



Internship Report

On

Evaluation of Bangladesh's Online Education System - Comparison to 10 Minutes School

Submitted to

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Submitted by:

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Submission Date:



Letter of transmittal

18 February 2023

Professor Dr. Mostafa Kamal
Department of Business Administration
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Daffodil International University

Subject: Submission of Internship Report entitled “Evaluation of Bangladesh's online education system - comparison to 10 Minutes School”

Sir,

It is, indeed, an honor to deliver my internship report on **Review of Online Education of 10 Minute School** as a prerequisite for the completion of my BBA program. I am lucky enough that I have got an experienced & efficient professional team to learn ed-tech company procedures efficiently.

I believe that it was a fascinating experience to work and live in the ed-tech sector and it has enriched both my knowledge and experience. I tried my best to show my skills, which is achieved through this report. Finally, I am very grateful to you for your continuous supervision and guidance in preparing the report.

Sincerely yours,

MD Yasir Arafat Hridoy
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Supervisor's certificate

This is to certify that the Internship Report on "**Evaluation of Bangladesh's online education system - comparison to 10 Minutes School**" submitted for the award of the Degree of Bachelor of Business Administration, Daffodil International University is a record of work carried out by Yasir Arafat Hridoy under my supervision.

No part of the report is submitted elsewhere for any Degree, Diploma, Title, or Recognition before.

I recommended the report for submission to the DBA for consideration of the examination committee.

.....
Professor Dr. Mostafa Kamal

Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University



Declaration of the Students

I do hereby declare that the report submitted titled “**Evaluation of Bangladesh's online education system - comparison to 10 Minutes School**” is carried out by me and has not been previously submitted to any other University, College, and Organization for academic qualification, certificate, degree or recognition.

The work that I submitted here does not breach any existing copyright and no portion of the report is copied from any book done earlier for a degree or otherwise.

I further undertook to identify. The department against loss or damage, arising from breach of the foregoing obligations.

Hridoy

.....
Yasir Arafat Hridoy

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Executive Summary

This report is an extensive overview of my internship journey at 10 Minute School, the largest EdTech Company in Bangladesh. Basically, 10 Minute School provides educational content Through Online academic classes (01-12) & Non-academics like Skill Development, Job Preparation & Language Learning.

Growing up I came to know that I have a strong hand in communication and furthermore I came to learn that I can even make a career in sales & marketing out of it. Although my major was financing, the passion I had for communication and direct interaction with people made me choose the sales and marketing career path.

The 10-minute school is the largest ed-tech company in Bangladesh and it was a privilege for me to do my internship there so I took that opportunity and did my internship as a tele sales supervisor. Which will benefit me in the long run to achieve a sustainable career.

There are so many different Departments I am involved in the Sales department. where I have to manage a Sales Team, whose members work on increasing the sales revenue by telecommunication.

Also, maintain operations smoothly and is easy to understand so that every student ensures good results in academic and non-academic through online education. Because online education is difficult to reach out to every student.



Acknowledgment

First, I would like to convey my gratitude to the almighty Allah for giving me the opportunity to complete this internship paper.

I would like to convey my heartfelt thanks and gratitude to Professor Dr. Mostafa Kamal, my supervisor, who instructed me to prepare this internship paper and provided me with all-out efforts despite being busy with his daily schedule. I am very much grateful to him for his cordial contribution.

I am also grateful to Fahim Faisal Mahim (Line Manager) and Md. Arafat Alhe (Executive Sales) of 10-Minute school helped me to complete this internship report by providing the necessary information.

I also express my gratitude to the other officials who assisted me by providing answers to my various queries in smiley faces.

It is my privilege to provide thanks to all of my course mates for their cooperation and continuous inspiration.

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Chapter 01

Introduction



1.1 Introduction

The Internet has developed over the past 20 years from being almost nonexistent to being the biggest, most accessible database of knowledge ever made. Technology has altered how people interact with one another, conduct business, shop, socialize and think about information and education. Online education is transforming the way traditional classrooms are run and making education more accessible than ever before. It is much more than just a new approach to remote learning.

Online education describes a situation where students learn from home or anywhere by using the internet and other technologies. Online education has some benefits as well as a few limitations also. The other name of online education is e-learning. For an online class, every student needs a mobile or laptop with internet access. Online classes are a versatile means of rapid learning. Its flexibility and efficiency make it more popular in the days of epidemics.

Online education companies are starting to recognize students who require remediation as potential online learning beneficiaries. Over 20% of FLVS students are reportedly at risk or in need of credit recovery, which refers to the necessity to repeat previously failed courses or to earn additional course credits to satisfy graduation requirements (Young et al., 2009).

It reduces the geographical distance of learning. Students from different corners of the world can join an online class, wherever it is held. Although there are many differences between online and physical classes, online classes offer huge opportunities for research from the Internet. Internet surfing plays the most important role in ensuring students' sincere engagement with the given subject.

There are no time limits and limitations like the traditional education system. Online classes allow the use of soft copies of textbooks and this encourages students' curiosity. Many reputed institutions have shifted to online classes as the most convenient method of continuing teaching and learning progress. It saves time and money at the same time. Through online classes, students can collaborate with students from different countries and cultures. Along with many advantages, online classes also have some disadvantages.

To create and provide online programs, many institutions of higher learning will collaborate with campuses-based colleges. This enables an online service to take advantage of the cutting-edge knowledge and technology that an online provider offers while still offering verified course studies through the brick-and-mortar institution.



1.1.2 General Overview of 10-minute School

The largest online education platform in Bangladesh is 10 Minute School. It was established in 2015 by Mr. Ayman Sadiq. They provide online education all over Bangladesh throughout 64 Districts and they teach more than 2 million students online.

It started creating video tutorials for Mathematics and English and eventually started taking live classes on Facebook. 10 Minute School wants to remove all kinds of geographic, economic, and financial barriers to provide quality education and make education free to everyone.

