

SHADOWING AND SOLVING ORGANIZATION CHALLENGE (Internship)

Course code	<i>MNG 271</i>
Compulsory in the programmes	<i>Entrepreneurship and Innovation</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>Assoc. prof. Dr. Eigirdas Žemaitis</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 major focus in the course is on identification of organizational challenges related to digital transformation and application of new technologies, and roles

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 collect general information on a company and implement strategic analysis for the entire company or selected product/brand/branch and provide digitalization solutions. 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, ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Teaching/learning methods	Assessment methods
CLO1. To perform analysis of internal and external company factors.	Lecture, preparation of internship report, internship in company	Internship report/reflection on identified organizational challenges related to digital transformation, and various roles in an organization addressing those challenges.

CLO2. To Identify the possible areas and the challenges for the improvement in the company	Lecture, preparation of internship report, internship in company	Internship report/reflection on identified organizational challenges related to digital transformation, and various roles in an organization addressing those challenges
CLO3. To demonstrate understanding of organizational challenges related to digital transformation	Lecture, preparation of internship report, internship in company	Internship report/reflection on identified organizational challenges related to digital transformation, and various roles in an organization addressing those challenges
CLO4. CLO6. To be able to identify major stakeholders and roles involved in tackling digital transformation challenges	Lecture, preparation of internship report, internship in company	Internship report/reflection on identified organizational challenges related to digital transformation, and various roles in an organization addressing those challenges
CLO4. To present findings in written form, reasoning proposed decisions	Lecture, preparation of internship report, internship in company	Internship report/reflection on identified organizational challenges related to digital transformation, and various roles in an organization addressing those challenges
CLO5. To familiarize with company's practical activities, to assure everyday fluent tasks' completion as assigned by direct supervisor in the company.	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 lose relevance;
- assessment by the course professor.

COURSE OUTLINE

Topic	In-class hours	Readings
• Introduction to internship • Presentation of internship requirements • Presentation of requirements for internship report	4	NA
<i>Internship Report is submitted to the Study department and on e-learning system (1 both side printed and bound copy)**.</i> <i>Failure to submit the report on time timely automatically results in negative assessment.</i>		
	Total: 4 hours	
Consultations*	4	NA
Assessment and feedback ***	2	NA

* Group and personal consultations are available.

**Students, with official consent of ISM Studies department, who pursue their internship abroad submit the report only on e-learning.

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

FINAL GRADE COMPOSITION

Type of assignment	%
<i>Individual Components 100%</i>	
Internship Report/reflection	70
Progress presentation	30
Process of professional internship (assessed by direct supervisor in the company)	Not graded, however, compulsory for completion of the course
Total: 3	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

Internship report/reflection aims to assess how a student comprehends real company situation, collects, and analyses data, and implements strategic analysis of the company in the view of digitalization challenges. 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. Volume of the report is approx. 8-10 pages, without annexes.

PART I. Internship report

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
 - 1.2. Overview of Internship position area. Identification of possible areas for the improvement identification of the challenges for the improvement.
2. Research framework.
 - 2.1. Main research objectives and research description
3. Problem/situation analysis
 - 3.1. Internal environment analysis of the business
 - 3.2. Data collection about the problem (interviews, observation, experimentation)
 - 3.3. Presentation of empirical research results
 - 3.4. Digital tools overview
4. Improvement proposal
 - 4.1. Proposed digitalisation solutions
 - 4.2. Action plan and validation

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PART II. Final internship presentation (after internship)

Duration: 10–15 minutes (+ Q&A)

Purpose: To demonstrate practical impact, analytical thinking, and digital awareness, not just description.

Required Presentation Structure:

1. Company & Internship Overview
 - Company and market context
 - Internship role and responsibilities
 - Digital maturity/context of the company
2. Initial Objectives vs. Reality
 - Brief reminder of pre-internship objectives
 - What changed during the internship and why
3. Problem / Situation Analysis
 - Key challenge(s) identified during internship
 - Internal environment insights
 - Digital or process-related issues
 - Evidence-based observations
4. Data & Insights
 - How data was collected (Interviews, Observations, Internal documents, Experiments or pilots)
 - Key findings (visualized)
5. Digital Tools & Practices
 - Digital tools used by the company
 - Tools used by the student
 - Strengths, gaps, and opportunities
6. Improvement Proposal
 - Proposed digitalization or process improvement solution(s)
7. Action Plan Validation
 - Implementation steps
 - Feasibility and risks

- Validation approach (feedback, testing, KPIs)

8. Key Takeaways

- What the student learned?
- Value created for the company
- Professional growth highlights

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 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 labour 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

1. Entrepreneurship: the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles: SAGE, 2018.
2. Essentials of Entrepreneurship and Small Business Management, 8th edition, *Norman M. Scarborough and Jeffrey R. Cornwall*, Pearson Education 2016.

REQUIRED READINGS

1. Agrifoglio, R., Lamboglia, R., Mancini, D., Ricciardi, F. (Eds.). Digital Business Transformation. Springer, 2020, ISBN 978-3-030-47355-6
2. Mooradian T.A., Matzler K., Ring L.J. Strategic Marketing. New Jersey: Pearson Higher Education, 2012. 384. ISBN 0137136978
3. Aaker D.A. Strategic Market Management. New York: John Wiley and Sons, Inc., 2008.
4. Cavusgil S.T. et al. International Business: Strategy, Management and the New Realities. Riesenberge: Pearson Higher Education, 2008. 670 p. ISBN 0137128339