Business Prospects For Entrepreneurs In Skill Based Online Education

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Abstract

The present time is for Knowledge-Based Economy (KBE) because people can access any required information via internet browsers or mobile phone applications. The mobile applications have created a high demand for online education, as it is convenient to use, it has lower cost, higher reach etc. This is conceptual paper highlighting the future business opportunities that are available for young entrepreneurs in the field of online education. The young people who are aspiring to be entrepreneurs can help our country grow to a knowledge-based economy by shaping the students' skills in a required way. It can create ample of business opportunities to the aspiring entrepreneurs and job opportunities to the job seekers.

The content analysis approach is used to study the different websites of government and no-government institutes. The study is an attempt to highlight few of the online education platforms for Indian i.e. *Bhartiya* students and job seekers. The study concludes that online education system is rising as it generates the student's satisfaction level. Moreover, anyone on job can continue (h)is/er studies. Many IITs, IIMs, NPTEL, NPTEL (SWAYAM) and CEC are providing freer and online courses to the students. For young aspiring entrepreneurs Government of India is providing freer online courses under startup India program. The study identified 20 online courses under start up India initiative of Government of India (GoI) and many freer and paid online education platforms in India. The findings reveal that there is rising demand for online courses in India after launch of Digital India Programme. New entrepreneurs can avail this opportunity and start their own online presence in online education.

Keywords: online education, skills, entrepreneurs, free

Introduction

"The youth of India should become job creators" said by Shri Narendra Modi the Prime Minister of India to the young generation, refers to Skill India and Start up India movements (PTI, Jan 12, 2018). The startup India has recognized more than 18,861 start-ups i.e. 1 startup in every hour. These start-ups are spread across every state of country and provided employment to 1,87,004 persons

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(Bureau, Jun 04, 2019).The start-ups can also apply for tax exemption after it is recognized by Department for Promotion of Industry and Internal Trade (DPIIT) under section 80 IAC of the Income Tax Act (Startup recognition & tax exemption).

These startups have many online education platforms, which are the main highlight of this study. The online learning mode bridges the gap between teacher and students which was not possible earlier in the traditional modes of teaching – learning. All this is because of advances in the technology. MOOCs by UGC is an online learning platform where academicians share their video lectures and knowledge with the online learners. The market for online education is rising more in case of primary education, preparations and certificate courses via online education. Online education, is thus bringing a change in whole education system of India i.e. Bharat. Thus internet education tools are creating such environments where the students as well as the entrepreneurs are well engaged in online education activities.

Review Of Literature

Online education

Online education through internet has helped to brought a new paradigm shift in changing the behavior of society (Volery, & Lord, 2000). It's the online education that is binding the distance education. Online education has also contributed in the advancement of teaching pedagogy (Larreamendy-Joerns, & Leinhardt, 2006). The online education is preferred as the web based environment is more customized as per the requirements of the learners (Harasim, 2000).In lieu of this, most of higher education institutes are adopting online education courses and the number of enrolled students is also rising day by day (Kim, & Bonk, 2006). This online education system can be made better if the learners are targeted with

definite learning modes (Eom, Wen, & Ashill, 2006).

Online education and skills and entrepreneurship

The skills do not develop with just knowledge of internet and time devoted online (Van Deursen, van Dijk, & Peters,2011). But, the online learning is possible only because of increase in communication tools (Compton, 2009). The success of online teaching depends on certain skills of tutors. The skills required are dealing with technology, using its benefits, and social skills, creativity etc. (Hampel, & Stickler, 2005).The thinking skills are also needed in delivering quality education (Wickersham, & Dooley, 2006).The entrepreneurship education can be enhanced by adopting a dynamic tool using the theory of planned behavior (Fayolle, 2005). But if the affection part is added in education the entrepreneur learning becomes more significant (Kyro, 2008).There are many barriers in achieving online education and these can be removed by rigorous and in-depth research (Matlay, 2006).

Research Gap

The literature reveals that although internet has contributed in terms of technological advancements in India & the world, and many studies have favored it. But, most of the studies have focused on the concepts of how internet has contributed in the field of modern education, but there are few/no such studies which represent the details of various online education platforms for the students and job seekers. Moreover, no studies have explained the business prospectus for entrepreneurs in skill based online education. This led the researchers to choose this topic for research purpose, so as to provide a descriptive detail of the online education platforms functioning in India for both students and entrepreneurs.

Methodology

Objective of Study:

In the support of theory the research has focused on:

1. To provide a detail of online education platforms functioning in India.

Research Design

The websites for study were selected after an exhaustive research on websites from Yahoo and Google between September 2, 2019 to September 20, 2019. It has been adopted from the study of Choi, Lehto, & Morrison, 2007. The keywords searched were online education, entrepreneurship and India. This study is a conceptual paper based on content analysis of various government and non-government websites in India. The research looks into parameters like name of courses, created by/owner, language of course, study content, duration of course, fees etc. The website ownership details are taken from copy-right information on the webpage (Kaaya, 2004).

