



## Introduction

a placement in an organization for a certain duration to gain work experience and complete the given job to be able to qualify a certification

*Out of the dark and into the light*

The greatest challenge to programme that we had to endure but we used the setback and invented more intern's readiness concepts and ideas to face the new transpose within the industries

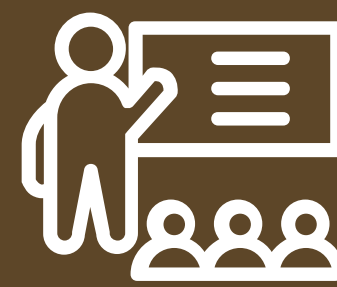
*SDS always produces the quality professional for the precise profession*

# Rebranding Internship to cater for new diversifying workforce

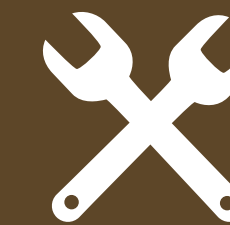
Diana Gail Maurice

## STRATEGY IMPLEMENTATION

Introducing internship workshops for 12 weeks to prepare students for the upcoming internship



Building new rapport with industry partners to provide interns with new job anticipation



Creating industry projects based on requirements of certain industry to provide interns with project management and planning



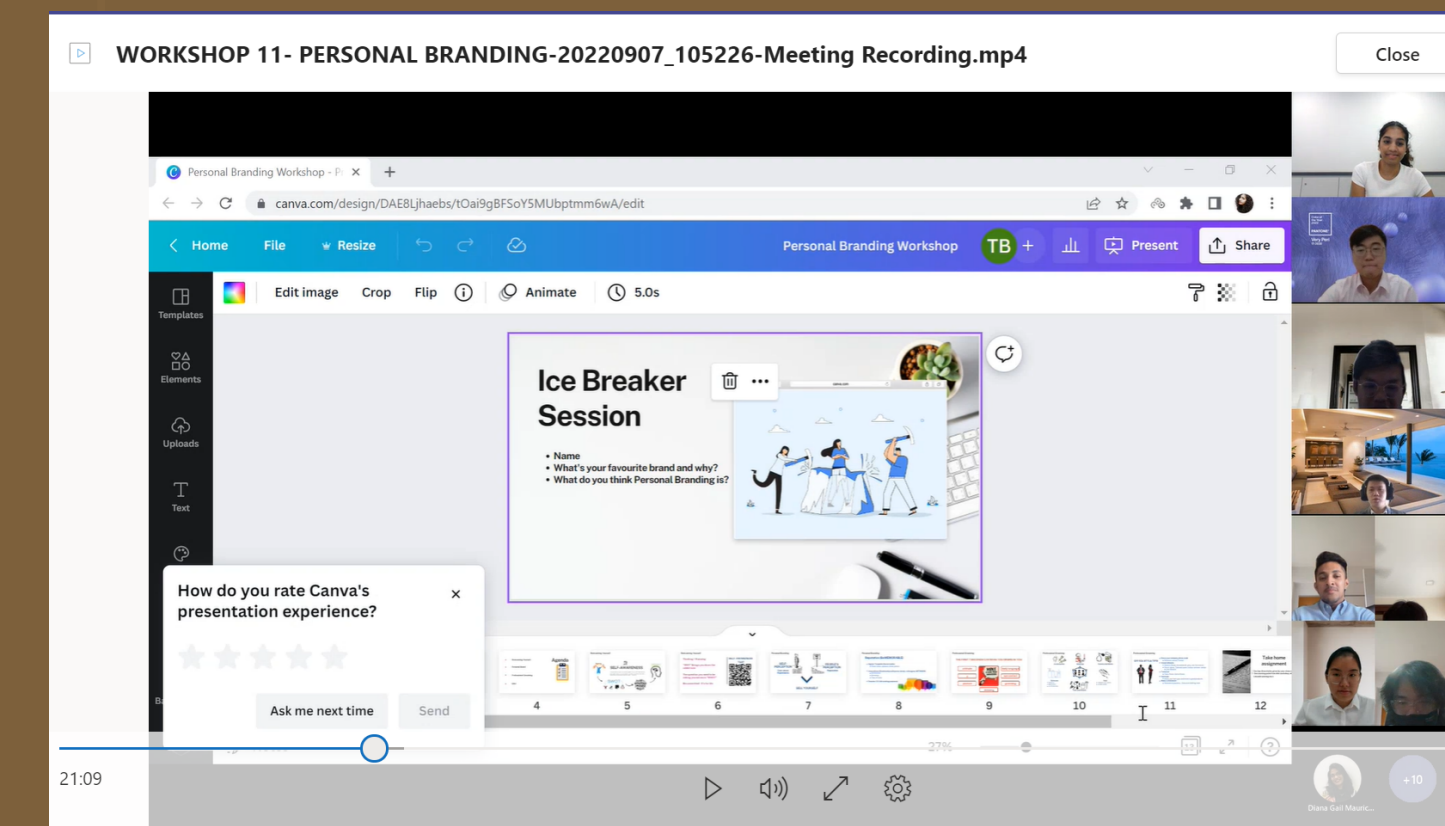
Assigning Academic Supervisor to supervise and provide assistant to all interns during their internship tenure