Now, 10 Minute School has 19440+ video tutorials, 49530+ quizzes, 1114+ notes, and 1300+ blogs (10 Minute School, 2021) available on their website and app, people can see these videos free, they don't need to pay for watching these videos. Also, 10 Minute School has 32 premium courses, for these 32 courses students have to pay money if they want to learn those courses.

1.2 The rationale of the study

This report titled “Review of online education courses of 10 min school” has been prepared as a requirement for the internship which is a part of the BBA program of the Department of Business Administration, Finance major, Daffodil International University, Dhaka under the supervision of Professor Dr. Mostafa kamal, Faculty of Business & Entrepreneurship.

I have completed my internship at 10 Minute School and this report is prepared along with my responsibilities of mine at the company.

The main reason for this study is to examine the online courses of 10-minute schools and how the company manages them and to use the findings and analysis to make the department more optimized for the future.

1.3 Objectives of the study

General Objective: The primary objective of this report is to understand the operation and workflow of the tech companies of Bangladesh and to understand how they manage their online courses along with their effects on the whole education system.

Specific Objectives:

1. To understand the operation & workflow of an Online Education System.
2. To identify problems and challenges while managing the online education system of Bangladesh.
3. To get a better understanding of the online education Courses of 10 Minutes School.
4. To identify issues regarding online education along with some possible recommendations.

1.4 Methodology

This study is based on secondary data available from different sectors of 10 Minute School. In addition to these some data and valuable information were also collected from the daily newspaper, website, and other journals.

1.4.1 Data Source

The research has been carried out pursuing the avenues of both primary and secondary sources.

1.4.2 Primary Data Source:

In gathering information about the company and industry, I interviewed Mr. Ayman Sadiq, the mind behind 10 Minute School as well as 5 employees working under him. And the other primary data were taken from their internal source and analytics.

- Personal observation
- Working experience
- Personal Interview
- References

1.4.3 Secondary Data Source:

The website of 10 Minute schools was used to analyze and gather information about the website design and offerings. The competitor's websites were also considered in order to establish some basis for comparison. A few online articles and news regarding 10 Minute school and e-learning in general, were consulted.

- Website
- Books
- Research & Articles
- Newspaper
- Journals
- Interview



1.5 Limitations of the report

In undertaking this study, a number of problems were faced. Thus, the study has several limitations. The limitations are

1. **Lack of information:** There is not much information available about the 10 Minute School EdTech industry of Bangladesh in secondary sources.
2. **Limitation of Scope:** Some confidential information was not disclosed by various personnel of this respective department for internal security purposes. Also, digital data were taken from a specific time frame, and the statistics and the data change from time to time. Due to the covid-19 situation, some data don't represent the actual scenario of 10 Minute School.
3. **Copyright Issue:** Some Of the key data and resources are highly protected by the higher authority of 10 minutes School, so the data and graphs shown in the report are a brief assumption



Chapter 2

Organizational overview of 10 Minute school



2.1 History of 10 Minute School

Ayman Sadiq, a young individual from Comilla, is the founder of 10 Minute School, an education platform that provides free lessons to students from any part of the country. The inspiration for this platform came from Ayman's experience teaching at Mentors, where he noticed a gap in the education system in Bangladesh, where a large number of students appear for the HSC exams every year, but the number of seats available in public universities is limited.

He noticed that many meritorious students from remote areas are not able to receive good tuition or coaching, due to the lack of adequate facilities, and lack of money to come to Dhaka. Ayman initially faced numerous problems while trying to make the website but with the help of a younger acquaintance from BUET, Abyad Raied, he eventually succeeded in building the website. The 10 Minute School website was launched in May 2015 and faced some technical difficulties, but the launch deadline was postponed by a week.

In 2017, the platform established its first office in a studio room in Karwan Bazar and won the Asia-Pacific ICT award in the e-learning category on behalf of the Asia Pacific ICT Alliance.

The success of 10 Minute School was due to the availability of broadband services in smaller towns and the launch of 4G mobile network service in Bangladesh, which increased the number of mobile internet users and online video consumption, thus increasing the interest in consuming educational content.

Even though their journey began in 2014, 10 Minute School really took off in 2016 when they teamed up with the ICT Division to use their classes and films to teach in various schools all around the nation. The business continued to grow via its own efforts and did not seek outside assistance. They did not have a set revenue stream either because they have always operated on the premium model. The second-largest mobile operator in the nation has served as the program's title sponsor since 2016.

Since then, the Edtech platform's finances have stabilized, and the concern over the revenue source has diminished. The platform now hosts more live classrooms, and their activities have grown more robust. More emphasis is being placed on material expansion, and new teachers are being attracted to the platform from all around the nation. Also, 10 Minute School began producing films with diverse national experts on issues other than standard school and college curricula.



The platform has gained widespread recognition and has won several awards, including the Best Startup Award at the Digital World 2015 in Bangladesh and the Asia Social Innovation Award in 2019. 10 Minute School has also been featured in various media outlets, including Forbes, BBC, and CNN.

10 Minute School is a popular online educational platform in Bangladesh that offers a wide range of resources and services to students of all ages. The platform has gained widespread recognition and popularity, and there are several reasons for its success.

One of the main reasons why 10 Minute School is popular is its focus on providing high-quality educational content. The platform offers online video lectures, practice exercises, and quizzes in various subjects, including mathematics, science, English, social studies, and more. The content is designed to be engaging, easy to understand, and interactive, making it easier for students to learn and retain information. The platform also uses gamification techniques to make the learning experience more enjoyable and rewarding.

Another reason why 10 Minute School is popular is its accessibility. The platform is available on multiple devices, including desktops, laptops, tablets, and smartphones, making it easy for students to access the content anytime and anywhere. Additionally, the platform is free to use, which makes it accessible to students from all backgrounds and socioeconomic statuses. This accessibility has helped 10 Minute School reach a wider audience and has contributed to its popularity.

