



Cooperative Education Report:

“Developing creative ideas for digital transformation”

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Siam University

Title: Developing creative ideas for digital transformation

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We have approved this cooperative report as a partial fulfillment of the cooperative education semester 2018-2022.

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Project Title: Developing creative ideas for digital transformation

Credits: 6

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Abstract

The internship was completed as part of Siam University's Bachelors of Business Administration (BBA) program and Kathmandu College of Management's Bachelors of Business Administration (BBA) program. This report contains all of the details learned by the intern at Asterisk Digital Pvt. Ltd. as well as information on the work. As a finance and banking bachelor's student, I was assigned numerous content creation responsibilities such as conducting industry research and creating journals, ledgers, and reports that featured proposals or strategies for business development and improvement. This report summarizes my learning, outcomes, and experience throughout the course of the four-month internship. The following are acquiring knowledge and expertise in the field of online work, interpersonal and communication skills development, discover the steps involved in creating content, conduct a thorough investigation into industry-related issues, check for flaws and inconsistencies in the content, existing content to be edited and polished and determine client wants and make recommendations for fresh content to fill in the gaps.

The internship period was for 4 months starting from 2nd January 2022. I was assigned to work as an intern in the finance, underwriting, and agency service departments at Asterisk, where I had several opportunities to learn about various ideas connected to the operations performed in each area. I was given the task of working closely with the project manager and supervisor

of the company. My responsibilities included keeping my supervisor up to date on the daily task assigned, writing work progress emails to the supervisor and project manager regarding the assigned task, completing the assigned task within the given timeframe, conducting industry research, and preparing and editing reports. In addition, I came up with some concepts for a performance plan, a sustainability implementation report, a statistics and management report, service planning, and performance appraisal.

After completing my internship, I was able to discover the value of effective communication and attention to detail, as well as the management or workflow process at an online working platform. Finally, this paper is based on Asterisk Digital's observations and experiences.

Keywords: Conducting industry research, content creation, communication skill development



Acknowledgement

Without mentioning the individuals who made this report possible, it would be incomplete. First and foremost, I'd want to thank Kathmandu College of Management and Siam University for providing me with this internship opportunity. This internship has opened my eyes to a variety of aspects of the actual world. This internship has helped me to better grasp the organizational culture and how theoretical information is used in the workplace.

I am extremely grateful to have met such active specialists who assisted me during my internship. Dr. Chanatip Suksai and Dr. Jeff Simcox deserve special thanks for their patience, monitoring, and help. Attending a Co-op program led by fantastic professors contributed significantly to the success of this internship program and report. I'd also like to express my gratitude to Dr. Simcox for his constant advice, support, and encouragement.

Second, I'd want to express my appreciation to Covered by Asterisk Digital Pvt. Ltd. for providing me with the opportunity to intern there. This organization has lofty goals, which I was fortunate enough to be a part of and to have the opportunity to participate in and contribute to. This was an intimidating as well as lengthy learning experience for me, as I was able to broaden and deepen my knowledge.

Finally, despite their hectic schedules, I would like to offer my gratitude to Ms. Somya Kumari, Assistant manager, and Mr. Shashank Lohani, Head of the HR department, for their constructive assistance and support. They provided me with excellent supervision, which greatly aided the advancement and smoothness of this internship program. Their assistance and feedback have been much valued.

I respectfully express my gratitude for the several individuals that assisted me in completing this internship. Thank you everyone from the bottom of my heart.

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Statement of purpose

I, Rakshya Khadka, declare that the report "Developing creative ideas for digital transformation" contains the duties and obligations I performed during my internship at Asterisk. The report is based on my own personal experiences and exposure gained throughout the internship. This report reflects my learning, experience, and performance, and it is critical for supervisors and professors to understand and be aware of the student.



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List of Abbreviations

ADMIN: Administration

ASD: Agency Service Department

BOD: Board of Directors

CEO: Chief Executive Officer

CO-OP: Cooperative

HR: Human Resource

Pvt. Ltd.: Private Limited

SWOT: Strengths Weakness Opportunity and Threat

KCM: Kathmandu College of Management

WTO: World Trade Organization

Chapter 1

1.1 Company Profile

Asterisk Digital Pvt. Ltd is a startup focused on digital and software development. Ms. Purnima Shrestha founded Asterisk in early 2021 A.D. with the goal of providing a technical approach and up-to-date information and technological systems and products to the Nepalese market and targeted clientele. They offer a variety of services, including digital marketing solutions like creation, hosting, and maintenance, as well as UX and UI design, branding and marketing, and e-commerce. The business caters to both domestic and foreign clients.

I'm a content writer at Asterisk and have a matching opportunity, because it is a digitally driven corporation, hybrid working options such as working online or from the office were available. Because of the lockdown and pandemic situation, much of the work was done online, so I got to work from home. So, I can obtain experience working from home. With great service, stability, and competence, Asterisk Digital seeks to assist their individual and institutional customers grow and secure their capital. It tries to build long-term value for stakeholders by using solid company foundations, a consistent vision, and value.



Fig.1: Company logo

1.1.2 Mission

The company's mission is to create intellectual ideas that achieve true outcomes. They want to help clients that want technology in order to keep up with the times. The company's mission statement states that it wants to be known as a reputable firm that does business with integrity and transparency and creates long-term value for its stakeholders by adhering to sound business principles.



1.1.3 Vision

The company's vision is to make basic yet stunning items for the public. By creating a simple yet useful product for its target customers, the company hopes to outperform its competition.



