



**Co-operate Education Report**  
**Experiential Learning at Global Development College**

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**This Report Submitted in Partial Fulfilment of the Requirements for Cooperative  
Education, Faculty of Business Administration, Academic Semester 2/2022**

**Siam University**

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### **Abstract**

The report entitled “Experiential Learning at Global Development College” focuses on how Global Development College (GDC) has been involved in remote educational industry helping people to take charge of their future. This cooperative education report presented the working experience of different tasks carried out as a marketing intern.

The objectives of the study were 1) to implement theoretical knowledge learned, 2) to have a better understanding of the education industry, 3) to have a better understanding on analysing the marketing metrics for the industry, and 4) to gain technical knowledge on how the organisation system operates.

Working as an intern main duty performed was to help company with administrative task completion to increase brand awareness of GDC, generating leads and providing marketing strategies, and doing a competitor analysis to increase their target audience reach.

During the cooperative education, there existed some problems faced, but they were solved with the alternatives from the team support and mentor guidance of the company. Working rigorously for the organization has taught me to be adaptable in any tough situations, working individually as well as overcoming communication obstacles and conducting tasks responsibly. This practical cooperative education program also helped me understand the target audience and strategies implemented for development in the education industry. Since this is my area of interest, I was rigorously researching different working mechanisms to adapt with different types of the people and different points of views to effectively work in the organization.

**Keywords:** Global Development College (GDC), online education industry, brand awareness

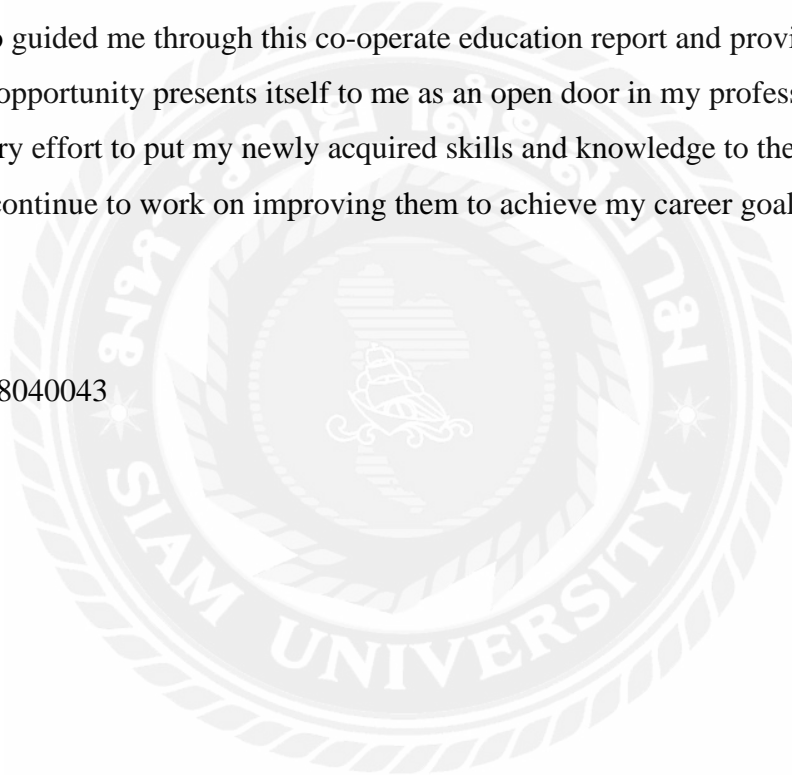
## **Acknowledgement**

The internship journey with GDC was an excellent opportunity for me to explore more in the educational industry sector project. Therefore, I would like to express my gratitude to Siam University for providing a co-operate education period. I would like to thank everybody who helped with this project, whether directly or indirectly. I am grateful to Miss. Harsha my supervisor for believing in my ability to contribute to the organisation. I would also like to convey my heartfelt gratitude to my coworkers and the company marketing team for their unwavering support and advice throughout my internship assignment.

My sincere gratitude goes to Miss. Wannarat Wattananimitkul, my SIAM University supervisor, who guided me through this co-operate education report and provided frequent feedback. This opportunity presents itself to me as an open door in my professional progress. I will make every effort to put my newly acquired skills and knowledge to the best possible use, and I will continue to work on improving them to achieve my career goals.

