



SURVEY OF INTERNSHIP PLACE TUTORS ON INTERNATIONAL BUSINESS 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 IB22E, IB22SE, IB23E and IB23SE 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 International business (N = 43).

No.	Criterion	Score
1.	Quality of completed tasks and jobs	9,6
2.	Problem solving	9,6
3.	Critical thinking	9,5
4.	Creativity	9,4
5.	Responsibility	9,7
6.	Motivation	9,8
7.	Self-sufficiency	9,3
8.	Collaboration	9,6
9.	Negotiation skills	9,6
10.	Other (eye for detail, professionalism, marketing, adaptability, accounting)	9,6
Achievement of internship outcomes		9,6

The following areas were rated best by the internship place tutors: motivation and responsibility.

Trainee strengths

The interns proved to be professional, responsible, and motivated employees. They quickly mastered their tasks, worked independently and as part of a team, solved problems creatively, and showed initiative. The interns demonstrated analytical skills, critical thinking, attention to detail, and the ability to apply theoretical knowledge in the internship. They quickly adapted to the changing work environment, communicated effectively, and met deadlines, ensuring high-quality work. Most of them stood out for their productivity, teamwork skills, and significant contribution to team and organizational goals. Overall, they are promising, motivated, and reliable young professionals who are recommended for further employment or internships.



Trainee weaknesses

Interns sometimes lacked confidence, especially when performing new or complex tasks. They needed time to get used to technical terminology and specific concepts in the field. In some situations, they could have shown more initiative by asking questions or clarifying unclear tasks. Sometimes, too much attention to detail slowed down the pace of work. Interns can still improve their independent work planning, confidence in communication, and skills in working with specialized programs. These skills improve during the internship and with increasing real work experience.

Deficiencies in theoretical preparation that became apparent during internship

The interns demonstrated good theoretical preparation and the ability to apply their knowledge in the internship, but they still need more practical experience. Areas for improvement include independent decision-making, negotiation skills, and creative problem-solving. Some interns lacked experience in working with client projects, integrated marketing systems, financial processes, and specific terminology, especially in the fields of renewable energy and advertising. Certain soft skills deficiencies were also noted, especially when working under stressful conditions. Interns could further strengthen their preparedness by participating in independent projects, practical simulation exercises, and delving into intercultural communication and collaboration with various partners. More practical experience in sales, customer service, content planning tools, and CRM systems would help them further strengthen their professional skills.

Other observations

The interns demonstrated a high level of responsibility, independence, and motivation. They quickly adapted to the dynamic work environment, actively participated in team activities, showed initiative, and shared their insights with colleagues. The interns stood out for their good work ethic, organizational and communication skills, and ability to apply theoretical knowledge in internship. They showed great potential for further careers in marketing, sustainability, or international business. Although their theoretical preparation was solid, some would benefit from gaining more experience in direct communication with clients in order to gain greater self-confidence. The interns' creativity, initiative, and ability to collaborate demonstrate great professional potential for future careers in an international business environment.

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 the 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).