1.1.4 Strategies of the company

The company focuses on utilizing innovative information technology to give clients with quick and dependable service while also reducing the time and expense of connecting with all of their branches. Asterisk's future expansion plan is focused on providing high-quality service rather than expanding the country's quantitative reach. To reduce the risks connected with business operations, the company has implemented a strategy to improve the efficiency and effectiveness of its internal control system. The company focuses on data assets and technology focused initiatives in order to drive the business forward, and to help safeguard the company and minimize risk and protect the company from fraud. The firm employs a differentiation approach, which is common among organizations seeking to set themselves apart from their competition. The company has fair amount of customer base, and the technology industry is highly competitive. As a result, the company is concentrating on providing clients with quick and dependable service through the use of innovative information technology.

2. Organizational structure

The corporation has a hierarchical organizational structure, which is typical of Nepalese businesses and organizations. Directors, promoters, and public directors make up the Company's structure. The chairperson is chosen from among the directors. The Chief Executive Officer is in charge of the corporate office's operations. The Deputy CEO/Company Secretary and Chief Manager, as well as the heads of the underwriting, claim, finance, information technology, reinsurance, HR/Admin, compliance, agency service, and marketing departments, help him. The company's operating offices are led and controlled by branch managers, who are supported by marketing and administrative authorities, as well as a network of field agents. The intern was supervised by the leaders of associated departments.

1.1.1 Diagram of the Organizational structure

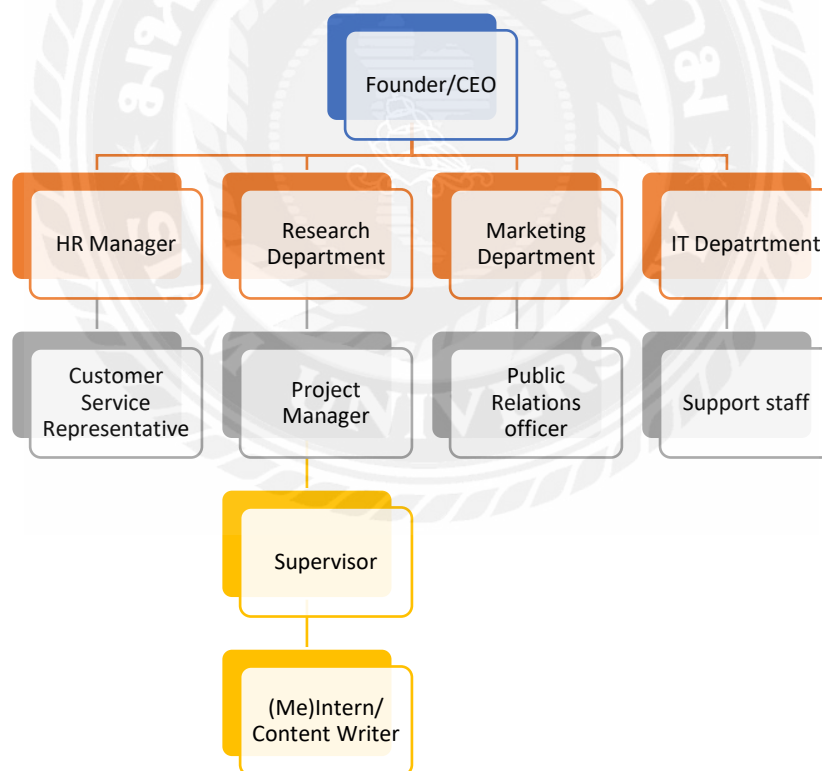


Fig.2: Organizational structure

1.2 My job position

At the Asterisk, I worked as a content writer and reporter. As a content writer, I was directly supervised by my assigned supervisor and was required to complete their assignments. My tasks included developing content on digital platforms and engaging with my boss via company mail and offered communication channels or chat apps. We were also obliged to speak with other members of the working staff on occasion in order to do specific jobs as a team. Keeping my supervisor up to date on the daily task assigned, writing work progress emails to the supervisor and project manager regarding the assigned task, completing the assigned task within the given timeframe, conducting industry research, and preparing and editing reports were all part of my responsibilities. I also devised ideas for how other company can promote and market their services and products on digital platforms like Facebook, Instagram and so on.

As a content creator, my job as a content writer fits within the larger organization. Every day, or depending on the task or project completion requirements, new tasks were issued. As a result, my job as a content writer required me to complete the daily chores. I needed to keep everyone up to date on my work progress, status, and completion.

1.2.1 Job Position and Placement Details

Address	Jwagal, Kathmandu, Nepal
Job position	Content Writer
Departments	General
Working Duration	January- Currently
Work Hours	7:00 am to 3 pm
Name and Designation of Internship Supervisor	Ms. Somya Kumari

