Co – operative Education Report

Transforming Minds: Exploring Innovations in Education with MentorLab

Written by:

Mr. Yudeesh Gautam

6308040019

This report is submitted in partial fulfillment of the requirements for Cooperative

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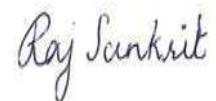
Siam University

Title : Transforming Minds: Exploring Innovations in Education with MentorLab

Written by : Mr. Yudeesh Gautam

Department : Bachelor of Business Administration (Finance and Investment)

Academic Advisor: Mr. Raj Sankrit

Oral Presentation Committees

(Mr. Raj Sankrit)

Academic Advisor

(Mrs. Snigda Baral)

Job Supervisor

(Ms. Ying Sawheny)

Cooperative Education Committee

(Asst. Prof. Maruj Limpawattana, Ph.D.)

Assistant President and Director of Cooperative Education

Title	**:** Transforming Minds: Exploring Innovations in Education with MentorLab
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Advisor	**:** Mr. Raj Sankrit
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Abstract

This summary captures my experience as an Academic Advisor AC, at MentorLab Nepal, an educational hub offering a wide range of courses online and offline. Working closely with partners like upGrad, Vertocity, EMDI Dubai and USDC MentorLab Nepal stands out as a crucial platform for individuals looking to improve their skills and progress in their careers. In my role as an Educational Advisor AC my main task involves understanding the needs of clients and providing advice on suitable courses or university programs to help them achieve their career goals. Using selling techniques, I must skillfully use sales tools to convey the benefits of different educational opportunities. This summary highlights the blend of education and consulting at MentorLab Nepal emphasizing our commitment to customer service and our dedication, to creating impactful learning experiences for individuals navigating their professional paths.

Keywords: upGrad, MentorLab, EMDI, Vertocity

Acknowledgement

I would like to express my sincere gratitude to the individuals and organizations who played a pivotal role in shaping my internship experience and contributing to the successful completion of this report. This internship provided me with valuable insights of the education industry, allowing me to apply theoretical knowledge in a practical setting. The support and guidance I received were instrumental in my personal and professional growth during this period. I extend my thanks to Siam University for providing me with the opportunity to participate in the cooperative education program. This program allowed me to gain hands-on experience and develop essential skills in the field of marketing and operations. I am also grateful to MentorLab Nepal for offering me the internship opportunity in the Academic Counselor position. I would like to express my appreciation to Mr. Raj Sankrit for his role as my academic advisor. His guidance and support helped me navigate challenges and deepen my understanding of business concepts. Special thanks to Gary Wornell, my intern, whose knowledge and guidance greatly contributed to my learning and professional development. Finally, I thank Dr. Maruj Limpawattana, Vice President and Director of Cooperative Education Thailand. For coordinating and promoting the university's cooperative education program. Finally, I would like to thank my teachers, supervisors, friends and family for their constant support and encouragement throughout this journey. Their combined efforts shaped my internship experience and fostered my growth as a sales professional.
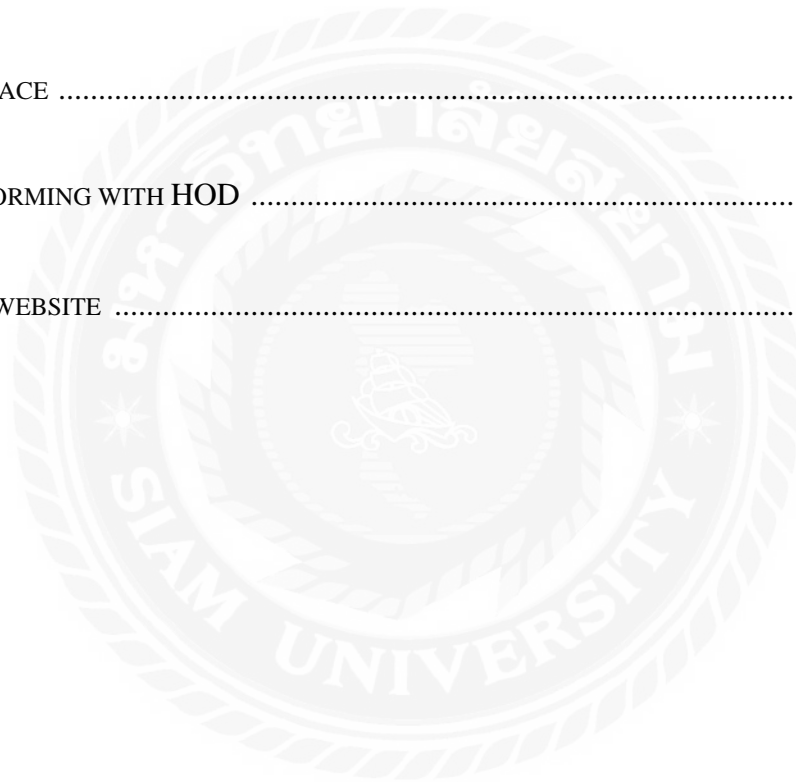
Yudeesh Gautam
63080400

