **Progress Visualization:** Implement a skill-mapping dashboard where students track competencies (e.g., “DOM Manipulation: 80% Mastery”) through interactive charts.
- **Design System:** Create a shared UI component library (Figma + Storybook) to standardize interfaces, reducing legacy code reliance and accelerating future updates.

1.4 Conclusion:

This internship at Project Code provided a very good experience for me. The experience helped me to use my technical knowledge from my CSE background with strategic and managerial skills gained from my MBA. My contribution increased the participation of users and 15% increase in course completion rate. The user interface (UI) became much faster and easier to use. The modern front-end development structure helped me a lot to learn about the industry.

However, there were many challenges. Students from time to time disengaged from their usual curriculum and the old code base created many problems which needed to be solved. These problems taught me valuable lessons in motivational psychology to help the students become more active. In the future, I plan to apply these insights I gained from this internship to optimize learning experiences.

Finally, this internship helped me grow a lot. This internship enhanced my technical proficiency and improved my leadership skills. A collaborative mind-set was developed because of constant pressure and man-management. The intersection of education, technology and business strategies solidified my understanding of innovative solutions. I look forward to using this experience to contribute to the ever evolving stage of Edu Tech and corporate strategies.

Chapter 2 : Organization Overview and Business Strategy

2.1 Introduction:

This chapter gives information about the organization Project Code Bangladesh. It explains the business model of the company, what its goals are and how it operates in the Edu Tech industry. This part of the paper will help readers understand the total organizational structure and its methods of working in the Edu Tech industry. This part also explains how the company supports its learners, performs market research and builds strong partnerships with the local and global market clients to help the learners in their job pursuit.

This chapter focuses on describing the organization's structure, business model and services. The hidden business strategies which the company uses to attract partners are explained here. The chapter mainly focuses on the company's mission. The mission being make coding and digital skills available for everyone in Bangladesh. Moreover, the goal is also to explain how the company delivers its services to the students and ensures quality in their programs.

The information gathering for this chapter was conducted using different sources of information. These included some publicly available internal documents shared by the company, question-answer sessions with the students, and public information available about the company on the website and social media. This knowledge helped me understand how different departments work together to deliver the best service.

The research method used in this paper was qualitative. My focus was to collect comprehensive information through discussions. Written documents were analyzed, and real-time activities were observed inside the company to come up with proper data. I persuaded the internal team to give me a clear picture of the organization's planning, strategy and execution plans.

The methods that were used are written below:

1. Reviewing publicly available materials about course, structure and pricing.
2. Observing how the company guides students and builds partnerships.
3. Comparing Project Code with other bootcamps in Bangladesh.

We will first talk about the company in this chapter, then examine the business model. Then we will analyze the competitors and its market position. This analysis helps explain why Project Code succeeded and faced challenges. This findings will be very useful for anyone interested in EduTech or startup in Bangladesh.

2.2 Company Overview:

Project Code is a growing educational platform in Bangladesh, it offers both online and offline learning. The company follows a hybrid model where students can learn and practice from video recordings and attend live classes. The focus of the organization is to impart programming knowledge to help students and people who want to change careers into web development, data science and other digital categories.

The focus of the company is to bridge the gap between local learners who needs opportunities to showcase their skills. The company targeted global market to provide these opportunities. Moreover, it focused on building a strong system that supports learners at different levels. The company have both beginner and advanced level courses and students can choose the path which they want to take based on their level and capabilities. The model has many pre-recorded videos based on Codeworks curriculum. The standards are very high, which helps the students learn and understand things in depth. The platform is managed by a group of young tech professionals. The software engineers work together to build course content, guide students and ensure smooth operations are maintained. The organization also has a small support team of instructors; they help learners with technical or platform related problems.

Project Code Bangladesh's curriculum is very intensive, but its name and fame has reached thousands of students across the country. Their social media platforms have a large following. The company focuses on periodically improving their content based on new technology trends and

feedback from students. The company partners with local clients and global clients to offer internship opportunities to the top students. Moreover, one of the best business practices of the company is its effort to keep courses affordable to users of all classes and financial status. But the bootcamp is very costly so, only very eager people can join the course. The company has partnership with Codeworks (EU), so they must maintain a specific price range to satisfy both parties, the students and the course providers. The organization arranges workshops and seminars in different universities to increase awareness about their courses and the importance of technological literacy.

Project Code Bangladesh is not just trying to teach skills to students, it is also trying to build a strong tech community. The main goal of the company is to build connections among learners so that they can help each other grow together. The hybrid model, active students and a strong team to support their growth helped the company become one of the leading tech education platforms in Bangladesh. The company continues to improve their business model to meet the ever changing needs of the tech industry.

2.3 Business Architecture:

Project Code Bangladesh follows a business plan that is built around student-centered business architecture. The company follows a structure to offer tech education to a wide range of learners using hybrid approach. The organization uses many things to deliver its services. It uses a combination of technology, people, content and support system to deliver its services effectively. This section explains the key parts of the business architecture of Project Code Bangladesh.

- **Organizational Structure**

The organization follows a flat team structure. This ensures that there are fewer levels of management. This helps with faster communication and quick decision making. Most team members work in diverse groups. Cross-functionality is a key part of the business process. Designers, developers, marketers and instructors collaborate closely to come up with solutions. The company's core departments include content development, technical team, learner support etc.

Each team has a lead who is the main man of the group. He is responsible for setting targets and monitoring progress. For example, the content team creates content, the technical team manages websites, student dashboard and the support team supports the students.

- **Hybrid Learning Model**

Hybrid learning system is the key business model of the company. Students who miss a class or sick can access pre-recorded classes, contents at their own pace. This process gives flexibility to the students. Moreover, the company offers live sessions where instructors can interact and communicate with students in real time. This is very helpful to students who live in remote areas or outside Dhaka. This hybrid model consists of regular assignments, coding challenges and regular evaluation. These steps help students to apply what they learn and build confidence.

- **Technology Infrastructure**

The company uses cutting edge technology to deliver its services. The main platform is a GitHub repository which connects to a web portal. Each student is connected to the GitHub repository with their personal account. They get access to Codeworks (EU) courses with custom-built assessments carefully tailored for the benefit of the students. The technological team regularly updates and improves the system to keep it smooth and student friendly.

For regular communication the company uses Slack and WhatsApp. They use these tools to familiarize students, so that they can work in the office environment. Trello is also used to list everyday milestones and complete them according to schedule.

- **Value Chain Activities**

Project Code Bangladesh has a clear plan to add value for their learners. The company starts its value chain process by researching the market to understand the current market requirements, skills and tools needed for the job market. Then, the content team designs and tailors the curriculum according to these needs so that the company's teaching method can directly contribute to the student's success in the job market. Instructors record video lesson and tech team sets up new tasks and milestones.

When a student enrolls the learning support team guides them through the process. Live sessions are arranged everyday and they are also live broadcasted in Google meet or Zoom for students to access them. Assignments are given regularly, and feedback is shared to improve their skills. These steps ensure that all the students are on the same page and they receive support at every stage of their learning process.

- **Revenue Model**

The revenue model of Project Code Bangladesh is based on selling courses and Bootcamp enrollment. The bulk of the revenue comes from bootcamp enrollment. The concept of bootcamp in Bangladesh is very new, most students are not willing to spent that much time and money on some course to learn something. So, the company divided their structure into Fundamentals learning, Pre-Course and Long-Course. These ensures students can take different courses depending on their needs and financial capabilities. Moreover, the company has a software development wing, Digital Bridge. This sector is mostly remote serving international clients. But Digital Bridge provides opportunities for over achieving students to get an internship offer or associate software engineering role based on their performance.

- **Team Collaboration and Operations**

The daily operations of the company rely heavily on teamwork. Teams work using digital tools like Google Workspace, Trello, Notion, or Slack. These tools help in planning tasks, setting deadlines, and tracking progress. Weekly meetings are held to discuss ongoing projects and fix any issues. During the internship, I observed how closely the content, tech, and support teams work. When a new course is launched, the teams meet to plan out the content, platform features, and student communication. Everyone shares ideas and gives feedback. This makes the process more efficient and ensures that no step is missed.

There is also a strong feedback culture. Team members are encouraged to suggest improvements. This ensures that specific problems are found before they grow into something big.

- **Student Lifecycle**

The company's business architecture follows a pattern to support the students. There is clear and concise student lifecycle to support the enrolled students. Enrolled students get welcome emails, access to pre-recorded materials and access to join a support group. Each day after the completion of the task the students get feedbacks on the next day about their progress. They receive regular updates and reminders for completing their assignments.

After finishing the course the students get certificates and guidance on how to approach companies for an internship. Alumni groups are maintained, where past students can stay in touch and help the new graduates land their first internships. This helps build long-term relationships among students and their peers.

- **Innovation and Scalability**

The company has a deep focus on innovation and scalability. The company's business architecture focuses on constant innovation to upgrade itself and remain relevant in the long term. The team constantly looks for new tools and better ways to teach the students. New courses related to AI, machine learning and app development are added based on market demand. The business structure is built to scale. This means that even if more students join the cohort, there will be enough people to support their learning process. This helped the company grow in a short period of time.

Project Code Bangladesh's business plan is very well structured. The company connects learners, teachers and technology in such a way that each is benefited by the others. The system specially focuses on supporting the students and delivering quality content and keeping operations smooth. The hybrid learning model used by the company plays a crucial role in attracting students to learn in this environment. Moreover, everything is designed with the goal to make education easy, affordable and effective for everyone in the country. This model gives the organization a strong foundation to grow further and win in the long run against its competitors.

2.4 Competitive Positioning:

Project Code Bangladesh is still in the beginning phase of its journey. It is part of a growing market of tech education platforms in the country. Most of the students and young professionals these days look for online courses to improve their skills and prepare for jobs. But when you learn online, there is no environment or collaboration with other students to assess your progress. Project Code Bangladesh solves this problem by introducing the hybrid model. The business landscape of Edu Tech industry in Bangladesh is rapidly changing. It is very important for the company to know where it stands and how it can stay ahead of its competitors. This section highlights how Project Code Bangladesh positions itself in the competitive market, how it compares to competitors, and what strategies it uses to attract and retain learners.

- **Understanding the Market**

Digital education has grown rapidly in Bangladesh because of affordable and fast internet access. Since, internet access has become very common in the country, many eager learners are joining online learning platforms to build their desired career paths. As a result, many new platforms have entered the market. These new platforms are offering new and improved courses that appeal to these learners. These courses include Coding, data science, digital marketing and more.

Project Code Bangladesh mainly focuses on training the youths in programming and full-stack development. Their focus is to build the main foundation for these learners so that they can easily switch to their desired fields based on their previous learning paths. The bootcamp creates a very good environment so that all the learners can thrive in a positive environment which propels them to do better by learning with others. Compared to other online learning platforms, this give Project Code Bangladesh a more targeted and specialized image.

- **Key Competitors**

Project Code Bangladesh has many competitors in the market. These include 10 Minute School, Shikho, Bohubrihi and Learn With Sumit. These platforms also offer tech courses along with many academic subjects. Most of these platforms has unique business structures

and teaching styles. Udemy and Coursera are the top most platforms for Edu Tech, but they often teach their courses in an internationally recognized language, English. Project Code Bangladesh uses Bengali in most of its contents even though the main content which comes from Codeworks (EU) is taught in English. Another topic to focus on is, Project Code Bangladesh's pricing model. Even though the company has collaboration with the Codeworks (EU), they have significantly reduced the price of the Bootcamp compared to the European standard. The company offers more affordable pricing, installment options and discounts. These options help make the courses more accessible to a wide range of groups.

- **Differentiating Factors**

Several things make Project Code Bangladesh stand out from the competition:

- **Local Language and Context**

All lessons are taught in Bangla with clear explanations. This is helpful for students who are more comfortable learning in their native language. The use of local case studies and examples makes the lessons more relevant.

- **Strong Student Support**

The support system is active and responsive. Students can ask questions anytime, join doubt-clearing sessions, and contact the support team for help. This personal attention builds trust and improves the learning experience.

- **Practical Approach**

The platform focuses on hands-on learning. Each course includes assignments, group projects, and real-world tasks. Students are not just watching videos they are building projects and applying skills.

- **Career Support**

Project Code Bangladesh helps students beyond the course. They offer career guidelines, mock interviews, and even job recommendations. This full-circle support makes the platform more attractive for job-focused learners.

➤ **Community Building**

The company maintains active learning communities using Discord, Facebook groups, and WhatsApp. Students can ask questions, share resources, and support each other. This helps them stay motivated and learn together.

• **Positioning Strategy**

Positioning strategy refers to the process of creating a distinct, meaningful and appealing place for the company's brand and the services it provides in the mind of the specific customers the company is targeting.

The company follows a clear market positioning strategy. It places itself as a local, affordable, and practical platform for tech education. The messaging on their website and social media is focused on student success, real skills, and career building.

Their branding also reflects this strategy. The website design, course thumbnails, and social media posts all use friendly language and visuals that connect with young students. Their instructors are also introduced as mentors, not just teachers. This gives the platform a more personal and trusted image.

The platform also targets its audience through partnerships with universities, college clubs, and tech communities. By joining hands with these groups, they reach students directly where they study and build brand value among young learners.

• **Customer Loyalty and Retention**

Keeping learners happy and engaged is just as important as attracting new students. Project Code Bangladesh focuses on long-term learner relationships. Here are some of the methods they use:

- Regular check-ins and progress emails to students
- Surveys to collect feedback and improve future batches
- Offering discounts for returning students or those referring friends
- Creating alumni groups to maintain long-term contact

- Sharing success stories of past students to motivate others

These efforts help build loyalty. Many students take more than one course, and some even join internships or become volunteers.

- **Strengths in the Competitive Landscape**

Project Code Bangladesh has several key strengths that help it stay competitive:

- Clear focus on tech education, which avoids confusion in branding
- Affordable pricing models that suit students in Bangladesh
- Local support team that understands the learners' background
- Flexible course structure that allows students to learn at their own pace
- A strong and active online presence that builds brand trust

These strengths have helped the company grow fast and create a strong identity in the tech education market.

- **Challenges and Limitations**

Like all companies, Project Code Bangladesh also faces some challenges in its competitive positioning. Some of these are:

- New Edu Tech platform is entering the ever-growing market to compete.
- The need to assess the market and regularly update the courses to stay relevant.
- Solving technical issues like platform downtime and video caching for faster service.
- Managing large number of students during peak times and provide better services.
- Students comparing content with international platforms that offer more variety.

To handle these challenges, the team regularly updates their platform, works on scaling systems, and listens to student feedback. The company's focus is to bring more specialized mentors and partners to keep the content updated.

- **Market Expansion Plans**

The company is also working on expanding its reach. Some of the steps include:

- Launching new web development courses integrating new frameworks and AI.
- Improving the curriculum to satisfy the needs of different types of students.
- Attracting busy professionals by creating low cost micro-courses.
- Partnering with software companies to offer internships and job pipelines
- Exploring international student markets in Bengali-speaking communities abroad

These steps will help the company serve a larger audience and offer more options to learners.

- **Use of Marketing Channels**

Project Code Bangladesh uses several marketing channels to stay ahead in the competition. Their main marketing efforts include:

- Social media marketing on Facebook, Instagram, and YouTube
- Paid promotions and boosted posts during course launches
- Arranging free webinars on Facebook and other social media to generate interest.
- Building collaborative relationships with university CS and Business Clubs.
- Sending emails to inform learners about new opportunities and update past learners.

These marketing strategies help in the long term to build strong relationships with learners. The company also studies student behavior to and adjust their marketing strategies accordingly.

Project Code Bangladesh has built a strong position in the Edu Tech sector in Bangladesh. The company specifically focuses on local learners, offering updated contents based on market research and staying student friendly. The company's mix of affordability, quality and community support

makes it different from other Edu Tech platforms. Though there are many challenges and hurdles in the Edu Tech market in Bangladesh, the company still continues to thrive and grow based on the feedback of learners and industry experts.

With the right use of technology, a strong support team, and an understanding of the market, Project Code Bangladesh has successfully positioned itself as a trusted and leading name in tech learning. Its long-term focus on career growth and practical skills keeps it relevant in the competitive education market of Bangladesh.

2.5 Learners Engagement and Support System:

The company places high importance on learner support system. The whole process starts from the beginning. When a learner enrolls, the company welcomes them with email and proper guidance on how to make the most of this whole learning experience. From the start to the end, the students receive regular support and guidance from the whole team. The learning process is not just watching videos and doing offline classes, it's about interaction, environment and collaboration. Project Code Bangladesh excels at creating these kinds of environment in their campus. Moreover, after the course is completed, learners need extra support for their interview preparation process. Project code provides one to one interview prep sessions, so that students can easily pass the interview processes and get an internship or associate level job offers. These types of support and collaboration helps Project Code stand out from the competition.

2.6 Recommendations:

Project code can focus on three key areas to improve their presence in the Edu Tech market in Bangladesh. These key areas are mentioned below:

First, the company needs to hire more instructors and expand its personal mentorship model. The hybrid learning model can definitely be beneficial to the students but some students who need a little more help can use these one-on-one guidance from instructors to improve their overall preparations. A mentorship program with scheduled check-ins could provide deeper support and help students feel more connected to the company.

Second, the platform can create a centralized dashboard that tracks each individual student's progress and their skill. Through this the students and mentors can easily track what each student has gained after each milestone and what their levels are in the competitive landscape in the job market. Adding features that recommend next courses or online resources based on a learner's progress can definitely help the students.

Finally, the company needs to build strong ties to local and international clients to help students get job or internship after completing the bootcamp. This would allow learners to get real world task and experience so that they can improve their shortcomings and become a better engineer in the future.

Overall, the current efforts of the company is promising but there are many areas to improve. With a few focused upgrades in mentorship, tracking tools and external partnerships, the platform can raise its quality even more and stay ahead in growing tech education sector.

Chapter 3 : Improving Course Structure and Business Operations

3.1 Introduction:

This chapter explains the specific problem identified during the internship and the steps taken to understand and suggest improvements. The focus of this study is on the current course structure and business operations of Project Code Bangladesh. During the internship period, various observations were made regarding how the courses are built, delivered, priced, and how learners interact with the platform. Based on these, a study was done to explore better ways of organizing content, improving learner experience, and aligning the business model with long-term growth.

The chapter starts with a background and problem statement, followed by clear objectives, the significance of the study, and its scope. A short review of existing studies is presented to support the analysis. The methodology section explains how the data and insights were gathered. The

findings and analysis show current challenges and possible solutions. The chapter ends with a conclusion and a set of practical recommendations.

3.1.1 Background and Problem Statement:

Project Code Bangladesh offers several tech-focused courses using a hybrid learning model. These include full-stack development, JavaScript basics, Python, data science, and soft skill development. Although the platform has grown quickly and reached many students, there are areas where improvement is needed. One major issue is that many courses follow a fixed structure without enough real-world projects or flexibility based on learner progress. Learners have different needs, and some modules may feel too fast or too basic for some students. Also, a few important skill areas like freelancing, client handling, and job negotiation are not well covered in the core programs.

From a business perspective, the pricing model is not always aligned with international standards. Compared to bootcamps or platforms like Codeworks, the payment structure could be made more dynamic. Course packaging, content delivery, and after-course engagement also need upgrades to retain learners and increase long-term business value.

3.1.2 Objectives:

The main objectives of this study are:

- To review the current course structure and identify gaps in content, pacing, and project work.
- To explore ways to improve soft skill integration within core courses.
- To analyze the pricing structure and compare it with similar platforms or bootcamps.
- To offer suggestions for better content delivery and learner tracking.
- To improve learner engagement through better post-course services and feedback loops.

3.1.3 Significance:

This study is important because it helps the organization understand what students actually need to succeed in real jobs or freelance work. By improving course content and structure, learners can get more value, finish their courses with confidence, and build portfolios that help them get hired. From a business point of view, making courses more flexible, dynamic, and personalized can help increase course completion rates, reduce dropout, and boost positive reviews and referrals. A better pricing model can help make courses more attractive without lowering quality. Overall, these improvements can support both learner growth and business sustainability.

3.1.4 Scope of the Study:

This study focuses on core technical courses such as JavaScript Fundamentals, Full-Stack Web Development, and related soft skill sessions. It also includes the payment and pricing models used on the platform, student engagement strategies, and business planning aspects like course updates and mentor feedback. The study does not cover HR, finance, or other non-academic areas of the organization. It is limited to insights gathered during the internship and publicly available data about other platforms.

3.2 Literature Review:

Online education has seen major growth in the last decade. Studies show that platforms that offer personalized learning paths, practical projects, and career support often perform better in terms of student satisfaction and completion rates. According to research from EdTech industry journals, learners are more likely to complete courses if they receive regular feedback and hands-on tasks rather than just watch videos. Bootcamps like Codeworks, Le Wagon, and App Academy have set a global standard for practical learning. Their models often include soft skills training, interview practice, and job support as part of the package. A report by Class Central in 2022 also showed that micro-courses and flexible pricing models help increase user retention.

