



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

Execution time

At the end of the 2024-2025 study year spring semester professional and graduation internship.

Objective of the survey

To analyse internship place tutors' assessment of CI22E and CI23E students' practical skills.

Short presentation of the questionnaire

Internship 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 9,6 out of 10 possible points, reflecting the overall assessment of the practical skills of Creativity and Business Innovations (N = 22).

No.	Criterion	Score
1.	Quality of completed tasks and jobs	9,5
2.	Problem solving	9,4
3.	Critical thinking	9,5
4.	Creativity	9,8
5.	Responsibility	9,5
6.	Motivation	9,5
7.	Self-sufficiency	9,6
8.	Collaboration	9,4
9.	Negotiation skills	9,5
10.	Other (communication, assistance with other staff tasks)	9,5
Achievement of internship outcomes		9,6

The following areas were rated best by the internship place tutors: creativity and self-sufficiency.

Trainee strengths

The interns demonstrated high motivation, responsibility, professionalism, and initiative. They quickly mastered the specifics of the work, independently and creatively solved tasks and successfully implemented them, actively contributing to the work of the team, the implementation of projects. The interns demonstrated excellent organizational, communication, analytical thinking, and English language skills, boldly presented ideas, generated innovative solutions, and contributed constructively to improvement initiatives. All work was completed thoroughly on time.

Trainee weaknesses

The interns worked responsibly and diligently and achieved good results. Occasionally, they needed to be encouraged to take on tasks or cooperate more actively with the team, but this did not have a significant impact on overall work productivity. At first, some lacked self-confidence, attention to detail, and the ability to make decisions independently, but these aspects improved during the



internship. In the future, it would be useful to strengthen project management skills, strategic thinking, initiative, the ability to express thoughts in a structured manner, and clearly emphasize the most important details.

Deficiencies in theoretical preparation that became apparent during internship

The interns had a solid foundation of theoretical knowledge and were able to successfully apply it in internship. Occasionally, additional knowledge about the application of marketing strategies and SEO basics was required, but these areas were successfully mastered during the internship.

Other observations

The interns left a very positive impression – they demonstrated a responsible attitude towards work, learned quickly, and integrated smoothly into the team. They analyzed the company and its competitors, evaluated marketing strategies and customer experience, contributed to the creation of social media content, and monitored the performance of the CRM system, providing useful recommendations for improving its effectiveness. The interns demonstrated creativity, initiative, and the ability to make constructive suggestions also contributed to the improvement of internal processes.

What's next?

Students who have completed an internship in an organization receive the evaluation sheets of the internship tutors and submit them together with the internship report to the internship tutor and lecturer of VIKO Faculty of Business Management. This ensures feedback between the internship place, the student and the VIKO Faculty of Business Management. By integrating the evaluation of the internship tutor, the internship report, and an internship defense, the final evaluation of internship results is calculated. The assessment of students' practical abilities provided by the internship supervisors makes up 30% of the total assessment of the Professional Internship and Graduation Internship module (each 20 credits).