



Internship Report

On

“Education Consultancy as a Content Writer in Education@”

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The internship Report is submitted to the Department of English, Daffodil International University. for the partial fulfillment of Bachelor of Arts (BA) Degree in English.



Declaration of the Intern

I hereby declare that the Internship work entitled "**Education Consultancy as a Content Writer in Education@**" submitted to the Department of English, Daffodil International University done by me under the supervision of, **Ms. Khairun Nahar**, Lecturer Department of English. I further declare that this Internship work is submitted in the partial fulfillment of the requirements for the award of the degree of Bachelor of Arts. The results embodied in this Report have not been submitted to any other University or Institute for the award of any degree or diploma or such other titles

.....

Ahammed Ullah Raihan

ID: 191-10-367

Department of English

Faculty of Humanities & Social Science

Daffodil International University



Supervisor's Certification

This is to certify that **Ahammed Ullah Raihan** is a student of BA (hons) program, **student ID 191-10- 367**, Department of English, Daffodil International University, has successfully completed her internship program entitled '**Education Consultancy as a Content Writer in Education@**' under my supervision I have found him sincere, hardworking and devoted to his duty while preparing the internship report under my supervision.

.....
(Ms. Khariun Nahar)

Lecturer

Department of English

Faculty of Humanities & Social Science

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Acknowledgement

First and foremost, I would like to express my gratitude to Almighty Allah for enabling me to complete my report on time. I would also want to thank my parents for their assistance and guidance throughout this internship time. Like I have done throughout my education journey I could not have gotten this far in my life without their advice and trust in me.

I would like to thank my teacher, Ms. Khariun Nahar for helping me with precise feedback and advice on my report.

My heartfelt gratitude goes to Md. Shariful Islam (Country Manager) of Education@

First of all, the officers including Counselling, IT, Marketing executive, Branch Manager. Their guidance and co-operation helped me to gain practical experience. Moreover, they helped me with the information regarding each and every operational activity of the institution, which enabling me to have a better understanding of all the work.



Abstract

As an intern at an Education Consultancy involving Education@, I was able to gain useful experience as a content writer and help the organization reach its goal of helping and guiding students who want to study abroad. During my internship, I worked on a number of projects to create material that would help students make better choices about their academic and career paths. During my internship, one of the most important things I did was research and write articles and blog posts about studying abroad, getting into college, finding scholarships, and building a business. By using my strong research and writing skills, I've made interesting and useful material for Education Consultancy that has helped it become a reliable source of information for students looking for help. I have also worked closely with the marketing team to make sure that the website's information is correct, up-to-date, and consistent with the company's brand. This meant writing copy that was interesting and improving what was already there.



Content

Name of Content	Page No
Declaration of the Intern	ii
Letter of Acceptance	iii
Acknowledgement	iv
Abstract	v

Chapter One: Introduction

S.I	Name of Content	Page No
1.1.	Introduction the Education Consultancy	02-03
1.2.	Structural Management of education consultancy	03-04
1.2.1.	Director/Founder	03-03
1.2.2.	Department Heads/Managers	03-04
1.2.3.	Counselors and consultants	04-04
1.2.4.	Administrative employees	04-04
1.2.5.	Support employees:	04-04
1.3.	Consultancy services for education	05-05
1.4.	Drawbacks of education Consultancy's	06-06

Chapter Two: A Brief Overview of Education@

S.I	Name of Content	Page No
2.1.	A Brief Overview of Education@	08-08
2.2.	Services Provide by Education@	08-08
2.3.	Contact details of the Education@	09-09
2.4.	Education@ Management Diagram	09-09
2.5.	Number of Universities with Education@	09-10



Chapter Three: Foreign Higher Education Process System

S.I	Name of Content	Page No
3.1	Foreign Higher Education Process System	12-12
3.1.1.	List of required Documents	12-12
3.1.2.	Confirmation of Acceptance for Studies (CAS) Documents	12-12
3.2.	UK Universities session	12-12
3.3.	Canada Universities session	12-12
3.4.	USA Universities session	13-13
3.5.	Denmark Universities session	13-13
3.6.	Sweden Universities session	13-13
3.7.	Australia Universities session	13-13

Chapter Four: Position I Hold at Education@

S.I	Name of Content	Page No
4.1.	Position I Hold at Education@	15-15
4.1.1.	Job responsibilities	15-16
4.2.	My Applied skills (Hard and Soft skills)	16-18
4.2.1.	Hard Skills	16-16
4.2.1.1	Proficiency in a Foreign Language	16-16
4.2.1.2.	Typing Speed	17-17
4.2.1.3.	Presentation Skill	17-17
4.2.1.4.	Microsoft Office Skill	17-17
4.2.1.5.	Computer literacy	17-17
4.2.2.	Soft Skill	17-17
4.2.2.1.	Time Management	17-17



4.2.2.2.	Communication Skill	18-18
4.2.2.3.	Quick Learning Skills	18-18
4.2.2.4.	Teamwork	18-18
4.2.2.5.	Problem Solving	18-18

Chapter Five: SWOT Analysis

S.I	Name of Content	Page No
5.1.	SWOT Analysis	20-20
5.1.1.	SWOT Analysis of Education@	20-20
5.1.1.1.	Strengths	20-20
5.1.1.2.	Opportunities	20-20
5.1.1.3.	Weakness	20-20
5.1.1.4.	Threats	20-20
5.1.2.	SWOT Analysis of Myself	20-20
5.1.2.1.	Strengths	21-21
5.1.2.2.	Opportunities	21-21
5.1.2.3.	Weakness	21-21
5.1.2.4.	Threats	21-21

Chapter Six: Recommendations

S.I	Name of Content	Page No
6.1.	Recommendations	23-23



Chapter Seven: Conclusion

S.I	Name of Content	Page No
7.1.	Conclusion	25-25

Chapter Eight: References

S.I	Name of Content	Page No
8.1.	References	27-27

Chapter Nine: Appendices

S.I	Name of Content	Page No
9.1.	Appendices	29-29
9.1.1.	Activities During Internship	29-29
9.1.2.	Internship Acknowledgement	30-30

List of Figures

S.I	Name of Figure	Page No
1.1.	Consulting services for education	02-02

Chapter One: Introduction of the Education Consultancy

1.1. Introduction of the Education Consultancy

Education is one of the most important aspects of a person's overall growth and development since it determines one's future options and prospects. Students, parents, and even educational institutions themselves may find it difficult to navigate the diverse terrain of educational options available to them. Here is where the function of education consulting becomes quite important. The term "education consultancy" refers to a specialist service that assists students and their families in making educated choices about the educational path that the student will follow. These consultancies provide students with professional guidance, individualized help, and access to a broad variety of resources. In this capacity, they function as a bridge between students and educational institutions. An education consultancy's principal purpose is to assist people in determining their educational objectives, determining which educational routes would best meet those objectives, and making choices that are based on accurate information. Consultants work closely with kids and their parents to get an understanding of each individual's unique requirements, preferences, capabilities, and goals. They are able to give individualized counseling and suggestions by analyzing these elements in order to guarantee that the educational experience will be fruitful [1].

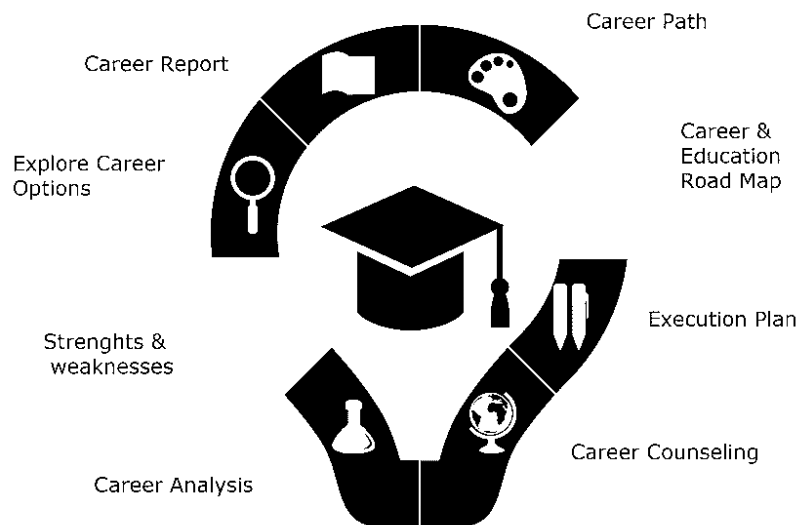


Figure 1.1.: Consulting services for education

Education consultants have in-depth understanding of a variety of educational systems, institutions, academic programs, and professional paths. They keep abreast of the most recent tendencies and breakthroughs in the world of education, which enables them to provide insightful guidance and recommendations to their clients. In addition, they provide assistance with essential areas of the application process, such as the selection of colleges, the composition of essays, the preparation for interviews, and the pursuit of scholarship possibilities. In addition, education consultants often provide extra services for overseas students, including academic planning, test preparation, and assistance with cultural adjustment. They include information about visa procedures, travel arrangements, and lodging alternatives, making them an invaluable resource for students who are interested in studying in another country. Throughout the whole of their educational journey, students and their families may benefit from the complete counsel and assistance offered by education consultants. Their knowledge and resources enable people to improve the quality of their choices, make the most of the educational possibilities available to them, and pave the route toward a prosperous future. Education consultancies play a critical role in enabling students to accomplish their educational objectives by assisting them in making important decisions such as choosing the appropriate institution, researching study abroad opportunities, and navigating the complexity of the application process [2].

1.2. Structural Management of education consultancy

Depending on the size and scope of the firm, an education consultancy's management structure may change. However, the following may be used to describe a typical management structure in an education consultancy:

1.2.1. Director/Founder: The Director or Founder of the education consultant sits at the top of the management chain. This person is in charge of establishing the consultancy's overarching vision, purpose, and objectives. They supervise the organization's operations, set up connections with educational institutions, and give strategic direction.

1.2.2. Department Heads/Managers: The consulting firm may employ a number of department heads or managers, each of whom is in charge of supervising a particular area of activity. Typical divisions of an education consultant include:

- a) **Student Counseling:** This division is in charge of offering tailored advice and counseling to students and their families. Student counselors perform needs analyses, interview candidates, and provide personalized guidance on course selection, college applications, and career planning.
- b) **Admissions and Applications:** Students' applications are handled by this division. They help with selecting colleges, submitting applications, checking documents, and other administrative admissions responsibilities. Admissions officials keep abreast with the guidelines and procedures for admission at different institutions of higher learning.
- c) **Test Preparation:** The emphasis of this division is on assisting students in getting ready for standardized exams like the SAT, ACT, GRE, or GMAT. Test preparation managers recruit and hone teachers, create curricula, plan mock examinations, and keep track of students' progress.
- d) **Study Abroad Services:** If the firm offers study abroad assistance, it could have a separate section for overseeing overseas programs. This office supports students with their choice of institution and destination, as well as with their pre-departure planning, visa application, and help for cultural assimilation.

1.2.3. Counselors and consultants: For students and their families, these people are the main point of contact. They conduct one-on-one counseling sessions, determine the needs and goals of the students, and provide them specialized advice and direction. Counselors are informed about a variety of educational institutions, programs, and career paths. They also keep up with the most recent developments in education.

1.2.4. Administrative employees: To manage daily tasks including appointment scheduling, customer database management, liaising with educational institutions, and general administrative assistance, the consultant may hire administrative employees.

1.2.5. Support employees: Additional support employees, such as receptionists, IT technicians, marketing people, and finance/accounting specialists, who help to the efficient operation of the company, may be present depending on the size and scope of the consulting.

1.3. Consultancy services for education

Education consulting companies provide a broad variety of services that may be adapted to meet the specific requirements of students, parents, teachers, and educational institutions. The following is a list of some of the more common services that education consultants offer:

- a) **School Selection:** Based on their interests, academic ability, professional ambitions, and financial condition, they assist students and parents in selecting the best school or institution.
- b) **professional counseling:** Based on their interests, abilities, and educational background, they advise students on the many professional tracks they may choose to take.
- c) **Admission Guidance:** They help pupils through the difficult college and university admissions process. This covers help with filling out applications, creating strong personal statements or essays, and getting ready for interviews.
- d) **Study Abroad Guidance:** They assist students who want to study abroad by helping them choose a university, go through the application process, get ready for standardized examinations, get visas, and make travel and housing arrangements.
- e) **Assistance with Financial assistance and Scholarships:** They help students comprehend and apply for financial assistance and scholarships.
- f) They provide tutoring and tools to help you get ready for exams like the SAT, ACT, GRE, GMAT, IELTS, TOEFL, and others.
- g) **Teacher Training and Professional Development:** They provide training courses to help instructors develop their instructional techniques and keep current with cutting-edge teaching approaches.
- h) **Education Policy Consulting:** They provide guidance to decision-makers on best practices, creative fixes, and efficient educational policies.
- i) **Program evaluation:** They determine if educational initiatives are successful and provide recommendations for improvement.
- j) **Planning for a Gap Year:** They provide advice to students who want to take a year off between high school and college, assisting them in coming up with worthwhile activities to fill this time.

1.4. Drawbacks of education Consultancy's

Education consultancies may help students, parents, and schools, but they can have drawbacks [3].

- a) Costly: Education consultants are costly. Students and families that can pay the fees have an unfair edge.
- b) Over-reliance: Students may become excessively reliant on advisors and lose out on learning and progress through overcoming obstacles alone. This may impair their future decision-making and problem-solving.
- c) Authenticity: Consultants may influence applications and writings. Consultants might interfere with colleges' comprehension of students' perspectives and originality.
- d) Mismatch: Consultants may unintentionally steer students toward schools or programs that aren't right for them, particularly if they have ties to them or are more concerned with their own success.
- e) False Expectations: Some advisors may offer students and parents false expectations about getting into highly selective institutions or universities. This might cause frustration and tension.
- f) Quality and Ethics: Like any profession, education consultants vary in quality. Some may be inexperienced or unethical. Before hiring a consulting, do your homework.
- g) Confidentiality Issues: Clients may worry about the privacy and confidentiality of their personal and academic information.
- h) Cultural insensitivity: Consultants may not be able to help different kids and parents if they don't understand their culture, objectives, and limits.

Chapter Two: A Brief Overview of Education@

2.1 A Brief Overview of Education@

Education@ is one of the most successful abroad university admission consultants in Bangladesh, and it now has two locations in the country, each located in a separate city. Education@ has been on a mission to provide students with accurate information regarding application, admission, supporting documents, visas, and careers. Since we began this journey in 2008, They have come a long way toward our goal of assisting students in achieving their objectives and educational institutions in adapting to the tremendous increase in student mobility that is expected in the future. We are dedicated to delivering outstanding educational assistance to students applying to colleges in other countries, regardless of the degree of education sought. In addition to this, they guarantee to provide students free personalized guidance on how to successfully put themselves in the programs, institutions, and countries of their choosing. Their whole team of advisers has years of expertise and has been thoroughly educated by the educational institutions that are our partners in order to give accurate information that will lead to successful admission and a study visa [4].

2.2. Services Provide by Education@

- a) Free advice on choosing a country, university or college, and a program based on the student's history for higher education abroad Application Process Guideline
- b) The standards for admission to various institutions and universities
- c) Fees for instruction, living expenses, and lodging
- d) Financial Issues with Student Loans
- e) Guidance for Study Permit Supporting Documents
- f) Immigration advice from a skilled immigration lawyer
- g) Pre-departure guidance upon receiving Visa
- h) Service for Free Airport Pickup.
- i) They help students who wish to take a year off between high school and college find meaningful activities.

2.3. Contact details of the Education@

Name of Location	Flat#A4, Level#2(Lift:Press-2), House#45, Road#27, Block#A, Banani, Dhaka 1213.
	Elegant Shopping Mall 9th Floor(Lift 9), Zinda Bazar, Sylhet.
	House-85/A, 1st Floor, Road No-7 OR Nizam R/A, Panchlish, Chattagram.
Mobile	+8801703304050
Email	info@educationat.org
Website	educationat.org

2.4. Education@ Management Diagram

- a) Chief Executive Officer
- b) Advisor
- c) Branch Manager
- d) Country Manager
- e) Education Counselor
- f) Marketing Executive
- g) Accountant
- h) Front Desk Officer
- i) IELTS &PTE Instructor
- j) Content Writer

2.5. Number of Universities with Education@

- a) Edinburgh University
- b) University of Essex
- c) University of Portsmouth
- d) University of Aberdeen (SCOTLAND)
- e) Anglia Ruskin University (UK,EU)
- f) Bangor University
- g) Bath Spa University

- h) University of Bedfordshire
- i) University of Birmingham
- j) Birmingham City University
- k) University College Birmingham
- l) University of Brighton
- m) Cardiff Metropolitan University
- n) Coventry University
- o) University for the Creative Arts
- p) De Montfort University
- q) University of Derby
- r) University of Dundee (SCOTLAND)
- s) University of East Anglia
- t) University of East London
- u) University of Suffolk
- v) University of South wells

List of Universities accepted MOI

- a) University of ESSEX
- b) University of Portsmouth
- c) University of West Scotland
- d) University of Brighton
- e) University of South wells
- f) University of Suffolk

Chapter Three: Foreign Higher Education Process System

3.1. Foreign Higher Education Process System

3.1.1. List of required Documents

1. Updated CV
2. Honors certificate and transcript
3. Masters certificate and transcript
4. Two reference letters: 1) Academic from University 2) Official from Job sector
5. SOP (Statement of Purpose)
6. Passport scanned copy
7. English Language Certificate

3.1.2. Confirmation of Acceptance for Studies (CAS) Documents

1. Passport
2. Unconditional Offer letter
3. Bank Statement
4. Payment Receipt/ SWIFT Copy
5. TB Test report

3.2. UK Universities session

There are two important intakes: the fall intake in September/October and the winter intake in January/February. Other than these two, several institutions provide the May intake with extremely few course vacancies.

3.3. Canada Universities session

The most popular semester in Canada is the September or fall intake. The application period typically begins in December and runs through March of the following year. In this intake, the majority of elite institutions provide spots for their most prestigious and well-liked courses. This September's intake has more universities with programs for overseas students than previous ones.

3.4. USA Universities session

First semester classes typically start in August and go until the end of December, including examinations. From January/February through May/June is the second semester. Summer vacations typically 10–12 weeks, whereas winter breaks last 2-3 weeks.

3.5. Denmark Universities session

There are two intakes for university admission for foreign students wishing to study in Denmark. Both intakes are referred to as the corresponding Summer and Winter intakes.

Summer Intake: A university's admissions deadline for the summer semester is between January and Mid-March.

Winter Intake: A university's admissions deadline for the winter semester is between July and September.

3.6. Sweden Universities session

Sweden's academic year is split into two semesters, each of which lasts 20 weeks. Typically, the fall semester begins in September, whereas the spring semester begins in January.

3.7. Australia Universities session

While the majority of master's programs have February or July admissions, certain professional programs, such those in health and nursing, only have February intakes. Once again, several institutions only offer a small number of degrees like IT and business in the November or summer intake.

Chapter Four: Position of myself at Education@

4.1. Position I Hold at Education@

On February 10, 2023, I started working for education@. Ms. Nushrat Mizan Shanta, the Senior Consultant of the Dhaka Office, oversaw my work. Later, I was given the chance to work with the country's manager, Md. Shariful Islam.

After completing a four-year study, an internship or project is an essential component of graduating as an English Department student. I've finished my term as an executive content writer intern at Education@. Because the firm provided a job for which I believed I was qualified, I decided to do my internship with this organization. When interacting with numerous customers as the counselor representing the business and their service, a content writer must have strong communication skills and tolerance in conduct. In order for clients to have courteous service and behavior on each visit to the office, a counselor's explanation and communication techniques must be effective. Due to the industry's need for communication and English language proficiency, I believe this field is appropriate for students from the English Department.

4.1.1. Job responsibilities

A content writer at an education consultant with competence in the field of education is in charge of producing written content to advertise and disseminate details about the consultancy's programs, services, and areas of specialization. They are essential in creating interesting and educational material that appeals to the target market, which includes potential students, parents, and other stakeholders.

In an education consultant, a content writer's main duties include the following:

- a) **Content Creation:** The content writer creates excellent written content for a variety of platforms, including as websites, blogs, social media postings, brochures, newsletters, and advertising collateral. They make sure the information is factual, interesting, and consistent with the consultancy's message and brand language.
- b) **Research and analysis:** In order to create material that is successful, the writer looks into the preferences of the target audience as well as pertinent educational issues and business trends. To provide useful and current material, they evaluate data and collect information from dependable sources.

- c) Writing: The writer helps to the creation of content strategies and campaigns by working together with the marketing and communications team. They provide new ideas, engage in brainstorming meetings, and suggest concepts for interesting content forms.
- d) Editing and proofreading: To ensure correctness, clarity, and coherence, the content writer examines and edits their own work. They pay close attention to uniformity in style, punctuation, grammar, and spelling. They could also work with the editing staff to improve the text before release.
- e) Material promotion: In addition to producing material, the writer helps to advertise it using a variety of channels, including social media websites, email newsletters, and online discussion boards. By answering questions and comments on the material they have developed, they may interact with the audience.
- f) Analysis of material Performance: The author uses analytics tools to track engagement, reach, and conversions for the material they create. They use data analysis to identify effective content tactics and provide data-driven suggestions for future content production.