The platform's founder, Ayman Sadiq, is another reason why 10 Minute School is popular. Sadiq is a well-known educator and entrepreneur in Bangladesh, and his vision and passion for education have been instrumental in shaping the platform. Sadiq's personal brand and reputation have helped to build trust and credibility among students and parents, which has contributed to the platform's popularity.

10 Minute School's success can also be attributed to its innovative approach to education. The platform uses technology to create a personalized learning experience for students. The platform's adaptive learning algorithm analyzes student performance and provides personalized feedback and recommendations to help students improve their skills and knowledge. This approach has helped students to learn at their own pace and has contributed to their academic success.

To democratize education and make it accessible to all students, regardless of their background or socioeconomic status. To provide high-quality educational content in various subjects, including mathematics, science, English, social studies, and more. To use technology to create a personalized learning experience for students. To make learning engaging, easy to understand, and interactive through the use of gamification techniques.



To offer a wide range of educational services, including online coaching, career counseling, and language courses. To partner with educational institutions and organizations to offer specialized training programs and certifications. To help students achieve their academic goals and improve their employability. To continuously innovate and improve the platform to better serve the needs of students. To promote lifelong learning and a love for learning among students. To contribute to the development of a more educated and skilled workforce, which will ultimately benefit society as a whole.

Finally, 10 Minute School's success can be attributed to its social impact. The platform's mission is to democratize education and make it accessible to all students, regardless of their background or socioeconomic status. The platform offers free resources and services, which has helped to bridge the education gap and provide equal opportunities for all students. Additionally, 10 Minute School has partnered with various educational institutions and organizations to offer specialized training programs and certifications, which has helped to improve the employability of students.

Today, 10 Minute School has over 5 million registered users and offers a range of educational services, including online coaching, career counseling, and language courses. The platform has also partnered with various educational institutions and organizations to offer specialized training programs and certifications.

The first office for 10 Minute School opened its doors in a studio space at Janata Tower in Karwan Bazaar in 2017. The same year, 10 Minute School made history by being the first organization in the nation to represent the Asia Pacific ICT Alliance and take home the e-learning Asia-Pacific ICT award.

2.2 Profile of 10-minute School

The largest online education platform in Bangladesh is 10 Minute School. It was established in 2015 by Mr. Ayman Sadiq. They provide online education all over Bangladesh throughout 64 Districts and they teach more than 2 million students online.

The platform took advantage of the opportunity, due to the lack of quality content in Bangladesh, and the quality of the platform's content made it easy for students and those interested in skill development to access it through their YouTube channel and Facebook page.

10 Minute School is an online educational platform based in Bangladesh that offers a wide range of educational resources and services for students of all ages. The platform was founded in 2014 by Ayman Sadiq, a Bangladeshi educator, and entrepreneur, and has since become a popular destination for students seeking quality educational content and services.



One of the key features of 10 Minute School is its focus on providing high-quality educational content. The platform offers video lectures, practice exercises, and quizzes in various subjects, including mathematics, science, English, social studies, and more. The content is designed to be engaging, easy to understand, and interactive, making it easier for students to learn and retain information. The platform also uses gamification techniques to make the learning experience more enjoyable and rewarding.

Another notable feature of 10 Minute School is its accessibility. The platform is available on multiple devices, including desktops, laptops, tablets, and smartphones, making it easy for students to access the content anytime and anywhere. Additionally, the platform is free to use, which makes it accessible to students from all backgrounds and socioeconomic status. This accessibility has helped 10 Minute School reach a wider audience and has contributed to its popularity.

In addition to providing educational content, 10 Minute School also offers various services to help students achieve their academic goals. These services include online coaching, career counseling, and language courses. The platform has also partnered with various educational institutions and organizations to offer specialized training programs and certifications, which has helped to improve the employability of students.

10 Minute School has gained widespread recognition and popularity in Bangladesh and beyond. The platform has won several awards, including the Best Startup Award at the Digital World 2015 in Bangladesh and the Asia Social Innovation Award in 2019. The platform has also been featured in various media outlets, including Forbes, BBC, and CNN.

One of the key factors contributing to the success of 10 Minute School is its founder, Ayman Sadiq. Sadiq is a well-known educator and entrepreneur in Bangladesh, and his vision and passion for education have been instrumental in shaping the platform. Sadiq's personal brand and reputation have helped to build trust and credibility among students and parents, which has contributed to the platform's popularity.

Another factor contributing to the success of 10 Minute School is its innovative approach to education. The platform uses technology to create a personalized learning experience for students. The platform's adaptive learning algorithm analyzes student performance and provides personalized feedback and recommendations to help students improve their skills and knowledge. This approach has helped students to learn at their own pace and has contributed to their academic success.

Finally, 10 Minute School's success can be attributed to its social impact. The platform's mission is to democratize education and make it accessible to all students, regardless of their background