1.2.2 My motivation to choose Asterisk

Students should choose an organization that will allow them to better understand their area of interest and commitment, taking into account the importance of the internship and its benefits. My goal in joining Asterisk Digital as an intern was to gain experience in the industry and hone my talents. This company's outstanding services and reputation drew me in because it is one of the fastest-growing general corporations in its industry. The interest and ease with online working techniques or systems. With no prior expertise in online working platforms or digital works, this was an excellent opportunity to learn while also getting experience. This gave me a look into how digital or remote labor was carried out in Nepal. For undergraduate students like us, the flexible work hours and surroundings were particularly appealing. pandemic and lockdown difficulties. Pandemic and lockdown difficulties were still present in most Nepalese cities and around the world. Additionally, one of the motivating factors for opting to work online was the dread of Covid. Excellent working atmosphere and helpful team was also one of the reason. It seemed only natural to continue working for the company and contribute to the team. My team, which was part of the research department, consisted of a total of 12 writers, including myself. The team members were very supportive, and the work hours and environment were adaptable. I was given the option to work from the convenience of my own home. And possibility to investigate many topics were my intentions and motivation for picking this organization as my Co-op studies employment. Working as a content writer allowed me to conduct infinite research. This was a fantastic opportunity for us students to conduct research on a variety of topics, including company profiles and many more. I did some study and learned about multinational corporations in Australia and Nepal. The research into these areas was fruitful, since it provided awareness and knowledge of current methods and technology employed by businesses for diverse reasons. One of the most popular topics was tech firms experimenting with green technologies for electronic waste management and environmental preservation, as well as companies developing innovative techniques to adapt to and deal with pandemic and lockdown challenges. In other words, Considering the significance of the internship and the positive aspects of it, students need to select that organization that would give them a better opportunity to understand their area of interest and their commitment. My intention to join Asterisk Digital as an intern was to acquire experience in the sector and sharpen my skills through it. Since this company is one of the growing general companies of its sector, its effective services and reputation tugged me to join this company.

1.2.3 SWOT Analysis

The corporation had its own set of strengths and limitations, both internal and external. A SWOT analysis of the organization was conducted to examine such strengths and weaknesses.

Strength

- Human Resource Management that is experienced, well-trained, and highly motivated
- Flexible working systems using hybrid systems
- Outsourcing is simple with remote workers.
- Clients both internal and external (foreign)
- It is situated in the middle of the capital city.
- A technological infrastructure that is cutting-edge.
- Provides a wide range of general plans and policies that are appropriate for various types of individuals and businesses.
- Using an effective advertising effort, increasing general business in remote and new locations.
- Inside and outside the valley, there is a large network.
- Helps interns to build their communication skills and leadership skills.

Weakness

- Layout flaws
- Lack of proper systems
- Agriculture, which is a priority sector, receives less attention.
- Organizational structure that is centralized.
- Inconsistent staffing levels in diverse departments.

Opportunities

- A strong client-centered approach.
- Specialized professional recruitment
- A growing population can boost general business since consumers will seek out more facilities.
- The firm's future plans to grow its outlets in rural and industrial locations will provide an opportunity to capture new market share by exploiting low competition.

- Growth and development possibilities

Threats

- The market is becoming increasingly competitive.
- The global recession has an indirect impact on the country's economic situation
- The country's political and economic situation is unstable.

1.3 Objectives of the study

The goal of cooperative education is to prepare us students for the real business world by adding this internship program as a required part of our course curriculum. The student is expected to put their academic knowledge from the previous four years to use in the real world. This also assesses the students' ability to adjust when they are placed in a new situation with only theoretical knowledge as a foundation. The main goals of this cooperative education and internship program are to expose us students to real-world job situations while applying ideas and concepts gained in class to real-world situations. As a result, prepare us pupils for our future careers (Siam University, n.d.). The following are the objectives and goals for writing this cooperative studies report:

- The first chapter explains why I'm writing this report about my co-op workplace's company. This comprises the firm profile and the paper's ultimate goal.
- The second chapter provides an outline of my internship job description, role, and responsibilities. In addition, this chapter details my contributions to the company. Enhance my research abilities
- The third chapter provides an overview of the challenges I had throughout my internship, as well as my progress in developing, focusing, and learning via practice.
- The final chapter summarizes the internship term and includes recommendations and an appraisal of the company and my experience.

The following are the aims and goals for writing this report for cooperative studies:

- To get knowledge about Nepal's digital agency company.
- Gain insight into Nepal's communication processes and the efficiency of online collaboration platforms and technologies.
- Enhance my research abilities

- Improve interpersonal and assertive communication styles, as well as other communication styles.
- Research the various sorts of services and policies offered by Asterisk.
- To learn more about the responsibilities that have been assigned to you.
- To test and apply theoretical knowledge in a practical setting before starting as an
- To assess the service quality as well as the entire operational procedure.
- To put what has been learned in class into practice.
- To comprehend the process of developing a purposeful brand.
- To learn how a startup in an underdeveloped country like Nepal is launched.
- To put what you've learned in the SIAM-KCM BBA course into practice.

Chapter 2 CO-OP STUDY ACTIVITIES

2.1 Job description

As a Content Writer, we end up conveying our thoughts in writing in a specific way. Our responsibilities include conducting research on their topic, editing their manuscript for faults, and evaluating a writing assignment depending on client or editor comments. A full survey of industry-related themes, getting customer feedback and presenting updates to senior management, studying industry-related topics by combining web resources, interviews, and submissions are just a few of the responsibilities I complete weekly. To gain comments and authorization, work for editors.

Because the company is still in the early stages of development, it has yet to officially begin operations. Despite this, there was a lot for me to learn aside from doing things outside of my allocated job duties in the organization. I was tasked with performing a variety of tasks in the organization. All of the tasks I carried out at the company had difficulties and a lot of learning lessons, which will be covered in greater detail in Chapter 3. (Problems and issues of the company). Because it is a startup company, its website is not fully developed. As a result, in addition to my position obligations, I was also involved in many tasks and the skills that I have developed from the assigned tasks were to make customer feedback report and PowerPoint presentations. In simple words, my job description is:-

- To research industry- related topics
- Efficient in word and excel
- Writing and editing skills
- Preparing HR reports
- Brainstorming
- Submitting work to editor for inputs and approval

2.1.2 My responsibilities

At Asterisk, I work as a content writer. Creating material on digital platforms, connecting with supervisors via corporate mail, and offering communication channels or messaging applications are all part of my responsibilities. We may also need to communicate with other employees in order to complete some allocated tasks as a team. My role and responsibility as a content creator is to check updates on projects assigned by project managers, request and discuss work progress with writers, collaborate with other supervisors to discuss tasks for writers based on their skills and abilities, oversee the writer's work, and report to project managers.

