



## **Cooperative Education Report**

### **Embracing Innovation: Conducting International Virtual Internships and Trainings at Nepal Realistic Solution Pvt. Ltd.**

**Written by**

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**Project Title:** Embracing Innovation: Conducting International Virtual Internships and Trainings at Nepal Realistic Solution Pvt. Ltd.

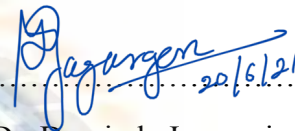
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 1/2020.

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### **Abstract**

This cooperative report entitled “Embracing Innovation: Conducting International Virtual Internships and Trainings at Nepal Realistic Solution Pvt. Ltd.” incorporates details on the workshops, training, and internships conducted by the research and training department at Nepal Realistic Solution (NRS). This report has the goals of displaying the importance of virtual workshops and training for students and the virtualization of the programs during a global pandemic, COVID-19, that has had an unfavorable impact in the global economy. NRS is one of the leading boutique management and technology consulting firms in Nepal. The core services include; Human Resource, Education and Training, Consultation and Implementation, Research and Development, ISO Standard Certification and more. NRS helps companies revolutionize their business processes sustainably with the best research and consultation services.

I was assigned as an Intern in the Research & Training Department at the company during the period 05 August to 24 November 2020. The objectives of the internship are to understand the procedure of conducting virtual workshops, internships, and training, to understand the role of education and training for students, study the need of embracing innovation in the current world scenario, gain the knowledge of education, training, and consultation for businesses.

Through the internship period, I have attained a very good insight on the organization and marketing of the education and training programs offered by the company. My main responsibilities were (1) Research, (2) Training Planning, (3) Coordination and Communication, (4) Social Media Marketing and Content Development, and (5) Training Organization under three projects: Online IT IMS Workshop, IT IMS Internship and Business Management Internship Program. Upon the completion of the internship, despite facing challenges regarding the implementation of classroom learning, understanding and developing content for a field not related to my major, the problems were resolved by research, confrontation and seeking support from the seniors in the company. I was able to learn about some professional skills for the corporate world, communication skills, time management, stress-management, self-confidence, the importance of hard work and constructive criticisms which will be crucial for future career development.

**Keywords:** *Training, Research, Marketing, Internship*

## **Acknowledgement**

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I would like to take this opportunity to extend my sincere thank you to Mr. Roshan Shrestha, the C.E.O at NRS for entrusting me to be a part of this project and for supporting and supervising me continually despite his busy schedule. I am also thankful for having met a variety of individuals, experts, and professionals while working in the company.

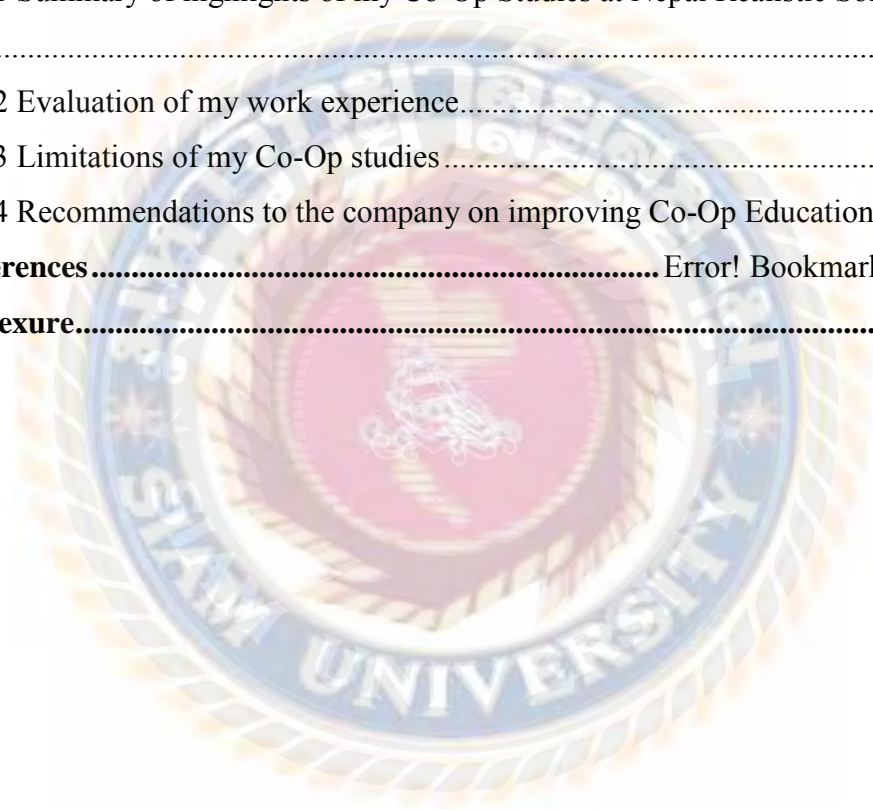
In addition to this, I would like to thank my KCM Supervisor, Mr. Sitaram Dahal, for supporting me throughout the internship. Along with this, I would also like to thank Asst. Prof. Maruj Limpawattana and Mr. Chanatip Suksai for providing their assistance for the successful administration of the co-op classes and program. I would like to extend my deepest appreciation to Dr. Duminda Jayaranjan for providing the academic supervision to me for the co-op program and for guiding me throughout the preparation of this report, always providing his feedbacks and motivating me in writing this report to the best of my ability. I am grateful for every individual who has contributed to the completion of this report and I hope to build upon this experience and knowledge in my future endeavors.



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## **List of Acronyms**

CEO : Chief Executive Officer

COVID-19: Novel Corona Virus Disease – 2019

CQI: Chartered Quality Institute

CRM: Customer Relationship Management

IMS: Infrastructure Management System

IRCA: The International Register of Certificated Auditors

ISMS: Information Security Management System

ISO: International Organization for Standardization

IT: Information Technology

KCM: Kathmandu College of Management

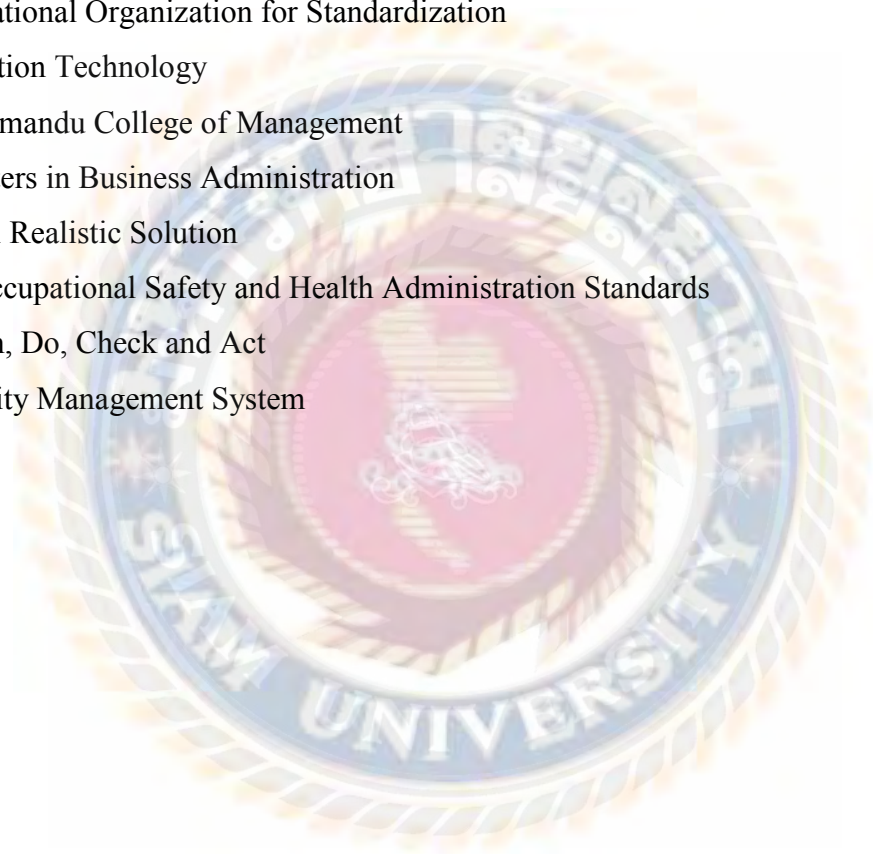
MBA: Masters in Business Administration

NRS: Nepal Realistic Solution

OSHAS: Occupational Safety and Health Administration Standards

PDCA: Plan, Do, Check and Act

QMS: Quality Management System



# Chapter 1: Introduction

## 1.1 Company Profile



Fig 1: Company logo (Nepal Realistic Solution Pvt. Ltd.)

Nepal Realistic Solution is one of the first movers in the management consulting industry in Nepal. Nepal Realistic Solution (NRS) provides authentic services and help businesses, from startups to established corporations, in both private and public sectors to help improve their business performance by finding better ways of operation, make necessary changes, reduce costs and make savings. The company is powered by experts in all fields, research resources, and data that help revolutionize companies in Nepal sustainably.

The boutique consulting firm is based in Kathmandu, Nepal but serves clientele in all major cities of Nepal; Pokhara, Chitwan, Butwal, Nepalgunj, and Biratnagar. As one of the leading business advisory in Nepal, NRS works on developing companies to re-imagine their business value and help create long-term business value. The company brings measurable results according to their client organization's requirements.

Nepal Realistic Solutions was established in the year 2017 with a desire to bring a systematic change in the Nepali industry with the joint effort of an experienced team. NRS prides itself on having worked with professionals from various industrial backgrounds who have had exposure both nationally and internationally. Some of NRS's clientele list consists of renowned Nepali brands like Vianet Communications, Nepal SBI Bank, Kantipur Publication, Metro Clean, Hotel Annapurna, Butwal Power Company, Access Education Network and more. The company currently operates with 20 permanent members and various interns.

### 1.1.1 Services

NRS is one of the very few management consultancies in Nepal and the company focuses on niche functions. Some of the various services provided by the company are:

- a. Human Resource
- b. Education and Training
- c. Consultation and Implementation
- d. Research and Development

- e. Accounting and Financial
- f. ISO Standard Certification
- g. Management Consulting
- h. Strategy and Operation
- i. Technical Consulting
- j. Boutique Consulting

The company claims a 98% client satisfaction has had over 60+ Business Consultants and promises a 100% on-time delivery. The company holds a portfolio of 135+ (Nepal Realistic Solution, 2021). NRS is a multi-brand business with various ventures; Job in Kathmandu, Job in Butwal, Job in Chitwan, Padnus.com, and NRS Karmakar which are job, student, and internship portals.

### **1.1.2 Company Mission**

The company's mission is "to leverage our extensive industry knowledge and strong collaborative values to address all aspects of our client's challenges to strategically achieve their goals." (Nepal Realistic Solution, 2021). The company stands by their saying, "Your Requirement, Our Commitment"

### **1.1.3 Company Vision**

The company's vision is "to be the go-to firm for innovative, customized and sustainable solutions for all management and technology-related challenges" (Nepal Realistic Solution, 2021).

## **1.2 Strategies of the Company**

The major strategy of the company lies in the way that they plan all of their projects. The company works in a process called 'PDCA' which addresses the various dimensions contributing to realizing the full potential of an organization. PDCA stands for 'Plan, Do, Check and Act'. The Plan-do-check-act cycle is a four-step model for carrying out change. "Just as a circle has no end, the PDCA cycle should be repeated again and again for continuous improvement" (Tague, Nancy R.)

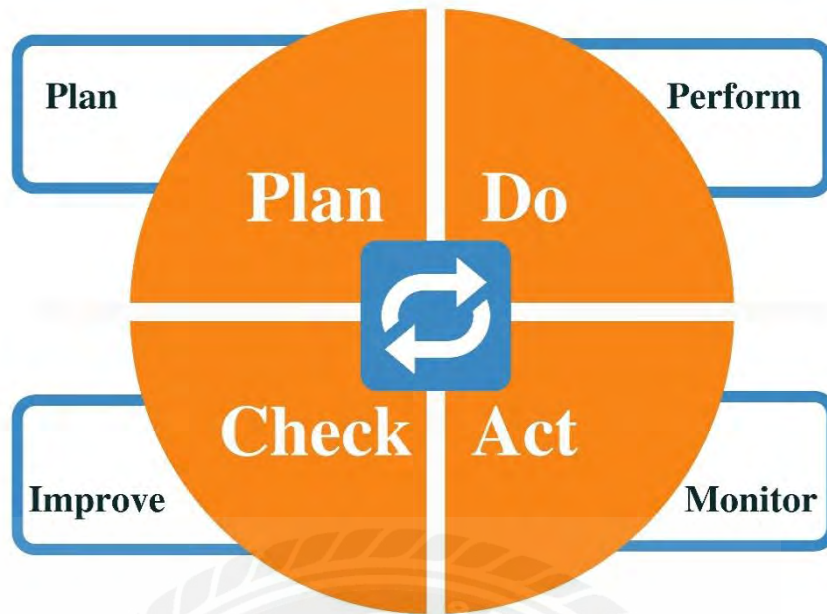


Fig 2: The PDCA cycle

The PDCA procedure is briefly explained below according to its components:

**Plan:** NRS first recognizes an opportunity, lists the client requirement, and plans accordingly.

**Do:** The company then tests the plans and carries out a small-scale study in the client's organization.

**Check:** The company then reviews the test, analyzes the results, and identifies what works and what doesn't.

**Act:** They then take an action based on what they learned in the study step. If the change did not work, they go through the cycle again with a different plan. If they were successful, they incorporate what has been learned from the test into wider changes and use what they learned to plan new improvements, beginning the cycle again.

The company integrates the existing methods by eliminating what does not contribute to results and hold any necessity, minimizing what does not significantly impact the results, maintaining what already exists and is working, improving something that exists and has potential to providing measurable methods, adding new elements of leadership and processed for sustainable development (Nepal Realistic Solution, 2021)



### 1.3 Organizational Structure

Nepal Realistic Solution has a unique and diverse team of management consultants, innovative IT professionals, designers, developers and officers who with their joint effort aim to transform industries, lift up societies, help companies grow and are passionate about sustainability and social responsibility. The organizational structure is as below:

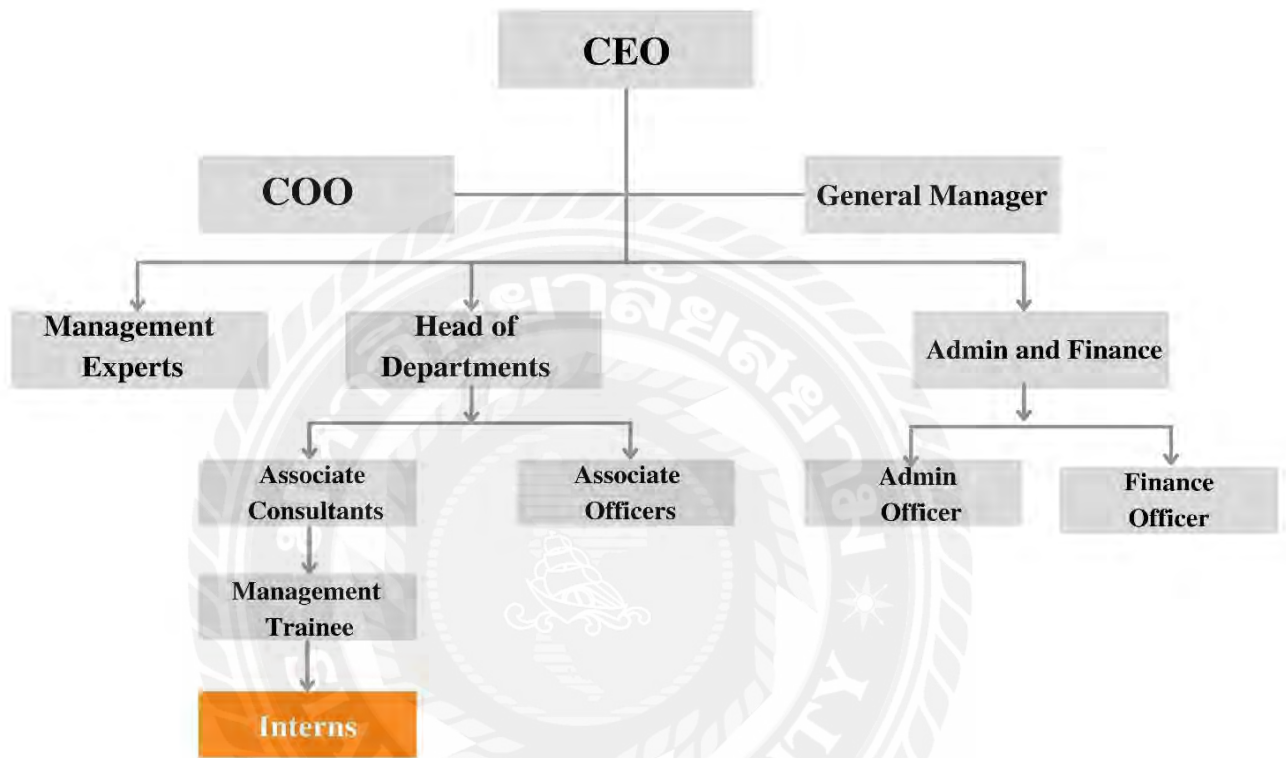


Fig 3 : Organizational Structure of Nepal Realistic Solution Pvt. Ltd.



## 1.4 The NRS Team

Table 1: NRS Team Members

<b>Position</b>	<b>Name</b>
Chief Executive Officer (C.E.O)	Mr.Roshan Shrestha
Chief Operation Officer (C.O.O)	Mr. Saurabh Pradhan
General Manager	Ms. Dixita Baidya
Management Consultant	Ms. Wrishika Giri Ms. Sushma Karki
HR Consultant	Ms. Anu Wadhawan Ms. Ashriya Maharjan
Admin and Finance Officer	Ms. Yojana Shrestha
Finance Officer	Mr. Anjali Karki Mr. Wangel Tamang
Documentation Officer	Mr. Bishal Shakya
Graphic Designer	Mr. Sujan Adhikari
IT Officer	Mr. Sahaj Man Shrestha Mr. Yojan Shrestha
Front Desk Officer	Ms. Chadani Shrestha

## 1.5 Job Position

I was assigned as an Intern in the Training Department at the company. My main responsibilities were to research the programs, create databases, create proposals, marketing plans, social media contents, plan of action, and coordinating and communicating with partner organizations as well as the candidates, and preparing the required documents for the programs. I was working directly under the C.E.O.

## 1.6 Intentions to join the company

Internships as an undergraduate student helps an individual learn and understand the complex reality of corporate culture, communication, marketing, business planning, operations and how to produce strategies that drive business results. Internships also help an individual increase their employability while starting off as a fresh graduate. Recruiters prefer candidates who can handle complex responsibilities and who have credible trainings.

Nepal Realistic Solution is one of the market leaders when it comes to business consulting and training firms. They have been providing advanced training programs to their interns and open pathways for students to grow as a management professional. As an intern in the research and training department of the company, I would not only get to gain valuable experiences and brush up my core and technical proficiency but also helping in organizing such training and internship opportunities to undergraduate and graduate students like me would give me a competitive edge. The importance of research and training skills are not just required for students and academics, but for all management professionals. My intentions to join the company were quite clear; to prepare myself for higher responsibility by sharpening my leadership, communication and professional skills.

### 1.7 Strategic Analysis of the Company

For the Strategic Analysis of the company, I have chosen to use the **SWOT** Analysis which is as follows:

Table 2: SWOT Analysis of NRS

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▪ First mover in Nepali Consulting Business</li> <li>▪ Led by an experienced and qualified C.E.O</li> <li>▪ Good number of clients and customer base</li> <li>▪ Established and reputed brand name</li> <li>▪ Flexibility on product, pricing and distribution</li> </ul>	<ul style="list-style-type: none"> <li>▪ Inadequate number of staff</li> <li>▪ Gaps in skills, knowledge of staff</li> <li>▪ Staff motivation and involvement</li> <li>▪ Client retention</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▪ Diversify the business</li> <li>▪ Innovation and technological development</li> </ul>	<ul style="list-style-type: none"> <li>▪ Growing competition</li> <li>▪ Increasing employee cost</li> </ul>

## Strengths

- a. **First mover in Nepali Consulting Business:** Even though educational consultancies have been around in Nepal for many years, Business consulting firms are fairly new and recently more companies have started coming into this industry. NRS was one of the first business consulting firms that started its operation in Kathmandu, the capital of the country and gained valuable customers and made a name for itself in the industry.
- b. **Led by an experienced and qualified C.E.O:** Nepal Realistic Solution was established by Mr. Roshan Shrestha, the C.E.O of the company. Mr. Shrestha is a versatile leader with great organizational, managerial, and operational skills. His commitment and passion towards building NRS is inspirational to many. Mr. Shrestha holds an MBA degree from the University of Bedfordshire, UK. He is a reputed member of CQI/IRCA and is also highly experienced in the fields of QMS, ISMS, OSHAS and Food & Safety. He has a growth-driven specialized knowledge in ISO, human resource management, and marketing. His ability to think outside the box and capability to build rapport with clients and employees has contributed heavily to the success of the company. He trains his employees effectively and this is the strength of the company.
- c. **Good number of clients and customer base:** Being the first mover, the company was able to establish a good number of customer base and this is one of most important factor for a company to succeed especially, a service based company.
- d. **Established and reputed brand name:** The company has worked with more than 135 companies and hence is a reputed business consulting firm.
- e. **Flexibility on product, pricing and distribution:** Being a service based company, the product, pricing and distribution provided are very flexible and customizable. As different companies (clients) needs are different, the company creates services for each company are personalized to the client needs.

## Weaknesses

- a. **Inadequate number of staff:** With the number of services that the company provides and the operations needed to be performed, the staff number isn't very adequate. There are only 20 employees, mostly working in the IT and social media operations leaving little numbers of staff handling the customers and engaging in operational activities.
- b. **Gaps in skills, knowledge:** The existing employees have not trained or studied the full operations of a business consulting firm or practiced it before. The company usually hires fresh graduates and students for cost effectiveness and there is lack of qualified professionals despite claiming to have expert employees.
- c. **Staff motivation and involvement:** A lack of appreciative inquiry was seen while giving feedback and motivation to the employees during my observation and internship in the company. Being a business consulting firm, this seems ironic.
- d. **Client retention:** Retention of clients in the service sector is a hefty task, moreover, during an ongoing economic crisis due to COVID-19.

