

# REGULATIONS ON INTERNSHIP

## In International Business Administration

### **1. Time and objective of internship**

For bachelor students of International Business Administration, internship has been planned for the period between the 4<sup>th</sup> and the 5<sup>th</sup> semester. A recommended duration of the internship is 6-10 weeks, whereas a minimum duration is 4 weeks.

The aim of the internship is:

- to learn about actual working tasks related to the student's specialization (major): the student holds a respective position in a firm or public institution, or participates in a project related to his/her specialization or study programme;
- to enhance the student's theoretical knowledge through practical activities; to acquire experience and skills in a position respective of or closely related to the student's specialization or study programme in general;
- to become familiar with and understand the actual working duties in the profession conforming to the study programme;
- to learn and understand the actual functioning of business or public organization;
- to contribute to the student's competitiveness in the labour market.

### **2. Intended learning outcomes**

The student who has successfully accomplished the internship:

- has an understanding of the actual work in the profession conforming to the study program and/or specialization;
- can link the acquired theoretical knowledge of the study program and practical aspects of the profession;
- has the understanding how a business or public organization operates, is familiar with its activities and collaboration within the organization;
- is able to conduct thorough analysis of the organization's activities to provide well-grounded feedback;
- is competent to write a report and present it to the target audience.

### **3. Choosing the place of internship**

The internship can be undertaken in a private or public organisation (incl. NGO), the structure of which provides a good basis for the internship and is relevant to the student's specialization (major). The respective Department (Marketing or Economics and Finance) appoints a supervisor from EBS, who will consult the student in internship-related matters and confirm the suitability of the place of internship. The **DECLARATION OF INTERNSHIP** must then be filled in (see appendix 1). The declaration must be confirmed with a representative of the organisation that serves as the place of internship. EBS Study Department issues the organisation a letter confirming the objectives and administration of the internship and a request to accept the student as a trainee. The Declaration of Internship must be submitted to EBS Study

Department. Before the student starts the internship, he/she receives relevant instructions provided by the respective Department.

There are no specific requirements concerning the choice of the organisation. However, current guide is aimed for an organisation which employs at least 10 people. Nevertheless, students may also choose a smaller organisation since it is frequently small organisations that provide interesting marketing- or finance-related challenges. Still, it is not recommended to undertake internship in your own company. There is a simple reason for that – you will probably not learn much from yourself only. Those who choose to undertake their internship in a company that employs them on a permanent basis must be able to point out ways in which the internship differed from their everyday working tasks and ways in which they were able to acquire new knowledge and experience in the field of marketing or finance. Students who work directly in the area of finance or marketing and communications are allowed to transfer their acquired knowledge and experience as internship by writing a report on their work or use APEL framework. The format and length of the report must be agreed upon with the supervisor.

#### **4. Course of internship**

In the course of internship, the student learns about the activities of the organisation in terms of its structure and operating logic. For that, the student should study the documents that reflect the activities of the organisation, interview people who work in the organisation, undertake observations and surveys, use expert opinions and provide generalisations based on the collected material. Relying on the analysis of the organisation, the student provides his/her personal evaluation on the activities of the organisation as well as recommendation for future development. This is called the **GENERAL PART** (see the recommended structure) of the internship and should account for a maximum of **25-50% of the total internship report**. In addition to analysing the organisation as a whole, the student must choose one of the following fields according to the major he/she has chosen for deeper insight and analysis: investment management / accounting / corporate finance or marketing and communications. This is called **SPECIALISED PART** (see the recommended structure), is the core of the internship and accounts for **50-75% of the total internship report**. The student must confirm the internship plan and its objectives with the supervisor in the respective Department.

In order to pass the internship, the student must participate in the activities of the organisation; description of the organisation and its processes alone is insufficient.

#### **5. Internship report**

The student must submit his/her report at least one month after the internship has been completed or by **First Monday in October**. The internship report must comply with EBS Manual for Writing Style. The recommended volume of the report is 15-20 pages + appendixes (documentation from the organization, e.g. the organizational chart, policies, regulations, etc.). The internship report is a summary of all the questions and problems concerning the business organization under study and in case of a development project, the corresponding project presented by the team. The report must correspond to the objectives set in the internship plan and include the **GENERAL PART (25-50%)** and the **SPECIALISED PART (50-75%)**. The report is not to constitute simply rewritten documentation. In order to provide evaluations and

recommendations, it must contain the student's analysis and discussion. It is recommended to add copies of the most essential documents concerned with the business organization under study, as well as explanatory tables and diagrams to the report.

The internship report must also include **INTERNSHIP DIARY** (appendix 3) and **EVALUATION OF THE INTERNSHIP** (appendix 2).

The Internship report must be submitted to Study Department.

All data and conclusions presented in internship reports will remain confidential. EBS undertakes to avoid using these data and conclusions anywhere in the way that they could damage the activities of the business organization under study in any way.