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List of Acronyms

BDO: Business Development Officer

BOD: Board of Directors

HOD: Head of Business

PC: Physical Consultation

VC: Virtual Consultation

IT: Information Technology

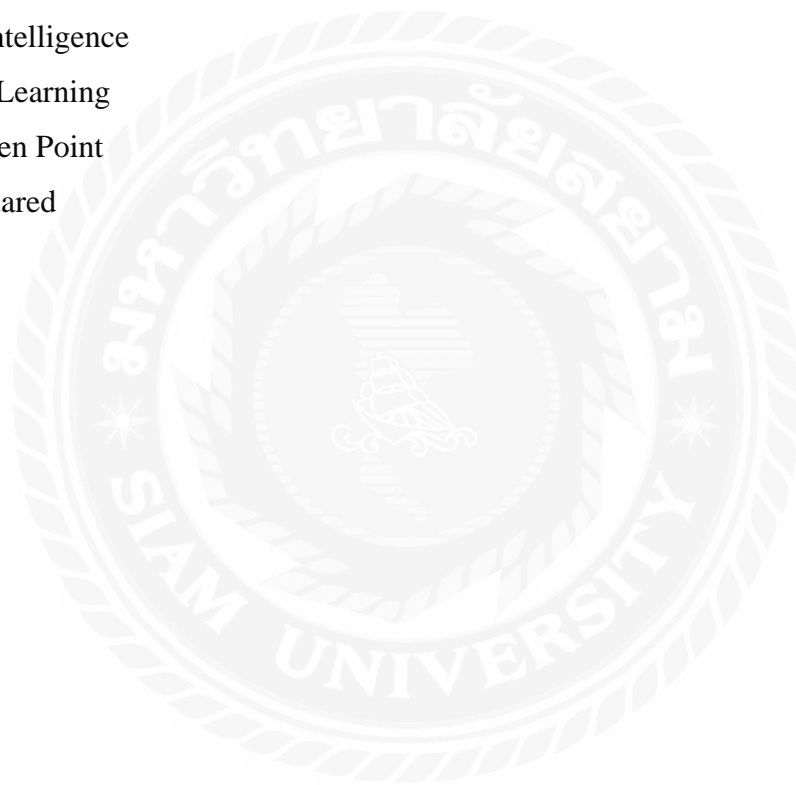CV: Curriculum Vitae

SOP: Statement of Purpose

BD: Business Development

AI: Artificial Intelligence

 ML: Machine Learning

BEP: Break Even Point

LSQ: Lead Squared

CHAPTER 1
INTRODUCTION

1.1 Company Profile

Figure 1: Company logo

MentorLab, an ed-tech and IT company dedicated to providing cutting-edge technology solutions and services. We are proud to partner with LeadSquared, a leading marketing automation and CRM software provider, as well as upGrad and Codingal, two of the most trusted names in the ed tech industry. At MentorLab, we believe that technology has the power to transform education and career development, and we are committed to leveraging the latest advancements in software and digital platforms to create innovative, effective, and engaging learning experiences. Our flagship products, upGrad and Codingal, are designed to provide learners of all ages and backgrounds with the skills, knowledge, and resources they need to succeed in today's rapidly evolving job market. upGrad offers online courses and programs in fields such as data science, management, software engineering, and more, while Codingal provides young learners with a fun and engaging way to learn coding and computer science. We are dedicated to providing our clients with the highest quality products and services, backed by unparalleled customer support and expertise. So why wait? Contact us today to learn more about how we can help you achieve your business and educational goals with MentorLab. MentorLab, an IT company dedicated to providing cutting-edge technology solutions and services. We are proud to partner with LeadSquared, a leading marketing automation and CRM software provider, as well as upGrad and Codingal, two of the most trusted names in the ed tech industry

1.1.1 Mission Statement.

- Mentor Lab's mission is to offer a platform for individuals and businesses to access valuable mentoring from top mentors and start their journey to success.
- We strive to create authentic connections between mentors and mentees that bring mutual

benefits.

- Our goal is to help people conquer their fear of failure, overcome doubts, and demonstrate perseverance in the face of challenges.
- We aim to facilitate learning of new skills that ensure sustainable progress for individuals and businesses alike

1.1.2 Vision Statement.

As a mission-driven organization, we MentorLab Nepal are relentlessly pursuing our vision of a world where every learner can access education to unlock their potential, without the barriers of cost or location.

1.1.3 Strategies.

- **Product Innovation and meaningful partnership:**
  To look out for new revolutionary courses whether it be certification course or a degree and partnering with renowned organizations to offer the best product and service.
- **Market Expansion and Brand Awareness:**
  Problem solving of each individual through career acceleration courses or enhancing the output of a company by providing breakthrough software while increasing our client base.
- **Community Engagement and Impact Measurement:**
  Impacting lives by giving true and righteous counselling and helping learners really make the most out of their education.

1.2 Organizational Structure

MentorLab consists of a unique and diverse set of professionals. The organizational structure is as follows.

1.2.1 Diagram of Organizational Structure

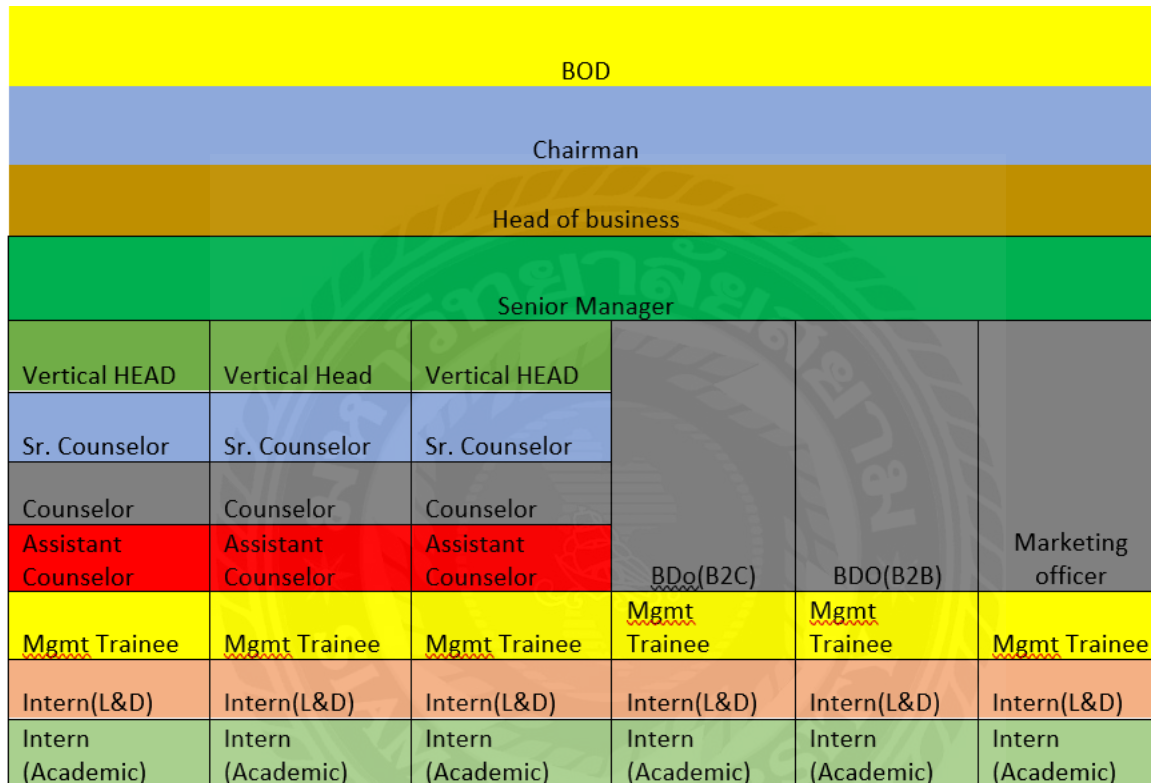| BOD					
Chairman					
Head of business					
Senior Manager					
Vertical HEAD	Vertical Head	Vertical HEAD			
Sr. Counselor	Sr. Counselor	Sr. Counselor			
Counselor	Counselor	Counselor			
Assistant Counselor	Assistant Counselor	Assistant Counselor	BDo(B2C)	BDO(B2B)	Marketing officer
Mgmt Trainee	Mgmt Trainee	Mgmt Trainee	Mgmt Trainee	Mgmt Trainee	Mgmt Trainee
Intern(L&D)	Intern(L&D)	Intern(L&D)	Intern(L&D)	Intern(L&D)	Intern(L&D)
Intern (Academic)	Intern (Academic)	Intern (Academic)	Intern (Academic)	Intern (Academic)	Intern (Academic)