My main role in the organization is the content writer of the research department, but from time to time we are given additional responsibilities. We work in the research department, but occasionally are referred to the finance department for finance content writing. Here we need to develop an inbound marketing solution designed specifically for finance organizations that are sometimes restricted in their marketing efforts. And because we are interns, our company sometimes strives to offer us different jobs in different departments so that we gain a broader understanding of everything.

We also work as a team; thus, I am occasionally the team leader. I'm also expected to keep track of the tasks that my authors do under my supervision, as well as their engagement and work performance. As a Content Creator, my role as a Content Writer overlaps with that of the entire organization. To meet every demand, new assignments are issued daily or based on job or project. As a result, my function as a content writer is required to do typical chores. I had to provide regular updates on the status, progress, and conclusion of my task.

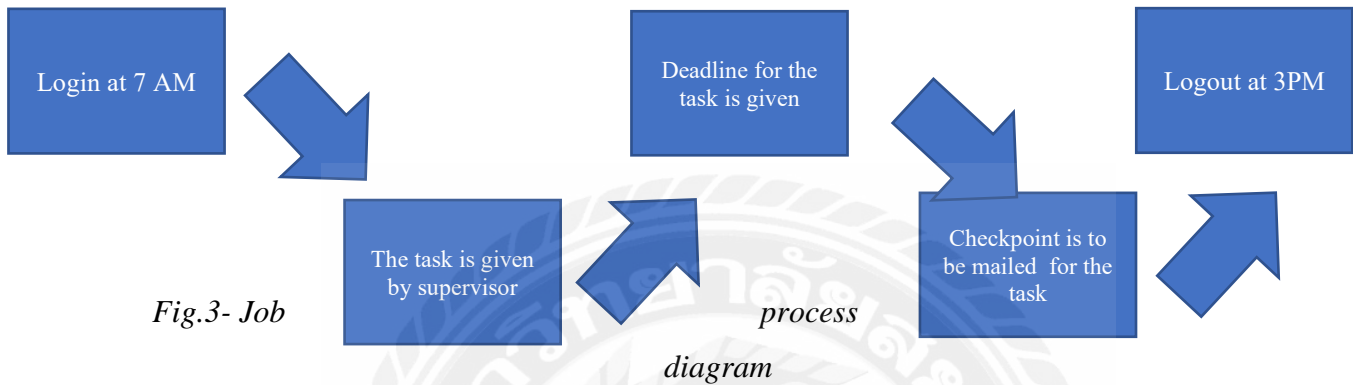
During my internship as a content writer, I had a variety of responsibilities. Some of the highlights are as follows:

- Communication is the most important responsibility in every firm. As a content writer, I had to communicate with my assigned supervisor or even project managers via the company's communication channels. I would also discuss my work payment with the HR manager. Emails, the Element app, and phone calls were used to communicate.
- I was in charge of reporting to my supervisor about the work progress, work status, and task fulfillment. Email or the office's "Element" communication channel were utilized to submit reports. I also had to disclose and advise my coworkers about my absences, leave, and absences due to internet and power outages.
- My main role was to use digital and technical platforms to develop content that met the task requirements. The majority of the information was generated with Microsoft Word, with the occasional use of spreadsheets. But, before I could start writing, I needed to do some research on the content I was going to write about the specified topic. Industry research was mostly based on Australian companies reviewing their industry, which included extensive research into company strategies for business development, branding and marketing, information technology systems, green technology used by those companies, and corporate social responsibilities.

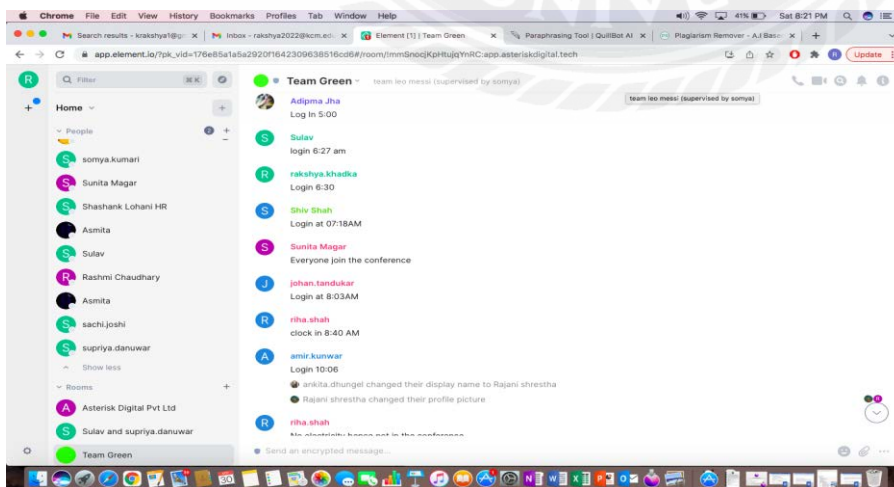
2.1.3 Job process diagram

Because our company has provided us with hybrid working service. Our team works online which means I work from home. And the app that our company uses for the online workers is element app. My working hours are 7 a.m. to 3 p.m. After I log in to the element app, my supervisor assigns me a task and gives me a deadline to accomplish it. The deadline is usually 2-3 days. Then I'd have to conduct research using information provided by the supervisor and produce reports on it or as directed during the work. The assignment would occasionally be related to finances, which was beneficial to me as a finance and banking student. Then I'd have to provide a mid-day checkpoint, as well as daily updates on the assignment, whether it's ongoing or completed, with the exact word count. That's to show our work progress. Our project manager and supervisor provide us with feedback and suggestions. And we also had to participate in a conference call and report our attendance. Because we operate remotely, we have a team group chat where we could connect with our project manager and supervisor, as well as alert them if we were unable to participate in the conference call. We'd communicate