Discussion

Business Prospects for Entrepreneurs

There are huge number of business prospects available for entrepreneurs in online education. The entrepreneurs need to understand the present models of online teaching and implementing new changes, new technological innovations, they can think of starting a new business or startup. There are many platforms for online learning in India. Some are for students of primary to post graduates, for competitive exam aspirants, for Ph.D. students, by IIM Bangalore and bystartup India initiative. The following is the detailed account of few of the online learning platforms:

4.1.1: Online learning platforms for students
Table 1: Online learning platforms for Students (Primary to Post Graduation)

S.N.	Name of Course	Founder / Chairman / CEO	Syllabus	Duration of Course	Fees	Language	Website	Remarks
1.	e-learning for kids founding dreams	founder and chairman, Nick van Dam	children ages 5-12 in Math, Science, Environmental skills, Computer skills, Health, Language and Life skills	--	Free	English	https://www.e-learningforkids.org/parents-teachers	--
2.	120 HOURS OF INTERNATIONAL TEFL CERTIFICATE PROGRAM	TEFL	Phase –I to Phase 8	--	14500 INR	English	https://www.teflcourse.in/certificate-in-tefl-online.php	---
3.	EdX:	Harvard University	Entrepreneurship, supply chain management, International Law etc.	Vary as per course	Free	English	edx.org	---
4.	Academic Earth	Standford University, Berkely University etc. in collaboration courses	Accounting, economics, engineering, computer science, mathematics etc.	Vary as per different University	Free	English	academicearth.org	Total Course: 615
5.	Internet Archive:	Internet Archive 300 Funston Avenue San Francisco	Non-profit digital library for free books, audios, videos, images, softwares	--	Free	English	archive.org	Only for free knowledge gain not for degree and admission
6.	Big Think	BIG THINK, BIG THINK EDGE	Videos, Newsletter	--	Free	English	bigthink.com	Partners top University of world for free education
7.	Coursera	Founded by Stanford computer science professors in 2012	Specialization certificates, Master Track Certificates, Online Courses.	Vary as per different course	Some course free and others paid	English	https://about.coursera.org/	--
8.	Maths, Science, English, Finance, Economics, Humanities etc.	Khan Academy	Maths, Science, English, Finance, Economics, Humanities	--	Free	English, Hindi	https://www.khanacademy.org/	--
9.	Byzu's	Byzu's the Learning App	•Class 4 – 10 •11-12, • JEE/NEET •TEST PREP for IAS, CAT	--	Free	English	www.byjus.com	--
10.	LinkedIn Learning	LinkedIn	Office skills, creativity skills etc.	--	Free	English / Hindi / Others	https://play.google.com/store/apps/details?id=com.linkedin.android.learning	--
11.	Amazon Kindle	Amazon	Books on different subjects	--	Free but books cost money	English / Hindi / Others	https://www.amazon.in/Kindle-eBooks/b?ie=UTF8&node=1634753031	-- / --
12.	Youtube	Google	Video Channels on different subject	--			https://www.youtube.com/	

Source: Data Complied by Researchers from Official Websites (Link pasted in table)

The above tables 1 shows the details of online education courses for students from primary to post graduation. Using these platforms the students can learn the basic subject knowledge by watching audio-visual tutorials, e-books and study notes.

Table 2: Online learning platforms for Competitive Exams

S.N.	Name of Webpage	Name of Course	Fees	Language	Website
1.	Easyshiksha	Online mock test SSC, finance, economics, Maths, science etc.	Free	English	https://easyshiksha.com/online_courses/
2.	Online Tyari	Online mock test SSC, Banking, IAS etc.	Free and Paid	English and Hindi	https://onlinetyari.com
3.	Test Book	Exams, Current Affairs, Banking etc.	Free and Paid	English	https://testbook.com
4.	Freshers Live	Apptitude, Logical reasoning, Current Affairs etc.	Free and Paid	English	https://www.fresherslive.com
5.	Takshila Learning	Banking coaching	Free and Paid	English	https://www.takshilalearning.com/online-banking-coaching-classes-preparation/
6.	Eduhat: A journey of Knowledge	For Gate and college studies	Free and Paid	English	https://www.eduhat.com/
7.	Examin	Reasoning, Quantitative aptitude, GK etc.	--	English	http://www.examin.co.in/quiz.php
8.	Sarkari Exam	For applying exams, admit cards, preparation etc.	---	English	https://www.sarkariexam.com
9.	Jagran Josh	For applying exams, admit cards, preparation etc.	--	English	https://www.jagranjosh.com/
10.	Bankers Adda	Current Affairs, Reasoning, Quantitative aptitude, etc.	Free and Paid	English	https://www.bankersadda.com
11.	Career Power: Best Bank PO, SSC & Teaching Coaching	Current Affairs, Reasoning, Quantitative aptitude, etc.	Free and Paid	English	https://www.careerpower.in
12.	Lofoya	Current Affairs, Reasoning, Quantitative aptitude, etc. for CAT, MAT	Free and Paid	English	http://www.lofoya.com/
13.	ixamBee	Current Affairs, Reasoning, Quantitative aptitude, etc. Mock Test	Free and Paid	English	https://www.ixambee.com
14.	Embibe				
15.	M4maths	Mathematics	Free and Paid	English	www.m4maths.com
16.	EduDose	SSC, IBPS etc.	Free	English	https://www.edudose.com
17.	Competition Mantra	Current Affairs, Mock Test	Free	English	https://competitionmantra.com/
18.	Aptitudetest	Aptitude	---	English	www.aptitude-test.com