In conclusion, a content writer for an education consulting is in charge of creating excellent and compelling written products that clearly represent the firm's services and domain knowledge. To help the consultancy achieve its objectives and reach its target audience, they are responsible for creating material, doing research, editing, promoting it, and analyzing its performance.

4.2. My Applied skills (Hard and Soft skills)

4.2.1. Hard Skills-

4.2.1.1. Proficiency in a Foreign Language:

During my internship. I spoke with a lot of ambassadors. They and I converse. Alex Carey, a representative, was someone I met. He's an official from the University of Birmingham. I had some trouble understanding him while we were speaking. He spoke quickly with me. I can, however, communicate with him clearly since I'm a student in the English Department.

4.2.1.2. Typing Speed:

The rate at which I type has speed up. My ability to type continues to improve with each passing day. Everyone at work admired me for having such a talent throughout the course of my internship. In a relatively little period of time, I made many declarations of intent.

4.2.1.3. Presentation Skill:

In my time as a student at Daffodil International University, I had the opportunity to deliver a number of talks on campus. During the talk, I became aware of several of the challenges I confront. However, I am quite excellent at giving presentations. When there is a presentation to be given, my boss always chooses me to go first.

4.2.1.4. Microsoft Office Skill:

Throughout my internship, I relied on Microsoft Office the majority of the time to get my job done. I had to utilize Microsoft office in order to contact students who were in the lead position and update the phone calls. My job relies heavily on Microsoft Office; therefore, I have to keep it updated. I am now proficient in the more complex features of Microsoft Office.

4.2.1.5. Computer literacy:

During my internship, I came to the realization that computer literacy is essential for anybody who is interested in pursuing a career in educational consultancy. The course was called "Computer Fundamentals," and I took it when I was a student at my university. In this class, I was instructed on how to correctly compose emails, as well as how to utilize computer programs such as Word and Excel. As a result, I was able to put these talents to use in my job. As a result of the fact that my institution supplies me with a laptop, I am able to expand my knowledge of computer literacy.

4.2.2. Soft Skill-

4.2.2.1. Time Management:

Time management is the process of planning and organizing one's time so that chores, goals, and priorities can be done in a timely manner. It means making conscious decisions about how to divide and use time well to get the most done and get the results you want. There are many ways to handle time well. I was very good at time management during my job.

4.2.2.2. Communication Skill

I have to talk to our client as part of my job. As a writer for Education @, I have made a lot of different kinds of material. I took a class called Employability 360 at my university. In this class, I've learned how to talk to people in a good way. and how to win people over. I also learn how to talk to people in the business world in this class. So, I use what I've learned at the place where I do my job. It helps me get better.

4.2.2.3. Quick Learning Skills

I took a class called "Employability 360" when I was in university. I've learned how to learn quickly in this class. I know some methods, such as the Pomodoro method. In this class, I learned the basics of how to learn fast, like how to focus on one thing at a time and have clear goals. Put together a daily murine. So, during my job, I use these skills. It helps me learn things fast.

4.2.2.4. Teamwork

As an intern at Education@, I have to work as a team with my coworkers, much like I did when I presented at my university with my friends. We can easily do our jobs when we work together as a team. I also make a good team player.

4.2.2.5. Problem Solving

During my internship, I had to deal with a lot of problems. I had a lot of problems when I first started writing content. I ask my older peers for help to figure out what to do. I took a class called "The Art of Living" at my university. I've learned how to solve problems quickly and well in this class. So, put this skill to use at work.

Chapter Five: SWOT Analysis

5.1. SWOT Analysis

5.1.1. SWOT Analysis of Education@

5.1.1.1. Strengths:

1. Staff with a lot of experience: The consulting firm has staff with a lot of experience and the knowledge and skills they need to run processes well.
2. Student-Centered Approach: Education@ takes a student-centered approach to its management practices, with a focus on giving students the help, advice, and tools they need to do well in school.