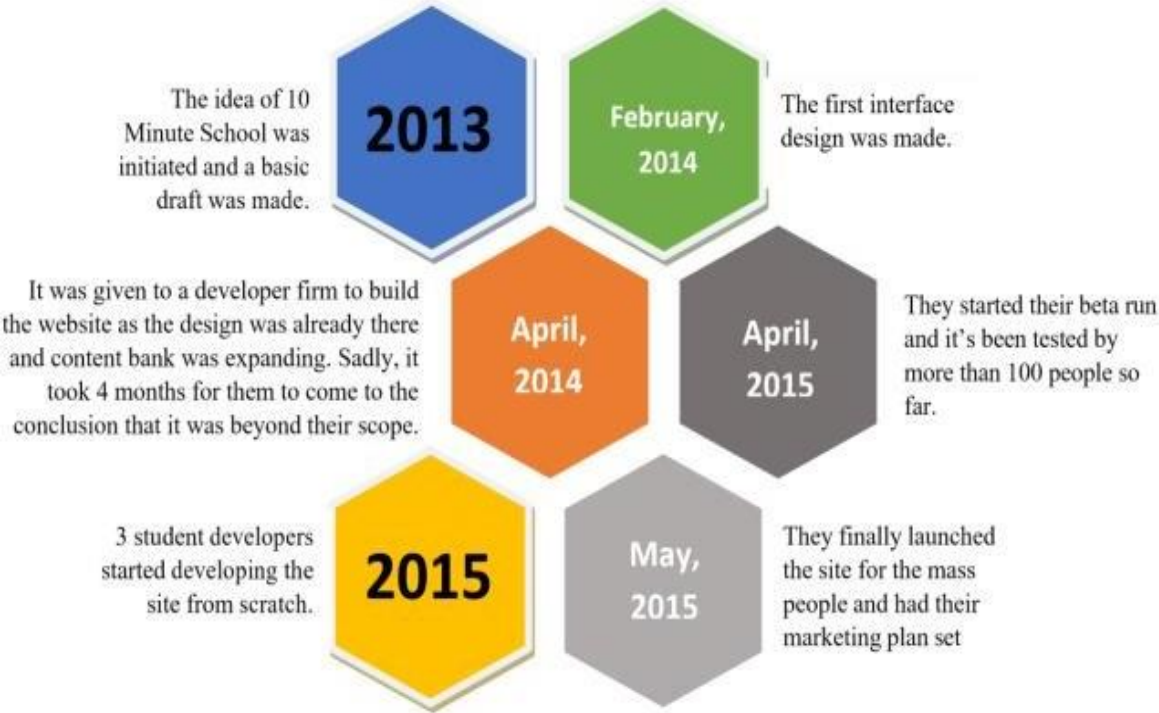
or socioeconomic status. The platform offers free resources and services, which has helped to bridge the education gap and provide equal opportunities for all students.

In conclusion, 10 Minute School is a comprehensive online educational platform that offers high-quality educational content and services to students of all ages. Its accessibility, innovative approach to education, and social impact have contributed to its popularity and success in Bangladesh and beyond. Its founder, Ayman Sadiq, has been instrumental in shaping the platform and building trust among students and parents, and its commitment to improving education for all is a testament to its mission and values.

Currently, 10 Minute School has a total of 6 offices in Dhaka and has successfully brought mainstream teachers as well as expert trainers from various sectors on one platform which is unmatched by any other Edtech platform in the industry.

2.3 Mission

The mission of 10 mins school is to “learn, practice and progress” This means they are focused on providing efficient and effective educational resources that allow users to quickly acquire new knowledge and skills, put those skills into practice, and track their progress over time.





2.4 Vision of 10 Minute School

The vision statement of 10 Minute School, "To help build an online school in Bangladesh like no other, one made by the students, for the students, and belonging exclusively to the students," suggests that the platform is focused on creating a unique and innovative online educational experience for students in Bangladesh. The statement implies that the platform is created and run by students, for students, and is exclusive to students, so it is a student-centered platform. The platform probably aims to empower students to take ownership of their own learning and provide them with the resources and tools they need to succeed academically.



Chapter 3

Analysis & discussions



3.1 SWOT Analysis of 10 Minute school

An organization's strengths, weaknesses, opportunities, and threats can be identified and analyzed using the SWOT analysis framework. The SWOT acronym is made up of these words.

The main objective of a SWOT analysis is to raise awareness of the variables that influence business decisions or the formulation of business strategies. SWOT Analysis the internal and external environments as well as the variables that may affect the viability of a decision in order to achieve this.

From SWOT analysis we can know the strengths, weaknesses, opportunities, and threats of 10 Minute School.

Strengths:

- 10 Minute School has a strong brand image. Almost everyone in our country knows about the 10 Minute School. The CEO of 10 Minute School is one of the famous influencers in Bangladesh, he is one of the reasons 10 Minute School is a famous online education platform.
- 10 Minute School provides valuable educational content free for class 1 to university-level students.
- Students can access videos, and quizzes of 10MS anytime 24/7 from anywhere through the website and app.
- The platform uses innovative technology to make learning more engaging and effective. This includes gamification techniques, interactive features, and mobile apps, which make learning more fun and accessible.
- The platform uses technology to create a personalized learning experience for students. This includes features such as quizzes, progress tracking, and adaptive learning, which help to tailor the learning experience to each individual student's needs.

Weakness:

- Classes are recorded so students can't ask questions to the instructor if they face any problems. For some courses, they took classes on the Facebook group but their students can't talk with the instructor directly, they need to write their questions in the comment section.
- They don't have any courses for some categories like English medium students and they also don't have courses for dakhil and madrasha students

Opportunities:

- 10 Minute School can take online live classes on a platform where students can talk with the teachers directly.
- They can bring new courses of different categories.

Threat:

- In Bangladesh, students prefer offline courses rather than online courses.
- Students' preferences and needs can change quickly, which means that 10 Minute School must continually adapt to stay relevant. If the platform fails to adapt quickly enough to changing student preferences, it could lose users to competing platforms that are better aligned with their needs.
- 10 Minute School operates in Bangladesh, and changes in government policies regarding education and online learning could pose a threat to the platform's success. For example, new regulations or licensing requirements could increase costs and make it harder for the platform to operate.
- 10 Minute School is vulnerable to cybersecurity threats, including data breaches and hacking attempts

3.2 Competitor Analysis

- **Shikho**

Founded in August 2012 by Dr. Ragib Hasan, a computer science professor at the University of Alabama at Birmingham, is a notable contender in the e-learning sector. The platform, launched in 2012, offers a diverse array of e-learning courses. However, it has several drawbacks such as a lack of structure, which makes navigating challenging, and inadequate support for local courses. Furthermore, the platform suffers from limited market penetration. These limitations make it a less attractive option compared to other e-learning platforms such as 10 Minute School and Khan Academy, which have established themselves as leaders in the field. The EdTech market in Bangladesh has seen a proliferation of players in recent years.