Alisa Limbu

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## **List of Acronyms**

GDC: Global Development College

POP: Point of Parity

POD: Point of Difference



# Chapter 1: INTRODUCTION



Figure 1: Company Logo

## 1. Company Profile

Global Development (GDC) is an e-learning platform that offers a wide range of courses committed to providing high-quality industry-led education to people who would not usually have the opportunity to obtain qualifications at the Vocational Education Training (VET) or Higher Education levels. The curriculum design guarantees students the proper qualifications to participate in industrial marketplace activities.

GDC has further solidified its service by providing personal counselling and guidance from superior management for students with additional needs. They ensure each learner has the necessary skills and academic support in their chosen faculty.

### 1.1 Mission of the Company

To provide high-quality industry-led education to people that would not usually have the opportunity to obtain qualifications at the vocational education training or higher education levels.

### 1.2 Vision of the Company

To be recognised throughout the region as a leader in the sustainable development, smart cities, infrastructure, engineering and asset management sectors for providing high-quality education whilst being socially responsible.

### 1.3 Strategies of the GDC

GDC is an Industry-led company that utilises various marketing strategies to reach its target audience. They mostly use In-house marketing methods through online ads, social media, and webinar campaigns. They also collaborate with other organisations or companies to promote their programs to a specific audience.

GDC also plans to build and maintain a positive reputation to attract partnerships with organisations to sustain in the market.

## 2. Organisational Structure

### 2.1 Diagram of Organisational Structure

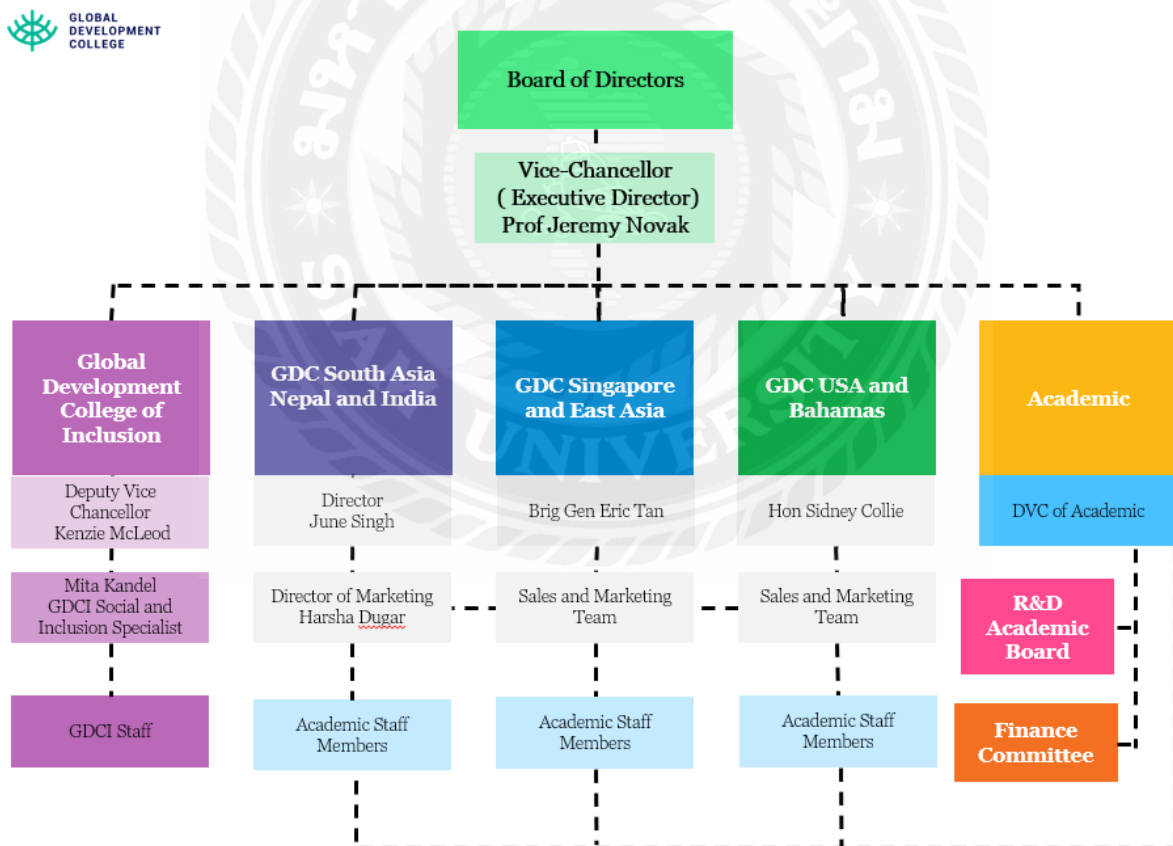


Figure 2: Organisational Hierarchical Chart



## 2.2 Description of Organisational Structure

The structure of the company is a matrix structure that is the mix of hierarchical structure and line organizational structure. The Board of Director chooses the Executive Director of the company who discharges most of organisation administrative duties. Under the supervision of Executive director all departments are operated (Administrative department, Academic department).