Source: Data Complied by Researchers from Official Websites (Link pasted in table)

The above table shows the detail of Online learning platforms for Competitive Exams. Total 18 websites were focused, which are providing online coaching for various competitive exams like SSC, IBPS, IAS etc.

Table 3: Online education platform By IIM Bangalore

S.N.	Name	Provided by	Length of Course	Fees	Language	Videos	Website
1.	Introduction to Managerial Economics	IIM Bangalore	6 weeks	Free with certificate of Rs. 3539/-	English	English and Hindi	https://www.edx.org/course/introduction-to-managerial-economics-0
2.	Strategic Management	IIM Bangalore	5 weeks	Free with certificate of Rs. 10,616/-	English	English and Hindi	https://www.edx.org/course/strategic-management-0
3.	Risk Management in Banking and Financial Markets Professional Certificate Exam	IIM Bangalore	1 weeks	Free with certificate of Rs. 3468/-	English	English and Hindi	https://www.edx.org/course/risk-management-in-banking-and-financial-markets-professional-certificate-exam-2
4.	Introduction to Investments	IIM Bangalore	5 weeks	Free with certificate of Rs. 3539/-	English	English and Hindi	https://www.edx.org/course/introduction-to-investments-2
5.	Accounting for Decision-Making	IIM Bangalore	7 weeks	Free with certificate of Rs. 10,616/-	English	English and Hindi	https://www.edx.org/course/accounting-for-decision-making-0
6.	Corporate Finance	IIM Bangalore	5 weeks	Free with certificate of Rs. 10,616/-	English	English and Hindi	https://www.edx.org/course/corporate-finance-2
7.	Strategy and Sustainable enterprise	IIM Bangalore	5 weeks	Free with certificate of Rs. 3539/-	English	English and Hindi	https://www.edx.org/course/strategy-and-the-sustainable-enterprise-0
8.	People Management	IIM Bangalore	6 weeks	Free with certificate of Rs. 10,616/-	English	English and Hindi	https://www.edx.org/course/people-management-2
9.	Organizational Design: creative Competitive	IIM Bangalore	7 weeks	Free with certificate of Rs 3539/-	English	English and Hindi	https://www.edx.org/course/organizational-design-creating-competitive-advantage-0
10.	Financial Accounting & Analysis	IIM Bangalore	6 weeks	Free with certificate of Rs. 3539/-	English	English and Hindi	https://www.edx.org/course/financial-accounting-and-analysis-2
11.	Banking & Financial Intermediation: Concepts, Risks, Capital & Regulation	IIM Bangalore	7 weeks	Free with certificate of Rs. 7007/-	English	English and Hindi	https://www.edx.org/course/banking-financial-intermediation-concepts-risks-capital-regulation-2
12.	Debt & Money Markets: Concepts, Instruments, Risks and Derivatives	IIM Bangalore	5 weeks	Free with certificate of Rs. 7007/-	English	English and Hindi	https://www.edx.org/course/money-debt-markets-concepts-instruments-risks-and-derivatives-2
13.	Equity Stock Markets: Concepts, Instruments, Risks and Derivatives	IIM Bangalore	6 weeks	Free with certificate of Rs. 7007/-	English	English and Hindi	https://www.edx.org/course/equity-stock-markets-concepts-instruments-risks-and-derivatives-2
14.	Foreign Exchange Markets: Concepts, Instruments, Risks and Derivatives	IIM Bangalore	5 weeks	Free with certificate of Rs. 7007/-	English	English and Hindi	https://www.edx.org/course/foreign-exchange-markets-concepts-instruments-risks-and-derivatives