## Opportunities

- a. **Diversify the business:** There are many ways that the company can build a growth strategy that involves entering into a new market or industry, the company has many opportunities to work with non-profit organizations for impactful activities and also help in growing local businesses in Nepal since they are in hype. Taking up local projects and helping them grow will take the company a long way.
- b. **Innovation and technological development:** In today's word of technology, the company can enter more into the IT field of consulting and bring services that help their clients develop technologically.

## Threats

- a. **Growing competition:** There is a growing competition in Nepal for management consulting firms in Nepal where more and more companies are emerging and differentiating themselves in terms of technology and innovation.



- b. **Increasing employee costs:** For the company to grow, they need to hire more professional and qualified employees. With the growing need of working professionals who are well qualified, competitive and technically sound, the employee costs increase as well.

### **Summary of SWOT Analysis**

Nepal Realistic Solution is one of the first movers in the business management consultancy industry in Nepal, even though, it is relatively a new company, there isn't much competition. Nepal lacks the qualified personnel to run management consultancy and boutique consulting firms.

The company has a reputed and trusted list of clientele and the services provided to them are very customized. The company also has a huge database and is well equipped for research which gives it a competitive edge. However, the company faces a problem with the lack of adequate number of staff. With so many services and business operations, the company has limited number of staff. This created one employee working in various functions and across clients of different industry and hence the gap in knowledge is bound to happen. In a service-based company, it is quite difficult to retain clients unless all their needs and demands are being fulfilled. So, adequate numbers of employees are needed to service the big client base.

There are various opportunities to expand the services since the company is a "boutique" management firm and can fit a lot into their business functions. But it has to focus on improving the services that it already provides first. Even though, there is no existing competition. There is a growing competition in the field of management consulting so the company must start finding its competitive edge as it operates like any other consulting firm and the company must focus on human resources and hire qualified professionals for its growth.

### **1.8 Objectives of the Co-Op studies**

The Objectives of the internship are to understand the procedure of conducting virtual workshops, internships, and training, to understand the role of education and training for students, study the need of embracing innovation in the current world scenario, gain the knowledge of education, training, and consultation for businesses.



## Chapter 2: Co-Op Study Activities

### 2.1 My Job Description

Internship Position: Research and Training Intern

Internship Work Location: Nepal Realistic Solution, Manbhawan, Kathmandu

Internship Duration: 05 August 2020 to 24 November 2020 (16 weeks)

Internship Supervisor: Mr. Roshan Shrestha, C.E.O

#### 2.1.1 Department Description

I worked as an intern in two departments, the research & development and the education & training department as and Research and Training Intern.

**Research:** This department of the company performs original investigation to apply research findings intended to provide a competitive advantage for the business or organization of the clients or for individual projects of the company. The department works in providing industrial research and development services that are specifically designed to assist the organization in their long-term sustainability.

**Training:** NRS offers quality training and education to a variety of colleges, employers, industries and the general public. Corporate Trainings are also provided as per your requirement and request of clients and/or organizations that wish to work with NRS. The Department is responsible for education, training and internships. The Department conducts various professional training programs and internship programs for students and employees from varied backgrounds.

### 2.2 My Job Responsibilities

My major roles and responsibilities as a Research and Training Intern were as listed below:

**2.2.1 Research:** Researching on the online IT and business trainings available for the target market (students) and the current situation in terms of training, knowledge gaps etc. Collecting the general information to reach out to the target audience of the workshop and create a database of colleges (including college names, university affiliation, programs, contact information of the career counselor); both at both national (Nepal) and international level (US, UK, Australia, Canada). Researching on similar programs offered internationally.

**2.2.2 Training Planning:** Planning the phases of the project and creating a set of plans, plan of action, checklists for budgeting, marketing and operations of the projects (training programs). Plan the course content with reference to previous training contents and feedback from the trainers.

**2.2.3 Coordination and Communication:** Coordinating and communicating plans and project through email correspondence, virtual calls and meetings with the NRS team and also in one of the projects to the Indian company to be partnered with. Communication with the career departments of the colleges interested in sending their students to the online training. Stay in touch with partners and participants and handle queries and requests.

**2.2.4 Social Media, Marketing and Content Development:** Creating proposals, marketing plans, social media post concepts, coordinating with the graphic designers, following up with them, giving feedback after receiving the designs and finalizing them, creating email marketing drafts, sending the mails and coordinating with the social media team. Creating social media posts for Facebook and Instagram when necessary through tools like Canva and Photoshop.

**2.2.5 Training Organization and Implementation:** Schedule and create online meeting rooms, preparing itineraries, code of conducts, registration forms and look after other operational task for both the projects and ensure smooth running of the training in platforms like Zoom and Microsoft teams. Working on the presentation design and other resources required for the workshop. Preparing the script and coordinating it with the trainers and host the programs when necessary.

### **2.3 My Day-to-day Responsibilities**

The Internship was focused on some training projects and research, planning and execution of the same. My Day-to-day responsibilities can be detailed according to the projects that I worked on, my contributions and activities according to the different projects I worked on are enlisted below:

#### **2.3.1 Online IT IMS Workshop**

One of my first and major assignments was to conduct an online IT Information Management System (IMS) workshop students and professionals in the IT field from all over the world. This workshop was organized in collaboration with Network Labs India, an IT company based in Bangalore, India. The first step of this project was, research, where I had to

research on the IT trainings offered by Network Labs, the details of the workshop to be conducted and then the target market which where IT students from colleges in Nepal and employees from the IT department in various organizations. I then created database of target audience and planned the phases of the project, created checklists for budgeting, marketing and operations of the project. My major responsibility was also to communicate plans of the project through email correspondence, virtual calls and meetings with the team of the Network labs. I also contributed in Marketing the workshop by creating proposals, marketing plans, social media post concepts, coordinating with the graphic designers, following up with them, giving feedback after receiving the designs and finalizing the promotional materials. I was also responsible in creating email marketing drafts, sending the mails and coordinating with the social media team. We were able to register 160+ candidates from all around the world i.e. Nepal, Ghana, South Africa, China and The United Kingdom. I was also responsible for creating the Itinerary for the workshop, code of conduct documents for the virtual workshop and emailing the candidates. I worked on the presentation design and other resources required for the workshop and prepared the script. I was also the host for the workshop that took place on the 4<sup>th</sup> of September 2020. After the workshop, I was responsible in collecting feedback from the candidates and reporting the same to my supervisor.

### **2.3.2 IT IMS Internship**

After the successful completion of the workshop, I was then responsible to market a 45-day internship program that followed after. The Internship would take place online during the month of December. I was mainly responsible to market the Internship. I collect all the data's and resources required for it, created email marketing templates, conceptualized the social media contents, coordinate with the graphic designers and schedule posts. I was also in contact with various colleges and students to pitch about the internship program. I also prepared checklists, plan of action and tracked the progress of the project to the supervisors and team of Network Labs, India. I was also responsible to produce content for the website and blog of the company. I wrote blogs and social media content regarding the internship and training and the importance of the same.

### **2.3.3 Business Management Internship Program**

While working on the IT IMS Internship program and its regular operation and execution. I was also working on planning a new training program called "Online Business Management Training Program " This training was set to start from November 2020 workshop



and similar to the workshop for IT IMS, we also conducted a Free Online Business Management session on 09 November 2020. Hence, my key responsibilities were to plan the Online Business Management Training Program, prepare checklists, collect data for the target market and preparations for research planning and marketing of the training program. More or less the same, I also conceptualized and executed social media plans with the design team. worked on the presentation design, researched on content and prepared the presentation and other resources required for the online business management information session. I preparing the script for the business management information session, hosted the session and coordinated with the speaker from Nepal realistic solution.