The academic department looks after the company operational activities adapting the hierarchy organization structure. The Deputy Vice Chancellor (DVC) manages the academic department under the guidance of Executive director. The DVC is incharge of Research & deveoplement Academic board and Finance committee performance. The R&D Academic board brings in improved services or courses setting academic standard that fits the market. Along with that, they also look after the faculty development by assembling classroom and teachers assessments. The Finance team in the administrative department is incharge of financial decisions like cash flow management, capital budgeting, surlus disposal, and financial planning. The Academic department is connected with all regions operations. As the academic needs to coordinate the curriculum plan and program execution with academic staffs under certain structure of education system.

The Administrative department of the organization is responsible for manging and guiding the staffs for operational services. The regional Director supervise the department working directly under the Executive director. Who manages and guides different department managers to ensure the operations are smoothly carried out. Marketing Director, Sales team and Academic staffs all work under the Regional Director. With presence of 3 Regional Director the marketing teams operates generating leads for company utilizing preferred resources. Academic staffs works towards faculty development by allocating assestments for the classroom. Over all the team creates brand awareness across all the channels ensuring all the given tasks are done timely and properly. This way, the entire department looks together in harmony to take the company to the top spot.

### **2.3 Job Position**

During the Co-Op program, my position was as a Marketing Intern. My major responsibilities was to increase brand awareness through social media marketing, increasing website reach through effective content creation designing content, and creating innovative brand awareness campaigns. It also included creating content for Instagram, Facebook, and LinkedIn. Additionally, to conduct market research and analyse data to inform our company's marketing strategies was assigned.

### **3. Intention and Motivation to Choose GDC as CO-OP Study Workplace**

I have always had a keen interest in the Education Industry, and working in the marketing department for an online college was a fulfilling way to make an impact in this field. My belief that education is an essential backbone for personal and societal growth was a main reason for deciding to work in the industry. During my search for an internship position, I came across GDC. I started doing research on the company and could see an opportunity of growth through their passion about promoting educational opportunities and making education accessible to all. I have been an enthusiast in this field. And was motivated to gain practical experience right from the ground.

GDC is an international college that provides internationally recognised courses and programs that are both practical and relevant for the people who seeks to obtain opportunity for qualified education. They provide services like GDC Tutoring and Inclusion Services (NDIS), Executive and Leadership Mentorship programs, Short and micro Credentialling courses.

Being a industry-led, they are expanding setting-up branches around south east Asia region. With their head office set in Nepal I could pursue an internship in marketing for GDC to gain valuable experience and learn a range of professional skills. Apart from gaining skills and knowledge I could build meaningful connections in the education and marketing industry that can later help me with my future opportunities. Other than that, I would also be working directly under the Director of Marketing of the company.

#### 4. Strategic Analysis of the Company: Porters 5 Forces



Figure 3: Strategic Analysis (Porter's 5 Forces)

##### 4.1 Competition in the industry:

Despite the competitive rivalry being high in the context of online college industry. GDC has set their product for different group of target market that differentiate themselves from the rest of the competitors. Many online colleges offer distinct courses and credentials, as the Global Development College (GDC) institution is dedicated towards the study of global development issues and their solutions. The college offers a range of programs designed to provide students with the skills and knowledge necessary to address the challenges facing the world today, including SDG implementation for climate crisis, and conflict leadership roles. However, GDC still compete with traditional colleges and universities, which have greater resources and established reputations. Some of the main competitors for GDC include online institutions that specialise in distance learning, such as the Southern New Hampshire University, Walden University. But the benefit for GDC is the flexibility and cost on online courses providing distinct subject course structure in present market. Regardless, GDC continuously innovate and improve to stay competitive in the market.

## **4.2 Potential of new entrants into the industry:**

The online college industry is attractive due to its low barriers to entry, which can result in increased competition. The industry has seen significant growth in recent years, and the COVID-19 pandemic has further accelerated the shift towards online education. As a result, there is a growing demand for online learning opportunities, which may attract new players to enter the market. There are various online learning platforms and universities that offer online courses, making it easy for new entrants to join the industry.