The internship report will be defended in a **defence** organized by internship supervisor in November. Proper **presentation** is expected in defence.

## **6. The recommended structure of the internship report.**

The internship task consists of the **GENERAL PART** and the **SPECIALISED PART (B1 (marketing), B2 (finance))**. The general part of the report (the description of the enterprise, the description of the enterprise environment, the strategy, objectives, and financial activities) is placed after the table of contents at the beginning of the report and must not make up more than 25-50% of the total volume of the report. The specialized part is the core of the internship and its report.

### **A. GENERAL PART**

1. Introduction
2. Organisation of the enterprise under study
  - Form of the business organisation (a joint stock company, a partnership etc.).
  - Presence of the documents related to the business organisation (the foundation agreement, the articles of association, if available).
  - Management structure of the business organisation, (board of management, board etc.), their main obligations and responsibilities.
  - Main characteristics of the organisation in numbers (e.g. total assets, equity capital, total sales, net profit, market share, the number of employees, etc.), if available. It is recommended to present and analyze both, the structure and dynamics of these figures.
  - Structure of the organisation (the organisation chart, subdivisions, subordination etc.).
3. The owners of the business organisation under study and the impact of their activities on the business organisation.
4. The main objectives and the mission / vision of the business organisation (if it is possible to formulate them). In case they are not formulated, which could they be in your opinion?

5. Your observations and expert opinions of the organisational culture of the business enterprise (i.e. which values the organisation as a whole has accepted in its activities).
6. Description of the environment of the business organisation
  - Macro environment
    - condition of the state economy and its impact on the operation of the enterprise;
    - political environment (primarily the role of the state) and its impact on the activities of the enterprise;
    - social environment (the demographic situation, everything related to the presence of the qualified workforce);
    - technological environment.
  - Micro environment
    - main clients and their characteristics;
    - main suppliers and subcontractors and their description;
    - competitors;
    - several stakeholders (investors, reporters, local governments etc.).
7. Main features of the strategy of the business organisation. Does the enterprise have a vision for its further activities? How do they plan to remain active and competitive on the market? How do they plan to develop further? Which fields are they planning to invest in? Etc.
8. Main fields of activities of a business organisation (NB! unless not available in the specialised part of the internship report).
  - Products and services
    - technologies used;
    - organisation of production;
    - the system of checking the quality;
    - the system of supply and subcontracting;
    - etc.
  - Marketing
    - implementation of work in order to launch the products onto the market successfully (orientation of products to the needs of the market, packaging, names of the products, the anticipated life cycles of the products);
    - pricing policy and how customers are influenced by the price charged;
    - promotional activities (advertising, sales promotion, direct sales, arrangement of public relations etc.);
    - marketing and distribution channels;
    - the carrying out of market research;
    - organisation of marketing activities in a business organisation.
  - Personnel
    - Main features of the personnel policy;
    - demand for personnel and meeting the need;
    - principles of personnel selection and recruitment;
    - main tools for motivating personnel;
    - development and training of personnel.

- Financing of the enterprise and the organisation of accounting
    - organisation of accounting at the enterprise;
    - main accounting statements (the balance sheet, the income statement, the cash flow statement) and what information they comprise about the enterprise;
    - main sources and ways of financing the enterprise.
  - Research and development of the enterprise
    - development of new products or services;
    - introduction of new technologies;
    - development of the organisation.
9. Summary of the activities of the business organisation accompanied by your evaluation.
10. SWOT analysis of the organization

## **B1. SPECIALISED PART OF THE REPORT (MARKETING)**

The specialised part of the report contains the fulfilment of a special task in the field of marketing, approved by the supervisor. The structure of it depends on the nature of the task.

There are different options to undergo the internship. All the options presuppose that the drafts of the specialized part can be discussed with other participants during seminars.

1. **Developing a marketing strategy or a plan for a marketing campaign.** The requirement is to show that you are not presenting an existing strategy or tactical plan. You have to explain in detail the process of developing the strategy and show that the work includes a substantial share of your input. It is also allowed to redo/improve/develop an existing strategy further.
2. **Compiling a plan for a narrower field of marketing** relevant for the organisation – e.g. strategy for internet marketing, strategy of integrated marketing communication etc.
3. **Participation in a specific marketing project** in the organization – the topic depends substantially on the organisation's line of business. One could consider participation in trade fairs, conducting customer research, researching export markets, planning and managing marketing event, etc.
4. **The supervisor should approve the topic and tasks suggested by the student.**

A warning based on earlier experience: internship in marketing may be defended in case you have worked in the field of marketing. A number of jobs have a marketing-related output and it is up to the student to clearly point at it. However, marketing is not for all those students who cannot find any other field of internship.