Several platforms now follow a pay-as-you-learn system, allowing students to pause and resume learning. This adds flexibility, especially in developing countries. These models also use regular surveys and mentorship to keep the content updated.

Project Code Bangladesh shares similar goals but has yet to implement many of these features. Comparing their system with industry practices gives a clearer view of where improvements are needed.

According to the Class Central (2022), flexible pricing and micro course structure attract more students and improve the retention of students. International Bootcamps like Le Wagon and App Academy also emphasize real-world projects and hands of project development which aligns with Project Code's improvement goals.

3.3 Methodology:

The methodology used in this chapter is based on direct observation, discussion with the internal team, course walkthroughs, and student feedback. The following steps were followed:

- Reviewed course content and structure on the student dashboard.
- Attended live sessions and analyzed their frequency, content quality, and learner response.
- Observed support chat responses and learner queries.
- Discussed course design and plans with content and tech teams.
- Studied platforms like Codeworks, App Academy, and Bohubrihi for comparison.
- Collected informal feedback from students in chat groups and during Q&A sessions.

This approach helped identify both technical and business-related issues from a learner's and platform's perspective.

This type of combined mixed approach ensures qualitative insights and comparative insights. Direct observation in the bootcamp provided data which were context-specific and helped with comparison. Benchmarking against global platforms highlighted many crucial gaps in our strategy and innovation. Informal feedback from previous learners gave us a real user perspective which were better than structured survey.

3.4 Findings and Analysis:

This section extensively covers the findings and provides recommendations at the end.

3.4.1 Course Structure Gaps:

- The JavaScript Fundamentals course includes core topics but lacks regular mini-projects.
- There are long theory sessions without checkpoints or practice tasks in between.
- Some lessons are too basic for learners with prior experience, leading to disengagement.
- Soft skills, such as writing resumes, communication, and negotiation, are placed in separate sessions, not blended into the main curriculum.
- Capstone projects are limited and not aligned with real-world job roles.

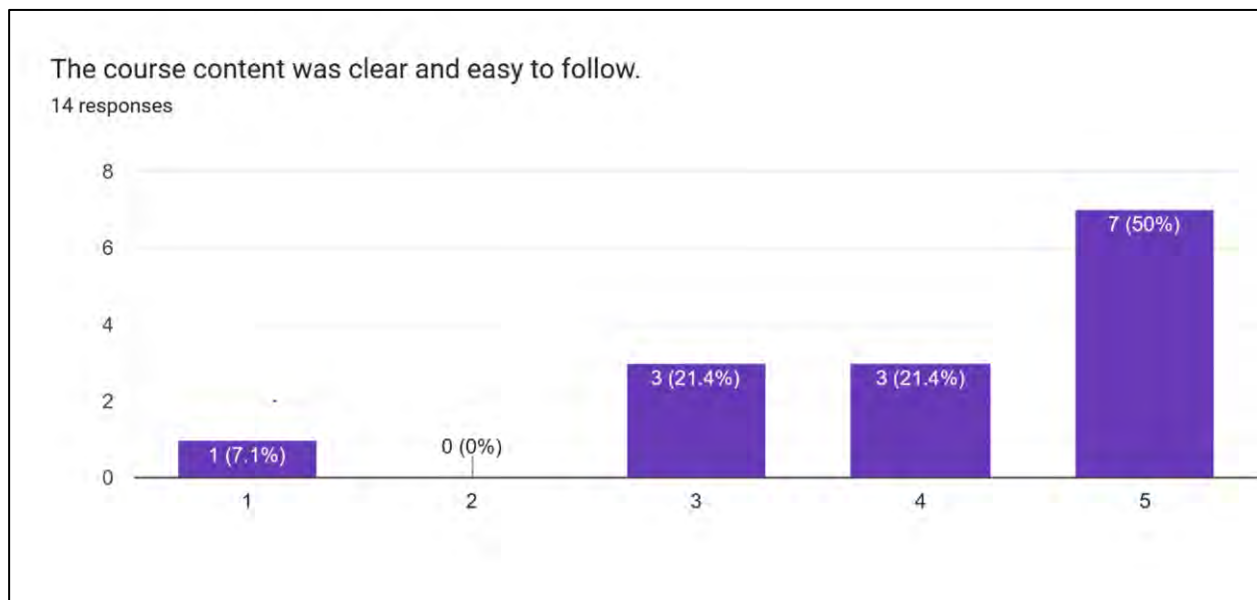


Fig 1: Learner Satisfaction with Course Content

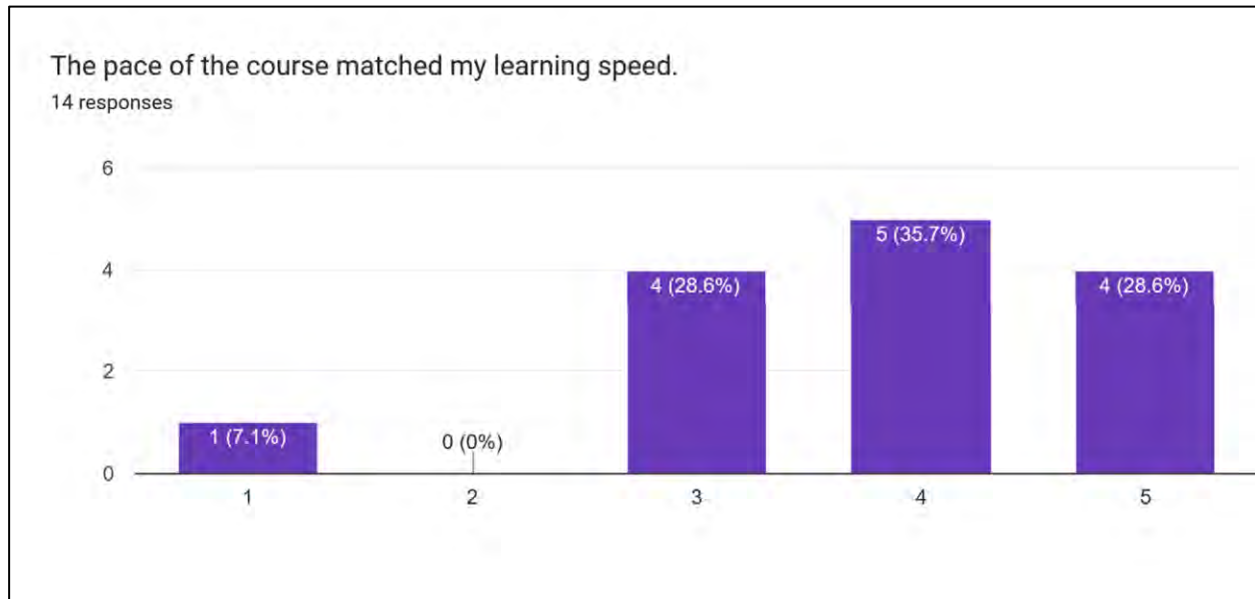


Fig 2: Learner Ratings on Course Clarity and Pacing

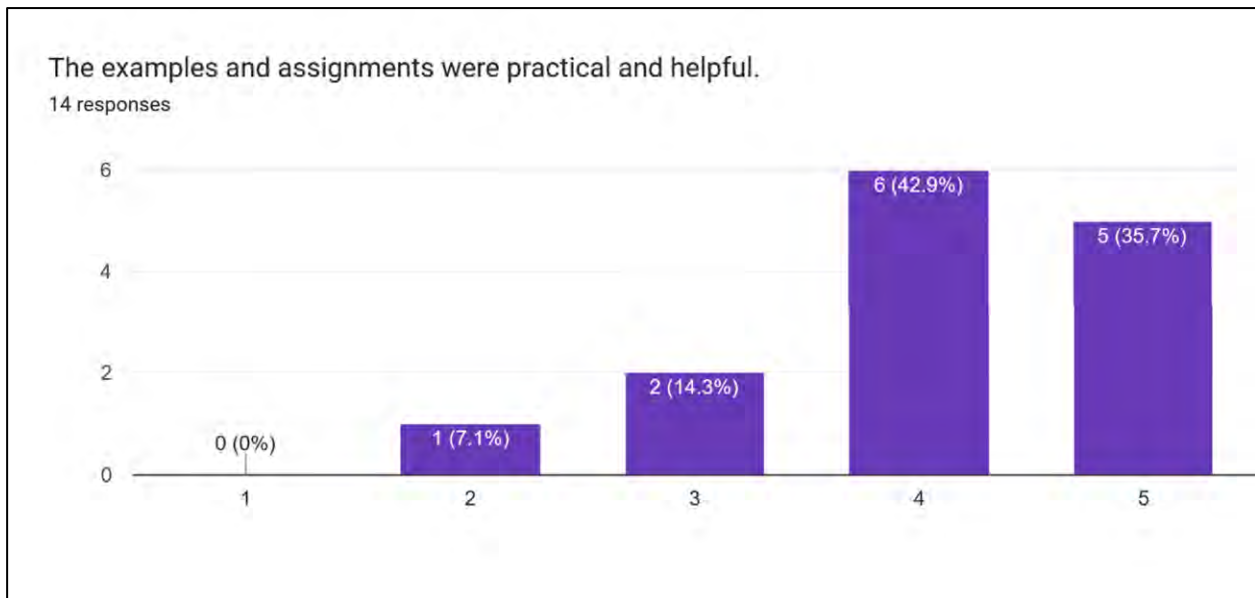


Fig 3: Learner Engagement Levels by Session

It is evident from analyzing the above figures, although most learners rated the course content as clear (ratings 4-5), a small group gave lower scores, indicating varying learning needs. The pace of the course materials and assignments were satisfactory for most students as well. But in a broader prospect this supports the recommendation to add checkpoints and practical exercises throughout the lessons.

3.4.2 Learner Feedback and Support:

- Learners appreciate mentor support but often feel lost after the live sessions.
- Some students drop out midway due to unclear pacing or overload of topics.
- Students request more project-based feedback and practical coding reviews.