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15.	Special Topics in Risk Management of Banking and Financial Markets	IIM Bangalore	5 weeks	Free with certificate of Rs. 7007/-	English	English and Hindi	https://www.edx.org/course/special-topics-in-risk-management-of-banking-and-financial-markets-2
16.	Managing Innovation	IIM Bangalore	6 weeks	Free with certificate of Rs. 3539/-	English	English and Hindi	https://www.edx.org/course/managing-innovation-2
17.	New Product Development	IIM Bangalore	6 weeks	Free with certificate of Rs. 3539/-	English	English and Hindi	https://www.edx.org/course/new-product-development-2
18.	Crafting Realities: Work, Happiness, and Meaning	IIM Bangalore	7 weeks	Free with certificate of Rs. 3539/-	English	English	https://www.edx.org/course/crafting-realities-work-happiness-and-meaning-2
19.	DO Your Venture: Entrepreneurship For Everyone	IIM Bangalore	6 weeks	Free with certificate of Rs. 10,616/-	English	English and Hindi	https://www.edx.org/course/do-your-venture-entrepreneurship-for-everyone-2
20.	Effective Business Communication	IIM Bangalore	6 weeks	Free with certificate of Rs. 3539/-	English	English	https://www.edx.org/course/effective-business-communication-2
21.	Marketing Management	IIM Bangalore	9 weeks	Free with certificate of Rs. 10,616/-	English	English and Hindi	https://www.edx.org/course/marketing-management-4
22.	Intellectual Property Rights: A Management Perspective	IIM Bangalore	9 weeks	Free with certificate of Rs. 10,616/-	English	English and Hindi	https://www.edx.org/course/intellectual-property-rights-a-management-perspective-2
23.	Predictive Analytics	IIM Bangalore	7 weeks	Free with certificate of Rs. 7007/-	English	English and Hindi	https://www.edx.org/course/predictive-analytics-2
24.	Organizational Design: Creating Competitive Advantage	IIM Bangalore	7 weeks	Free with certificate of Rs. 3539/-	English	English	https://www.edx.org/course/organizational-design-creating-competitive-advantage-0
25.	People Management	IIM Bangalore	6 weeks	Free with certificate of Rs. 10,616/-	English	English and Hindi	https://www.edx.org/course/people-management-2
26.	Statistics for Business – I	IIM Bangalore	5 weeks	Free with certificate of Rs. 3539/-	English	English	https://www.edx.org/course/statistics-for-business-i-2
27.	Strategy and the Sustainable Enterprise	IIM Bangalore	5 weeks	Free with certificate of Rs. 3539/-	English	English and Hindi	https://www.edx.org/course/strategy-and-the-sustainable-enterprise-0
28.	Operations Management	IIM Bangalore	7 weeks	Free with certificate of Rs. 10,616/-	English	English and Hindi	https://www.edx.org/course/operations-management-2
29.	Accounting and Finance	IIM Bangalore	11 weeks	Free with certificate of Rs. 10,616/-	English	English and Hindi	https://www.edx.org/course/accounting-and-finance-2
30.	Accounting for Decision-Making	IIM Bangalore	7 weeks	Free with certificate of Rs. 10,616/-	English	English and Hindi	https://www.edx.org/course/accounting-for-decision-making-0
31.	Introduction to Investments	IIM Bangalore	5 weeks	Free with certificate of Rs. 3539/-	English	English	https://www.edx.org/course/introduction-to-investments-2

32.	Corporate Finance	IIM Bangalore	5 weeks	Free with certificate of Rs. 10,616/-	English	English and Hindi	https://www.edx.org/course/corporate-finance-2
33.	Strategic Management	IIM Bangalore	5 weeks	Free with certificate of Rs. 10,616/-	English	English and Hindi	https://www.edx.org/course/strategic-management-0
34.	Valuation and Creating Sustainable Value	IIM Bangalore	5 weeks	Free with certificate of Rs. 5591/-	English	English	https://www.edx.org/course/valuation-and-creating-sustainable-value
35.	Quantitative Marketing Research	IIM Bangalore	5 weeks	Free with certificate of Rs. 3539/-	English	English	https://www.edx.org/course/quantitative-marketing-research
36.	Micro Master Program in entrepreneurship	IIM Bangalore	1 Year	Rs. 38218/-	English	English	https://www.edx.org/micromasters/iimbx-entrepreneurship
37.	Micro Master Program in Business Management	IIM Bangalore	1 Year	Rs. 57327/-	English	English	https://www.edx.org/micromasters/iimbx-business-management
38.	Risk Management in Banking and Financial Markets	IIM Bangalore	1-7 weeks	$489.60USD	English	English and Hindi	https://www.edx.org/professional-certificate/iimbx-risk-management-in-banking-and-financial-markets
39.	Customer Relationship Management	IIM Bangalore	6 weeks	Free with certificate of Rs. 3539/-	English	English and Hindi	https://www.edx.org/course/customer-relationship-management-0
40.	International Business Environment and Global Strategy	IIM Bangalore	3 weeks	Free with certificate of Rs. 3539/-	English	English and Hindi	https://www.edx.org/course/international-business-environment-and-global-strategy-0
41.	Management Accounting for Decision Making	IIM Bangalore	3 weeks	Free with certificate of Rs. 3539/-	English	English	https://www.edx.org/course/management-accounting-for-decision-making
42.	Advanced Corporate Strategy	IIM Bangalore	5 weeks	Free with certificate of Rs. 7007/-	English	English	https://www.edx.org/course/advanced-corporate-strategy
43.	Cooperatives and Producer Companies	IIM Bangalore	3 weeks	Free with certificate of Rs. 3468/-	English	English	https://www.edx.org/course/cooperatives-and-producer-companies
44.	Managerial Ethics: Reflective Practices For Action	IIM Bangalore	5 weeks	Free with certificate of Rs. 3539/-	English	English	https://www.edx.org/course/managerial-ethics-reflective-practices-for-action
45.	Innovation and IT Management	IIM Bangalore	4 weeks	Free with certificate of Rs. 3539/-	English	English	https://www.edx.org/course/innovation-and-it-management-0
46.	Brand Management	IIM Bangalore	5 weeks	Free with certificate of Rs. 3539/-	English	English	https://www.edx.org/course/brand-mangement
47.	Healthcare in India: Strategic Perspectives	IIM Bangalore	5 weeks	Free with certificate of Rs. 3539/-	English	English	https://www.edx.org/course/healthcare-india-strategic-perspectives-iimbx-st260x-1
48.	Introduction to Accounting - Part 1: Basics of Financial Statements	IIM Bangalore	5 weeks	Free with certificate of Rs. 5591/-	English	English and Hindi	https://www.edx.org/course/introduction-accounting-part-1-basics-iimbx-ac101-1x-0
49.	Statistics for Business - II	IIM Bangalore	7 weeks	Free with certificate of Rs. 1769/-	English	English and Hindi	https://www.edx.org/course/statistics-business-ii-iimbx-qm101-2x-0