Nevertheless, one of the main barriers to entry in the online college industry is the cost of establishing and maintaining a high-quality online learning platform. Developing and maintaining an effective online learning platform requires a credible brand, infrastructure, and attracting quality faculty is expensive, which makes it difficult for new players to enter and launch themselves in the market.

## **4.3 Power of suppliers:**

The bargaining power of suppliers in the online college industry, such as GDC, is relatively low. One general reason for the low bargaining power of suppliers is the abundance of alternatives available to online colleges. For example, there are many textbook publishers and LMS providers that offer similar products and services, that provides GDC a wide range of options to choose from. This means that suppliers must compete to offer the best products and services at the most competitive prices, rather than having significant bargaining power over online colleges.

Another factor that reduces the bargaining power of suppliers is the fact that GDC develops their own content and materials in-house. Which give them greater control over the quality and relevance of the content offered, as well as lower costs compared to purchasing materials from external suppliers.

However, there are some exceptions where suppliers may have more bargaining power. For example, in cases where a particular supplier has a unique product or service that is difficult to replace, where they may be able to negotiate higher prices or more favourable terms with online colleges.

Overall, while there are some cases where suppliers may have more bargaining power, the abundance of alternatives and the ability of online colleges to develop their own content and materials generally reduces the bargaining power of suppliers in the online college industry.

#### **4.4 Power of customers:**

The bargaining power of customers is relatively high. This is because customers, which in this case refers to students and their families, have a wide range of options available to them when choosing an online college, and they can easily compare the quality, cost, and reputation of different institutions.

In addition, the cost of switching between online colleges is relatively low compared to traditional colleges, as students do not have to physically relocate or change their daily routines. This gives students more flexibility and choice in their education and makes it easier for them to switch to a different online college if they are not satisfied with their current experience.

Furthermore, the increasing availability of open educational resources and other online learning options has given customers even more bargaining power. Customers may choose to access these resources instead of paying for a traditional online college program, which puts pressure on GDC to offer competitive pricing, high-quality education, and innovative programs that meet the needs of their target audience.

#### **4.5 Threat of substitute:**

The threat of substitutes in the online college industry, such as Global Development College (GDC), is relatively high. Students have many alternatives to choose from, including traditional colleges and universities, community colleges, vocational schools, and even alternative education options such as boot camps and self-directed learning platforms. Traditional colleges and universities have long-established reputations and offer a wide range of programs, resources, and facilities. In comparison to regular institutions, community colleges and vocational schools frequently provide specialised training programs that can be finished faster and at cheaper tuition costs. Additionally, many employers still prefer to hire graduates from traditional colleges and universities, which may be a disadvantage for graduates of online colleges. Furthermore, there has been an increase in alternative learning platforms that offer specialised training in a specific skill set. These alternatives may not

offer the same level of recognition and acknowledgement as traditional colleges and universities, but they can provide practical skills and job-specific training that are in high demand by employers. To remain competitive, online colleges like GDC must continually innovate and offer their students unique programs, flexible schedules, and personalised learning experiences. They also need to ensure that their programs are accredited and recognised by employers, and that their graduates have the skills and knowledge necessary to succeed in their chosen careers.

## **5. Objective of the Co-Operative Study**

The primary goal of the internship or co-operative education was to acquaint students like me with the corporate world and give us an inside look at how various businesses and industries operate.

The objectives of the co-operative study in terms of personal growth were:

- 1) To develop a range of professional skills, such as communication, project management, and digital marketing.
- 2) To learn and enhance networking and leadership skills.
- 3) To learn more about marketing strategising techniques used by company.
- 4) Learn about the industry.

The main objectives of the study were as follows:

- 1) To learn about the consumer preference and their views on Online courses.
- 2) To develop effective marketing materials, such as brochures, flyers, and social media content.
- 3) To develop effective marketing plans and campaigns for GDC.
- 4) Collect information and analyse the competition in the market.
- 5) Overview of promotional and marketing campaign.

## Chapter 2: CO-OP STUDY ACTIVITIES

### 1. Job Description and Responsibility

During my internship, there were four (4) key job roles to be performed as a Marketing intern.

