

SURVEY OF PRACTICE PLACE TUTORS ON CREATIVITY AND BUSINESS INNOVATIONS STUDENTS' PRACTICAL SKILLS

Execution time

At the end of the 2023-2024 study year spring semester professional and final practice.

Objective of the survey

To analyse practice place tutors' assessment of IB22, IB22E, IB22S, IB22SE, IB21, IB21E, IB21S, IB21SE and IB120 students' practical skills.

Short presentation of the questionnaire

Practice place tutors rated students' practical skills according to the 10 given criteria on a ten-point scale from 1 to 10. The average of the evaluations was calculated by analyzing the results.

Presentation of survey results

The overall assessment average for all 10 criteria is 9,5 out of 10 possible points, reflecting the overall assessment of the practical skills of Creativity and Business Innovations (N = 269).

No.	Criterion	Score
1.	Quality of completed tasks and jobs	9,6
2.	Problem solving	9,4
3.	Critical thinking	9,4
4.	Creativity	9,4
5.	Responsibility	9,6
6.	Motivation	9,5
7.	Self-sufficiency	9,5
8.	Collaboration	9,6
9.	Negotiation skills	9,2
10.	Other: communication, self-confidence, initiative at work, tidiness, cleanliness, time management, communication skills, customer relations, punctuality, organisation, negotiation skills, use of IT systems and tools	9,8
Praktikos rezultatų pasiekimas		9,5

The following areas were rated best by the practice place tutors: quality of completed tasks and jobs, responsibility and collaboration.

Trainee strengths

Trainees have a high sense of responsibility, motivation, quick orientation and the ability to carry out tasks independently. They demonstrate excellent problem-solving and analytical skills, creativity and the ability to generate new ideas that contribute to improving the organisation's performance. Many trainees integrate easily into the team, communicate professionally and courteously, and work well both individually and as part of a team. They are able to assimilate new information quickly and put their knowledge into practice, which is particularly valuable when working on projects or in a dynamic working environment. Trainees are driven, willing to take on challenges, actively learn new



things and show initiative in day-to-day tasks and longer-term challenges. Many of them also have strong customer service, negotiation and communication skills that enable them to work effectively with both clients and colleagues. These skills, combined with creativity and diligence, help the trainees to complete their tasks with quality, timeliness and a clear commitment to achieving the best possible result.

Trainee weaknesses

Trainees often face challenges in scheduling and prioritising tasks, which can lead to longer turnaround times and task delays. Some trainees lack self-confidence and lack the courage to make independent decisions or to participate more actively in team activities and express their opinions. Trainees also lack motivation and initiative, especially in repetitive or complex tasks. Lack of customer communication and negotiation skills makes it difficult to communicate effectively with colleagues and customers. In addition, lack of experience in certain areas such as logistics, customer service or sales sometimes limits their ability to work effectively. Some trainees need to develop critical thinking and creativity skills to optimise problem solving. Finally, stress management and the ability to accept constructive criticism is another aspect in which to grow, as this would allow a better response to difficult work situations.

Deficiencies in theoretical preparation that became apparent during practice

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Trainees often lack the practical ability to apply theoretical knowledge in specific areas such as logistics, accounting, financial analysis and project management. There is a lack of theoretical knowledge on market research, entrepreneurship, sales psychology and negotiation strategies, especially when it comes to B2B cooperation, the sales process and negotiation. There is also a lack of in-depth understanding of digital advertising platforms such as Facebook Ads, Google Ads and LinkedIn, as well as the ability to understand what motivates potential customers. In many cases, it was noted that trainees should strengthen their critical thinking, creative problem-solving and conflict management skills, as well as their understanding of financial market dynamics and risk management. In addition, a deeper understanding of local and international regulations is needed in certain areas, such as HVAC system optimisation and energy efficiency calculations.

Other observations

The trainees were evaluated for their high sense of responsibility, initiative and creativity, as well as for their ability to integrate seamlessly into a team and build professional relationships with clients. Some trainees stood out for their drive, organisation and ability to optimise processes, which not only contributed to their personal development but also to their overall efficiency. Trainees often exceeded expectations, showed strong professional commitment and, after successful completion of their traineeships, secured jobs in their organisations.

What's next?

The results of the internship supervisors' survey are discussed at the International Business Studies Programme Committee meetings, and decisions are made on how to improve the studies in the light of the internship supervisors' comments.