50.	Introduction to Retail Management	IIM Bangalore	6 weeks	Free with certificate of Rs. 3539/-	English	English	https://www.edx.org/course/introduction-to-retail-management
51.	Introduction to Marketing Essentials	IIM Bangalore	6 weeks	Free with certificate of Rs. 5591/-	English	English and Hindi	https://www.edx.org/course/introduction-marketing-essentials-iimbx-mk101x
52.	Introduction to Banking and Financial Markets - I	IIM Bangalore	7 weeks	Free with certificate of Rs. 1769/-	English	English and Hindi	https://www.edx.org/course/introduction-banking-financial-markets-i-iimbx-fc201-1x-0

Source: Data Complied by Researchers from Official Websites (Link pasted in table)

The table shows that there are approximately 52 courses run by IIM Bengaluru. It is surprising to note that only one course is related to health, rests of the 51 courses are from management field. All these courses are free but for getting the certificates, the students are required to pay certain fees to the institute in digital mode.

Table 4: Online learning platforms at PhD. Level (for Management scholars) in India

S.N.	Name	Provided by	Syllabus	Fees	Language	Website
1.	ShodhGanga	Inflibnet	Dissertation/Thesis on all subjects	Free	English/Hindi	https://shodhganga.inflibnet.ac.in
2.	Academia	Academia	Research Papers	Free and varies	English	www.academia.edu
3.	SSRN	SSRN	Research Papers	Free and varies	English	https://www.ssrn.com › index.cfm
4.	Google scholar	Google	Research Papers	Free and varies	English/Hindi/Others	https://scholar.google.com
5.	Taylor and Francis	Informa UK Limited, an Informa Group company	Books, Journals	Vary as per article	English	https://taylorandfrancis.com/
6.	Springer	Springer Nature Switzerland	Books, Journals	Vary as per article	English	https://www.springer.com
7.	Sage	By Sara Miller McCune	Books, Journals	Vary as per article	English	https://www.sage.com
8.	Emerald Insight	Sage Group	Books, Journals	Vary as per article	English	https://www.emerald.com
9.	Inderscience	Emerald Group Publishing	Books, Journals	Vary as per article	English	https://www.inderscience.com
10.	Wiley Online Library	Inderscience publishers	Books, Journals	Vary as per article	English	https://onlinelibrary.wiley.com
11.	Elsevier	John Wiley & Sons	Books, Journals	Vary as per article	English	https://www.elsevier.com/en-in/books-and-journals
12.	Research gate	Elsevier	Books, Journals	Vary as per article	English	
13.	IEEE explore	IEEE	Books, Journals	Vary as per article	English	https://ieeexplore.ieee.org/Xplore/home.jsp
14.	Sceince Direct	Elsevier	Books, Journals	Vary as per article	English	https://www.sciencedirect.com/

15.	AMS (American Mathematical Society)	American Mathematical Society	Books, Journals, e-content	Vary as per article	English	https://www.ams.org/journals
16.	Scopus	Elsevier B.V	Books, Journals, e-content	Vary as per article	English	https://www.scopus.com/home.uri
17.	American Marketing Association	American Marketing Association	Books, Journals, e-books	Vary as per article	English	https://www.ama.org/
18.	Laerd Statistics: SPSS Statistics Tutorials and Statistical Guides	Laerd Statistics	SPSS Guide	Vary as per time duration	English	https://statistics.laerd.com