with other employees through the element app, and we'd get all of the company's information from our HR manager through the app.



We have to sign up for the element app and use it often. We also had to participate in a conference call and report our attendance. Because we operate remotely, we have a team group chat where we could connect with our project manager and supervisor, as well as alert them if we were unable to participate in the conference call. We'd communicate with other employees through the element app, and we'd get all of the company's information from our HR manager through the app.



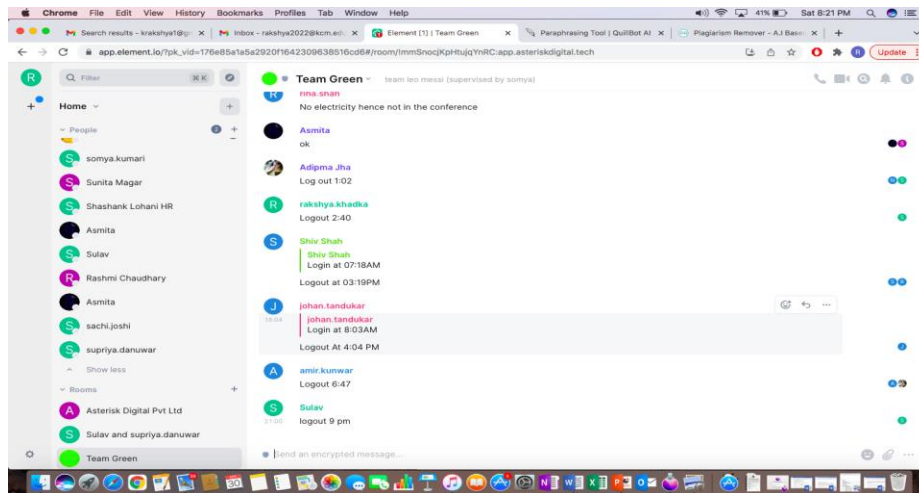


Fig.4: Screenshot of the official company communication channel “Element”.

2.2 Strategic analysis of the company

With the app, the major purpose of this study and collaboration is to provide students with an exhibition and exposure to a real working life. The application of theories and concepts. In real life, we use the concepts we learnt in our classes. The following are the goals and objectives of this cooperative research report:

- Find out more about Nepal's telecommunications routing system.
- To gain a better understanding of the Nepali system's communication and efficient online working platform procedure.
- Enhance my research abilities
- Improve a variety of communication abilities, such as interpersonal communication and aggressive communication.

2.3 Contribution as a Co-op student in the company

- Content Creation- I had prior research experience as a co-op and KCM student. As a result of my research experience, I was able to contribute to the company. We were accustomed with conducting corporate industry research and analyzing the company using various theories of analysis such as SWOT, PESTEL, and others as business students at KCM. Second, as a finance student at KCM, my contributions to the company were in the form of financial report preparation. With my academic talents and knowledge, I was able to assist and contribute to the company.

- Communication- We are taught to communicate and connect with our coworkers as co-op students. As a result of my interpersonal and effective communication skills, I was able to contribute to my team. I was able to work in groups whenever necessary. We can easily connect and collaborate with team members because of the team work culture that has been followed and applied at KCM for many years.
- Examining the KPIs- With my analytical talents, I was able to contribute to the company as a co-op student and writer. I was able to provide my supervisor with feedback on the work industry's performance by researching and editing the works and analyzing key performance indicators such as which area or department was promoting the company's operations and which components were lacking.
- Project completion in a timely manner- I gained experience in speedy writing and delivery of tasks/projects while working for the company for four months. I assisted the organization in completing projects on schedule or under severe deadlines in the case of urgent work. When I was given more tasks when I already had other tasks, I was able to execute them with a clear and calm perspective, completing the job on time.
- Technical aptitude- With my technological talents and expertise, I was able to contribute to the organization with my knowledge of numerous technical tools, Microsoft office programs such as MS word, MS excel, and power point. MS Word or Google Docs were used to fulfill the majority of activities and content development. As a result, I required little or no supervision when it came to work involving the Microsoft Office suite and technical abilities/uses.

Chapter 3 LEARNING PROCESS

3.1 Problems Observed and Identified

Throughout the internship program, a variety of problems and challenges arose. The following are some of the issues and challenges:

- Meeting deadline

I was struggling to achieve work deadlines in the early days of my internship. It simply meant that balancing work and personal life was difficult. However, as time went on, I was able to maintain a work-life balance.

- Extra time is required

Because the interns had to get files from the warehouse, they went missing on occasion. According to the filing system, the files were not in the correct location. As a result, searching for a certain file among the storeroom's stacks of files took longer.

- Understaffing

Because of the ongoing pandemic, I occasionally saw understaffing. This resulted in wasteful output and increased workload on occasion.

- Customer information is missing

Agents, clients, and policyholders filled out forms that were sometimes difficult to read or were missing entirely. As a result, as an intern, I was unable to adequately capture information or interpret the material.

- Had difficulty to interact with other staff members

Initially, I was finding it difficult to have a conversation with my colleagues as I am a shy person but slowly I started to talk to them and had created a friendly working environment.

- COVID

COVID disrupted the way most of the businesses operated throughout the world. The effects of COVID were also seen in many businesses in Nepal. My company also got affected with its due dates to fulfill as the rising cases due to COVID halted its operations.

- Internet connection issues

This is a regular problem we encounter whether working offline or from home. Similarly, I had to deal with connection troubles, internet instability, and power outages, all of which caused me to miss work for hours at a time.

3.2 Solving the problems

Several learning and problem-solving activities were completed during this internship term. In order to carry out day-to-day tasks, one must overcome a variety of difficulties and hurdles. Appropriate abilities are essential while dealing with such issues in order to address the problem successfully and efficiently. The Covid was definitely the most difficult obstacle to overcome in order for operations to resume at their previous speed. "When your mindset shifts, everything on the exterior shifts with it." We were a youthful group with little experience with what lay ahead. Rather than submitting to the chores under duress, we made it a point to do them. This not only pushed us to do things we didn't think we were capable of, but it also encouraged us to believe that with a little hard work and the right mindset, any task can be accomplished. During the internship, the following difficulties were tackled in a different way:

- i. The first solution to my problem is to create a balanced work life. If there is a balanced work life then doing work on time is not difficult at all. Self-control and time management skills: During my internship at Asterisk, I learned to discipline myself and the activities I would undertake. I established a calendar to split my work and set deadlines for completing things, making it easier to balance my work and personal lives. I learnt the value of self-control, such as resisting the impulse to check social media and instead concentrating on the work at hand. This has also helped me stay focused and strengthened my willpower through demanding workdays (Mind Tools, n.d.).
- ii. With the passage of time, the answer to my second dilemma came to me instinctively. With minimal work assigned in the beginning, I felt compelled to contribute everything I had in even the smallest jobs and obligations. I was appropriately coordinating with my supervisor and following all of his instructions, resulting in an efficient and valid outcome.
- iii. With the current Covid-19 scenario, further pressures on employees are to be expected; nevertheless, to address this issue, a proper and efficient task plan should be set so that working staff do not feel overburdened.

- iv. The problem of missing customer information was remedied by summoning the clients into the office and asking them to amend the inaccurate information they had provided.
- v. Informing: If there was a problem with the internet or a connection, the sole option was to notify the supervisor. Second, anytime I had a pressing duty to fulfill, I would get a data pack to work on.

3.3 Recommendation to Asterisk Digital

Some recommendations to Asterisk Digital are:-

- There should be proper use of employee feedback
- Proper training should be provided to the collective staff to ensure no missing customer details.
- Company should create innovative services to capture high volume of market share
- Encourage Relationships Among Coworkers
- More emphasis should be given to expand the business in the rural areas.
- Motivational programs should be incorporated to boost employee enthusiasm
- Plan team-building activities.
- Make a Program to Reward and Hold People Accountable

3.4 Lesson learnt during CO-OP studies

- Make an interpersonal connection

Being social and communicating with others will always help to create a pleasant and productive work atmosphere. During my Co-op, I sought to maintain professional as well as personal relationships with people in my department, which encouraged me to open up and adjust rapidly to a greater extent.

- Recognize your assets and liabilities.

Co-op education allows us to advance within a potential job field while also allowing us to identify our strengths and limitations. When I was an intern at Asterisk, I realized that I was

not an analytical person in the sense that I would not make decisions in a professional manner. I saw I had a weakness in that area, so I began to improve on it.

- Take charge and don't be scared to ask questions.

Taking initiative and never being hesitant to ask questions were two of the most important lessons I acquired during my Co-op courses. Within a few days of starting my internship, I realized that it is always easier to ask and do it correctly than to be confused and have to rectify it. Taking the effort to learn more from professionals broadens the horizon and encourages self-directed learning.

- Encourage self-reflection

The ability to reflect on one's actions in order to engage in a continual learning process is known as reflective practice. Another important takeaway from Co-op education is the importance of cultivating reflective practice in order to be an engaged learner and a responsible worker.

3.5 Application of theoretical knowledge to real working situation

There is a significant distinction between theory and practice. Theoretical knowledge and practical practice do, nevertheless, have a connection. Although the theory we studied in class is not immediately used in the real world, the knowledge we receive from it makes working in the real world easier and more efficient. The theory, fundamentals notion, and perspective that we developed are all necessary in the real world.

Working in a genuine corporation without those skills would be extremely difficult. Coursework in Risk Management, Marketing communication, and Professional English helped me a lot during this internship period in understanding the notion of different branding and promotional words for different companies. And also, a subject like English Usage for Professionals, on the other hand, helped me produce official emails, letters, and meeting minutes. During this assignment, I discovered that different management theories were proposed under the assumption that all other factors remained constant. Nothing, on the other

hand, remains constant in the working environment. That is to say, different people or circumstances play a part in causing things to differ from what is claimed in such theories.

3.6 Special skills and new knowledge learned from CO-OP studies

- Increasing one's self-assurance

My confidence has grown significantly as a result of the internship program.