- 1) Market research
- 2) Digital Marketing
- 3) Sales (Optional)
- 4) Academic research and training

My major roles were inclined in Digital marketing and Academic research training where the daily tasks were: -

- 1) To undertake daily administrative tasks to ensure the functionality and coordination of the department's activities.
- 2) Support marketing team in organising various projects.
- 3) Conduct market research to analyse consumer behaviour.
- 4) Utilise marketing analytics methods to collect vital information (through social media, site analytics, etc.).
- 5) Preparing and providing presentations, submit online blog articles for the company's online presence and social media profiles.
- 6) Produce marketing materials (brochures, press releases, etc.) to increase the company's market visibility as well. It also included creating content for Instagram and Pinterest.

I was also responsible to research other marketing software and implement that in our brand. Some software that I used were Figma, Jira, Canva, Piktochart and Microsoft packages.

- Jira Software is software built for teams to plan, track, and assign tasks. It makes it easier to keep track of all the tasks and organise the organisation.
- A web-based design tool for editing visuals with a user interface is called Figma. Additionally, it may be utilised for various types of graphic design tasks,

including prototyping, building user interfaces for mobile apps, and wireframing websites.

- Canva is a graphic design software and also an app that is used to design and create graphics for social media and design presentations with given accessible elements templates.
- Piktochart is a software to create longform visuals such as infographics, presentations, and posters.

## **2. Activities in Coordinating with Co-Workers**

During my internship, I was directly working under Miss Harsha, the Director of marketing in GDC. Supporting the marketing department by fulfilling my duties and roles with diligence to boost and increasing social media through effective content production and conducting market research relevant to Nepali businesses were among my significant responsibilities throughout my internship. It also includes developing social media material.

I was also in charge of the conducting task on Academic research and handling documents Figma, Jira, Canva, Piktochart and Microsoft packages were some of the programs I used. I would be reporting about my tasks and content directly to my supervisor. I would post the final documents in the drive locations once she approves it.

Other than that, I also had to correspond with the marketing team or colleagues to create content and develop new strategies for the campaign. And required workshop would be conducted by the team leader and supervisors accordingly.

My job also required me to effectively research on consumer behaviour in Nepal associated with the various businesses and entrepreneurs' relative topics. Everyone in the team were very supportive of each other in the organisation and would help if needed.



### **3. Job Process at GDC**

I was working directly under the Marketing director supervision. I was responsible for creating content every week that includes Post for social media and Blog article every week.

The job process was as follows:

- 1) My supervisor would assign me tasks every week.
- 2) I would complete the academic research tasks accordingly
- 3) then further send her my work for review.
- 4) Once my work was approved,
- 5) I would post them in requested location.

If the tasks were new to the team, the supervisor would hold the workshop meeting for the team to train and teach about the work. They were responsive towards our questions and guide us accordingly.

As per reporting of the work we had to report our daily task progression to the supervisor every day. And submit our monthly worksheet to the head supervisors at the beginning of the month.

### **4. Contribution as a Co-op Student**

Boosting website reach through effective content production, research analysis, strategic analysis, and building new brand awareness campaigns were among my significant responsibilities throughout my internship. It also includes developing Instagram and social media material. I was also in charge of researching and implementing various marketing software in our company. JIRA, Canva, Figma and Microsoft packages were some of the programs or web-based software I used. This resulted in generating leads for the company. Making reports to address the marketing strategies and plans for GDC.

My contributions also included conducting market research to help the marketing department understand the needs and preferences of potential students involved analysing data on trends in online education, surveying current and prospective students, and identifying areas where the college could differentiate itself from its competitors. It has helped the college attract and

retain students, increase brand awareness, and differentiate itself in a highly competitive market. The views of social media pages have also been on a surge since I started posting engaging, relevant content. It has increased by 100%. There were just two blogs on the website, but we have over 15 blogs after three months.



## Chapter 3: Learning Process

### 1. Problem/ Issues of the Company

While remote company offers greater accessibility for many stakeholders, some may still face barriers such as lack of access due to many technical problems. This can result in unequal opportunities and exacerbate existing disparities.

Likewise GDC face a range of challenges that must be addressed in order to provide quality education to students and maintain the integrity of the institution.

**Quality assurance:** Ensuring the quality of online education programs is a challenge. As online education providers must ensure that their programs meet the same academic standards as traditional programs, and that students receive the same level of education and support.

**Rapidly changing technology:** Online institutes like GDC are heavily reliant on technology. And the growing technological advancements are rapidly changing the delivery of education.

**User Engagement and Motivation:** Since Online education can be isolating for students, GDC struggles to provide effective guidance towards the students who does not have as many opportunities to interact with their peers and instructors as they would in a traditional classroom setting. Therefore affecting student engagement and motivation which leads to the major problem for students not being proactive with their roles and responsibilities.