Source: Data Complied by Researchers from Official Websites (Link pasted in table)
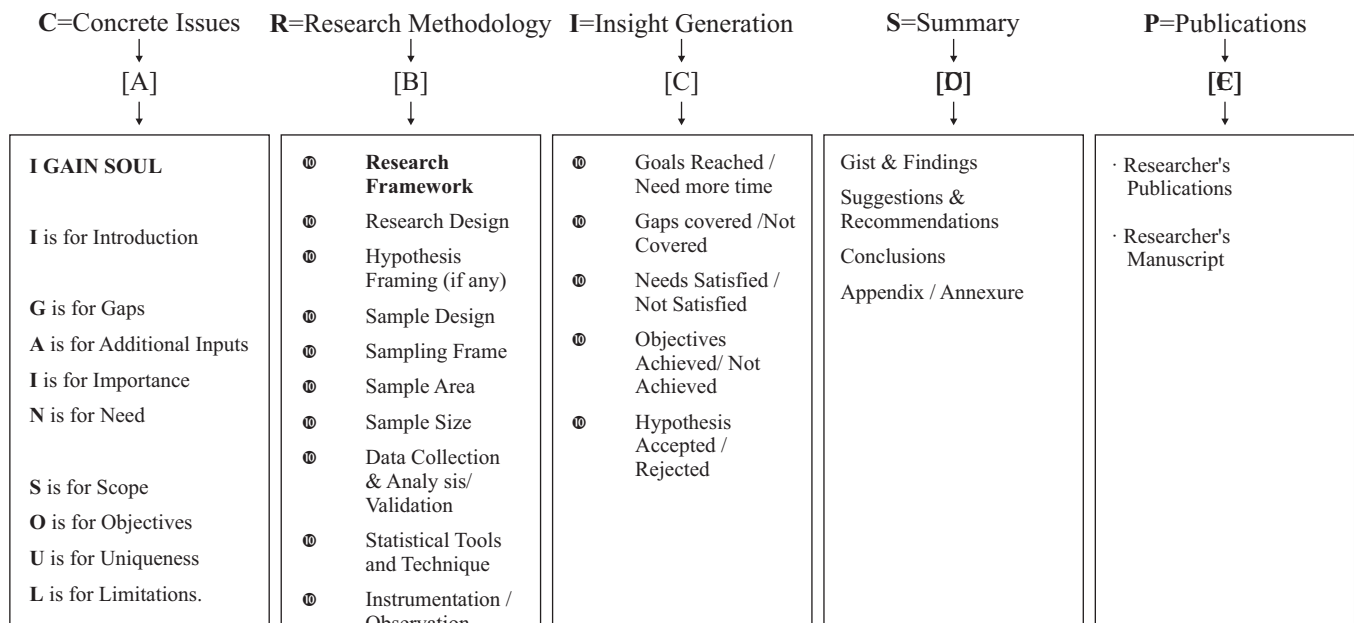
The above table is taken in reference to Ph.D. students of management discipline. The table shows that there are more than 18 websites in India, which are frequently used by researchers (Ph.D. students) to help in writing research thesis.

Figure 1: CRISP Model for presentation of Thesis (for Ph.D. Scholars)

"CRISP" MODEL for Presentation of Thesis / Research / Project

The "CRISP" model is an INNOVATIVE Template for making comprehensive presentation in a structured manner of the work undertaken during their Thesis / Research / Project in Social Science.

"CRISP" is an acronym for 5 important aspects that need to be emphasised while making these presentations in Social Science.

C=Concrete Issues	**R**=Research Methodology	**I**=Insight Generation	**S**=Summary	**P**=Publications
[A]	[B]	[C]	[D]	[E]
I GAIN SOUL **I** is for Introduction **G** is for Gaps **A** is for Additional Inputs **I** is for Importance **N** is for Need **S** is for Scope **O** is for Objectives **U** is for Uniqueness **L** is for Limitations.	⑩ **Research Framework** ⑩ Research Design ⑩ Hypothesis Framing (if any) ⑩ Sample Design ⑩ Sampling Frame ⑩ Sample Area ⑩ Sample Size ⑩ Data Collection & Analy sis/ Validation ⑩ Statistical Tools and Technique ⑩ Instrumentation / Observation	⑩ Goals Reached / Need more time ⑩ Gaps covered /Not Covered ⑩ Needs Satisfied / Not Satisfied ⑩ Objectives Achieved/ Not Achieved ⑩ Hypothesis Accepted / Rejected	Gist & Findings Suggestions & Recommendations Conclusions Appendix / Annexure	· Researcher's Publications · Researcher's Manuscript

Source: Singh, B. (2018)

The above model is an innovative idea for making the research papers, thesis and projects presentations in a well-defined way for Ph.D. scholars of sciences & social sciences and corporate houses to present their project reports.