Figure 2: Organizational structure

MentorLab utilizes a flexible organizational structure (Figure 2), allowing for accessibility and fostering inclusion while guaranteeing distinct lines of power and accountability. Throughout all of its processes, this structure makes effective decision-making and task execution possible.

1.2.2 My Position

My position in MentorLab is of an Academic Counsellor and business development officer. As an Academic counsellor, I work under senior counsellor of the verticals I am involved in who is working closely under the Head of Business. My work is to talk to learners, listen to their academic journey, give options to enhance their career goals and enroll them. I am given with a monthly and quarterly sales target which I am ought to meet.

1.3 Intention and Motivation to choose MentorLab

Because of MentorLab's steadfast dedication to using technology to enhance education and career development, I choose it for my co-op internship. I am enthusiastic about assisting students in navigating the challenges of higher education as an academic advisor, particularly when they are pursuing possibilities overseas. MentorLab's commitment to offering cutting-edge solutions to learners worldwide is evidenced by its partnerships with top IT and education firms, like LeadSquared, upGrad, and Codingal. I have the chance to contribute to a mission-driven company that is unwavering in its pursuit of its goal of removing barriers to education, such as cost or location, by joining MentorLab. I am thrilled to be a member of a group that values creativity, knowledge, and customer service, and I am looking forward to using MentorLab's resources to help students embark on successful educational journeys abroad.

In addition, MentorLab's focus on utilizing the most recent developments in software and digital platforms is exactly in line with my professional goals in the field of educational technology. The company's core products, Codingal and upGrad, provide a variety of learning possibilities in subjects from computer science to data science, which aligns with my desire to equip students with employable skills for the future. Furthermore, MentorLab's unwavering commitment to provide first-rate customer service guarantees that I may have a significant influence by helping students at every stage of their international education journey. I am sure that by selecting MentorLab for my co-op internship, I will not only acquire invaluable experience in academic advising but also support the company's objective of delivering creative and productive learning opportunities for students all around the world.

1.4 SWOT Analysis

To strategically analyze MentorLab, I conducted TOWS analysis, which is displayed in Table below:

Strength	Weakness
- Strong industry partnership with reputable universities and companies. - Flexible and accessible online learning platform. - Emphasis on mentorship and career support. - Partnered with upGrad, a company with established reputation	- Limited geographical reach or accessibility in certain regions. - Cost barriers for some learners. - Potential challenge in maintaining course quality and relevance.
Opportunities	Threats
- Potential for growth by investing in advanced technologies such as AI/ML and adaptive learning algorithms, MentorLab can further enhance its learning platforms and stay ahead of competition. - Forming strategic partnerships with more universities, corporations, and industry bodies can provide opportunities for developing specialized courses and increasing credibility.	- Huge competition from online education market - Changes in government regulations regarding online education or acceleration standards.

Table 1: Swot analysis of MentorLab

1.5 Objectives of this Co-operative Studies

The objective of my co-op internship at MentorLab, partnering with upGrad, is multifaceted and aligned with my long-term career aspirations. Firstly, I aim to deepen my understanding of the education sector, particularly in the context of online learning and technological innovations, by working closely with upGrad's products and observing industry trends and practices. As an academic counsellor with sales responsibilities, I intend to enhance my skills in client communication, relationship-building, and sales strategies, all of which are crucial for the success of my future entrepreneurial endeavors where sales will play a central role. Additionally, I seek to leverage this opportunity to gain valuable insights into the education landscape on a global scale, understanding diverse market dynamics, learner preferences, and emerging technologies that can be applied back home in Nepal. Ultimately, this co-op internship serves as a stepping stone towards realizing my vision of establishing a company that not only incorporates sales expertise but also pioneers innovative solutions in education tailored to the needs of my community in Nepal.
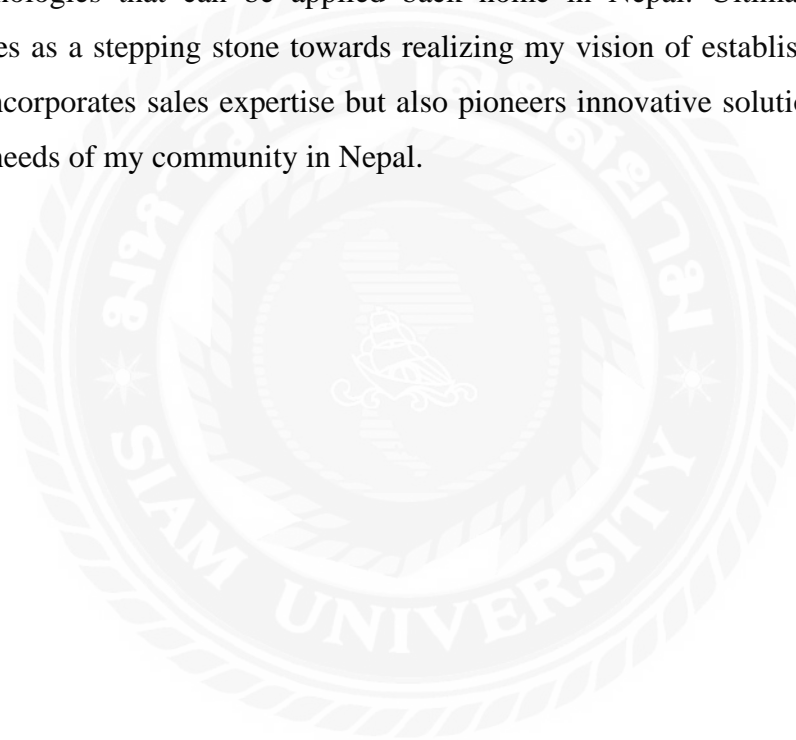
CHAPTER 2
CO-OP ATUDY ACTIVITIES