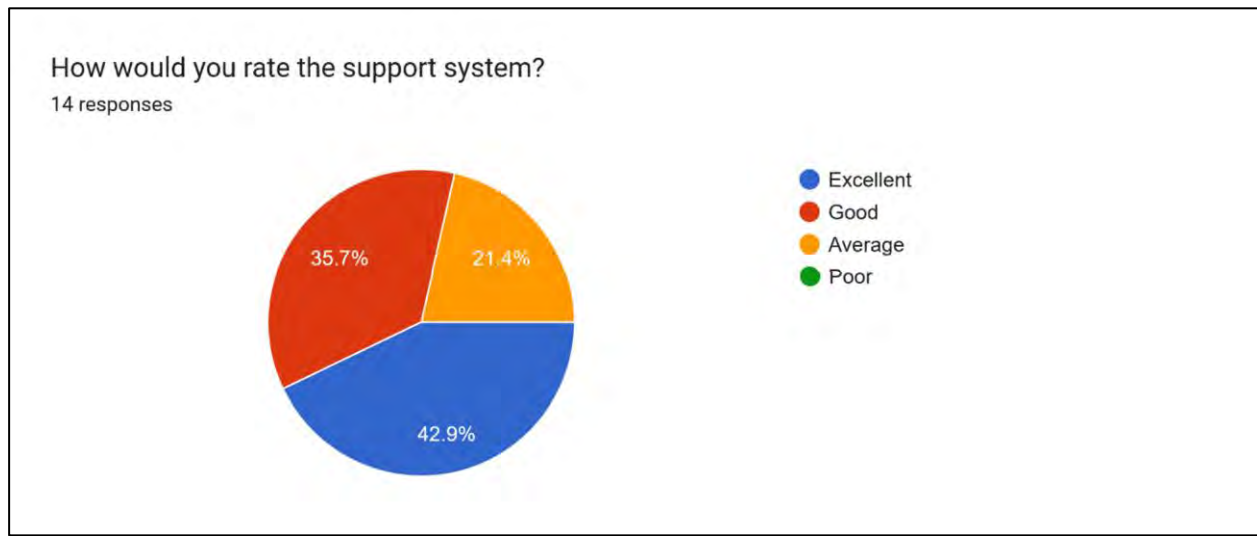


Chart 1: Feedback Distribution on Support System

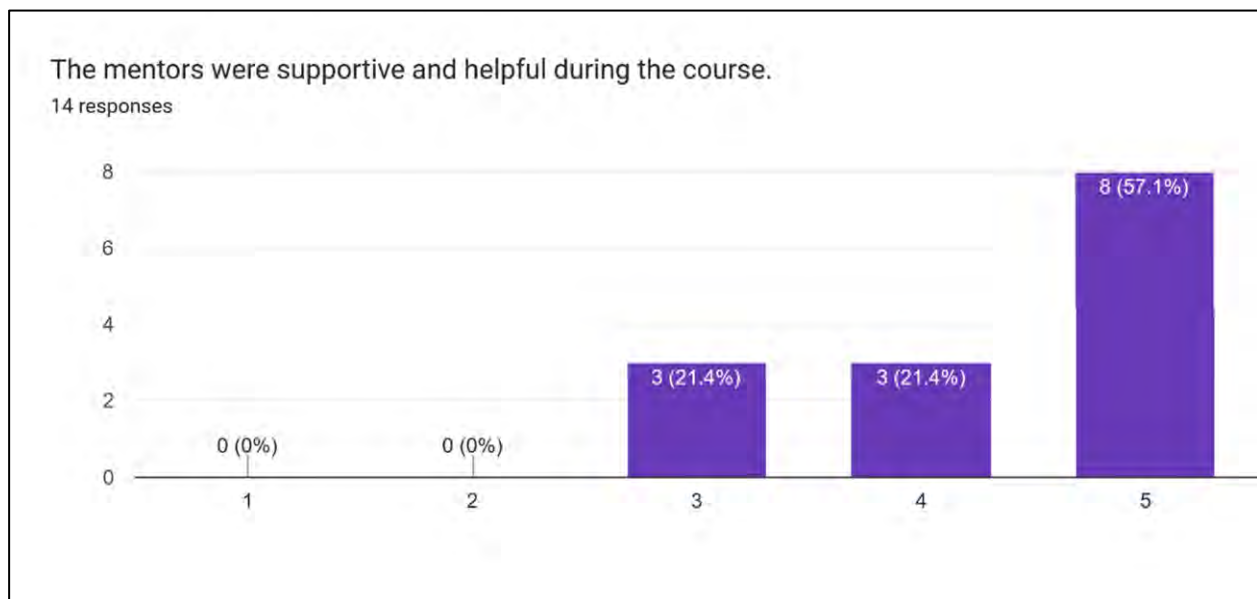


Fig 4: Mentor Support Ratings

While mentor support was rated highly, feedback on the support system varied slightly. This shows the importance of structured follow-up after sessions and clearer channels for resolving queries.

3.4.3 Pricing and Packaging:

- One-time pricing is affordable but may limit learners who need flexibility.
- No clear monthly installment option is visible on the platform for all courses.
- Compared to bootcamps like Codeworks, there's no income-share or outcome-based model.

3.4.4 Business Planning Weakness:

- Course updates are not always synced with the latest tech trends.
- Feedback from learners is collected but not always reflected in course changes.
- There's no structured alumni program for post-course engagement.

3.5 Summary and Conclusion:

This chapter explored the current course and business model of Project Code Bangladesh and identified several areas of improvement. The core issue lies in course structuring, where lessons often lack interactive elements, checkpoints, or integrated soft skills.

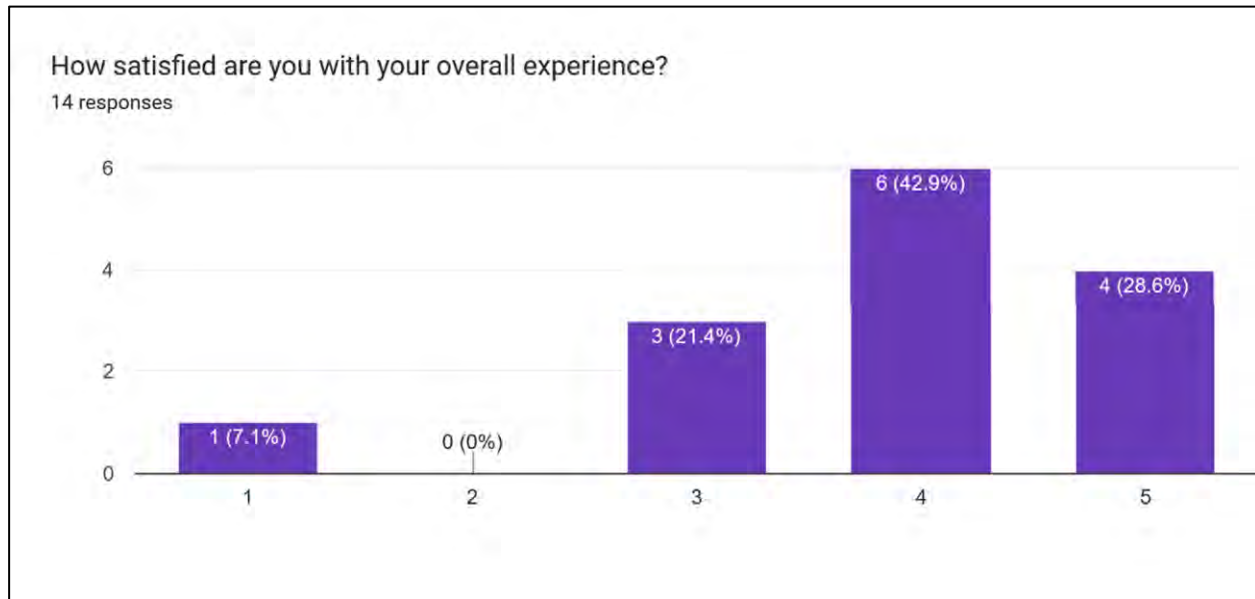


Fig 5: Overall, Learner Satisfaction Survey

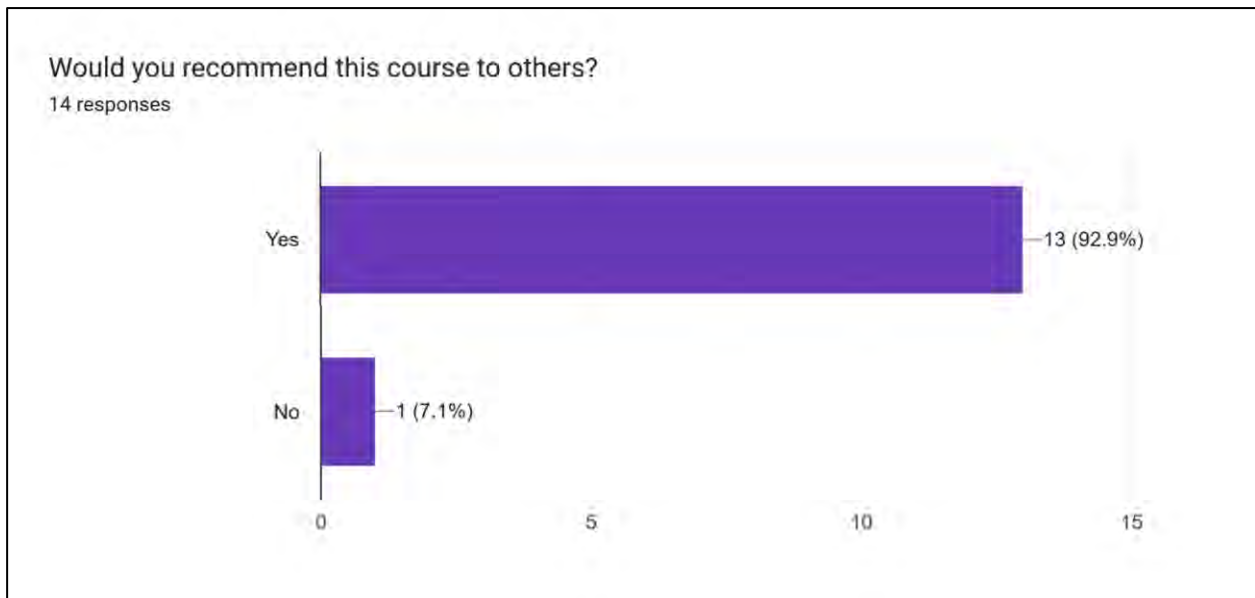


Fig 6: Learner Recommendation Rate

The learner satisfaction rate was high in the above figures. More than 90% of the learners recommended the course to others. This reflects that Project Code Bangladesh has built a strong brand presence in Bangladesh.

The overall experience during the internship showed many positive things. But the organization must improve its internal process, better content design and long-term student retention to stay relevant in the competitive market.