#### **2.3.4 Miscellaneous**

Beyond my entailed job description and responsibilities, I also assisted the marketing and consulting department. I played a primary role in the launch of SAMS Global UK's CRM program launch in Nepal as our company was looking after the marketing of the launch. I assisted the business consulting team by visiting client offices and helping in the documentation and review for the ISO certification service that NRS provides. I was also responsible in reviewing the out-sourced blogs for the company websites and producing social media and promotional content. I also wrote blogs and edited documents for the company. We also produced infographics videos for the company's Facebook and YouTube page.

#### **2.4 Activities in coordinating with co-workers**

All of the programs conducted and the duties that came thereafter performed be it the tasks assigned as per the job description or be it beyond the mentioned job description, all were performed in coordination with the C.E.O and the help of various departments like the IT, design and HR team along with fellow interns. I was able to foster a good relationship with the employees and communicate well with them which allowed harmonious work.

#### **2.5 Job Process Diagram**

As discussed in the job description and responsibilities section, I worked for research, development and design of three different programs under the "Education & Training" department.

1. Online IT IMS Workshop
2. IT IMS Internship
3. Business Management Internship Program

All the three programs were conducted in the same or similar manner; the job process of the programs heavily rely on the same model. The model is explained below with diagram and explanation of all the process.

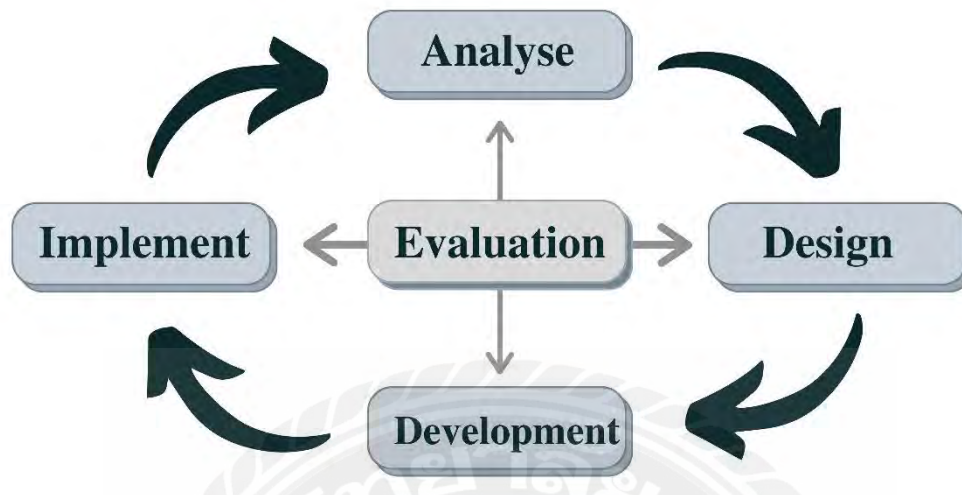


Fig 4: ADDIE Model

The model is also known as the ADDIE model. The components and the jobs that entailed with each component is explained below in brief:

### **Analysis**

Before developing any content or training program, the company analyzes the current situation in terms of training, knowledge gaps etc.

The common questions to ask while brainstorming about the training programs, projects, workshops are:

- a. What is the objective of the training?
- b. Why are we conducting the training?
- c. What type of change is desired as a result of the training?
- d. Will this training help generate the desired change?

This step includes the following tasks from me:

- a. Research on trainings available, ones to be offered, and the target market.
- b. Produce training plans and plan of action for the training programs.



This step falls under the organization's research department. The core of the training plan will be "How can we improve the situation and achieve the desired goals through this training?". This question will be the foundation for the rest of the process.

### **Design**

After the training plan is produced you then get to the design phase, we take all of the learnings and findings of the previous phase and use it to make practical decisions. This includes: strategy, delivery methods, structure, duration, assessment, and feedback. The next step is to storyboard the ideas and/or create a prototype. We also do some research in creating database of partners and collaborators alongside designing the program

This step includes the following tasks that I had to perform:

- a. Planning of workshops and training, preparing checklists, researching and creating databases.
- b. Creating proposals, marketing plan and plan of action for trainings and internships.
- c. Coordinating and communicating plans and projects to partner organizations.

### **Development**

At this stage, we create the content required heavily guided by the proposal and checklists. Each element of the course is developed to match the design phase. The core of the content has already been decided as per the plan and proposal. We then, we polish the plan and courses. On the marketing side, we also design and create the required materials.

This step includes the following job responsibility:

- a. Creating course content along with the trainers for the program
- b. Conceptualizing and executing social media plans and campaigns for the training department with the graphics design
- c. Research and Presentation design and preparing other resources required.

The careful selection of the course elements and marketing materials is done to appeal the audience The development process should be iterative. Once the course and content is created, I had to test it and then get it approved by my supervisor.

### **Implementation**

Once designing is done and the supervisor and trainers are satisfied, we carry out the marketing and search for the candidates. This step includes the following job responsibility:

- a. Preparing the Itinerary, code of conduct, and other documents for virtual workshops, Internships and training and communicating information to the candidates.
- b. Preparing the scripts for workshops and conducting demo session with the trainers.
- c. Market the internship and training programs through email marketing and digital marketing, call and email the partners (in my case, colleges representatives who flowed our training programs to their students.)

### **Evaluation**

Getting feedback on every aspect of the courses is really important so that the organization could improve and revise the content. The major focus here was:

- a. Did we meet the goals as set out in the analysis phase?
- b. Take feedback and place back into the analysis phase.
- c. Identify other training requirements.
- d. Possible change in approach.

We got the feedback by asking the workshop attendees to complete surveys at the end of the session and courses. I had to create questions specific to the points above but, also encourage learners to give feedback so that we were aware of any gaps you may not have thought of. Then, I submitted a report to my supervisor.

This step includes the following job responsibility:

- a. Collecting feedback from the workshop participants and analyzing them for future references and making an evaluation report of the same.

All these steps flowed as in the following job process diagram:

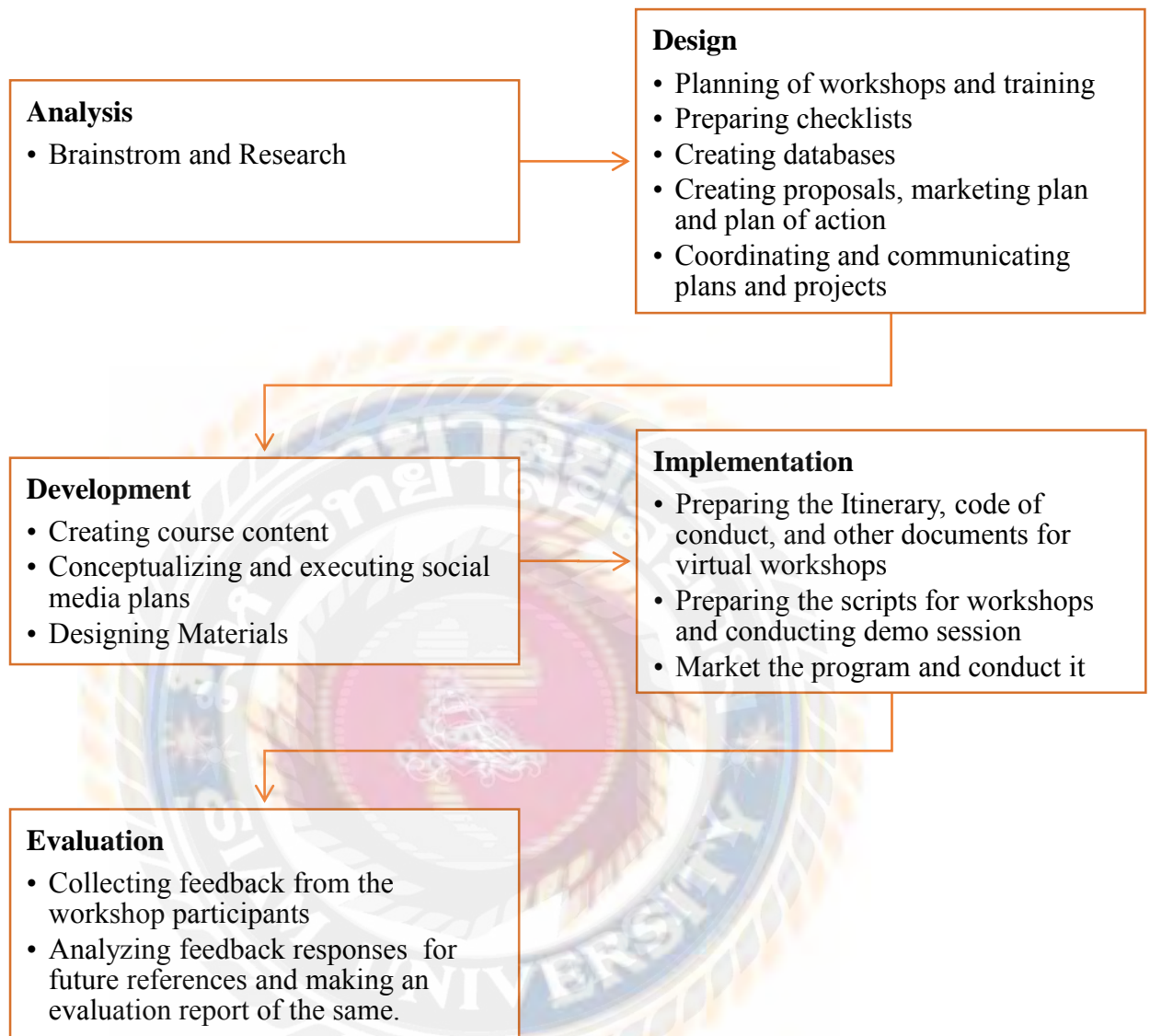


Fig 5: Job Process Diagram

## 2.6 Contributions as a CO-OP student at NRS

As the training programs happened during the time of COVID-19, the sessions were held online. In the first session that we had regarding the IT IMS Internship workshop conducted with the Indian tech company Network Labs, Me and a fellow KCM intern were able to bring 160+ candidates from all around the world i.e. Nepal, Ghana, South Africa, China and The United Kingdom. I also received around 10 inquires/day, had various phone conversations, called about 50 college representatives/ day during the initial days and replied

and sent a total of 2000+ emails during the course of my internship. The other session of IT IMS internship was to be conducted after my internship period. Similarly, I was able to collect around 30 participants in the first Business Management Internship. My major contribution primarily includes in designing all three programs, as they were being conducted for the first time by the company. I was able to create 50+ concepts and content for the marketing of the company and materials to posts on social media. I was also able to write 7 blogs for the company website as additional tasks. I also edited around 30 blogs outsourced from freelancers working for NRS, and proof-read similar or more amount of blogs. I was able to create a large database of college representatives of all the business and IT colleges of Nepal, their contacts, email addresses and also a database of students as well.

Here are some of the social media content that I was able to conceptualize and produce, some by myself through applications like Canvas and Photoshop with the help of graphic designing team.



Fig 6: Social Media Content 1





Fig 7: Social Media Content 2



Fig 8: Social Media Content 3

## **Chapter 3: Learning Process**

### **3.1 Identification of the problems encountered during the internship**

There were a few challenges that I faced as an intern during the adjusting period of the internship. They are:

#### **3.1.1 Understanding the complexity of the company:**

Nepal Realistic Solution is a boutique consulting firm which means that there is an array of services that the company provides. The services of the company are distributed in all fields. It was difficult to first understand the complex organization and the services. The departments were also quite unclear to me as I did not understand the information regarding the departments and the system of the organization.

#### **3.1.2 Understanding the office culture:**

It was quite a challenge for me to understand the corporate culture of the organization during my first weeks of the internship as I struggled with socialization. Moreover, due to the COVID-19, we had a few weeks of work from home, so it took some time to get into the office culture after the lockdown was lifted.

#### **3.1.3 Assignment of the critical work:**

As an intern who had just entered the company, I was entrusted with handling all the training projects. This resulted in a lot of work pressure and very high expectations since the beginning.

#### **3.1.4. Lack of resources:**

After the initial phase of my internship, I was entrusted in handling all the work of the training department. I did not have much resources in the department or even a team. This put extra pressure on me as the performance of the department depended on me.

#### **3.1.5. Lack of appreciative enquiry:**

Although there was a crucial amount of work handed to me, and I was able to complete them to the best of my ability, I felt not well appreciated in the initial phases.

### **3.1.6. Different course background:**

As a student majoring in Finance and Banking, it was a challenge to first understand how to market the training programs. I faced some creative blocks while conceptualizing the marketing and promotional materials.

### **3.2 Solving the problems and examples**

The problems were all approached and solved according to their complexity and nature. The problem of understanding the company and the office culture was resolved by:

1. Research
2. Confrontation
3. Seeking guidance.

I spent a lot of time researching about the company and asking questions to my seniors about the company. I was able to later understand and adapt accordingly. We often had feedback sessions where the seniors would ask us interns if we had any problems. One of the problems of lack of appreciative enquiry was addressed in one such session where other team members too had felt the same from our supervisor. The aspect was later improved by the organization itself. However, some issues were not addressed at all like the lack of resources even though I had been mentioned it to my job supervisor. The company did not have enough resources to spend on the Training Department.

After working for just a few weeks, the company entrusted me with all the work related to the training department from designing the training programs, sessions and internship programs to executing the online sessions, social media marketing, and being in touch with partner companies and candidates. This was quite stressful as it is my first time working in the management consulting and training firm. As an intern who has joined a company with a learning objective, I have found little learning and more workload that I have to complete myself which has been stressful for me. However, I was able to perform all my assigned duties and also take initiatives and doing the best I can by researching, learning online and taking guidance from the seniors around me.

My internship roles and duties vastly differed from what my course background was i.e. Finance and Banking. I was able to understand all the marketing jargons and processes, especially digital marketing with the advice from seniors and the help of internet research on similar companies and similar marketing campaigns.



### **3.3 Recommendations to the company**

As previously mentioned in the SWOT analysis of the company, the company faces a problem with the lack of adequate number of staff. With so many services and business operations, the company has limited number of staff. This created one employee working in various functions and across clients of different industry and hence there was a gap in the skill and knowledge. The company need to step up in terms of its human resources and hire an adequate number of staff that can deal with the business functions. As NRS is a service-based company, it is quite difficult to retain clients unless all their needs and demands are being fulfilled. So, adequate numbers of employees are needed to service the big client base so that the clients are satisfied and retained. This would also take off some of the work pressure some employees may feel due to heavy assignment of work. Employee motivation and involvement must be considered as there is a lack of appreciative enquiry and the employees feel underappreciated. The company must work on programs that will help in this area. The company must work on expanding its resources in regards to not only human resources but also technological resources and advancement.

### **3.4 Literature Review on the importance of online internships and trainings**

During my internship, I contributed in preparing various training and internship programs targeted towards students in the IT and business sector. Various researchers since the early days have asserted that internships, trainings and community based projects is beneficial to the success of students preparing to enter the workforce.