5.1.1.2. Opportunities:

1. Education@ generates new clients from its social media groups
2. Many universities are also connected with them, which is increasing day by day

5.1.1.3. Weakness:

1. Education@ is a growing organization not an old established in this education consulting industry

5.1.1.4. Threats:

1. Their biggest threat comes from their competitors, so they need to do a lot of marketing.

5.1.2. SWOT Analysis of Myself

5.1.2.1. Strengths:

1. I'm good at writing, and my colleagues are kind and helpful.
2. My intellectual understanding is what keeps me going.

5.1.2.2. Opportunities:

1. My internship offers me the opportunity to learn while expanding my network of professional contacts.

5.1.2.3. Weakness:

1. The management of time is a challenge for me. On sometimes, I am unable to complete my assignment within the allotted time frame.

5.1.2.4. Threats:

1. Due to the fact that I have poor communication skills, and because I believe that communication is one of the most important things in the modern world, I believe that it poses a risk for me.

Chapter Six: Recommendations

6.1. Recommendations

At Education@, I completed a total of three months of work as an intern. I was able to witness their activities, which are extremely significant, and all of their employees are very nice and cordial. During this time, I was able to notice certain things that may change in order to gain the highest productivity from the employees of Education@; these aspects are as follows:

- As an employee, I arrived at the workplace at 8:00 a.m., and I didn't leave until 4:00 p.m. At this point, the organization need to give lunch facilities in order to motivate workers to be productive.
- Organizations should provide employees with medical benefits.
- Because there is such a high amount of mental strain, the company should have a psychologist on staff.
- Organizations should provide their employees at least two extra days off every week for vacation.
- The company has to be more mindful of the activities of its competitors.
- The company need to provide a transportation service that picks up and drops off employees.
- To attract customers, the company needs to run advertising campaigns at educational institutions.

Chapter Seven: Conclusion

7.1. Conclusion

The time I spent as a student working for Education@ has been very rewarding and helpful. Having this job has helped me improve my writing and speaking skills and taught me a lot about the education advising field. During my time at Education@, I had the chance to work on many different projects, such as writing copy for websites, blog posts, and posts for social media. Through this experience, I was able to improve my writing skills and learn more about the consultancy's services, projects, and target market. I learned to change the way I write to fit the brand language of the company so that I could share its knowledge with possible students, parents, and other stakeholders. One of the best parts of my job was getting to work with a talented group of experts at Education@. When I worked with instructors who had been in the field for a long time, I got feedback and advice that helped me become a better content writer. I really appreciated how willing they were to help me during the job and share what they knew about the education field and how they got there.

Thanks to my job at Education@, I now know a lot about how to write content about education advising. Along with giving me more skills, it has also helped me understand the market and how it changes the educational paths of young children. As I finish my work, I feel like I've done a good job because I know the information, I created will help the consultancy marketplace its services and help students make smart decisions about their education.

In general, my time as an intern content writer at Education@ has been life-changing. I'm thankful for the knowledge, skills, and connections I've gained during this time. I'm sure that the things I've learned and the things I've done will help me get a good start on my future career goals in teaching and content creation.

Chapter Eight: Reference

8.1. Reference

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3. James R Killingsworth, Najmul Hossain, Yuwa Hedrick-Wong, Stephen D Thomas, Azizur Rahman, Tahmina Begum “Unofficial Fees in Bangladesh: Price, Equity and Institutional Issues” Health Policy and Planning, Volume 14, Issue 2, 1999
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Chapter Nine: Appendices

9.1. Appendices

9.1.1. Activities During Internship



9.1.2. Internship Acknowledgement



Ref: EduAt/DK/215/2023 Date: 15 May, 2023

INTERNSHIP CERTIFICATE


This is to certify that **Ahmed Ullah Raihan**, successfully completed a three-month internship as a Content Writer in Education@ from Feb 10 to May 15, 2023. During this time, Mr. Raihan demonstrated dedication, professionalism, and contributed to our team by delivering high-quality content, conducting research, and participating in meetings.

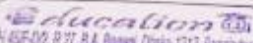
In addition, Mr. Raihan was reliable, punctual, organized, and fulfilled all deadlines. His efforts significantly contributed to the success of our projects.

We are proud to have had Mr. Raihan as an intern and believe he gained valuable experience during his time with our organization.

We wish him the best in his future endeavors.

Sincerely,


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