- **Up skill**

One such player is Upskill, a peer-to-peer skill-sharing platform founded in 2018 by Mustafizur Rahman Khan, Fayaz Taher, and Samad Miraly. The platform aims to bridge the skills gap in Bangladesh by enabling individuals and organizations to share skills and exchange technical knowledge. In the short time since its launch, the team at Upskill has made significant strides in promoting STEM education in the country, with their Upskill Classroom program already having



taught coding to over 300 children. They also offer a wide variety of online courses and training for market professionals and employees, and recently raised funding of around 100k USD.

- **Repto**

Another notable player in the market is Repto, an online education platform founded in 2016 by Istiyak Sheyam. The platform offers a wide range of Bangla courses, tutorials, and training instructed by industry experts, covering subjects such as digital marketing, programming, software development, web design, and more.

- **Interactive Cares**

founded in 2019, is a virtual e-learning platform that offers online courses in higher study, job preparation, and skill development, as well as masterclasses, career paths, and one-to-one mentoring. The platform has over 40 courses and 30,000 enrolled students and has been successful in solving various problems by combining pre-recorded and live classes.

- **Khan Academy**

The Khan Academy curriculum encompasses a wide array of subjects, including math, finance, history, and the arts, essentially covering most aspects of education. In 2018, the platform was used by 70 million people, with over 2 million people utilizing its resources for SAT preparation. Additionally, in the same year, Khan Academy launched Khan Academy Kids, an app geared towards children between the ages of 2-6, featuring no in-app purchases or ads. The app received 1.4 million downloads by the end of 2018. Despite its outstanding achievements in democratizing education, Khan Academy has not raised any Venture Capital funds and has no plans to go public. These achievements have made it a formidable rival to 10 Minute School, which is a newer player in the field.

Overall, the EdTech market in Bangladesh is becoming increasingly competitive, with new players entering the race and established players expanding their offerings. These companies are making notable strides in promoting education and skill development in the country, and are likely to continue to play a significant role in the field in the coming years.

3.3 operation & workflow

Responsibilities:

- Overseeing regular operations
- Managing the Student Advisors
- Working as a bridge between the Management & Student Advisors
- Submitting daily calling reports



- Ensuring quality of the sales calls and providing daily quality assurance report

This report takes a qualitative and quantitative approach to demonstrate and review the online education courses of 10-minute schools. It contains a discussion on the process of telesales and how they manage the customers.

10 Minute School is a YouTube channel that focuses on providing educational content to its viewers. The channel starts its content creation process by conducting extensive research and planning. This helps the channel to identify the topics that the current educational content available on YouTube and to determine the topics that its target audience is interested in learning about.

The team behind 10 Minute School is made up of experienced educators and content creators who work together to create high-quality, comprehensive, and informative content. This includes writing scripts, outlining key points, and gathering necessary resources such as images, videos, or other materials.

The video production process is highly professional, with a state-of-the-art camera, lighting, and sound equipment used to create polished final products. The videos are edited to ensure that they are easy to understand and engaging for viewers.

10 Minute School has an effective strategy for promoting its content to reach a wider audience. This includes leveraging social media, collaborations with other YouTubers, and SEO techniques to make sure that its videos are easily discoverable by people searching for related content. The channel also values audience engagement and actively interacts with its viewers by responding to comments, answering questions, and creating follow-up content based on feedback from viewers. This helps to build a strong community around the channel.

10 Minute School is committed to continuously improving its content by regularly updating old videos, adding new information, and creating new content that addresses the needs and interests of its viewers. Additionally, the channel has various monetization methods such as partnering with brands, creating sponsored content, and using YouTube's monetization features such as ads or channel memberships. These methods have been successful in generating revenue for the channel.

In addition to creating high-quality content, 10 Minute School has also built a strong community around its channel by creating a website, hosting lives streaming sessions, and maintaining a presence on social media. This helps the channel to get more feedback and engagement from its viewers and to generate more revenue.



The channel also has a history of collaborating with other YouTubers and educators in the same field, which enables it to create new content and reach a wider audience. 10 Minute School is also dedicated to staying up-to-date with the current trends in technology and education by learning new software, experimenting with new formats, and staying informed about new developments in their field.

3.4 Online Education System of Bangladesh

10 Minutes School:

The Website of 10-minute School was built for ease of access for everyone. The website has two languages because not everyone is comfortable with only English. based on general knowledge & my work experience with online educational platforms, here's how it works:

1. **Registration and login:** Users must register with the website using their email or social media account, and create a login. Once logged in, they can access various features and resources.
2. **Course selection:** The website offers a variety of courses, lessons, and resources on different subjects, such as math, science, language, and test preparation. Users can browse the available options and select the ones they are interested in.
3. **Purchase Guideline:** After selecting the desired course user can purchase it and add it to their own library on the website. To purchase the course, they can do any kind of digital transaction supported by a website like Bkash, Nagad, Rocket, or by a visa debit card from any Bank.
4. **Learning materials:** The website provides various learning materials, such as video lessons, tutorials, quizzes, and practice exercises. These materials are designed to be engaging, interactive, and easy to understand.
5. **Progress tracking:** Users can track their progress through the courses and lessons, and see how well they are doing. This can include tracking quiz scores, completion rates, and other metrics.
6. **Community and support:** The website also offer features to help users connect with each other, such as forums, chat rooms, and social media groups. Additionally, users may have access to support services, such as tutors or customer service representatives, to help answer questions or address technical issues.