- Theoretical knowledge's practical implications

The majority of theoretical information, in my opinion, has a practical application in the marketing. Computer applications, legal concepts, psychology, risk management, human resource management, organizational behavior, marketing communication, business communication, and a variety of other theories were all put into practice.

- Developing a well-balanced and concentrated mindset

Incorporating balance into both personal and professional life is a crucial aspect of an intern's attitude. Working with Asterisk has taught me the value of maintaining a focused mentality at work. Similarly, this experience has helped me to concentrate on improving my skills.

- Communication and interpersonal skills improvement

Interaction with coworkers and customers on a regular basis has really aided in the development of my communication and interpersonal skills. I learned how to present oneself in front of a customer in such a way that they are completely satisfied with their queries.

- Increasing one's self-assurance

My confidence has grown significantly as a result of the internship program. During my time at the digital agency company, I have dealt with a variety of clients and agents, which has greatly boosted my confidence.

Chapter 4 CONCLUSION

4.1 Summary and Evaluation of the work experience

Working with Asterisk Digital provided me with numerous opportunities to learn about work responsibility, work ethics, and business culture. This internship presented me with the ideal set of circumstances to put numerous management principles into practice in the real world. I learnt a lot about how to use the internet, especially during moments like this when I needed to interact with individuals while researching and promoting social media content. I was able to investigate and experiment with numerous parts of the digital world by using so many tools and sites. I concluded that if we can effectively use our resources, marketing will be a breeze.

Not only did I learn about financial and marketing sides of this organization throughout my four months there, but I also learned how to work in teams and cooperate with teammates to get better results. Participatory skills, teamwork, research, and many other abilities were developed. Furthermore, while producing numerous types of articles and stuff, I gained information about a variety of themes.

Because internships prepare students for the challenges, complexities, and diversity of the real world, it has aided me in developing confidence, professionalism, networking, observing, and speaking abilities. I'd also like to express my heartfelt gratitude to the company for including me and trusting me with the allocated jobs and obligations. Overall, while performing assigned roles and responsibilities, this internship program has allowed me to evaluate my strengths and weaknesses. The team provided me with invaluable lessons and experiences that I will carry with me for the rest of my life. This encounter, I believe, will prepare me to thrive as a proficient in future endeavors.

As a result, I'd want to finish by saying that my internship has assisted me in gaining general knowledge and wisdom in a practical setting, covering a wide range of topics and issues. The experience I gained will benefit me in whatever job path I choose in the future. It has shaped a better understanding of people's and organizations' operating mechanisms in the real world.

4.1.2 Limitation of Co-Op studies

With all of the opportunities and benefits, it also has a few drawbacks. The following are a few of the limitations:

- There is a restriction to the scope of our study, the size of our sample, or may be a substantial hurdle to discovering a trend, generalization, or meaningful relationship due to a lack of available and/or accurate data.
- Lack of data or limitations in learning company's confidential data.
- The interns there were unable to learn how to analyze diverse actions due to the company's policy of keeping some items confidential.
- There is a lack of prior research on certain areas. It detracts from the credibility and scope of your own investigation.

4.2 Recommendations for the company

It was a great delight to learn about Asterisk Digital's numerous departments. Aside from these lessons, there are a few tips towards excellence. I propose that the corporation concentrate on employee appraisals, taking into account the timing and effort of the employees. Furthermore, in order to ensure efficient and seamless administration, regular inspection and follow-up should be conducted. If the organization wishes to improve and enhance production, good working conditions should also be a top focus. I would also suggest a good design layout for a productive work cycle. Finally, the company's software system should be upgraded on a regular basis to meet the company's needs.

References

[Asterisk *Digital*. \(2021\). asteriskdigital.com.np/about-us/. Retrieved from Asterisk *Digits* https://asteriskdigital.com.np/about-us/](https://asteriskdigital.com.np/about-us/)