In earlier studies, leaders in education believed internships add value to students' total experience and aid in connecting the dots to their industry. (Posner, 1994). These theories are consistent with current educators who incorporate virtual internships into their curriculum. In a recent study it was reported that “employers believe that completion of a supervised and evaluated internship or community-based project would be very or fairly effective in ensuring that recent college graduates possess the skills and knowledge needed for success at their company” (Hart, 2008) Another study found that students had “more confidence, improved class discussions and better opportunities for employment upon graduation” (Weible & McClure, 2011)

Internships are great in building social skills and corporate skills for students of all majors. During the COVID-19 pandemic, online internships were in demand as students had online classes and were stuck at their homes. Workshops, internships and learning platforms



became a gateway for students to still experience life, corporate world and socialize during a time of crisis.

For students to be able to work during a pandemic, it shows to employers how adaptable, humble and able to overcome unprecedented challenges like the COVID-19.

### 3.5 My Learnings

Working in a professional environment while still being an undergraduate student who hasn't had much corporate experience can be difficult. However, it is the best way to learn and navigate the corporate world through hands-on experience. My learnings can be narrowed down into the following points:

- a. **Communication:** The most valuable skill, I have learned from this internship and the summer internships from previous years is the ability to communicate and speak with people in a professional setting. Upon having discussions with my supervisor, seniors and fellow interns, I have learned a better and appropriate way to behave and communicate as a professional. I am sure the valuable communication skills will help me in future interviews and endeavors.
- b. **Networking:** The internship has also helped me in social aspects and networking. Not only have I ended up creating great memories and making friends at the organization but I suppose it will also help me in widening my professional network.
- c. **The Importance of constructive criticism:** Performance evaluations and criticisms can be quite intimidating. But constructive criticism is important in realizing our mistakes and improving quality of work.
- d. **Hard Work:** Professional growth does not come easy. You have to work hard even if some tasks might seem trivial and mundane. The internship has helped in realized good work ethics and the importance of working hard and putting effort in every task assigned.
- e. **Independence:** At the start of this internship, I expected my seniors to provide me with as much guidance as they could but as time passed, I realized that independence is important in the workplace. Being spoon-fed is not the way to learn. The internship has taught me to

make my own decisions and do things on my own. Being able to work independently with little guidance is the most important thing in the workplace.

### 3.6 The application of coursework knowledge to the real working situation.

A notable coursework that helped during my internship was “The Principal of Marketing”, where we had covered the basics of marketing: targeting, segmentation, differentiation and elements of it such as advertising and customer service. All the coursework, however, have helped collectively for me to put some academic insights into the work I was assigned. Some of the course work that helped me and the specific topics under them are:

Table 3: Coursework application in real working situation.

Subject	Topics Applicable	Usage in working situation
<b>133-201 Principles of Marketing</b>	Segmentation, Targeting, Positioning, Customer and Market Research, Promotion and Advertisement	Recognizing target market for the training programs and workshops and promote it accordingly.
<b>114-303 English usage for profession</b>	Business Letters, Communication at workplace and Office Culture	Drafting emails for correspondence and in understanding the office culture at NRS.
<b>130-204 Entrepreneurship and SME Management</b>	Value proposition, Marketing plan, Social Media Marketing	In Questioning the WHYs of projects, filling gaps and in social media marketing for the projects.
<b>IBM 201 Organization and Management</b>	Organization Behavior, Leadership Styles, Organizational Culture, Employee Motivation, Ethics	Understanding people at workplace, understanding the organization and to discover a work ethic

### 3.7 Special skills and new knowledge learned from this Co-Op Studies

As I am a Finance and Banking major and my previous internship has been in the retail banking sector. I didn't think I would be able to do a good job in an internship that required me to work mostly in marketing. But I wanted to challenge myself. This decision has proved to be great for my self-development and professional skill development, other than basic skills like communication, creative writing and time-management. I was fortunate enough to learn some special skills like Photoshop and photo editing. I had picked up graphic design for my college and toastmasters club activities in the past through a tool called Canva and YouTube tutorials. But I was able to learn some basic Photoshop with the senior graphic designer at my office. I'm still getting familiar with the program for personal growth. The beauty of Photoshop is that

it is incredibly versatile and has no barriers to creativity. I am glad to have had to opportunity to work creatively using this tool to develop some social media campaigns for the company's program.



## **Chapter 4: Conclusion**

### **4.1 Summary of highlights of my Co-Op Studies at Nepal Realistic Solutions (NRS)**

Assigned as an Intern in the Research and Training Department at NRS, my main responsibilities included researching the training programs, creating databases, proposals and marketing plans, designing social media contents, plan of action, and coordinating and communicating with partner organizations as well as the candidates, and preparing the required documents for the training and internship programs. I wanted to learn and understand the complex reality of corporate culture, communication, marketing, business planning, operations and how to produce strategies that drive business results for the company. Moreover, I wanted to prepare myself for higher responsibility by sharpening my leadership, communication and professional skills.

During my internship as elaborated in Chapter 2, I researched, planned training programs, coordinated and communicated the plan of actions amongst co-workers, partners and seniors, learned and created digital marketing campaigns and organized and implemented the training programs. These tasks were divided into the various projects I led that include Online IT IMS Workshop, IT IMS Internship, Business Management Internship Programs and various small projects as mentioned in section 2.3 of Chapter 2 in this report.

As elaborated in Chapter 3, I encountered various problems during the internships like having difficulty understanding the complexity of the company, understanding the office culture, dealing with leading critical projects, lack of resources in the company and lack of appreciative inquiry by the supervisor. I was able to overcome these problems at a personal level by research and observation and at a cooperative level by communicating my problems, enquiry and socializing with the NRS Team.

My learnings also explained in detail in chapter 3, included learning valuable communication skills, widening my professional network, fostering the importance of constructive criticism, learning the importance of hard work and work ethics. Most of all, being able to work independently helped me from my own opinions, evaluate and check my understanding and has given me the self-confidence that is needed at any work place.

### **4.2 Evaluation of my work experience**

I had a positive overall experience working at the organization. Reflecting upon the 16 weeks of internship, I believe I have come out as a more confident person to go out in the corporate world after my graduation. I believe I have completed every task I had been assigned



to the best of my skills. I believe my strengths during my internship was my creativity and my zeal to explore my potentials. I, however, could have been better at time management, adapting to the work culture and confidence. Overtime, I was able to improve on them with the help of my supervisor who was kind and patient enough to lead and guide me. I would like to highlight my growth in self-confidence. I have learned through the challenges and the independence at NRS that above everything, being self-confident is the most important and crucial skill and talent for success. I have learned that being self-confident helps one to be proactive, assertive and focused.

#### **4.3 Limitations of my Co-Op studies**

Some of the limitations of my Co-Op Studies are:

- a. I was not able to retrieve all the documents from my internships like the proposals, planning sheets, marketing materials, worksheets that I had prepared as the company wanted it to be confidential and hence, all the tasks performed could not be reflected in as much detail as I couldn't disclose some works.
- b. Because of the COVID-19 pandemic and lockdown imposed in the country, I had to work from home during the first few weeks of the internship and was not able to fully live the office culture from the start to understand the company as much as I would like to.

#### **4.4 Recommendations to the company on improving Co-Op Education**

I had a positive experience in the company as an intern, however, the company can spend the first few weeks in teaching the interns more, about the company, the work they do and also assigning a person to guide the interns who might be helpful in understanding of the corporate culture.