2.1 Job Description

As an Academic Counselor at MentorLab, specializing in the education sector, my primary responsibility is to counsel leads generated by the marketing team across various verticals, including upGrad, Unschool, Harrisburg University, and Vertocity. I engage with these leads through physical or virtual meetings, where I attentively listen to their needs, qualifications, and career aspirations. Based on this understanding, I provide personalized guidance and recommendations regarding suitable undergraduate, graduate, or professional courses offered through our online and hybrid educational platforms. Additionally, I actively participate in seminars, webinars, and career fairs to interact with prospective students and working professionals interested in advancing their education. Meeting quarterly sales targets set for the sales team is integral to my role, and I continuously strive to achieve these goals while delivering exceptional service to our clients. Through my work, I aim to assist individuals in achieving their academic and career goals, while also contributing to the growth and success of MentorLab's educational initiatives.

As a member of the Business Development team, at MentorLab I contribute to finding and pursuing business opportunities to help the company grow and make an impact. Working closely with my colleagues we actively look for partnerships, projects and initiatives that're in line with MentorLab's goals. This includes studying market trends understanding industry dynamics and pinpointing areas of growth and innovation in the field of education. Once we spot these opportunities, we create plans and strategies to make the most of them laying out goals, timelines and resource needs. These plans are then presented to the head of department, for review and approval.

In addition, our group actively collaborates with colleges and universities to develop alliances and plan activities like career fairs and webinars. With the aid of these programs, students should be able to make well-informed decisions on their academic and career paths. Furthermore, we have effectively executed educational initiatives in remote regions, working in conjunction with educational institutions to offer curricula and materials that augment educational prospects for pupils in marginalized neighborhoods. Our goal in company development is to not only increase MentorLab's size and earnings but also significantly improve the nation's educational system's accessibility and caliber of instruction.

2.2 Work Details

Throughout my internship journey, I engaged in diverse activities, showcasing my passion for marketing and branding while actively contributing to the company's growth.

2.2.1 Research

As an academic counsellor in MentorLab education, I had to frequently research about the new courses their modules, mode of learning, fee structures etc. I had to constantly educate myself about the documentation, visa process as well.

2.2.2 Knowledge of colleges and Visa requirements

Besides from online certification courses, I am also responsible for upGrad 's study abroad program that offer a pathway mode of study abroad. I need to have a thorough understanding of the criterias for students to study abroad in countries like USA, UK, Canada, Germany, France, Finland, Hungary and Ireland.

2.2.3 Documentation

Collection all the documents like, educational transcripts, certificates, equivalencies from the government, CV's and resume, work experience letters, financial requirements like bank certificate, collateral requirements, loan amount required to meet the criteria for funds.

2.2.4 CV and SOP building

I along with my team is responsible to create CV and SOPs for learners. To ensure the admission of the learners who are seeking help from us, we ought to make their documents strong. In order to do that we need to make many CV's and SOP's explaining all the major weak points of the learner's educational journey so far.

2.2.5 Problem identification

Problem identification and pitching the solution for the products and services offered my MentorLab. Also exploring various avenues of business expansion, capitalization and improvement.

2.2.6 Business Development

We as a BD team make presentations of the possible business opportunity for the company, showcase a full plan from ideation, creation to implementation of the plan. We are also supposed to showcase the financial aspect of any business opportunity we present in front of the board which includes estimations like cost, revenue and BEP and profit.

2.3 Activities in Co-ordinating with Co-workers:

In the bustling hub of our workplace, the coordination between departments is seamless, resembling a well-choreographed dance where every move is synchronized for collective

success. Acting as the conduit between sales, marketing, and business heads, my role is akin to a conductor, orchestrating the talents and insights of our teams into a harmonious blend.

Each day unfolds with a strategic rendezvous, as the sales team, under the guidance of Sales and Business Heads, convenes to dissect our sales funnel meticulously. Together, we assess our progress towards individual and team targets, identifying and addressing any gaps with precision. These moments of candid assessment breed solutions, as we collaboratively refine our strategies to ensure they resonate with the evolving market landscape.

My interactions with the marketing team extend beyond mere collaboration; they embody synergy. Together, we navigate leads, leveraging insights from marketing initiatives to shape our sales narrative. With a finger on the pulse of global trends – from shifts in university enrollments to visa regulations and emerging courses – we strategically highlight products and services, ensuring our offerings align with the zeitgeist. In this interconnected web of departments, I serve as the linchpin, facilitating communication, fostering camaraderie, and propelling us towards shared success.