The entrepreneurs should adopt this model and implement it in their course contents, which can help the students in making thesis presentations during Ph.D. and business presentations during job and also while learning online.

4.1.2: Online Courses for Entrepreneurs under Start Up India Initiative

Table 5: Online Courses for Entrepreneurs under Start Up India Initiative of GoI

S.N.	Name of Course	Created by	No. of Students enrolled	Time frame of Course	Course Fee	Prior Knowledge Required or Not	Course Content and learnings	Rating if available	Lang-uage	Others
1.	Udemy Online Courses	Udemy-Brain Labs	NA	NA	Free	NO	NA	NA	English	-Total 3500 courses
2.	Learning & Development Program by Upgrad	Government of India in collaboration with Invest India & UpGrad.	NA	4 Weeks	Free	No	Industry insights, certificate, developing business plans, networking or mentoring	NA	English / Hindi	Area: Manage-ment By India
3.	Accounting- A brief introduction-in 60 minutes	Brainy Money and Son Han	26,258 students enrolled till September 17, 2019	17 lectures Time: 58 Hours:58 Minutes	1920 Rs	No	Basics of accounting- debit-credit, creating balance sheet and income tax statement etc.	NA	English	
4.	Personal Development: confidence	Martin Meadows	41,167 students	15 lectures Time: 55 Hours:28 Minutes	NA	No	Learnings: Developing confidence, successful mindset, overcoming fear of failure etc.	Rating 4.4 out of 3825 ratings	English	
5.	Android Development-Learn Android 4.0 Programming in Java	John Purcell	162,211 students	96 lectures Time: 15 hours:21minutes: 27 seconds	Free	Java	Creating android applications	Rating 4.2 out of 2,752 ratings	English	
6.	Amazon Web Services. AWS-Concepts	Linux Academy, Thomas Haslett	195,050 students	10 lectures Time: 01Hours:22 Minutes:28 Seconds	Free	No	Tackling the more complex technical concepts and terminology	Rating 4.5 out of 32,914 ratings	English	
7.	Understanding Design Thinking & People Centered Design	NPTEL and IIT Kanpur	NA	4 weeks	Free	No	Problem Identification	NA	English	Area:Mana-gement By India
8.	Managerial Accounting	NPTEL and IIT Bombay-Dr. Varadraj Bapat	NA	16 Modules, 40 Lectures	Free	NA	Managerial Accounting	NA	English	Area:Mana-gement By India
9.	Managerial Economics	NPTEL and IIT Bombay-Prof. Triputi Mishra	NA	40 Lectures	Free	NA	Managerial Economics, Theory of demand, production and market	NA	English	Area:Mana-gement By India
10.	Supply Chain Analytics. Introduction to Supply Chain management	NPTEL and IIT Roorkee-Prof. Rajat Agrawal	NA	8 Units, 40 Lectures	Free	NA	About Supply Chain Management	NA\	English	Area:Mana-gement By India
11.	Human Computer interaction	IIIT Allahabad	NA	NA	Free	NA	Interface of Humans and Computers	NA	English	By India

12.	Introduction to Data Analytics	NPTEL and IIT Madras-Prof. Nandan Sudarsanam and Prof. B. Ravindran	NA	Week 9, Lectures 47	Free	NA	Introduction of Data analytics and its usage	NA	English	By India
13.	Financial Statement analysis and report	NPTEL and IIT Roorkee-Prof. A.K. Sharma	NA	Week 12	Free	NA	Analysizing companies Financial Statement and financial health	NA	English	Area:Management By India
14.	Security analysis and portfolio management	NPTEL and IIT Kharagpur-Prof. J Mahakud	NA	Lectures 40	Free	NA	Analyzing the security and portfolio management of companies	NA	English	Area:Management By India
15.	Developing Soft skills and Personality	NPTEL and IIT Kanpur-Prof. Ravi Chandran	NA	Module 8, Lectures 48	Free	NA	Learning skills and personality development	NA	English	Area: Humanities and Social Sciences By India
16.	Consumer Behaviour	NPTEL and IIT Kharagpur	NA	Lectures 41	Free	NA	Understanding consumer behavior	NA	English	Area:Management By India
17.	Economies of IPR	NPTEL and IIT Patna- Prof. Nalin Bharti	NA	Week 4, Lectures 20	Free	NA	About IPR, Issues in IPR and Disputes-Development in IPR	NA	English	Area: Humanities and Social Sciences By India
18.	Building and Managing a Business	NA	NA	NA	Free	NA	To choose correct business for first-time entrepreneurs, knowing the right taxation program, Basics of raising funds Applications	NA	English	
19.	Economics/Management/Entrepreneurship	NPTEL and IIT Kharagpur-Pratap K.J. Mohapatra	NA	Lectures 50	Free	NA	Basics of Economics, Management and entre-preneurship	NA	English	Area:Management By India
20.	Web development with HTML and CSS- Web Development By Doing: HTML / CSS From Scratch	Bradley Berger	132,024 students	21 lectures Times: 01Hour:11 Minutes:09 Seconds	Free	NA	Basics of HTML and Creating websites	Rating 4.2 out of 6,825 ratings	English	

Source: Data Complied by Researchers from Website of StartUp India

Benefits of Online education

1. Lesser Costs or freer

2. Access to Experts of Industry: IIMs, IITs & Central Universities like Business schools, industry professionals and National level organizations like CSI, AIMA, ISCA, ICA etc.

