



Mapping the Training & eLearning requirements of IT & ITES firms

For a start-up venture, Sep. 2013

A start-up company, when intended to do a market research with the purpose of mapping the Training & eLearning requirements of IT & ITES firms, approached BSBS.

The student researchers of BSBS developed a research tool to capture the responses from the HRs of the IT & ITES companies who were the target respondents in the research. After making an exhaustive list of companies through the secondary sources viz. Just Dial, Fundoo Data, Google Search, Linked IN, etc., about 300 Companies were shortlisted for the survey. The criterion was to include those companies with an annual operation size of Rs. 50 – 200 crores.

Was it easy for the BSBS student researchers to get appointment with the HRs of IT & ITES Companies? What did they ask them in the research interview? How much budget do these Companies allocate for their Training & Development activities?