

INTERNSHIP

Course code	<i>MNG144</i>
Compulsory in the programmes	<i>Business Management and Marketing</i>
Level of studies	<i>Undergraduate</i>
Number of credits	<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>
Course coordinator (title and name)	<i>Prof. Dr. Viltė Auruškevičienė</i>
Prerequisites	-
Language of instruction	<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 course focuses on those practical management aspects that are often not obvious to students due to their relatively limited practical experience.

During the internship, students work in a chosen company. There are two options for selecting a company:

1. The student finds the internship placement themselves,
2. The ISM Career Center provides support to find the internship placement.

While working in the company, students delve into internal and external factors influencing the company's operations. For this purpose, they gather general information about the company and conduct an analysis of the company/product/brand external and internal factors. During the first three weeks of the internship, students must identify the problem they intend to analyse in their Bachelor's thesis (**the company under analysis during the internship and in the Bachelor's thesis must coincide!**).

According to the internship report preparation schedule (see Annex), the student uploads the Word version of the Internship report to the e-learning system and Turnitin by the specified time.

The total scope of the internship is 15 ECTS credits (405 academic hours), of which:

1. Internship in the company - 360 academic hours
2. Classroom activities - 10 academic hours:
 - a. Lectures - 4 hours
 - b. Group consultations - 3 consultations × 2 hours = 6 hours
3. Independent student work - preparation of the company analysis report - 35 academic hours.

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

Course level learning outcomes (objectives)	Degree level learning objectives	Assessment methods	Teaching methods
CLO2. To gather secondary data pertaining to a company, enabling the comprehensive analysis of both internal and external factors influencing the company.	BLO1.1. BLO1.2.	Lecture, preparation of internship report, internship in company	Internship report
CLO3. To proficiently execute a series of analytical tasks, including PESTEL analysis, strategic analysis of competitor groups, market assessment using Porter's Five Forces framework, analysis of consumer needs and motivations; subsequently, to adeptly synthesize these insights into a coherent SWOT analysis.	BLO1.1. BLO1.2.	Lecture, preparation of internship report, internship in company	Internship report

CLO5. To master the art of effectively communicating findings through written means, ensuring the clear and concise presentation of analysis outcomes	BLO4.1. BLO4.3.	Lecture, preparation of internship report, internship in company	Internship report
CLO6. To achieve a profound familiarity with the company's operational practices, thereby ensuring the seamless and competent completion of daily tasks assigned by the direct supervisor within the company.	BLO1.1. BLO4.1	Working practice 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 ensured through a range of methods:

- The diversity of companies offering internship opportunities ensures that each report is, to a certain extent, unique;
- Internship reports focus on addressing real-time problems, making previously resolved issues less relevant;
- Evaluation conducted by the course professor.

AI POLICY

Students may use AI tools to enhance their understanding of the company and its market context and support the strategic market analysis based on the Aaker Strategic Market Analysis framework. AI-generated information must be cross-verified with credible sources. AI tools may also be used to improve efficiency in working with literature sources or data analysis, as well as to improve the quality of written English, including grammar and style. AI-generated content is not considered a reliable academic source and should not be cited as such. The submitted internship report must be written by the student. The inclusion of AI-generated text in the final submission is not permitted. Any use of AI tools beyond the purposes specified above must be aligned with the course instructor. More detailed guidance will be provided together with the internship report instructions.

COURSE OUTLINE*

Topic	In-class hours	Readings
Introduction to internship Presentation of internship requirements	1	Aaker, D.A. (2017), Appendix
Presentation of Internship Report Requirements: Market Analysis: Customer Analysis Competitor Analysis Environmental Analysis Internal Factors Analysis SWOT Analysis and Problem identification.	3	Aaker, D.A. (2017), Chapters 3-6 Aaker, D., & Moorman, C. (2023), Part one
	Total: 4 hours	
**Consultations	4	NA

*Please check Annex for the exact schedule of activities.

**Only group consultations are available

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
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

The primary objective of the internship report is to evaluate a student's understanding of a real company's situation, their ability to gather and analyse data, and their proficiency in conducting a strategic analysis for the company, brand, or product under consideration. The necessary data for the internship report is acquired during the student's internship at the company.

The student submits **the internship report (excluding annexes and bibliography) to the Turnitin system** for similarity check, and **the full paper to the e-learning system**, by the deadline specified in the internship schedule. Both Turnitin and the e-learning systems support the submission of Word documents.

The report's length typically ranges from approximately **5000 to 6000 words**, excluding any annexes and bibliography. Internship report must be formatted according to APA requirements.

Required structure of Internship Report is the following:

Title Page

Table of Contents

Introduction

- Short overview of company and market.
- Goals and objectives of the report.

1. Internal Analysis

1.1. Company Overview

- Nature of the company's operations, legal status, company's vision, mission, strategic goals.
- Company's management structure (type of structure, company's structural divisions, their characteristics, geographical layout, number of employees).
- Company's operational results (products/services, sales revenues, etc.).

1.2. Analysis of the Functional Area (HR, Marketing, or Processes)

- For HR: alignment between HR strategy and policies, the structure of the company's HR department along with its functions, employee turnover rates, recruitment, hiring, and orientation policies and procedures; management and appraisal of employee performance, motivation systems.
- For Process Management: process map, identification of areas for improvement.
- For Marketing Management: analysis of segments, target markets, positioning, analysis of marketing objectives and tactical decisions through the elements of the marketing mix (4 Ps for products; 8 Ps for services).

2. External Analysis

2.1. Market Analysis:

2.1.1. Market Identification

2.1.2. Market Size and Growth

2.1.3. Market Profitability Analysis

2.1.4. Distribution System

2.1.5. Market Trends and Developments

2.1.6. Key Success Factors	
2.2. Customer Analysis	
2.2.1. Market Segments	
2.2.2. Customer Motivations	
2.2.3. Unmet Needs	
2.3. Competitor Analysis	
2.3.1. Identification of Competitors	
2.3.2. Competitors' Strategic Groups	
2.3.3. Major Competitors	
2.3.4. Competitor Strength Grid	
2.4. Environmental Analysis	
2.4.1. Trends and Potential Events	
2.4.2. Scenario Analysis	
2.4.3. Key Strategic Uncertainties	
3. SWOT Analysis and Problem Identification	
Conclusions	
References	
Annexes	

RETAKE POLICY

If a student receives a final failing grade for the course, they have the right to prepare an internship report at the end of semester, by the deadline specified in the internship preparation schedule. The length of the revised company analysis report should be 5000-6000 words (counting from the introduction to the conclusion). Internship report must be formatted according to APA requirements. Detailed requirements for the internship report are provided in the e-learning system. The student submits Word documents of the internship report (excluding appendices and bibliography) to the Turnitin system for similarity check, and the full paper to the e-learning system. The evaluation of the retaken internship report constitutes **70% of the final grade** (30 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 the 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

Aaker, D., & Moorman, C. (2023). *Strategic Market Management* (12th ed.). Wiley. Retrieved from <https://www.perlego.com/book/4266887/strategic-market-management-pdf> (Original work published 2023)

Aaker, D.A. (2017). *Strategic Market Management*, 11th ed, John Wiley & Sons