2.4 Job process diagram

Below is the flowchart and also the description of my job process as an Academic Counsellor and Business Development Officer in MentorLab.
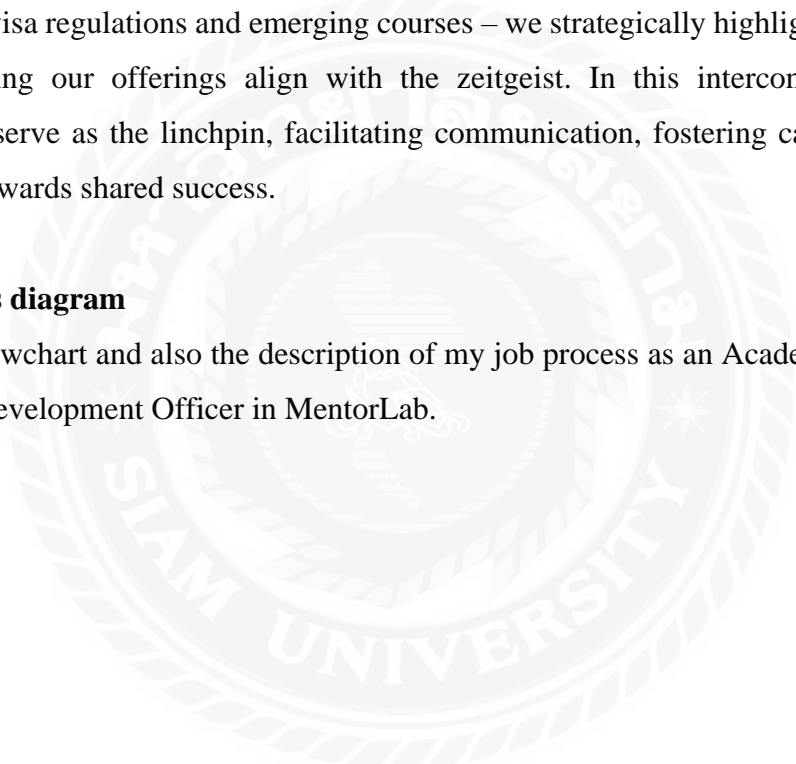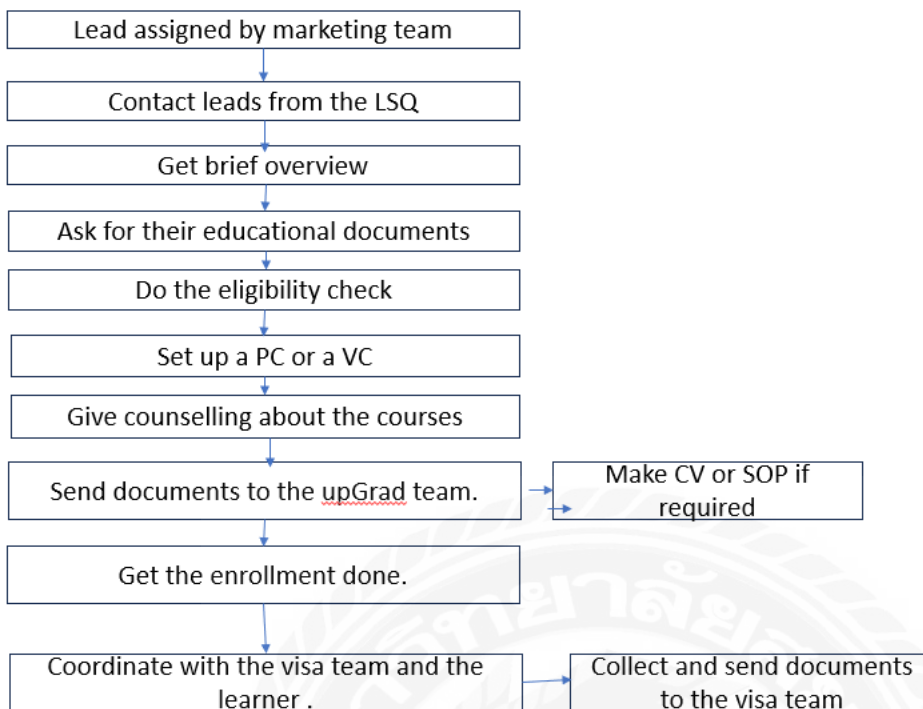
2.4.1 Academic Counsellor

Figure 3: Job description

At MentorLab, our operational workflow is designed to deliver seamless support to prospective learners as they embark on their educational journey. Below is an outline of our methodical approach:

Lead Generation and Allocation: We employ a strategic approach to assign leads generated from diverse marketing initiatives to individual Academic Counselors (ACs) via our LSQ accounts. These leads are accompanied by preferred time slots for contact.

Initial Outreach and Data Collection: Our team promptly initiates contact with these leads, engaging in conversations to gather comprehensive insights into their educational background, professional experience, and course preferences. This initial interaction lays the foundation for a personalized approach.

Appointment Scheduling: Based on the learner's availability, we facilitate either Personal Consultations (PC) or Virtual Consultations (VC). These sessions are tailored to provide in-depth guidance on available courses, highlighting their respective benefits and considerations.

Course Information Dissemination: During consultations, we offer detailed descriptions of available courses, equipping learners with comprehensive knowledge to make informed decisions. Additionally, we provide them with essential course materials for further exploration.

Follow-Up and Progress Tracking: Post-consultation, we maintain regular communication with learners to guide them through subsequent steps in the enrollment process. This ensures transparency and accountability at every stage.

Document Submission and Eligibility Confirmation: Learners' academic documents are securely submitted to upGrad's headquarters in India. Upon confirmation of eligibility for the desired course, we proceed with tuition fee payment processing.

Access to Learning Resources: Upon successful enrollment, learners gain exclusive access to upGrad's Learning Management System (LMS). Here, they can explore a wealth of preparatory content and resources tailored to their chosen courses.

Ongoing Support and Troubleshooting: Throughout the course duration, our dedicated team remains committed to addressing any challenges or queries learners may encounter. We provide timely assistance and guidance to ensure a seamless learning experience.

By adhering to this systematic process, we aim to empower learners to achieve their educational objectives efficiently and effectively.
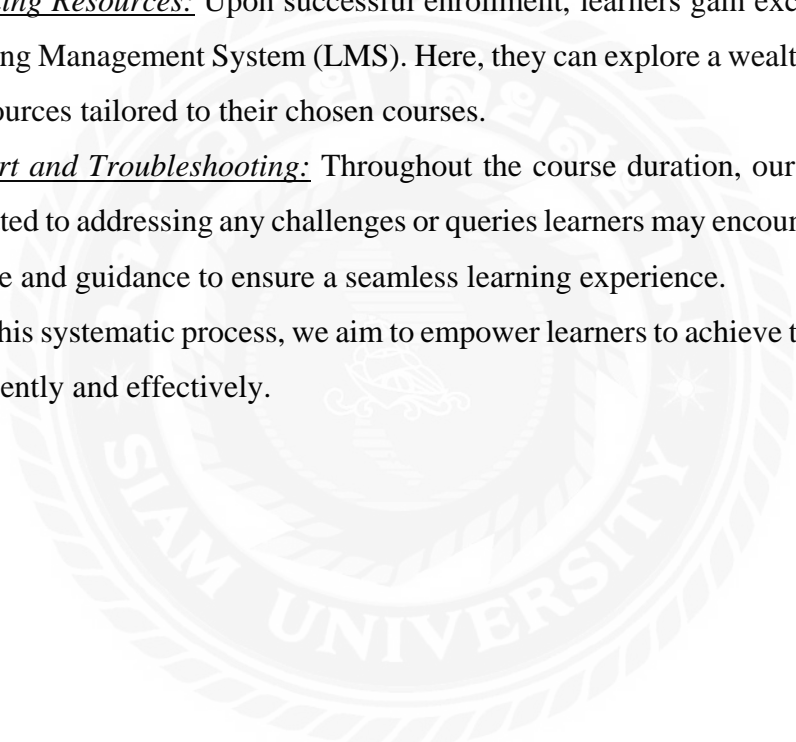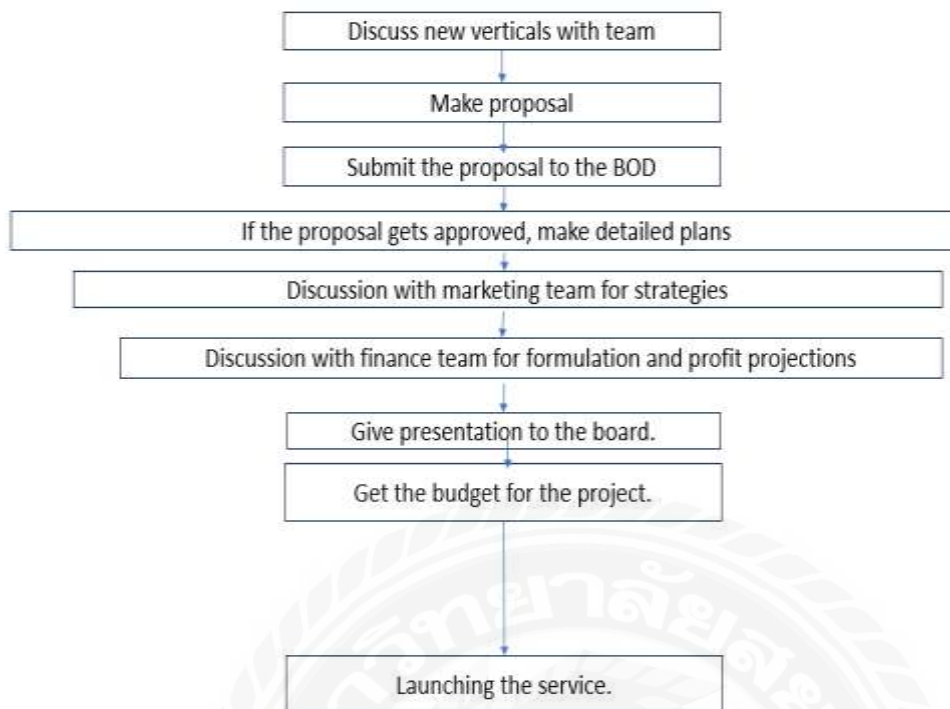
2.4.2 Business Development officer

Figure 4: Job description

Discuss New Verticals with Team:

The Business Development Officer (BDO) initiates discussions with the team to brainstorm potential new verticals or expansion opportunities. This involves gathering insights and ideas from team members based on market trends, customer needs, and strategic objectives.

Make Proposal and Submit it to BOD:

Based on the team's input and thorough market research, the BDO formulates a comprehensive proposal outlining the rationale, objectives, and potential benefits of pursuing the identified new verticals or expansion opportunities. This proposal is then presented to the Board of Directors (BOD) for review and approval.

Discuss with Marketing and Finance Team for Marketing Strategies and Financial Projections:

Upon receiving approval from the BOD, the BDO collaborates with the marketing and finance teams to develop marketing strategies and financial projections for the proposed new verticals. This involves assessing market demand, competition, target audience, pricing strategies, and revenue projections to ensure alignment with organizational goals.

Present the Detailed Plan to the BOD and HOD:

The BDO prepares a detailed plan incorporating the marketing strategies and financial projections, along with implementation timelines and resource requirements. This plan is then presented to both the BOD and the Head of Departments (HODs) for further review and feedback.

Get the Budget:

Following discussions and approvals from relevant stakeholders, including the BOD and HODs, the BDO secures the necessary budget allocation to execute the proposed plan for the new verticals. This budget encompasses expenses related to marketing, operations, staffing, technology, and any other relevant costs.

Launch the Product:

After securing the budget, the next step is to execute the launch of the product or service. This involves implementing the planned strategies and activities to introduce the offering to the market and target audience.
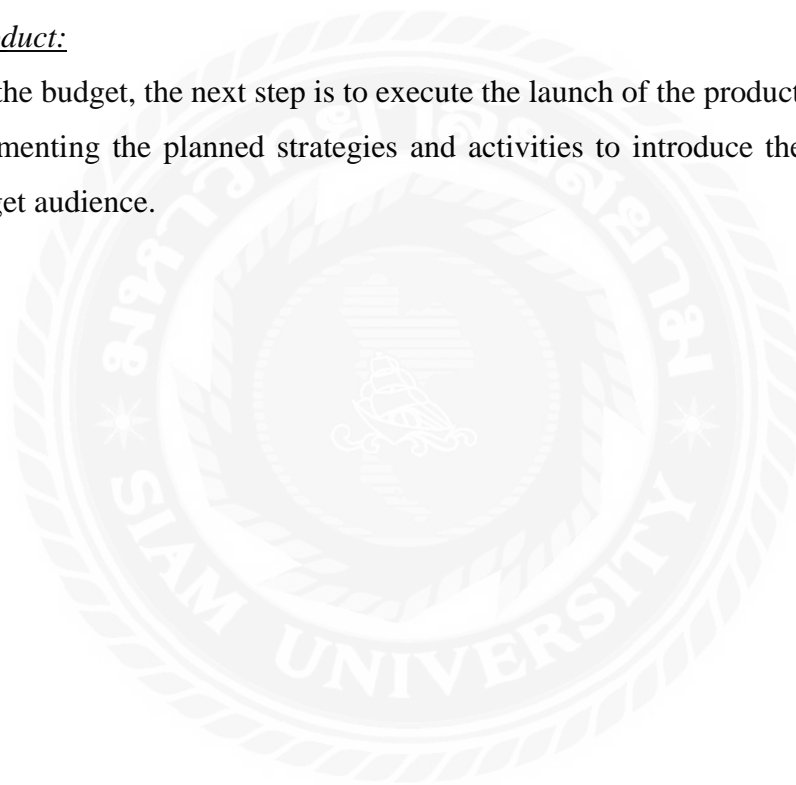
2.5 Contribution as a CO-OP Student in MentorLab