➤ Students Benefits



Here are some major benefits that a student can get from 10 Minute School:

1. **Access to high-quality educational content:** 10 Minute School provides free access to high-quality educational content across a wide range of subjects.
2. **Personalized learning:** 10 Minute School allows students to learn at their own pace and in their own way, using a variety of multimedia resources.
3. **Exam preparation:** 10 Minute School provides extensive resources for exam preparation, including past papers, mock exams, and study guides.
4. **Skill development:** 10 Minute School offers a range of courses and resources to help students develop essential skills such as communication, critical thinking, and problem-solving.
5. **Career guidance:** 10 Minute School provides resources and guidance to help students make informed decisions about their future careers.
6. **Interactive learning:** 10 Minute School uses interactive and engaging approaches to learning, making education more interesting and enjoyable for students.
7. **Community building:** 10 Minute School has built a strong community of learners and educators, fostering a culture of learning and knowledge-sharing.
8. **Free access:** 10 Minute School provides free access to all its educational content, making education more accessible to students across Bangladesh.
9. **Flexibility:** 10 Minute School allows students to learn at any time and from anywhere, using a variety of devices such as laptops, smartphones, and tablets.
10. **Recognition:** 10 Minute School is widely recognized as a leading online educational platform in Bangladesh, providing students with valuable resources for their educational and personal development.

3.5 Google Classroom:

Following are the necessary steps to use google classroom

Create a Google account: If you don't already have a Google account, you'll need to create one in order to use Google Classroom. You can do this by going to the Google website and following the prompts to create an account.



Access Google Classroom: Once you have a Google account, you can access Google Classroom by going to classroom.google.com. You may need to sign in with your Google account credentials if you're not already logged in.

Create or join a class: To create a new class, click the "+" icon in the top right corner and select "Create class." You'll be prompted to enter a name and description for the class, as well as any other details you want to include. To join an existing class, you'll need to have the class code provided by your teacher.

Add students: Once you've created a class, you can add students by clicking on the class and selecting "People" from the menu on the left. You can then invite students to join the class by email, or share the class code with them.

Create and manage assignments: To create an assignment, click on the class and select "Create assignment." You can then enter the details of the assignment, such as the due date and instructions for students. You can also attach any files or resources that students will need to complete the assignment. Once an assignment is created, you can monitor student progress and provide feedback.

Communicate with students: You can communicate with students individually or as a group through Google Classroom. You can send announcements, provide feedback on assignments, and answer questions that students may have.

Grade and provide feedback: Google Classroom have built-in tools for grading assignments and providing feedback to students. You can view student work, provide comments and suggestions, and assign grades directly within the platform.

3.6 Coursera:

Coursera is an online learning platform that offers courses, specializations, and degree programs from top universities and institutions around the world. It was founded in 2012 by Andrew Ng and Daphne Koller, both professors at Stanford University, and has since grown to become one of the largest and most popular MOOC (massive open online course) providers in the world.

Coursera courses cover a wide range of subjects, including business, computer science, data science, social sciences, humanities, and many others. Courses are typically taught by professors from leading universities and are designed to be engaging, interactive, and accessible to learners of all backgrounds and skill levels.

Access to high-quality education: Coursera offers courses, specializations, and degree programs from top universities and institutions around the world. This means that learners have



access to high-quality education from experts in their fields, regardless of their geographic location.

Flexibility and convenience: Coursera courses are designed to be flexible and accessible to learners with busy schedules. Course materials are typically available online and can be accessed at any time, allowing learners to fit their studies around their other commitments.

Variety of courses and programs: Coursera offers a wide range of courses and programs on various subjects, from business and technology to social sciences and humanities. This means that learners can find courses that are relevant to their interests and career goals.

Interactive and engaging learning experience: Coursera courses are designed to be engaging and interactive, with opportunities for learners to connect with instructors and peers, participate in online discussions, and receive feedback on their work.

Opportunity to earn credentials: Depending on the course or program, learners may have the opportunity to earn a certificate or credential upon completion. These credentials can be valuable for job seekers or those looking to advance their careers.

Affordable cost: Many Coursera courses and programs are available at an affordable cost, and some are even free. This means that learners can access high-quality education without breaking the bank.

Coursera also partners with universities to offer online degree programs, such as Master's degrees, in a variety of fields. These programs are typically designed to be flexible and accessible to students around the world, and often feature online coursework combined with in-person components, such as residencies or internships. Overall, Coursera is a popular and highly regarded platform for online learning, offering a wide range of courses, specializations, and degree programs from top universities and institutions around the world.

Following are the individual steps to operate Coursera properly:

Browse and select courses: Coursera offers a wide range of courses on various subjects, from top universities and institutions around the world. Users can browse and select courses that interest them, based on their individual learning goals and interests.

Register and enroll: Once a user has selected a course, they can register and enroll in the course. Depending on the course, there may be a fee for enrollment. Users can enroll in a single course, a series of courses called a specialization, or even a full degree program.



Access course materials: Once enrolled, users can access course materials, which may include videos, lectures, readings, quizzes, and assignments. Course materials are typically available online, and can be accessed at any time.

Engage with the course: Coursera courses are designed to be engaging and interactive. Users can participate in online discussions, connect with other learners, and receive feedback on their work from instructors and peers.

Complete assignments and assessments: Throughout the course, users may be required to complete assignments and assessments to demonstrate their understanding of the material. These assignments may include quizzes, essays, projects, or exams, depending on the course.

Earn a certificate or credential: Depending on the course or program, users may have the opportunity to earn a certificate or credential upon completion. Certificates and credentials may be valuable for job seekers or those seeking to advance their careers.

Access support and resources: Coursera offers a variety of support and resources for learners, including online forums, technical support, and career services. Learners can connect with other learners, instructors, and mentors to get help and guidance as needed.

3.7 Blended learning:

Blended learning, also known as hybrid learning, is an educational approach that combines traditional classroom instruction with online or digital learning. Blended learning seeks to leverage the benefits of both face-to-face and online learning environments to create a more flexible and personalized learning experience for students.

In a blended learning environment, students typically attend some classes in person and complete some coursework online. The online portion of the course may include video lectures, interactive quizzes, online discussion forums, and other digital resources. The face-to-face portion of the course may involve group discussions, hands-on activities, or other interactive learning experiences.

Blended learning can take many different forms, depending on the needs of the students and the goals of the course. For example, some courses may be primarily online with occasional in-person meetings, while others may be primarily in-person with supplemental online resources. Blended learning can be used at all levels of education, from K-12 schools to colleges and universities.