3. Easy Application process

4. Meeting new people whom we don't know

5. Self-paced courses

6. Location benefits

7. Enhancing self-discipline

8. Studying from desktop, laptop, iPads, Smartphones etc.

9. A variety of options and choices in courses

10. On the job courses

11. Boundary less education. (One can study from Foreign Universities also)

Challenges for Online education

1. Internet connection mandatory

2. Brand selection

3. Authenticity of content

4. Training and placements

5. Lower awareness of internet and online education platforms

6. Price of content

7. No physical interaction with teachers and learning from e-gadgets only

8. Needs more concentration and self-discipline

9. More instructions from teacher end on set pattern and less creativity by student end

10. Difficulty in selecting best course

11. Overloaded information

Findings

The study identified 18 online learning platforms for competitive exams like SSC, IBPS, IAS and 12 learning platforms for students from Nursery to Post-graduation. IIM Banguluru is providing online-course training on 52 subjects, and all are from management field. The study has also identifies 18 websites for the Ph.D. Scholars in India to satisfy their thrust for research knowledge. The findings also illustrate that GoI offers 20 online education courses through different platforms for aspiring entrepreneurs and entrepreneurs recognized/registered by Department for Promotion of Industry and Internal Trade (DPIIT). Among these 20 courses, GoI runs 13 courses in collaboration with other parties, whereas only seven courses are created by foreign agencies. The courses created by Government of India in collaboration with National Programme on Technology Enhanced Learning (NPTEL, which is a project of Ministry of Human Resource and Development) are on Management (8 courses) and Humanities & Social Sciences (2 courses). There is only One course of Management that is run exclusively by Government of India. This shows that most of the skill development courses offered by GoI are from management field. The rest Seven courses offered by foreign agencies are related to knowledge of computer, website developments, applications development, accounting and personality development etc. Some of these courses are provided free while few courses charge certain fees.

Conclusion

After analyzing the information and content of websites it is found that there are a large number of platforms offering online education. It is observed after content analysis of different websites that almost the entire content (from the language of websites to study material) of the websites is in English language. Since, most of the *Bhartiya* people understand the native language Hindi or local language like Tamil, Bengali, Punjabi, Bhojpuri etc. The commonly preference by the Bhartiya's is to take the courses in Hindi language in which they are very much comfortable. But in Hindi the internet based education is very low, which is the major opportunities for entrepreneurs to develop the content, websites, Mobile Apps etc. However, one thing is certain that the future in online education platforms is very bright for young entrepreneurs. The new entrepreneurs have an opportunity to start their own online education

platforms (websites and mobile applications both) in Hindi language, which can be further started in regional *Bhartiya* languages.

This conceptual study found that most of the online education platforms, charge fees for certificates, though they claim freer. The entrepreneurs can grab this gap/ opportunities by charging un-paid certificates via skill based online education by getting the revenue from web based advertising (WBA). The online education platforms are also required to create awareness among the online education seekers, so that the strength of online students can be enhanced in near future. This conceptual paper highlights the upcoming trends which will enhance business prospects for entrepreneurs in skill based online education. The entrepreneurs can start similar online education platforms or new platforms with technological innovations which will substantiate to be a milestone in business prospects.

Recommendations

Getting education is a fundamental right as well as a continuous process that requires the active participation of the learners. If the mode of education is online than it becomes important for the provider to provide the best education material and courses in this global competitive environment.

The framework that is presented in the current paper is based on the online education platforms. It will be creating a base for displaying the strength of online education in India. This framework will provide a valuable insight to the people having a business plan on online education. Since, GoI is also providing benefits and also necessary aids for the startups, the young entrepreneurs should come forward actively and initiate it.

It is highly recommended that presentation models

like CRISP should be created, promoted and accepted by the education system in India, where the uniformity in thoughts, structure and presentation layout will be represented by the presenters. Thus, the current study will be of benefit to the people curious to learn new things and the upcoming entrepreneurs.

Scope For Future Research

The present study too has some limitations which can be considered as a problem in future research works. The present study has focused only on 12 online education platforms for students from Primary to Post-graduation but there are more similar platforms available for them which are not considered. Further, there are many more websites for competitive exam seekers which can be targeted in future research.

Future research can also be done to understand the perception of students about these online education platforms. The understanding and knowledge level of students can be checked using pre and post adoption of these online education courses.

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