I as an Academic advisor (sales) and Business development intern, have a vast and important role to play in the coordination between departments. My contributions are as follows:

- I have a vital role in bringing different teams together to make sure we're all moving in the same direction. Every day starts with a meeting where the sales team, led by our Sales and Business Heads, looks at how we're doing. We talk about what's working well and what needs fixing to reach our targets. It's like checking our map to see if we're still on the right path.

- I also work closely with the marketing team to understand what our customers want. We look at trends, like which courses are becoming popular or if there are any changes in visa rules, to decide what products and services to focus on. By working together, we make sure we're offering things that people actually need and care about.

- Within our company the Business Development (BD) team, led by me not promotes teamwork. Also takes on a vital role, in showcasing new business prospects. We go beyond spotting opportunities; we meticulously strategize from start, to finish. This involves not generating ideas but also mapping out a path to turn those ideas into reality.

- We recognize the significance of being transparent in matters. That's why we ensure to incorporate evaluation in our presentations. This includes analyzing figures to predict expenses, expected income Break Point (BEP). Ultimately the anticipated profit margin. By offering this perspective we enable decision makers to evaluate the feasibility of each opportunity, with understanding and certainty.

CHAPTER 3
LEARNING PROCESS

3.1) Problems and issues of the institution

There are a few problems and issues I have noticed during my period in MentorLab:

- *Dependency on the course providers:*

There is a lot of dependency on the course providers such as upGrad and not a lot of decisions can be taken in terms of student enrolment without their approval. This is a gap that I have felt during my time here. This slows down the process and creates doubts in the mind of the learners as there are a lot of stereotypes involved with people from India in Nepal.

- *Lack of knowledge in the new study abroad program:*

Initially, the company was dealing with career acceleration courses for marketing, finance, AI/ML etc. The new study abroad program has just been introduced hence there is a huge lack of knowledge and expertise from abroad university processes to the visa processes of each individual country.

- *No proper delegation of work:*

There seems to be a lack of delegation of work between employees. This caused a lot of issues and conflict between the employees. Due to the lack of proper instruction on who is responsible for what, there were a lot of confusion that happened between the employees creating room for conflict which then trickles down to dissatisfaction in the work place for the employee

3.2) Solving the problem

From my analysis, I have come up with solutions to the above-mentioned problems

a) *Becoming independent:*

The company should focus on becoming independent and should be able to handle operations on its own without having to take approval from the respective course providers. This can be achieved by setting parameters firstly by consulting with the concerned team, timely revision of those parameters. This will smoothen and streamline the enrolment process of each student.

b) *Investing in employee's development:*

Employee are one of if not the most important part of any organization. The company should focus and invest in the employee's skill and knowledge development in a timely fashion. Thers must be training sessions for courses and visa processes so that each counsellor and can handle

a case independently from start to end. This will increase the quality and quantity of service provided by MentorLab. It must also be open to appoint a person with some experience in the very field who can guide and educate the rest of the team.

c) Establishing clear roles:

It is utmost important in an organization to know the responsibilities of each employee. Clearly define roles and responsibilities can be done through job description, role clarification meetings, or written documentations. While delegating, the company should focus on certain criteria such as employee skills, workload capacity and project requirements.

3.3 Recommendations for the company.

- *Invest in creating brand awareness:*

Brand awareness is important to ensure that he brand is easily recognized by our target audience. It also improves the trust and credibility factor which seems to be one of the issues for MentorLab currently.

Creating brand awareness will also give the company a competitive edge. Brand awareness is important when MentorLab wishes to expand into new markets. If the company were able to create a brand awareness when it was selling career acceleration courses, it wouldn't have struggled so much when it delve into the study abroad program.

- *Hiring technical experts.*

The company should focus in hiring experts who will also train and educate the employees who are new in the field of education and technology. The passing down of knowledge is very important for the company's growth and improvement. The company will grow only when its employees grow first. Educating and training the employees will also instill a form affection the hearts of the employee who will give their 100% in return. Employee satisfaction will also improve improving the output and impact they produce.

- *Working in a timely fashion.*

The employees are often expected to be available during the non-office hours in the client's request. The company and its products deal with working professionals who are only available during non-office hours. This jeopardizes the employee's personal time. In my opinion the company should compensate the employees who are willing to put in extra hours and pre determine the time of such commitments. So that people who want to work the extra hours and work while also being compensated whereas the employees who cannot give their time to the company other than during the office hours aren't forced to do so. This will maintain peace and harmony within the company.

3.4) Learning during the co-op study.

The main motive for me during this internship was to get an insight in the ever-changing education and technology industry and how these two things go hand in hand. I was also eager to know the workings of a business model similar to MentorLab that focuses in becoming the biggest and most relevant educational aggregator bringing in top quality products and services from around the globe. Some of my learnings were:

- *Customer-Centric Approach:* Learn the importance of putting the customer first and how to tailor educational courses and services to meet their needs and preferences effectively.

- *Digital Marketing Strategies:* Explore various digital marketing strategies employed by MentorLab to attract and retain customers, including social media marketing, content marketing, SEO, email marketing, and paid advertising.