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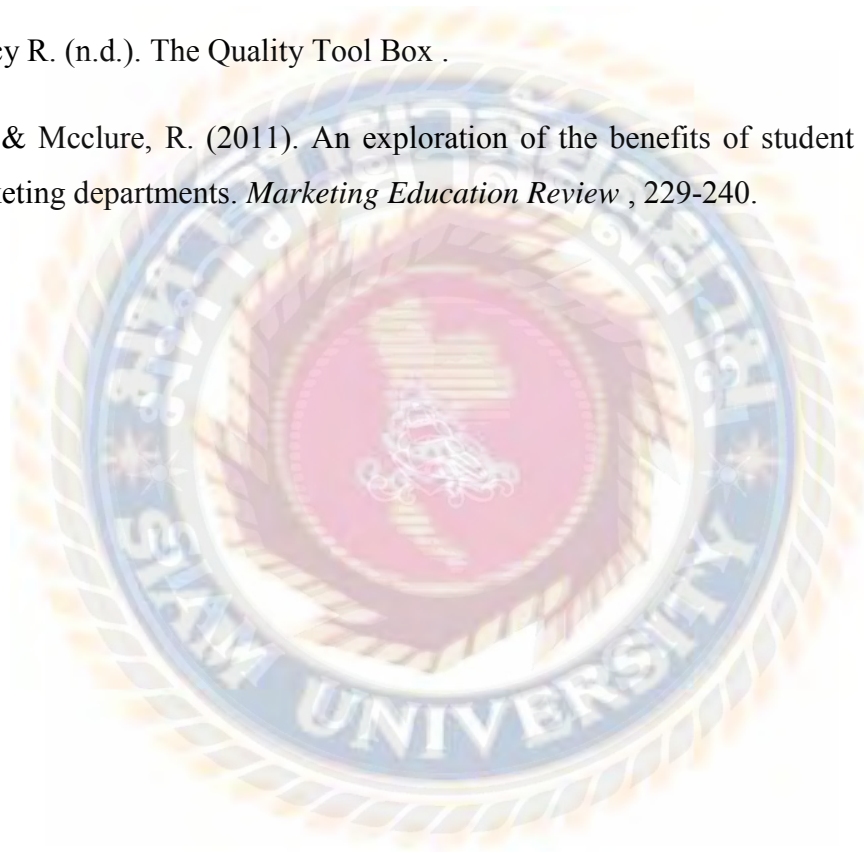
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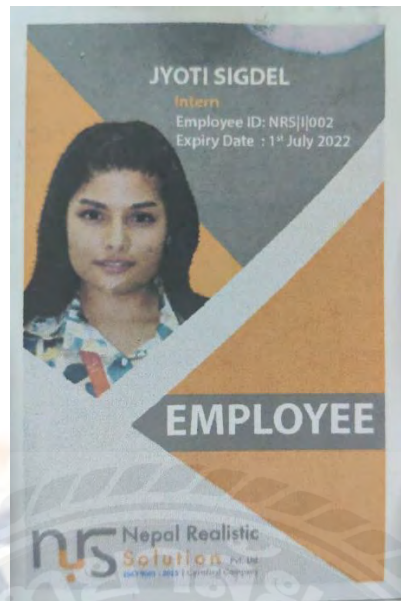
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## Annexure



Pic 1: My Employee ID while at NRS



Pic 2: With fellow intern, Ms Sambriddhi Rayamajhi, from the same KCM-Siam program.





Pic 3: Discussing promotional design with Sr. Graphic Designer, Mr. Sujan Adhikari

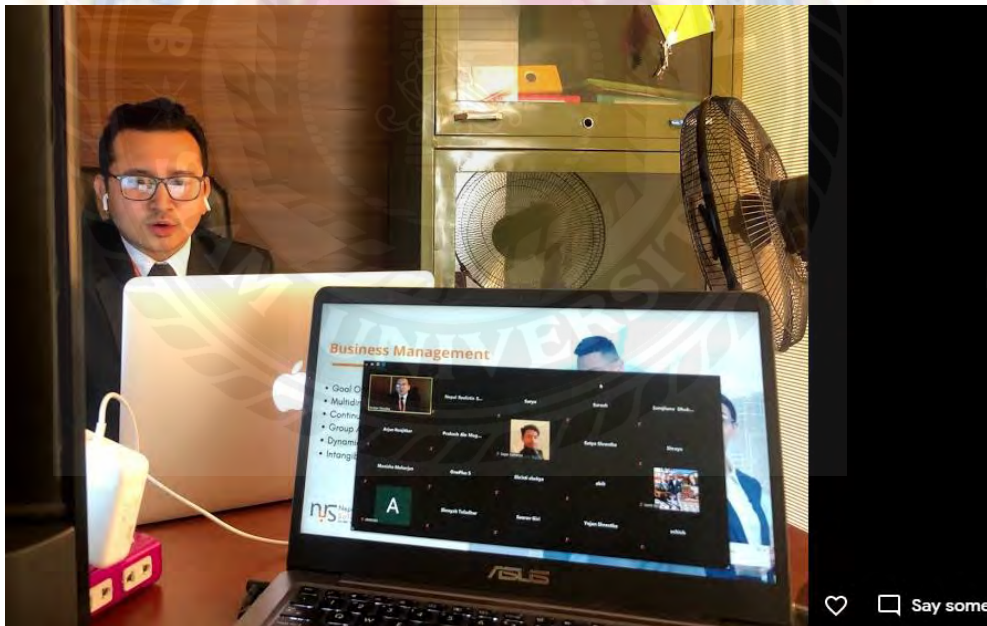


Pic 4: The NRS Team Workstation

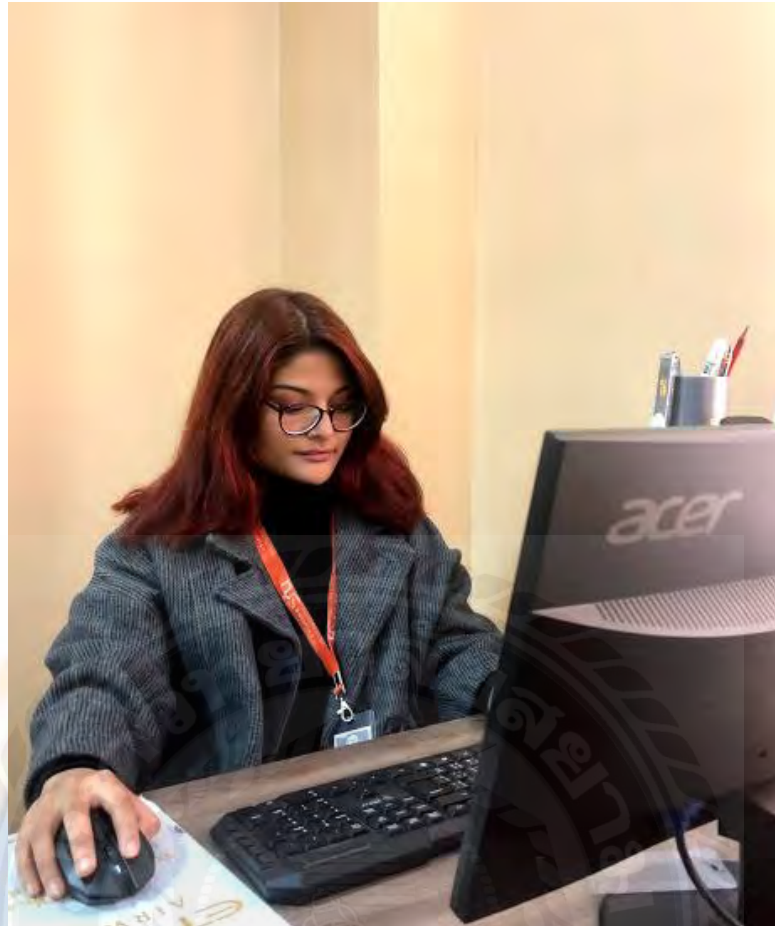




Pic 5: A happy selfie with the Sr. Graphic Designer(right), Documentation Officer(center) and fellow Intern(left).



Pic 6: Conducting the Online Business Management Info Session with C.E.O and supervisor, Mr. Roshan Shrestha.



Pic 7: Me at the workstation