Annex

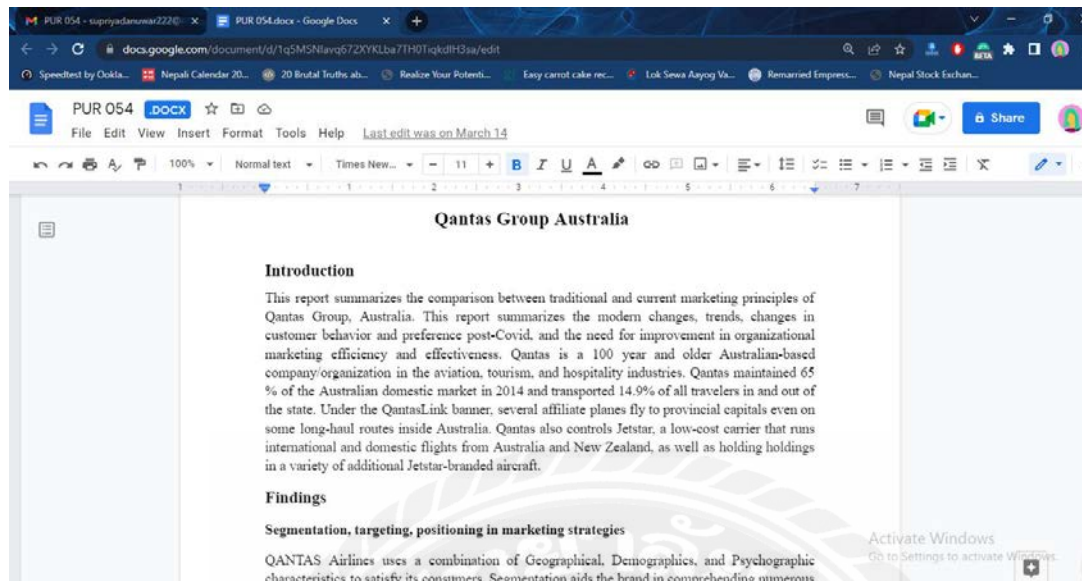


Fig.5: Screenshot of the industry report task

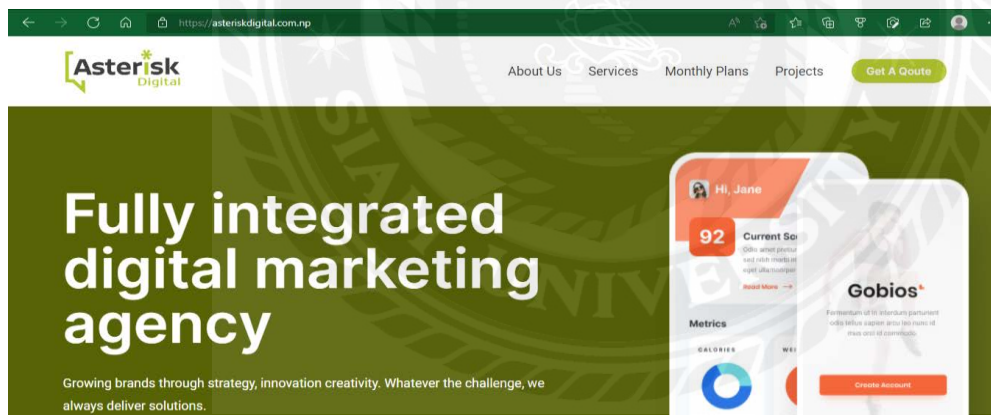


Fig.6: Screenshot of the company website

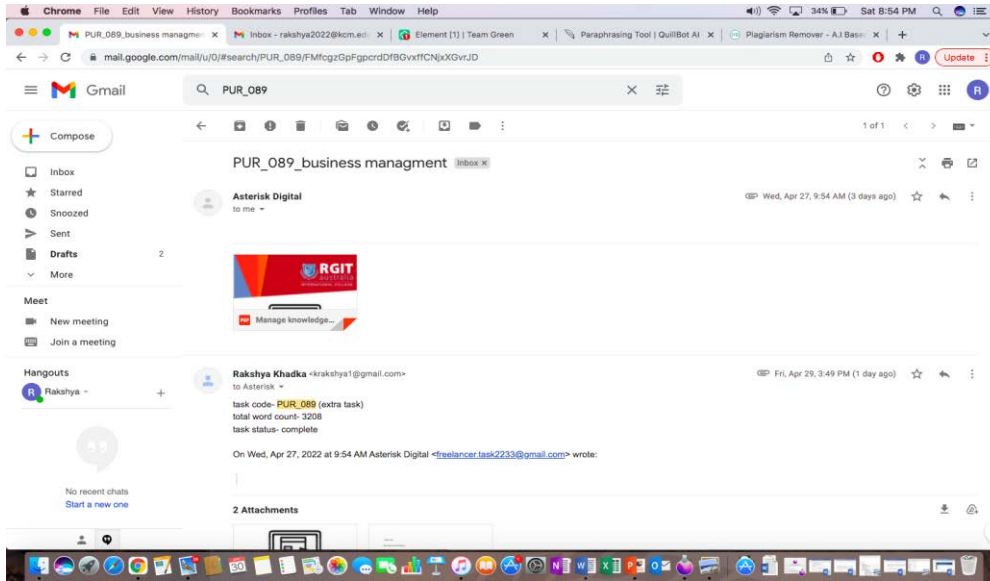


Fig.7: Screenshot of the task received via email

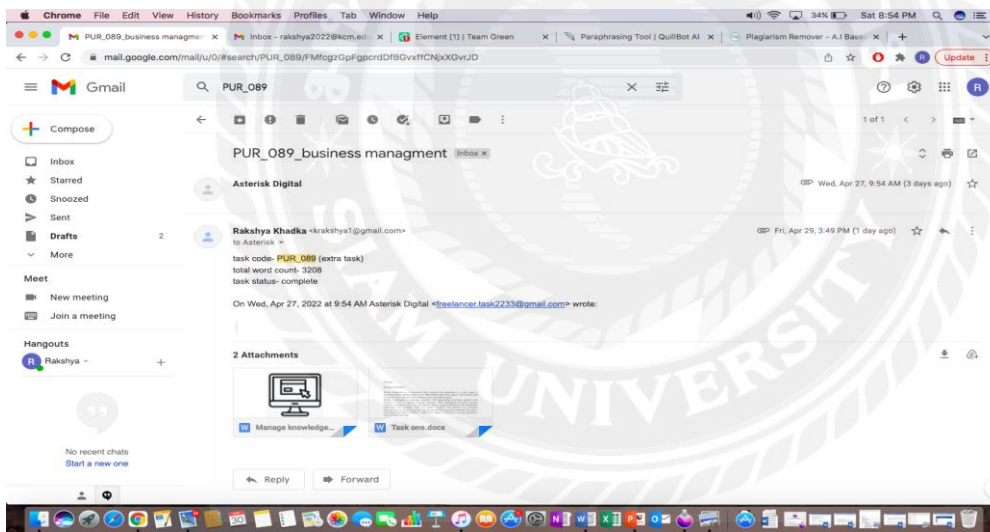


Fig.8: Screenshot of me reporting to supervisor via mail



Fig 9: My workstation