- *Data Analytics Skills:* Acquire skills in data analysis and interpretation by analyzing user engagement metrics, course completion rates, customer feedback, and other relevant data to optimize strategies and improve the learning experience.

- *Collaboration and Teamwork:* Develop strong teamwork and collaboration skills by working closely with colleagues from various departments, such as marketing, content development, technology, and customer support, to achieve common goals.

3.5) Applying knowledge from course work.

It has been an exciting experience for me to go from academic studies to real-world applications, especially in my position as an Academic Counselor at MentorLab. My undergraduate courses gave me a strong foundation, but it was when I started applying those abstract ideas to real-world situations that the real magic happened.

When I think back on my academic career, I am reminded of a crucial period in the fourth semester of my BBA program. Participating in a collaborative study for 'Research in Finance,' I explored the complexities of choosing a topic, reviewing existing literature, analyzing data, and composing a report. I had no idea how well these abilities would fit into my current position.

Just as I quickly sifted through a variety of information sources to support our sales tactics and training programs at MentorLab, I was also adept at evaluating a large number of literary sources back then.

Furthermore, the 'Business Intelligence' project I worked on in my seventh semester shed light on the skill of deciphering data and extracting insights. I now use this theoretical foundation as

a compass to sort through consumer preferences and market trends. In my position as a business development officer, the capacity to extract useful insights from raw data has been crucial for both seeing potential business expansion prospects and improving current goods and services.

3.6) Special skills and new knowledge learned.

- *Professional networking:*

 To create meaningful connections and learn about possible career routes, take advantage of opportunities to network with mentors, industry professionals, and fellow interns, both within the organization and through external events.

- *Customer-Centric strategy:*

You may have learned the value of a customer-centric strategy in the EdTech sector from your close work with customers and stakeholders. You could have gained knowledge on how to comprehend the requirements and preferences of your clients, modify educational programs and services as necessary, and put client pleasure first.

- *Organizational Structure and Culture:*

The departments, reporting lines, and hierarchy that make MentorLab's organizational structure may be familiar to you. Gaining an understanding of the company's culture, beliefs, and customs will also help you understand how decisions are made and work is done within the firm.

- *Decision-Making Processes:*

You might have learned more about MentorLab's decision-making procedures through involvement and observation. You can manage organizational dynamics more skillfully if you have a better understanding of the decision-making processes, including who is engaged, what variables are taken into account, and how consensus is formed.

CHAPTER 4
CONCLUSION

4.1) Summary of highlights of Co-Op Study.

In the field of counseling I am tasked with guiding students, on educational paths, which include suggesting online courses and explaining credit transfer options for studying overseas. It's crucial to have a grasp of visa procedures and settlement processes in study destinations to offer support to our clients.

On the business development front, my role encompasses formulating detailed plans for new business opportunities and expansion strategies. This involves rigorous analysis of revenue projections, cost structures, and profit margins, culminating in presentations to the Board of Directors.

Through my tenure at MentorLab, I've not only honed my technical skills but also gained invaluable insights into my strengths and areas for improvement. My adeptness in critical thinking, time management, and technical abilities has been evident, while I've identified multitasking and adaptability as areas ripe for development.

Moreover, MentorLab has been a platform, for honing skills and learning from colleagues who excel in organizational abilities particularly in time management, networking, teamwork, critical thinking and problem solving. These experiences have boosted my self-assurance. Equipped me to tackle the demands of the business world fostering a readiness to embrace opportunities and achieve meaningful results.

4.2 Evaluation of work experience.

I have learned so much and have greatly enjoyed my time at the organization. It went above and beyond what I had anticipated, providing insightful knowledge about the internal operations of a hierarchical organization and the information flow. Through proper remarks and suggestions, I also obtained a profound awareness of the significant impact that the education sector can have on people's lives.

During my tenure, I gained valuable insight into consultative selling, a tactic used by many prosperous businesses, including those in the aircraft sector. The aforementioned concept has expanded my comprehension of sales methodologies and underscored the significance of delivering customized solutions to fulfill individual requirements.

In addition, I studied the principles of project assessment and refined my ability to estimate potential new business. My ability to think strategically and make decisions has greatly improved as a result of this information, providing a strong basis for my future ambitions.

The most significant thing I learned throughout my tenure at the company was the dos and don'ts of organizational dynamics. These observations will surely be helpful as I go out on my business path since they will provide me the insight, I need to successfully negotiate obstacles and seize opportunities. All in all, the experience has had a significant influence on me and given me a strong skill set that will help me succeed in the future.

4.3 Limitations of Co-Op studies.

- *Working first time in a full-time work week:*
    - Adjusting to a full-time work schedule can be challenging for first-time employees.
    - Balancing work responsibilities with personal life may require adaptation and time management skills.
    - Learning to navigate office dynamics and meet job expectations is an essential aspect of professional development.
- *New setting and learnings than what I had studied in my bachelor's:*
    - Transitioning from academic studies to a professional setting can introduce new challenges and learning opportunities.
    - Exposure to real-world applications of theoretical knowledge enhances practical skills and understanding.
    - Acquiring industry-specific knowledge and skills complements academic education, enriching overall learning experiences.
- *Less tenure of the co-op work which limits the effectiveness of the co-op study:*
    - Limited duration of co-op work (16 weeks) may constrain the depth and breadth of learning experiences.
    - Shorter tenure may hinder the ability to fully immerse in projects and initiatives.
    - Maximizing learning outcomes within a constrained timeframe requires strategic planning and proactive engagement.

4.4 Recommendations

To optimize the co-op study period, it's advisable to consider a few enhancements. Firstly, extending the duration of the co-op program would offer students a more substantial

opportunity for skill development and hands-on experience, better preparing them for future endeavors. Secondly, enhancing collaboration within the company by granting co-op students increased authority and responsibility could foster a more enriching learning environment. Lastly, organizing a comprehensive briefing session involving all stakeholders—co-op and job supervisors along with students—to clarify the objectives and expectations would promote transparency and ensure mutual understanding, thereby maximizing the benefits for everyone involved.

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Appendices

Figure 5: Team Meeting.

Figure: 6 Work Space

Figure 7: Brainstorming with HOD

Figure 8: upGrad website