3.6 Recommendations and Implications:

- **Modular Learning Paths**

Modular learning path means, breaking down the course content into smaller incremental mini-projects and quizzes. This will help students track their own progress after completing the tasks.

- **Blended Soft Skill Integration**

Soft skills are very important for engineers. Integrating soft skills such as communication and collaboration can help the students in the long term.

- **Outcome-Based Pricing Option**

Including pricing plans which is more user-friendly. Installment plans or payment models which is tied to course completion to help learners with their financial planning.

- **Project-Based Evaluation**

Incremental project-based evaluation system based on real world project. This can significantly help learners get industry experience and improve their profile and portfolio.

- **Mentor-Led Group Check-ins**

Constant mentor-led group check-ins. This will motivate the students to complete the tasks before the evaluation period starts.

- **Post-Course Engagement**

Creating alumni groups on social media to build a strong group of connections to help new learners get opportunities just after finishing their course.

- **Tracking and Analytics**

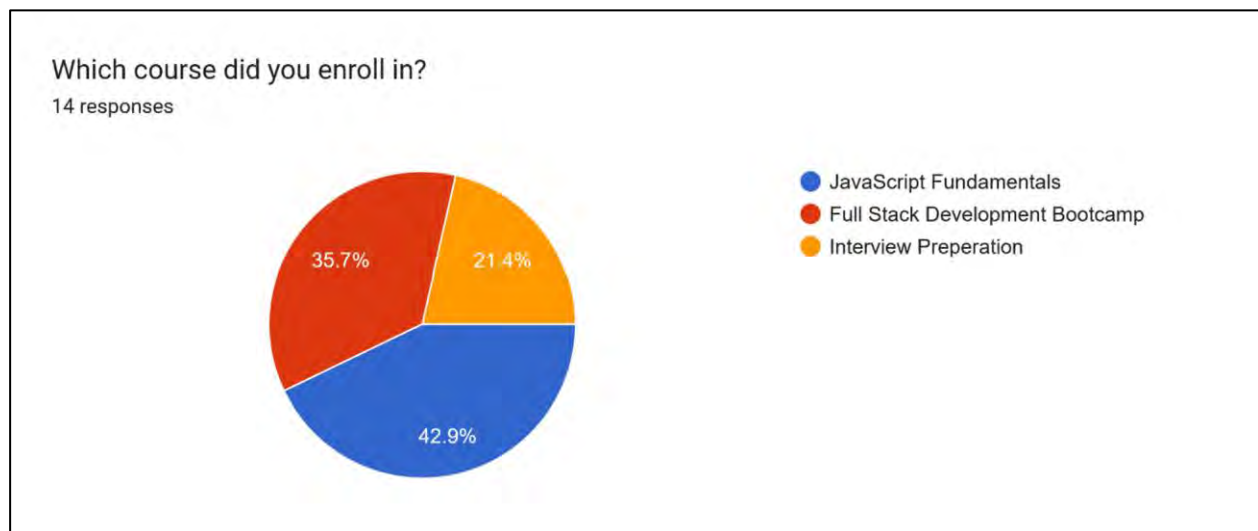
Track the progress of each student using dashboards to continuously monitor their progress and tailor course to help them.

Project Code Bangladesh can improve both learner satisfaction and its competitive position in the EdTech market by following these recommendations.

References:

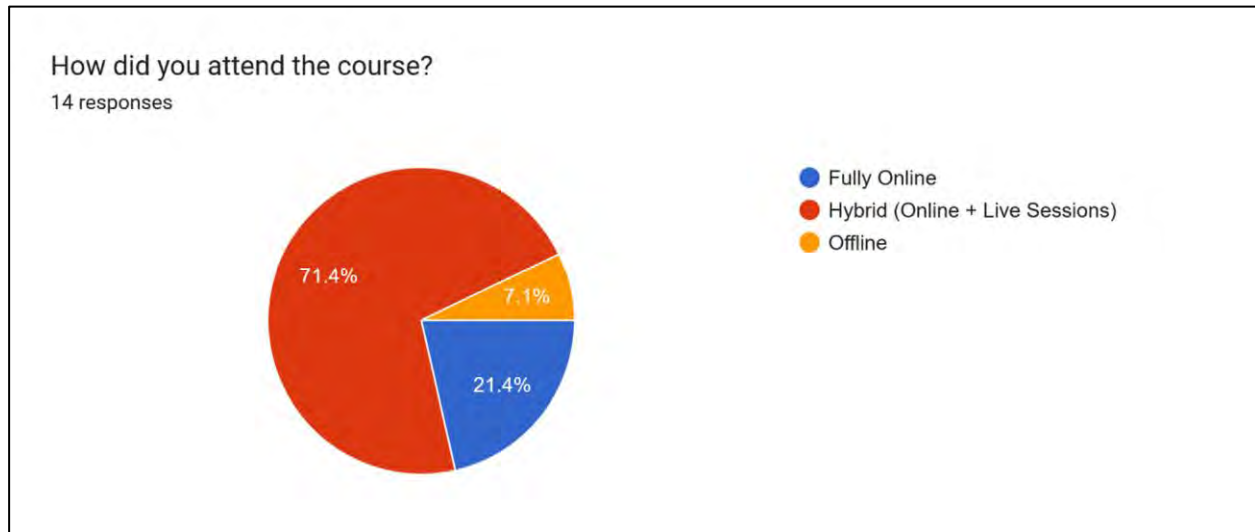
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Appendix:



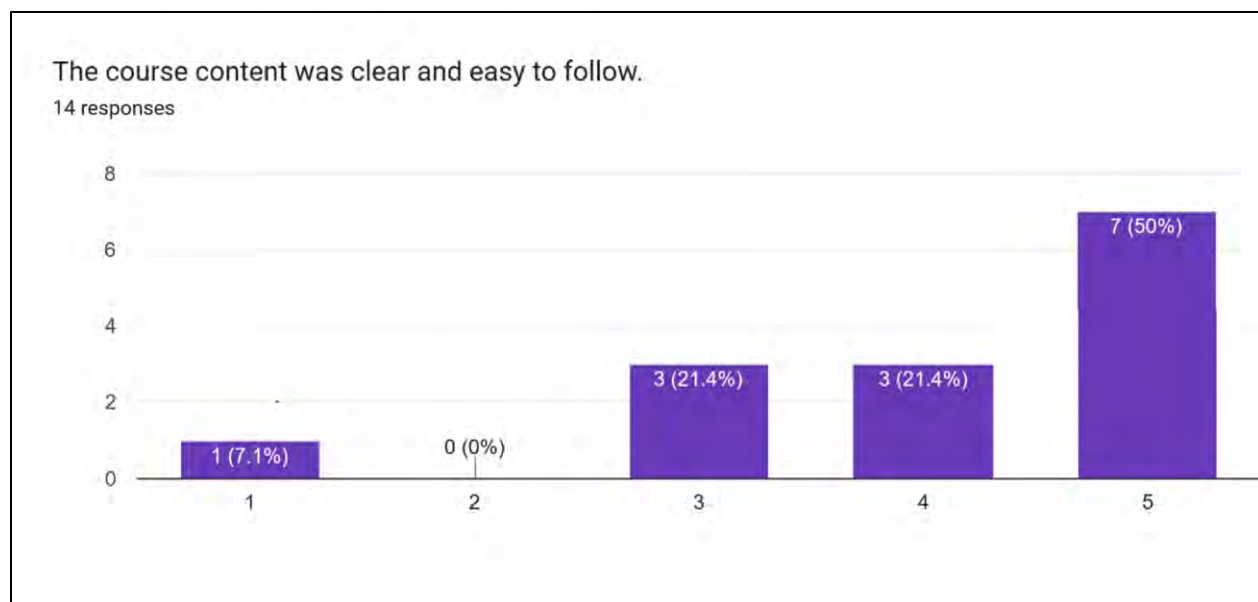
Appendix 1: Course Enrollment Distribution Chart

This appendix visualizes the total number of learners enrolled in the courses offered by Project Code Bangladesh. This data helps a lot to identify the most popular courses. This also help with future resource allocation on different courses and future content development for each course.



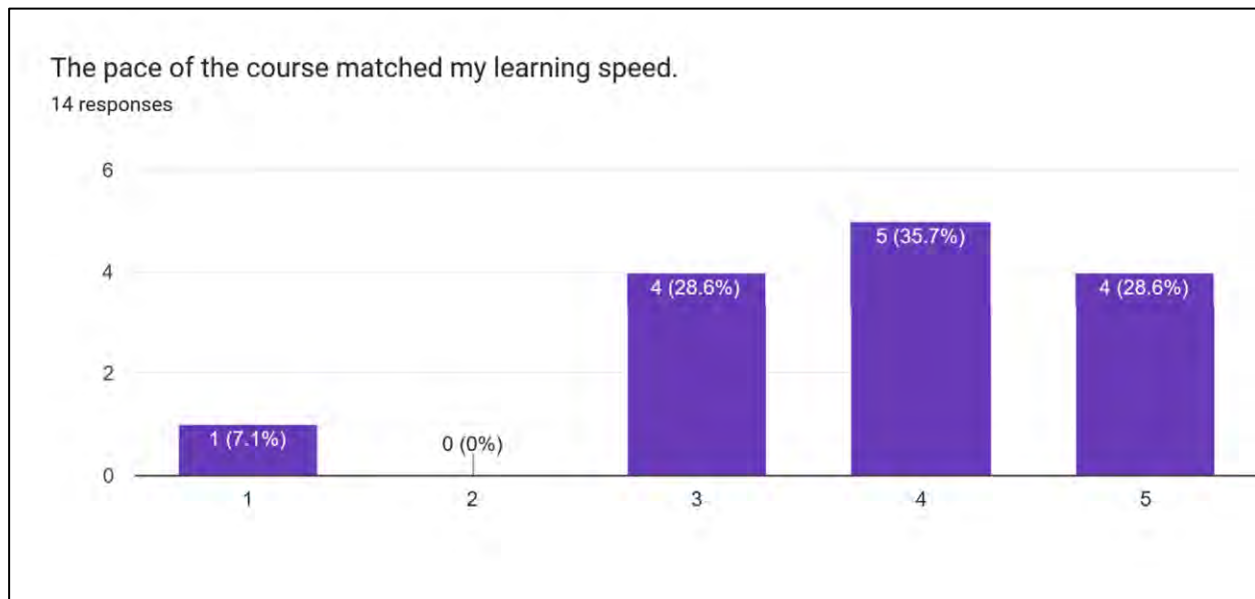
Appendix 2: Course Delivery Mode Chart

This appendix shows the total picture of how students attended the course. This is very important to understand user or learner preferences and improve the company's delivery model to retain learners.