### 2. Recommendation on How to Solve the Problems

Global Development College needs to continue to innovate and offer unique programs and services that meet the evolving needs of students. That initially starts with staying up-to-date with the latest technological advancements and adapting programs accordingly which increases the rate of company sustainability in the market. They also need to establish strong brand recognition, build partnerships with industry leaders, leveraging the latest technologies

to deliver high-quality education and a personalised learning experience. Additionally, they need to be agile and responsive to changing market conditions and competition in a dynamic and rapidly evolving industry.

To remain competitive and retain their customers, Global Development College need to prioritise the needs of their customers continuously improving the quality of their educational programs and services by employing various strategies, such as interactive content, discussion forums etc.

Additionally, they should seek feedback from their stakeholders where they could effectively train their employee and use feedback to improve their offerings and enhance their reputation in the market.

Overall, GDC can adapt effective strategies in place to address these challenges and ensure the success of their programs and students.

### **3. Learning during my Co-Op Study**

What I have learned as a marketing intern were

- I gained hands-on experience in various marketing skills that are applicable to a wide range of industries,
- It provided exposure to the unique challenges and opportunities in the education sector.
- I was able to learn about the educational industry sector and their process of operation during my Co-Op. It was a valuable experience.
- Above all, I got to be exposed to various tools and software that will help me in any company I join and even when I want to aim for an opportunity in institution's field in the future.

### **4. Knowledge from Coursework to Real Working Situations.**

While creating brand, different components need to be defined like Target Audience Profile, Value Proposition, Organization Culture, Critical Success Factors, Point of Parity (POP), and

Point of Difference (POD). All these factors need to be defined and considered before creating any marketing campaign.

While I was working at GDC corporation, I first defined what the target audience of the company should look like, the Value Proposition of the Organization, Organisational culture, Critical Success Factor of the organisation, and Point of Parity as well Point of Difference. With the help of guidance from the Research in marketing course that we studied in one of our semester.

After that, I also did a strategic analysis of the company such as Porter's Five Forces, PESTEL Analysis, and SWOT Analysis. This helped analyse the company internally as well as externally.

I made use of my entire branding class and did a complete rebranding of the company. At last, we were able to tell a story from our social media, website, connecting points by creating contents. The messages we sent were more correlated and easier to understand for the customers. Overall, it was a good rebranding and brand communication was effective with positive results.

## **5. Special Skills and Knowledge Acquired**

The special skills and knowledge acquired were

- (1) I was able to gain practical as well as theoretical knowledge about the educational industry sector during my Co-Op. It was a great intercultural experience but above all,
- (2) I got to be exposed to various tools and software that will help me in any company I join and even when I want to aim for an opportunity in institutions field in the future.
- (3) I was under the great leadership of my supervisor at work which has helped me to learn a better way of working and implement that.
- (4) I also got to network with the Australian channel of institution in this field.

(5) I have also developed a structural mind set, and I was able to solve technical problems while I was there. I also developed professional soft skills such as responsibility, punctuality, and communication.



## **Chapter 4: Conclusion**

### **1. Summary and Highlights of Co-op Study**

Modernization is growing, global interdependence resulting in the development of new knowledge and the obsolescence of previous information, requiring teachers and students to be flexible and open to new ideas. The industry has seen significant growth in recent years, and the COVID-19 pandemic has further accelerated the shift towards online education. As a result, there is a growing demand for online learning opportunities, which may attract new players to enter the market.

Working in a completely different atmosphere in a new department has allowed me to see things in a new light. It has formed me as a person, and I've gained individualistic talents and focus that I'll put to good use in the future. Working in a rapidly evolving business like education has given me a better understanding of how technological advancement has influenced the industry and how it will look like in the future. It's also taught me about different types of accreditation and programs that online institute has to offers.

In addition, I improved my time management and patience. During my internship, I did a lot research analysis that allowed me to understand the market of Nepal. I also had an opportunity to research on several of our competitors with my supervisor. She guided me to study what they are doing differently from us. I was able to closely see other competitors and understand the market even better. Overall, it was a great learning experience and after this internship and now I can say that I am confident to lead the team and grow my carrer in similar industry.

### **2. Evaluation of Work Experience**

Economic, cultural, and societal change creates a need for different approaches to education. Globalization is increasing international interdependence, the creation of new knowledge, and the obsolescence of older knowledge means that teachers and students alike must be open to changes and opportunities. And in a completely different industry and work culture has

helped me look industry from a different perspective. I have developed individualistic skills and focus that I will use further. I also acquired better time management skills and patience.