## References

Choy, T.Y., Diana, G.M.J., L,2022im, T.H. and Nurul Aini, K.Y. 2022 Internship during Covid-19, Seminar on Internal and External Quality Assurance

Hora, M.T., Parrott, E. & Her, P. (2020). How do students conceptualise the college internship experience? Towards a student-centred approach to internship challenge in developing countries: A learning-by-doing project-based online internship model. Education and Training, 61(9), 1064-1077. <http://doi.org/10.1108/ET-12-2018-0254>



## Observable Outcomes

**SUMIYA HASAN** Yesterday 11:16 pm  
My workshop experience was fantastic. The classes were made very enjoyable and engaging by Ms. Diana, who also gave us advice on how to be ready for our internship in December. I feel privileged to have a lecturer like Ms. Diana. She assisted us in preparing for interviews, branding, and dining etiquette while teaching us everything we needed to know for our internship. During the workshop, I had the nicest time.

**CHIN MUN YIK BRYAN** Yesterday 11:13 pm  
the workshop was a very fun and educational session which helped me equip myself with the correct tools to do well through my internship period with the company.

**PIERRE-ALEXANDRE SAMY POMMIER** Yesterday 11:29 pm  
To whom this may concern, I am Pierre, a student of the Sunway Diploma Studies Business program, and for the past few months I have been a participant of workshop which aims to provide the students with insight regarding different aspects of what an internship will require and the benefits it will provide. In this workshop, we have learnt to efficiently prepare for the challenges we will face when applying to jobs and internships alike in the future. Examples of which would be challenges we would face during interviews, this workshop provided insight on sample questions we may be asked as well as how to properly answer them to increase our likelihood of success during the interview. Proper etiquette was taught to all the students as well on how to portray ourselves depending on the settings and situations we are put in. The skills we were taught were great, but that's not all this course provided. It also assisted in aiding us with producing professional cover letters as well as resumes we will be bringing out to our work-life. Finally, this course provided us with a list of companies ready to take in new interns to aid us in our search for new opportunities to gain experience. Overall, I can safely say this course was not a waste of time. It has helped me gain some sort of an idea of what working will be like, and I am confident it will help you too.

### FINDINGS

<b>50%</b>	<b>80-90%</b>
During the MCO the jobs scarcity forced us to use industry project for our interns	Into the Light post MCO the workshops help prepare our student for internship with fast job security

## Recommendations

Organizing more industry collaboration  
Highlight Programme and Career Exploration Day

Pre - Internship Company Exhibition and Job Shadowing