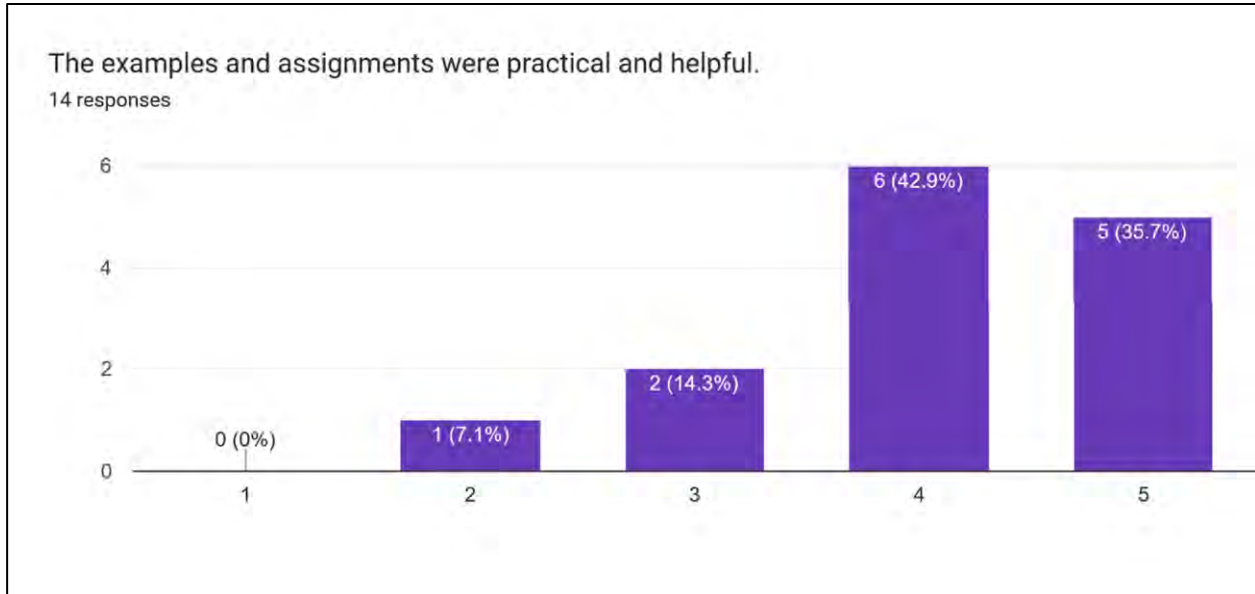
Appendix 3: Course Clarity and Comprehension Feedback

This shows the exact picture of how clear and easy the course content was to follow. This is very important to calculate the effectiveness of the curriculum and improve it.



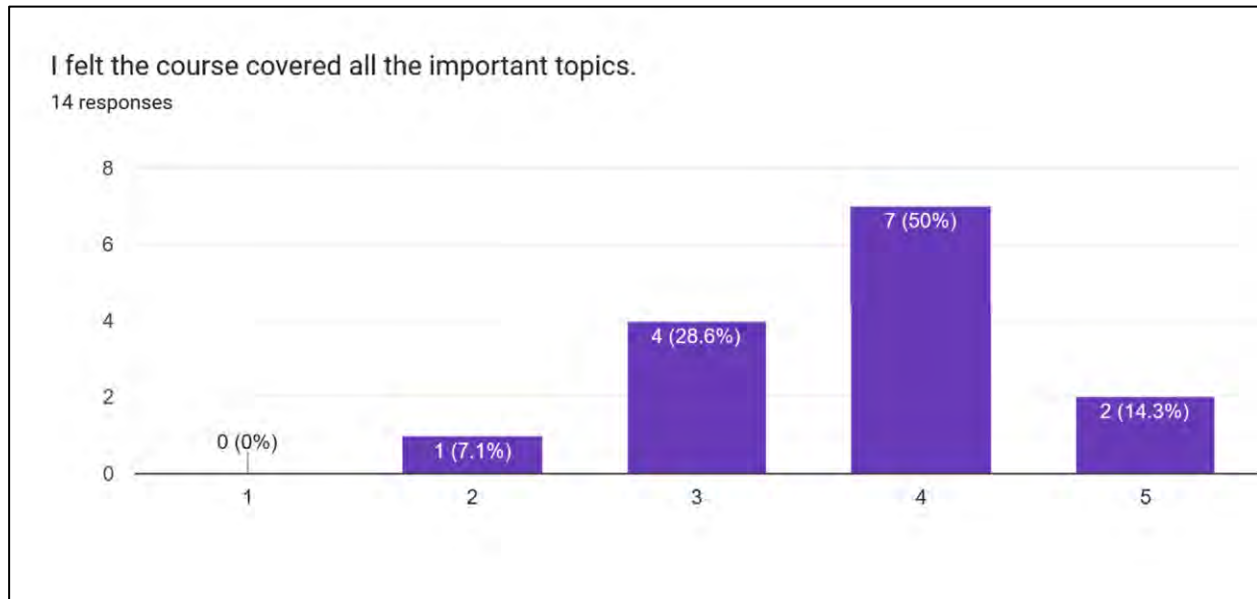
Appendix 4: Course Pacing Feedback

This one illustrates students response on whether the speed of the course matched their individual Learning speed. This helped in analyzing the pace of the curriculum to improve it.



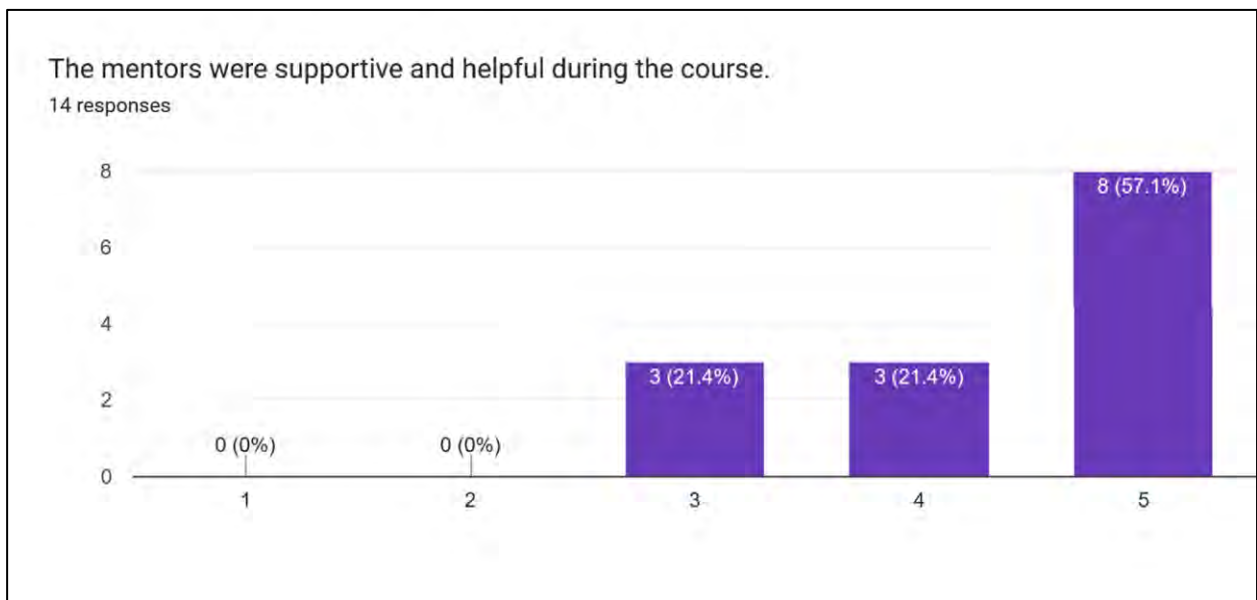
Appendix 5: Practical Assignment Effectiveness

Displays learner feedback on how practical and helpful they found the examples and assignments. This measures the real-world applicability and quality of the hands-on components.



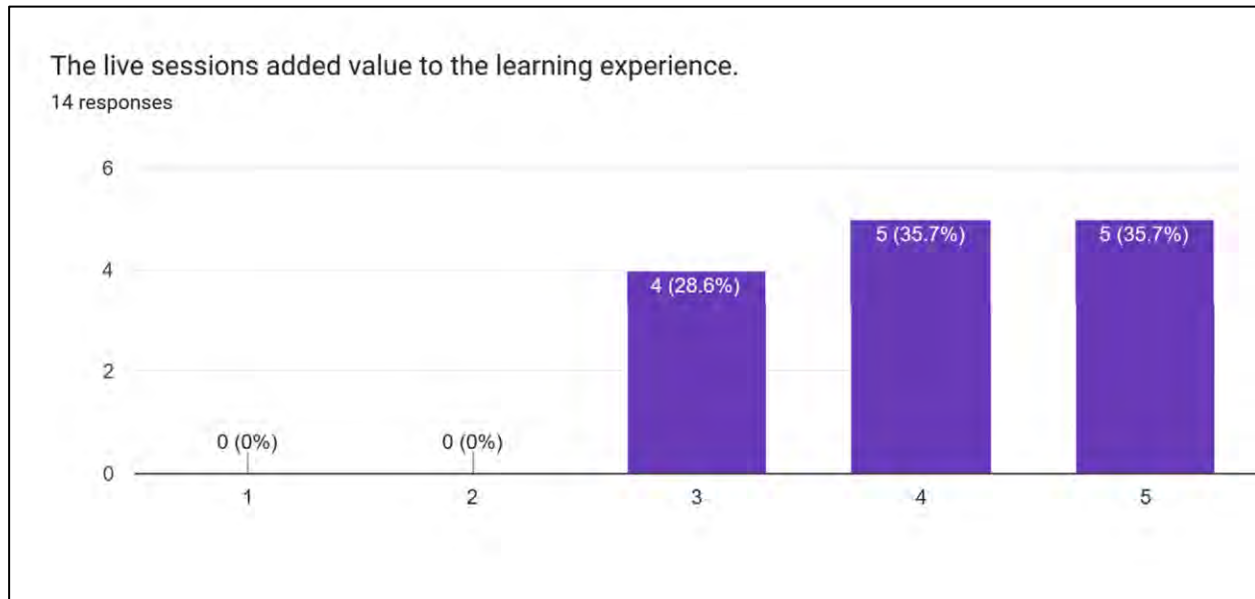
Appendix 6: Course Topic Comprehensiveness

Charts student agreement on whether the course covered all important topics they expected. This assesses the perceived completeness and scope of the curriculum.