Despite working remotely for most of my task I was provided with adequate amount of supervision and support. I was also able to expand my professional network beyond Nepal in the field in which I want to work in the future. As a whole, I have progressed into a better corporate player and a team worker.

### **3. Limitations of Co-Op Study**

Though the entire cooperative was a great help for me, there were some limitations to the study. Some limitations were:

- Time & Experience Limitation : The study's time constraint was one of its most significant flaws. Because the work required to be completed in a limited amount of time, all of the assigned duties had to be completed fast. And since I has no experience in the industry before it was a challenge. More long-term initiatives and chores could have been accomplished with more time, which would have eventually benefited me.
- Limited exposure to workplace culture: Working remotely made it difficult to fully immerse in the culture of a workplace. I miss out on the chance to observe how your colleagues interact with one another, which can be valuable in understanding the dynamics of a professional setting.
- Limited supervision: Without the constant supervision of a supervisor or mentor, it was challenging to get the feedback and guidance that were needed to improve my skills and knowledge.

### **4. Recommendations**

For the Company :

I had a great learning experience that I will carry forward through my professional career. Overall it was a smooth journey I had with GDC for 4 months. However few recommendations I want to give the company would be:

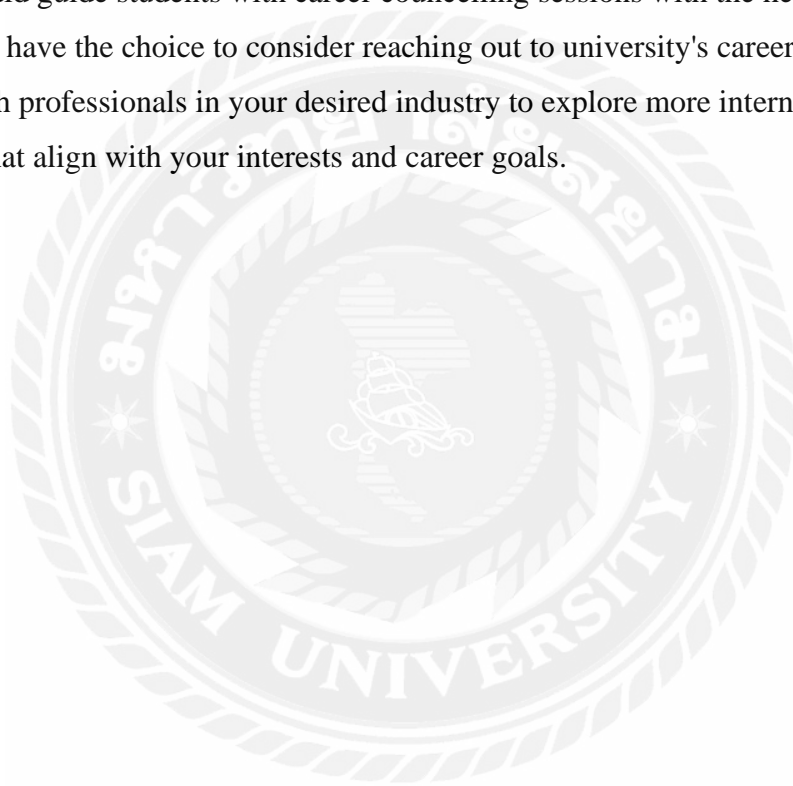


1) A Proper Tracking Metrics: Use of any software like Jira, Hubspot, or even excel would help track the progress made by Co-Op students and keep the supervisor on track regarding what is happening. This would also make the student more clear about the task that is supposed to be done.

2) A Proper Orientation: An orientation would help the student familiarize themselves with the organizational culture and the employees. This would motivate the student to be energized and come to the workplace.

For the Co-op internship program :

The college could guide students with career counselling sessions with the help of mentors. Students would have the choice to consider reaching out to university's career center or networking with professionals in your desired industry to explore more internship opportunities that align with your interests and career goals.