While drafting the report on internship, it is recommended to use tables and diagrams. The internship report must conform to the EBS Manual of Writing Style.

## **B2. SPECIALISED PART OF THE REPORT (FINANCE)**

In the specialized part the student presents an overview of the financial aspects in his/her internship and the company.

These can be for example:

- accounting system applied in the organization,
  - discussion of the process of financial planning and financing of the company,
  - an analysis of management information systems used,
  - an analysis of company's financial situation by pointing out the strengths and weaknesses of the organization,
  - discussion of financial products sold by the company and their management,
  - discussion of capital budgeting,
  - discussion of evaluating investment projects,
  - discussion of other finance – related processes and tools used,
  - etc.
- all depending on the concrete tasks during internship and company specifics.

The concrete structure of the specialized part depends on the viewpoint chosen, however the student needs to **demonstrate clearly the ability to connect actual observations to theories governing the area.**

### **5. The trainee's evaluation of the overall financial situation of the business organisation/place of internship.**

In addition to describing specific financial aspects based on concrete internship tasks / company the students has to evaluate the financial viability and creditworthiness of the company using company's financial statements and financial analysis skills learned at school.

**The report on internship must be accompanied by:**

- Self-evaluation (ca 2 pages) pointing out main aspects learned during the internship and comparing these to Your preparation from courses in EBS.

**The report on internship should be accompanied by:**

- The annual financial reports of the last 3 economic years (balance sheet, income statement, cash flow statement, appendixes to the annual reports etc.)

The internship report must conform to the EBS Manual of Writing Style.

## **7. Evaluation of the internship.**

The student's internship report must be accompanied also by written **EVALUATION OF THE INTERNSHIP** (see point 5.) completed by representative of the place of internship upon completion of the student's internship.

The Heads of Marketing or Accounting and Finance, in cooperation with the study department, arrange the evaluation of the Internship reports and defence within one month after the deadline of submission of internship reports. In the course of the defence, the lecturer has the right to ask specifying questions and, if necessary, also give additional tasks to complete the report.

**The defence of the internship reports will take place by First Monday in November at the latest. Proper presentation is expected.**

**Internship is evaluated based on the criteria in the learning outcomes (Table 1). To successfully pass the internship, the student must score at least 51 points and all criteria have been graded positively.**

**In case one (or more) of the criteria received 0 (zero) points, the internship is considered as failed.**

Table 1. Criteria for evaluation of internship

<b>Learning outcome criteria</b>	<b>Maximum score</b>
<b>Accordance of the internship place and work</b> to the study programme and/or specialization (assessed based on the Internship Diary, appendix 1 and Evaluation of Internship, appendix 2)	10
<b>Quality of the general part of the report</b>	20
<b>Quality of the specialized part of the report</b>	40
<b>The quality of the presentation and the level of presentation skills</b>	20
<b>Submission date</b> Missing submission deadline by 7 days the score will be lowered by 4 points, by 14 days 8 points and reports submitted later than 14 days after the submission deadline, the score will be 0 (zero).	10

Internship reports will be kept in the archives of the study department and they will be returned to the students only on special occasions.

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**DECLARATION OF INTERNSHIP**

Student's name \_\_\_\_\_

Place of internship  
(organisation) \_\_\_\_\_

Address of the organisation \_\_\_\_\_

Specialization (mark one)  Internship in Marketing

Internship in Finance

**Internship plan**

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Student's  
signature \_\_\_\_\_

Date \_\_\_\_\_

**Representative of the place of internship:**

Name \_\_\_\_\_

Position \_\_\_\_\_

Contact information \_\_\_\_\_

Duration of internship \_\_\_\_\_

Signature of the representative \_\_\_\_\_

**Approval of the supervisor:**



Lecturer's name

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Appendix 2**

**EVALUATION OF THE INTERNSHIP**

(completed by representative of the place of internship upon completion of the student's internship)

Name of the student \_\_\_\_\_

Duration of internship \_\_\_\_\_

Place of internship \_\_\_\_\_

Name of representative \_\_\_\_\_

How would you evaluate/describe the student's theoretical and practical knowledge while attending to given tasks during the internship?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Did the student comply with the schedules and deadlines?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please outline a few strengths and weaknesses regarding the student's academic background/knowledge:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Name \_\_\_\_\_

Thank you!

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**INTERNSHIP DIARY**

For each day and week of internship the trainee must keep a diary and report the following:

Week 1

Date	Hours spent	Main tasks	Department	Immediate Supervisor

Summary of week: This weekly summary should outline the most important skills and knowledge obtained during the week of internship, and should bring up those skills and knowledge obtained in the University that have proved to be most useful in fulfilling the internship-related duties. It is also recommended to present constructive proposals on the improvement of study program or specific courses, if you find that the study program or specific courses have failed to provide certain type of skills or knowledge that is required in practice.