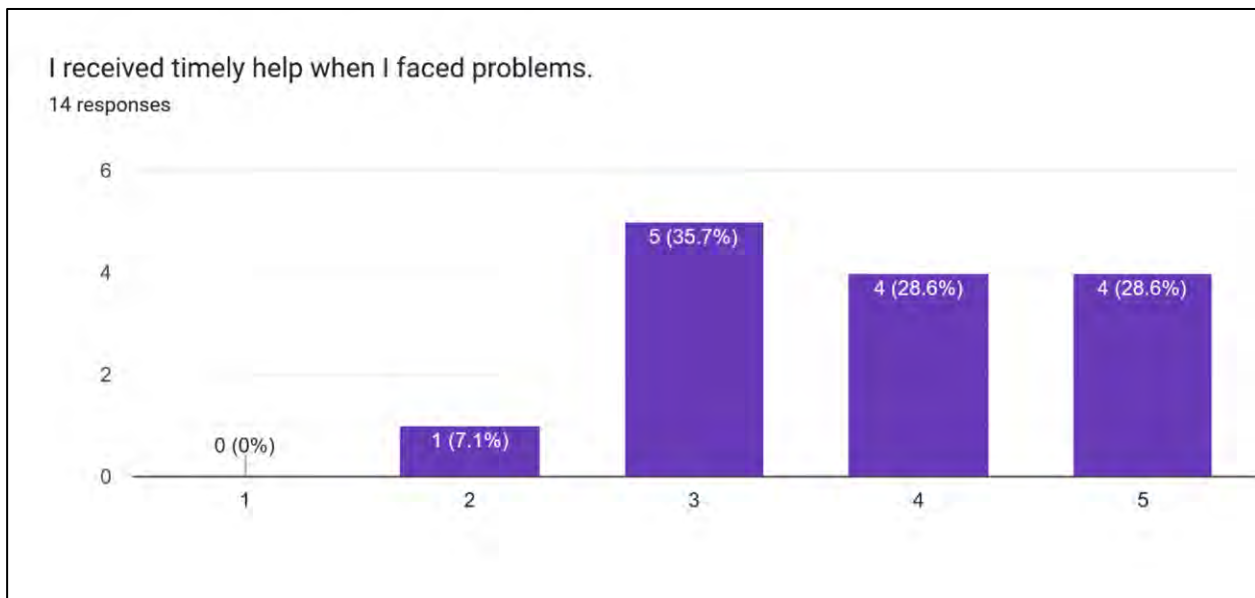
Appendix 7: Mentor Support and Helpfulness Rating

Shows learner satisfaction with the level of support and help provided by mentors during the course. This gauges the effectiveness of the human support system.



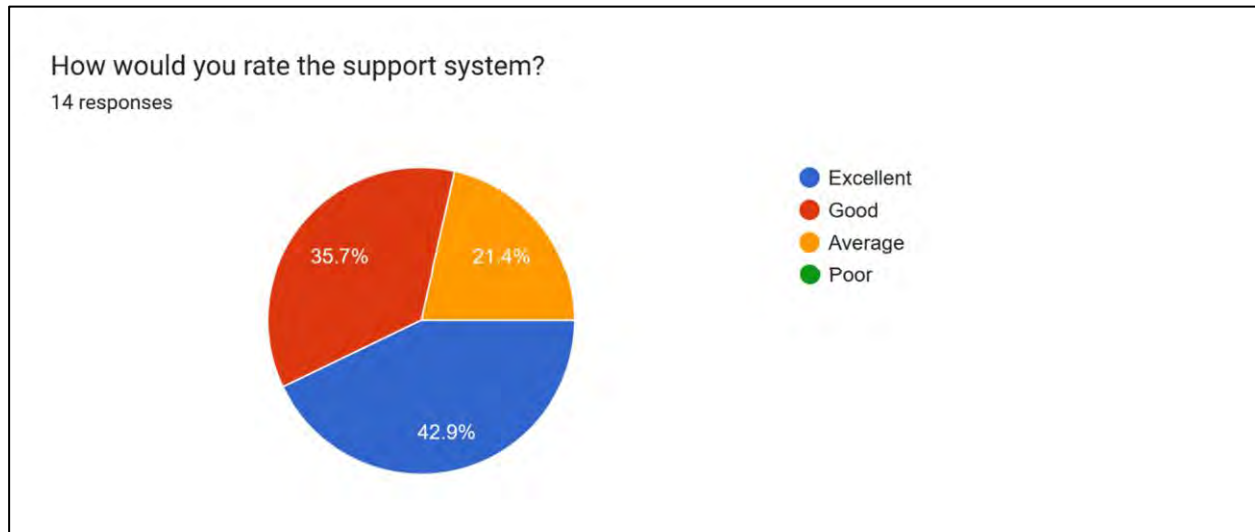
Appendix 8: Value of Live Sessions Feedback

Captures learner perceptions on how much value the live sessions added to their overall learning experience. This evaluates the utility of synchronous, interactive teaching elements.



Appendix 9: Timeliness of Support Response

Indicates student feedback on whether they received help in a timely manner when facing problems. This measures the responsiveness and reliability of the support system.



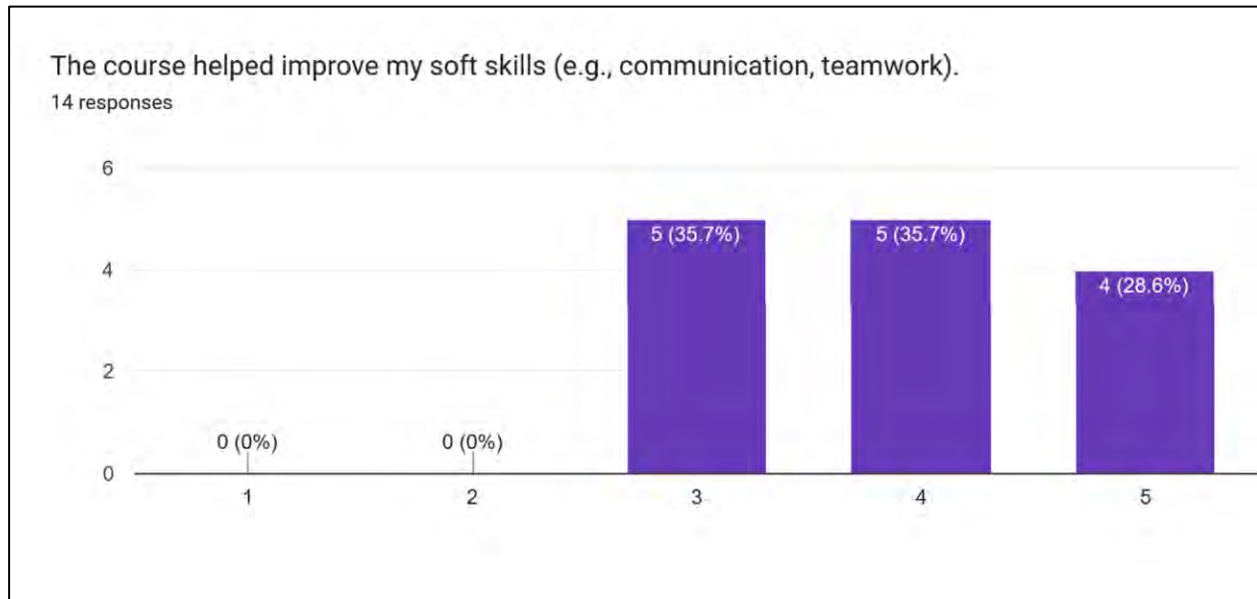
Appendix 10: Overall Support System Rating

Provides a direct rating from learners on the overall support system. This offers a high-level view of support quality beyond specific interactions.



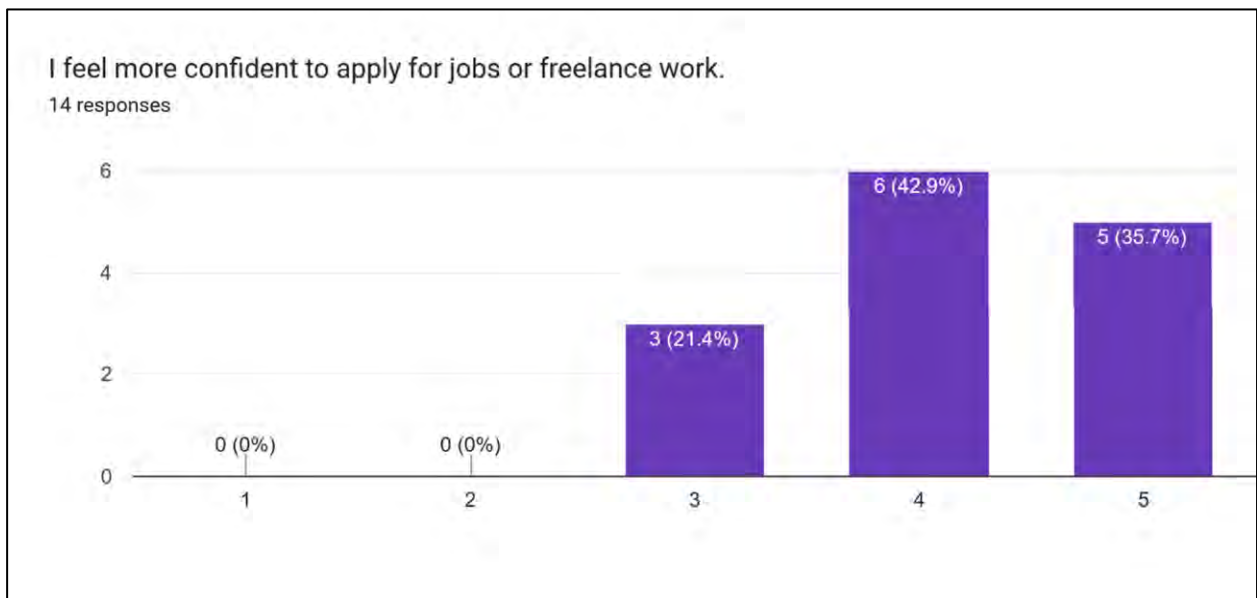
Appendix 11: Technical Skill Improvement Feedback

Charts learner agreement on whether the course helped them improve their technical skills. This is a core metric for assessing the primary educational outcome.