The benefits of blended learning include increased flexibility and accessibility, personalized learning experiences, and the ability to leverage technology to enhance learning outcomes. By



combining the best of both face-to-face and online learning, blended learning has the potential to improve student engagement, motivation, and success.

➤ **Benefits for students**

1. **Flexibility and convenience:** Blended learning allows students to access course materials and complete coursework at their own pace and on their own schedule. This can be particularly beneficial for students who have other commitments such as work or family responsibilities.
2. **Personalized learning:** Blended learning can be tailored to the needs of individual students, with online resources used to provide additional support or enrichment based on each student's strengths and weaknesses. This can help to ensure that each student is challenged and engaged at an appropriate level.
3. **Access to a wider range of resources:** Blended learning can provide students with access to a wider range of resources and learning materials than traditional classroom instruction alone. This can include videos, interactive simulations, and other digital resources that can enhance the learning experience.
4. **Increased engagement:** Blended learning can help to increase student engagement by providing a variety of learning experiences and opportunities for interaction with instructors and peers. This can help to keep students motivated and interested in the course material.
5. **Enhanced learning outcomes:** Blended learning has been shown to be effective in improving learning outcomes, including academic performance and student satisfaction. By combining the best of both face-to-face and online learning, blended learning can provide a more effective and engaging learning experience for students.

➤ **Benefits For Online education platforms**

Online educational platforms can benefit greatly from blended learning, as it allows them to combine the benefits of online and in-person instruction to create a more effective and engaging learning experience for students. Some of the key benefits of blended learning for online educational platforms include:

1. **Improved learning outcomes:** By incorporating in-person instruction and interaction with instructors and peers, blended learning can help to improve learning outcomes for students.



This can include increased engagement, better retention of information, and improved academic performance.

2. **Enhanced student experience:** Blended learning can provide a more personalized and engaging learning experience for students, which can help to improve their satisfaction with the course and the platform. This can lead to increased retention and completion rates, as well as positive word-of-mouth recommendations.
3. **Increased flexibility:** Blended learning can provide greater flexibility for students, allowing them to access course materials and complete coursework on their own schedule. This can make online education more accessible to students who may have other commitments such as work or family responsibilities.
4. **More effective use of resources:** By leveraging technology and online resources, blended learning can help online educational platforms to more effectively use their resources, including instructors, course materials, and digital tools. This can lead to increased efficiency and cost savings.

3.8 Covid Situation and Online Education

➤ Major Problems:

Education in Bangladesh, like many other countries, faced significant disruptions due to the COVID-19 pandemic. In March 2020, the Bangladeshi government closed all educational institutions across the country in an effort to slow the spread of the virus.

To mitigate the impact of school closures on learning, the government and educational institutions implemented a variety of measures, including

1. **Online and distance learning:** Many schools and universities in Bangladesh switched to online and distance learning to continue delivering education to students during the pandemic. The government also launched a national TV channel to provide educational programming for students who did not have access to the internet.
2. **Reopening of schools:** After several months of closure, the government gradually began to reopen schools in phases, with strict health and safety protocols in place. However, many parents and students remained concerned about the risk of infection and opted to continue with online learning.
3. **Delayed exams:** Many exams, including the Higher Secondary Certificate (HSC) and Junior School Certificate (JSC) exams, were delayed due to the pandemic. The government



also reduced the length of the exams and implemented social distancing measures in exam halls.

4. **Government support:** The Bangladeshi government provided financial support to low-income families to help them purchase smartphones or other devices to access online learning. The government also provided grants to educational institutions to help them purchase equipment and software for online learning.

➤ **Role of Online Education in the covid Pandemic:**

Online education played a crucial role in saving students during the COVID-19 pandemic by allowing them to continue their education while staying safe at home. Here are some of the ways in which online education helped students during the pandemic:

Continuity of education: Online education allowed students to continue their studies even when schools and universities were closed due to the pandemic. By moving their courses online, schools and universities were able to ensure that students could continue to learn and progress in their studies.

Flexibility: Online education provided students with greater flexibility in terms of when and where they could learn. This was particularly beneficial for students who had other commitments, such as work or family responsibilities, as it allowed them to fit their studies around their other obligations.

Access to resources: Online education provided students with access to a wide range of digital resources, including videos, simulations, and other interactive tools. This helped to enhance the learning experience and ensure that students had access to high-quality educational materials.

Safety: Online education allows students to learn from the safety of their own homes, reducing their risk of exposure to the virus. This was particularly important for students who may have underlying health conditions or live with vulnerable family members.

Reduced costs: Online education also helped to reduce costs for students, as they did not need to pay for transportation, accommodation, or other expenses associated with attending school or university in person.



3.9 10 Minutes school Impact of Online Education system

10 Minute School has had a significant impact on the online education system in Bangladesh. Here are some of the ways in which 10 Minute School has contributed to the growth and development of online education in Bangladesh:

Access to quality education: 10 Minute School has made high-quality educational resources and materials available to students across Bangladesh. By providing free access to a wide range of educational content, 10 Minute School has helped to bridge the gap between students in urban and rural areas, and has provided a valuable resource for students who may not have access to quality education otherwise.

Convenience and flexibility: 10 Minute School have provided students with a convenient and flexible way to learn, allowing them to study at their own pace and on their own schedule. This has made education more accessible to students who may have other commitments, such as work or family responsibilities.

Digital skills development: 10 Minute School has helped to develop digital skills among students in Bangladesh by providing an online platform for learning. This has helped to prepare students for the digital age and has provided them with skills that are increasingly in demand in the job market.

Community engagement: 10 Minute School has built a strong community of learners, teachers, and educators in Bangladesh, providing a platform for collaboration and knowledge-sharing. This has helped to create a sense of community among learners and has fostered a culture of learning and knowledge-sharing.