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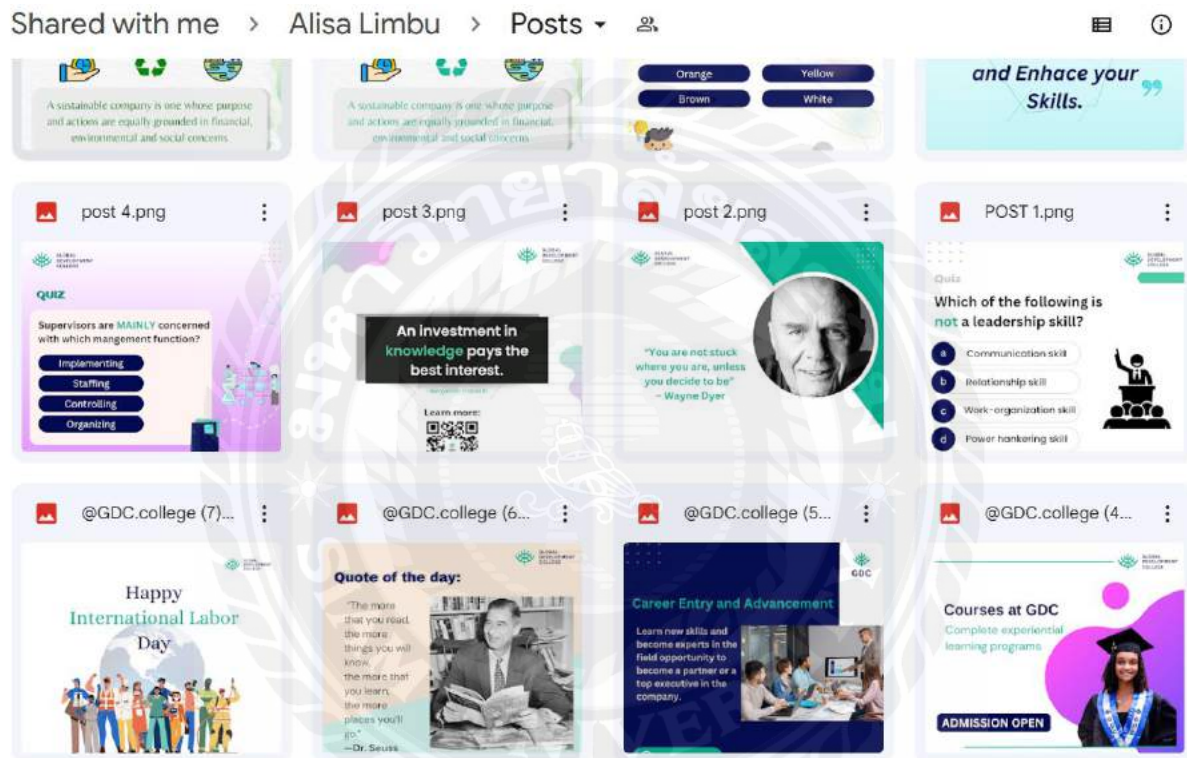
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# Appendices

## Appendix 1

### Content Posts for GDC Website



## Appendic 2

### Marketing Task in Updating the Web.

**GET UPDATES ON ALL THINGS GDC**

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## Appendix 3

### Parts of Marketing Tasks of Online-marketing GDC's Products and Services

The screenshot displays the 'Featured Accredited Courses Coming Early 2023' section of the Global Development College website. The page includes a navigation menu with 'Home', 'Courses', 'Enrolment', 'About', and 'Resources', along with a contact number '+61 498 122 346' and a 'CONTACT' button. The main heading is 'Featured Accredited Courses Coming Early 2023' with a 'VIEW ALL COURSES' link. Below this, there are six course cards, each featuring an image, a course title, a brief description, and a 'LEARN MORE' button.

**PUA80119 – Graduate Diploma of Crisis Leadership**  
Want to make a real difference to communities or businesses around the world? This course is only available...

**MEM80112 – Graduate Diploma of Engineering**  
Whether you are an Engineer, Technician from Australia or International, this program will enable you to...

**BSB80320 – Graduate Diploma of Strategic Leadership**  
Want to make a real difference to communities or businesses around the world? This course is only available through GDC.

**BSB80120 – Graduate Diploma of Management (Learning)**  
Do you want to be a highly specialised Organisational learning and capability Development Manager?...

**BSB60420 – Advanced Diploma of Leadership and Management**  
Want to be a leader in your industry? Develop real leadership and the right management skills and capabilities that organisations need and demand. Take charge of your future by doing an Advanced Diploma of Leadership and Management.

**BSB50120 – Diploma of Business**  
Want to make a difference and gain real-world skills and capabilities for your business? Take charge of your future by doing a Diploma of Business.

**BSB50820 – Diploma of Project Management**

**BSB50320 – Diploma of Human Resource Management**