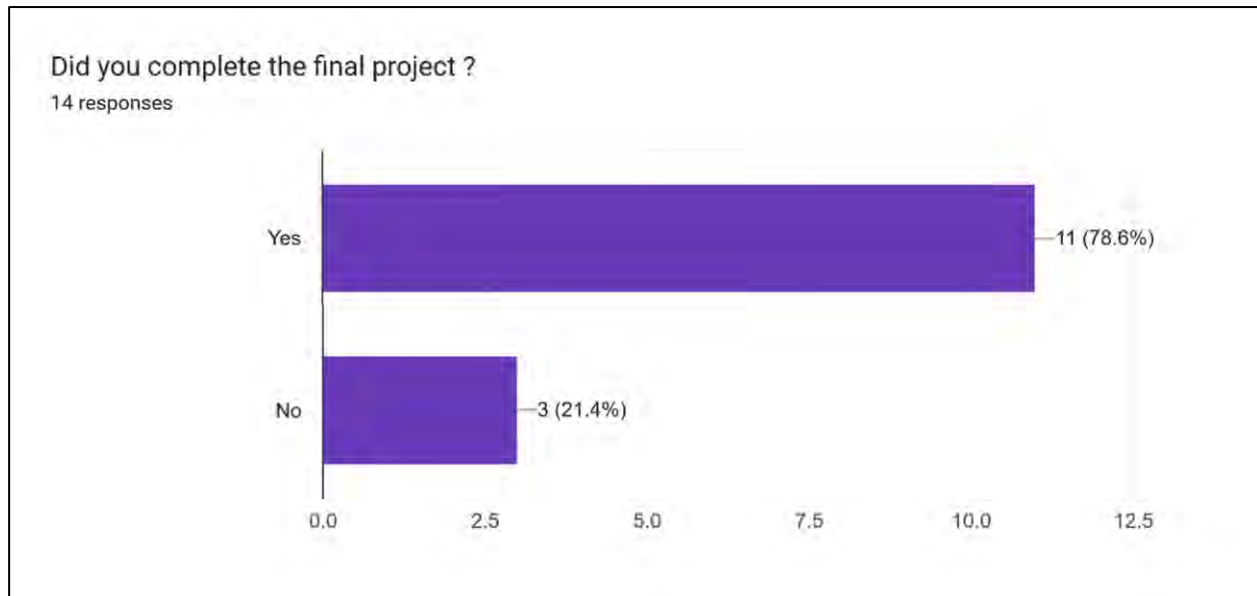
Appendix 12: Soft Skill Improvement Feedback

Illustrates student feedback on the course's impact on soft skills like communication and teamwork. This evaluates the secondary, yet crucial, career-readiness outcomes.



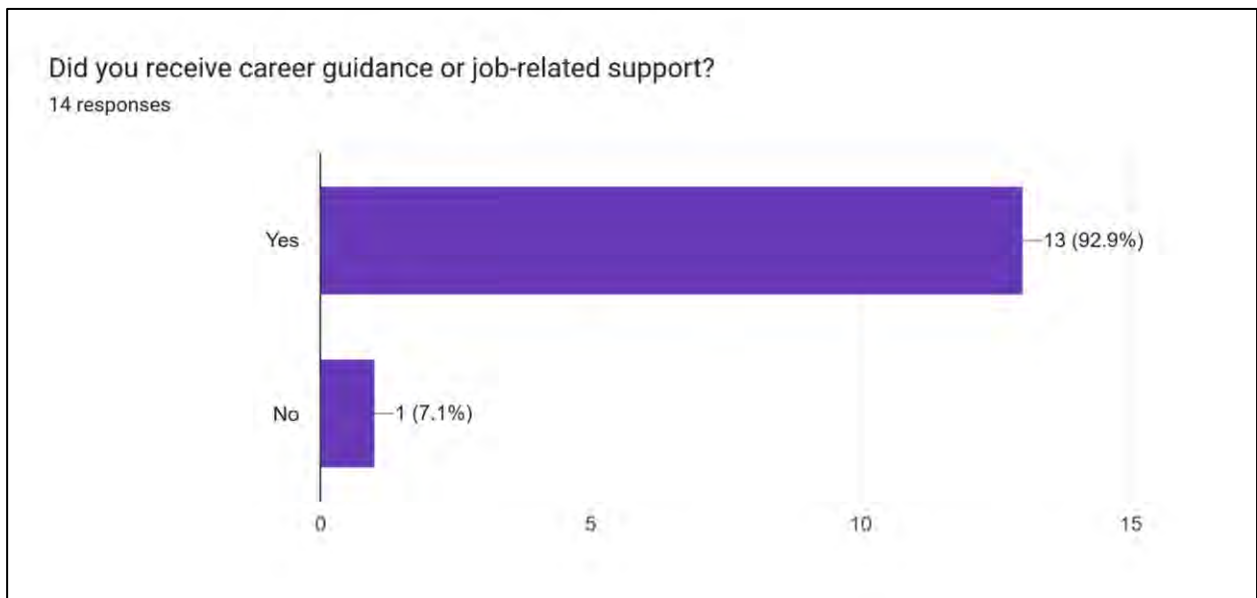
Appendix 13: Job Application Confidence Feedback

Shows the level of confidence learners gained to apply for jobs or freelance work after the course. This measures the program's success in career preparedness.



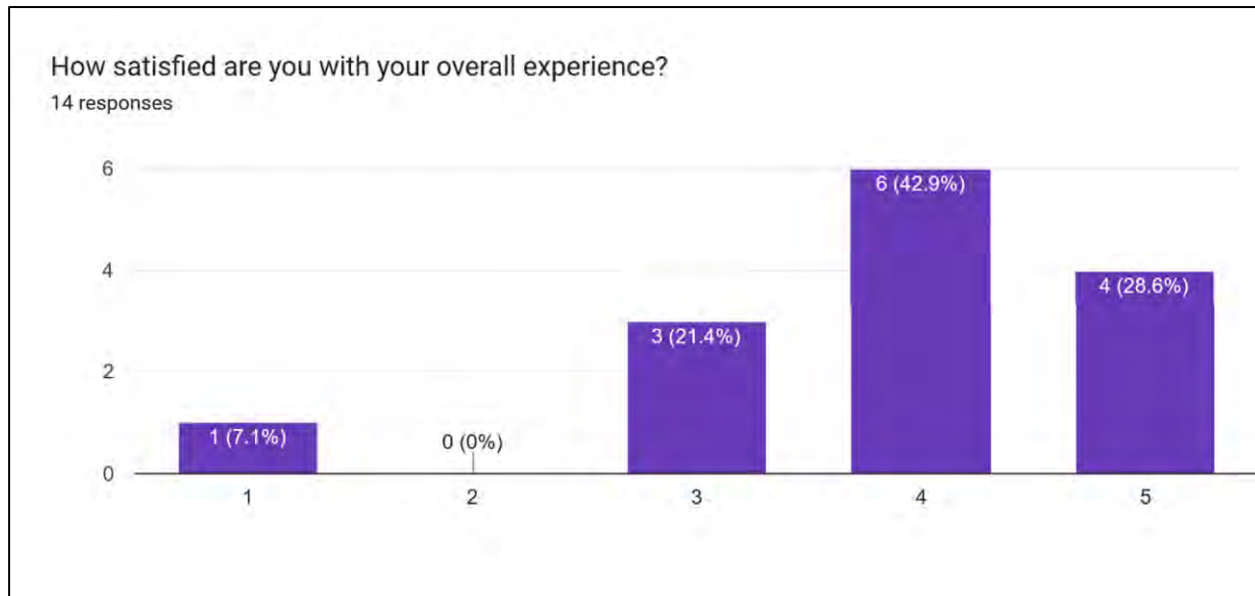
Appendix 14: Final Project Completion Rate

Displays the percentage of learners who completed the final project. This is a key indicator of overall course engagement and completion.



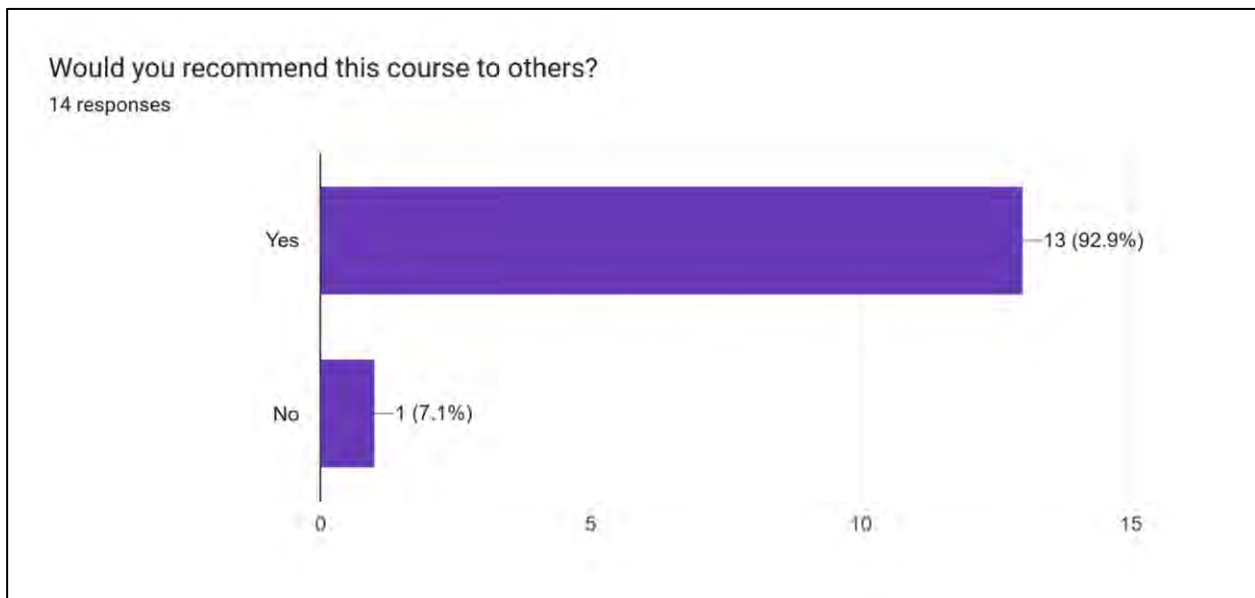
Appendix 15: Career Guidance and Job Support Feedback

Indicates whether students received career guidance or job-related support. This assesses the effectiveness of the post-course career services.



Appendix 16: Overall Learner Satisfaction Rating

Presents the overall satisfaction level of learners with their entire experience. This is a primary metric for measuring customer happiness and success.



Appendix 17: Net Promoter Score (NPS) Question

Charts the likelihood of learners recommending the course to others, a standard measure of loyalty and perceived value.