Innovation in education: 10 Minute School has been a pioneer in the field of online education in Bangladesh, introducing new and innovative approaches to teaching and learning. By leveraging technology to enhance the learning experience, 10 Minute School has helped to create a more dynamic and engaging educational environment for student

Top 10 major impacts on the Whole education system of Bangladesh brought by 10-Minute school

1. **Improved digital literacy:** 10 Minute School has helped to develop digital literacy among students, providing them with the skills they need to succeed in the digital age.
2. **Personalized learning:** 10 Minute School has introduced personalized learning approaches, allowing students to learn at their own pace and in their own way.



3. **Innovation in teaching and learning:** 10 Minute School has introduced innovative approaches to teaching and learning, leveraging technology to create a more engaging and interactive learning experience.
4. **Empowering teachers:** 10 Minute School has provided teachers with a platform to share their knowledge and expertise, empowering them to make a greater impact in the field of education.
5. **Community building:** 10 Minute School has built a strong community of learners, teachers, and educators, fostering a culture of learning and knowledge-sharing.
6. **Student engagement:** 10 Minute School has helped to increase student engagement in learning, making education more interesting and relevant to students.
7. **Bridge between rural and urban education:** 10 Minute School has helped to bridge the gap between rural and urban education by providing free and easy access to high-quality educational content to students in all parts of Bangladesh.
8. **Supporting the education system:** 10 Minute School has provided support to the education system of Bangladesh, by providing resources and tools to both students and teachers.
9. **Industry recognition:** 10 Minute School has received industry recognition for its impact on education in Bangladesh, with awards and accolades from various organizations and institutions.
10. **Increased access to quality education:** 10-Minute School has provided free and easy access to high-quality educational content, making education more accessible to students across Bangladesh.



Chapter 4

Findings, Recommendations, Conclusion

Findings

According to research, households spend around one-third of their education expenditures in coaching centers. The total spending on our education sector by our government and private sectors is around 15 billion USD every year. Coaching centers alone hold a whopping 6 billion USD market size within that sector.

1. **Impact on society:** After an in-depth search, it's clear that a 10-minute school always works to bring a positive impact on society by providing an enriching cost-efficient education to every student of Bangladesh.
 2. **Rural student:** they are trying to help out the rural students in such a way that they can get a quality education at a very low cost and in a virtual form so that they don't need to travel to the major cities during their admission time as a 10-minute school is offering admission preparation courses.
 3. **Skill Development:** they are not only targeting mainstream students to get help in their institutional studies but also offering many skill development courses like IELTS, TIME MANAGEMENT, etc.
 4. **Operation & Workflow:** 10 Minute school has a very sufficient work plan as mentioned above it goes through a particular order starting from generating an idea to ultimately launch in on the website
 5. **SWOT:** after the SWOT analysis of this company, we can see that
 - Strengths:** They have a very strong bonded professional working team.
 - Weakness:** They have only targeted the Bangla Medium students of Bangladesh.
 - Opportunities:** They can enlarge their business by capturing the other categories of students like English version & Madrasah students.
 - Threats:** A potential threat for the company is in Bangladesh students to date prefer offline physical classes rather than getting taught by a video lecture in an online platform
 6. **Online Education system:** Online education has helped to increase access to quality education, especially for students in rural areas, and has introduced innovative approaches to teaching and learning. However, challenges such as lack of access to technology and internet connectivity remain a barrier to online education for many students in Bangladesh.
1. **Blended Learning:** The effect of blended learning in Bangladesh has been positive, as it has provided students with greater access to high-quality education and has helped to bridge the gap between rural and urban education. Blended learning has also helped to develop digital literacy among students and has introduced innovative approaches to teaching and learning.

4.1 Recommendation

Students in Bangladesh want a hands-on process of learning as they are so used to it. And there are also a huge number of students who are not here for institutional studies, they want to learn and develop many essential soft skills. Following are some of the recommendations that I have found through my observation:

- Provide students with a variety of content
- Create a short introduction to each module
- Provide clear guidance for completing course activities and gaining a deeper understanding of course content
- Send out homework due date reminders for each assignment
- Support students' ability to explore, edit and create
- Post information about yourself
- Develop a communication plan
- Provide frequent and interactive feedback on student work
- Identify students who may be struggling or disengaged, and then act
- Allow for flexibility and leniency
- Foster interaction between students and create a learning community
- Connect course content to campus activities, workshops, events, etc.
- Create an inclusive environment
- Recognize the different life experiences of your students
- Highlight students' individual experiences

4.2 Conclusion

Analyzing both the qualitative and quantitative data, we see the effectiveness of online courses of 10-minute school creates a very powerful impact on today's education system. The 10-minute school depends on various values and a strategic way of operation. Thus, they are able to gain recognition at this fast pace.

In conclusion, the evaluation of Bangladesh's online education system in comparison to 10 Minute School has revealed several important insights. Online education has emerged as a powerful tool for improving access to quality education in Bangladesh, especially in rural areas. 10 Minute School has been at the forefront of this movement, providing free access to high-quality educational content across a wide range of subjects.

The evaluation has shown that 10 Minute School offers a range of benefits to students, including personalized learning, exam preparation, skill development, and career guidance. It has also fostered a strong community of learners and educators, creating a culture of knowledge-sharing and collaboration.

However, the evaluation has also highlighted several challenges that must be addressed to further improve Bangladesh's online education system. These include improving access to technology and internet connectivity, addressing the digital divide between urban and rural areas, and enhancing the quality of online educational content.

Despite these challenges, the evaluation has demonstrated the potential of online education to transform education in Bangladesh. With the right policies and investments, online education can help to bridge the gap between rural and urban education, provide students with greater access to quality education, and drive innovation in teaching and learning.

Therefore, it is recommended that the government and other stakeholders in Bangladesh's education sector take steps to further develop the online education system, leveraging the success of platforms like 10 Minute School. By doing so, they can help to create a more equitable, accessible, and effective education system for all students in Bangladesh.

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