

## INTERNSHIP

<b>Course code</b>	<i>MNG155</i>
<b>Compulsory in the programmes</b>	<i>International Business and Communication</i>
<b>Level of studies</b>	<i>Undergraduate</i>
<b>Number of credits</b>	<i>15 ECTS; 4 hours of theory, 6 hours of consultations, 35 hours of self-study, 360 academic hours of working practice in a company</i>
<b>Course coordinator (title and name)</b>	<i>Assoc. prof. Dr. Ieva Augutytė-Kvedaravičienė</i>
<b>Prerequisites</b>	<i>Capstone course or Strategic Management, Principles of Marketing</i>
<b>Language of instruction</b>	<i>English</i>

### THE AIM OF THE COURSE

The course is designed for practical application of knowledge and skills that were acquired during studies. The major focus in the course is on managerial and business elements that are usually not evident to during classes. Students are expected to apply a number of various managerial tools to a specific company situation and draw reasonable solutions out the analysis.

During the internship students work in a selected company. There are two ways of finding a company for an internship:

1. Place of internship is found by a student.
2. ISM Career Center provides support in finding an internship place.

While working in a company, students get knowledge on the factors that affect international activity of a company. Therefore, they collect general information on a company and implement strategic analysis for the entire company or selected product/brand/branch in the foreign market. Students submit the internship report to the Study department on appointed time and present (defend) it in class on appointed time.

Overall scope of internship is 15 ECTS (405 academic hours). These consist of:

- 360 academic hours in a company;
- 10 academic hours in-class lectures, consultations and feedback on a report;
- 35 hours are student's self-study: preparation of an internship report.

### MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES, ASSESSMENT AND TEACHING METHODS

<b>Course level learning outcomes (objectives)</b>	<b>Degree level learning objectives</b>	<b>Assessment methods</b>	<b>Teaching methods</b>
CLO1. To perform analysis of internal and external company factors.	BLO1.1. BLO1.2.	Lecture, preparation of internship report, internship in company	Internship report
CLO2. To collect data on a company which operates in local or foreign market for the analysis.	BLO1.1. BLO1.2.	Lecture, preparation of internship report, internship in company	Internship report
CLO3. To pursue PESTEL analysis, consumer needs, market assessment, positioning analysis for the company (SBU); to frame findings into SWOT analysis.	BLO1.1. BLO1.2.	Lecture, preparation of internship report, internship in company	Internship report
CLO4. To suggest strategic guidelines for the company (SBU); to transform SWOT into TOWS and suggest particular actions.	BLO1.1. BLO1.2.	Lecture, preparation of internship report, internship in company	Internship report

CLO5. To present findings in written form, reasoning proposed decisions	BLO4.1. BLO4.3.	Lecture, preparation of internship report, internship in company	Internship report
CLO6. To familiarize with company's practical activities, to assure everyday fluent tasks' completion as assigned by direct supervisor in the company.	BLO1.1. BLO4.1	Internship in a company	Company representative's evaluation of student's activities during the internship

### ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

Cheating prevention is assured by variety of methods:

- there is a huge variety of companies where internship is implemented, thus each report to a certain extent is individual;
- real time problems have to be solved in internship report, thus previously solved problems loose relevance;
- assessment by the course professor.

### COURSE OUTLINE

Topic	In-class hours	Readings
<ul style="list-style-type: none"> <li>• Introduction to internship</li> <li>• Presentation of internship requirements</li> <li>• Presentation of requirements for internship report</li> </ul>	4	NA
<i>Internship Report is submitted to the Study department and on e-learning system**.</i>		
	<b>Total: 4 hours</b>	
Consultations*	4	NA
Assessment and feedback **	2	NA

\* Only group consultations are available.

\*\* Only group feedback is planned for this subject.

Please check Annex No. 1 for the exact schedule of activities.

### FINAL GRADE COMPOSITION

Type of assignment	%
<i>Individual Components 100%</i>	
Internship Report	100

Process of professional internship (assessed by direct supervisor in the company)	Not graded, however, compulsory for completion of the course
<b>Total:</b>	<b>100</b>

### DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

**Internship report** aims to assess how a student comprehends real company situation, collects and analyses data, and implements strategic analysis for the company which operates in local or foreign market. Data for internship report is collected during the internship in company. Student prepares written report and submits it to Study department on the scheduled time. The volume of the report is approx. 4500-5000 without annexes.

Required structure of Internship Report is the following:

- Title page
- Introduction
- Short overview of company and market. Goals and objectives of the report.
  1. Current situation identification.
    - 1.1. Business and company identification. General information about company: legal status, start of activity, ownership, size of capital, structure of owners, number of employees, products/services, international branches, mission, vision, strategic goals.
    - 1.2. Internal analysis of the company – major operational lines, financial data – turnover, income diversification (for the past 3 years), analysis of internship department structure, internship activity's introduction.
  2. External analysis.
    - 2.1. Macro environment analysis (PESTEL)
    - 2.2. Market identification and competitive forces (Porter's 5 Forces model)
  3. Strategic Directions.
    - 3.1 Competitor analysis: major competitors, market share.
    - 3.2 SWOT Analysis.
- Conclusions
- Literature
- Annexes

### RETAKE POLICY

If the final grade is negative (less than 5), student has the right to submit the amended report following the schedule. The final grade for undefended reports is 80% (20 percent are lost automatically for the second chance).

### ADDITIONAL REMARKS

- Students must assure that the company selected for internship will allow disguising its name and reported data in the Internship Report (and further in Final Bachelor thesis, since the thesis should be written on the company where internship was pursued).
- If internship in the company ends earlier than Internship Report and Final Bachelor Thesis are written and defended, students must assure that the contacts with the company, necessary for report and thesis writing (identification of problem and research in particular), will remain.
- Students who are currently employed in the same company where they will pursue internship, should provide Certificate of Employment to the Career Centre during the first week of the spring semester and Certificate of Internship to the Career Centre after the internship is completed.
- Students who find the company only for the internship, and are not in labor relations with the company, have to assure the signing of the trilateral agreement between ISM, the company, and himself/herself during the first week of the semester. Certificate of Internship should be provided to the Career Centre after the internship is completed.
- Students cannot pursue internship in companies where they are owners and directors. Exemptions might be granted only with approval of this course lecturer.
- **The review of student's internship** from supervisor in the company is the legal background to grant credits for the Internship as a subject. **Failure to submit it, or a negative review might result in a negative assessment of the course**, irrespective whether Internship Report was assessed positively or not. The final decision is upon the Study committee.

### REQUIRED READINGS

FALL 2023



1. Mooradian T.A., Matzler K., Ring L.J. Strategic Marketing. New Jersey: Pearson Higher Education, 2012. 384. ISBN 0137136978
2. Aaker D.A. Strategic Market Management. New York: John Wiley and Sons, Inc., 2008.
3. Cavusgil S.T. et al. International Business: Strategy, Management and the New Realities. Riesenberge: Pearson Higher Education, 2008. 670 p. ISBN 0137128339

**ANNEX**

## DEGREE LEVEL LEARNING OBJECTIVES

### Learning objectives for the Bachelor of Business Management

*Programmes:  
International Business and Communication,  
Business Management and Marketing, Finance,  
Industrial Technology Management*

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

### Learning objectives for the Bachelor of Social Science

*Programmes:  
Economics and Data Analytics,  
Economics and Politics*

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1. Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2. Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper