



COOPERATIVE EDUCATION REPORT

Digital communication and management of content for online works

Written by

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Title: Digital communication and management of content for online works

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Department: Bachelor of Business Administration (Finance)

Academic Year: 2/2021

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

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ABSTRACT

The cooperative report entitled “Digital communication and management of content for online works” has the goal to study the importance of digital platforms, communication channels for online works, and content creation performed at Asterisk Digital Pvt. Ltd. The paper is written with the objective to study the online and remote working process in Nepal. Nepal being a developing country, online working opportunities are new and most people lack trust in this working approach, also the lack of trust in the company. Working myself in this online based company has my trust and guarantee that online based companies are worth a try, we get equal work experience as working onsite. Moreover, given the lockdown situation almost all companies worldwide started online working platform. As an undergraduate student of finance and banking, I was given various tasks for content creation related to industry research and preparing journals, ledgers, and drafting reports which included suggestions or strategies for business development and improvement. I was assigned to work in close supervision with the project manager and supervisor of the company. My responsibilities included updating my supervisor on the daily task assigned, writing work progress emails about the assigned task to the supervisor and project manager, completing the assigned task within the given timeframe, industry research and preparing reports, and editing them. After completing the internship, I was able to discover the value of communication methods, and attention to detail learned the management or workflow process at the online working platform which has all been possible with the support and guidance from the supervisor. This report also details all the jobs and responsibilities undertaken, as well as the learning, outcomes, challenges met and solutions, and overall experience obtained during the four-month internship period.

Keywords: Digital Marketing, Content Creation, Communication styles

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I would like to convey my sincerest gratitude to Asterisk Digital for enabling me to take part in this internship program at their offices. This internship has given me a greater understanding of corporate culture and how academic knowledge is applied in the workplace.

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Supriya Danuwar

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List of Abbreviation

1. KCM: Kathmandu College of Management
2. BOD: Board of Directors
3. SWOT: Strengths, Weakness, Opportunity, and Threat
4. HR: Human Resource
5. UX and UI: User experience and User interface design



Chapter1. INTRODUCTION

1. Company Profile

Asterisk Digital Pvt. Ltd is a start-up based on software development and a digital agency (Asterisk Digital, n.d.). Ms. Purnima Shrestha founded Asterisk in early 2021 A.D. with the purpose and mission of delivering the Nepalese market and targeted clients with a technical approach and updated information and technological systems and products. Asterisk Digital supplies digital marketing solutions like creation, hosting, and maintenance; they also offer services relating to UX and UI design, branding and marketing, and e-commerce (Asterisk Digital, n.d.). The firm caters to both domestic and international clients, the majority of whom are in Nepal and Australia. Since it is a digitally based company, the company offered hybrid working opportunities to work online or work from the office. Given the lockdown and pandemic situation, the work was mostly based online thus, I got to have a work-from-home experience.



Figure 1: Company logo

1.1 Mission of the Company

(Asterisk Digital, n.d.) The mission of the company is to produce intelligent ideas with genuine results. They aim to support customers who need technology as of the current trend.

1.2 Vision of the Company

The vision of the company is to create simple and stunning creations for the audience. The company aims to challenge its competitors by building a simple yet useful product for its targeted customers.

1.3 Strategies of the Company

The company follows a differentiation strategy which is used by most of the businesses focusing to differentiate themselves from their competitors. The newly started company already has a great customer base and there is a lot of competition in the industry of technology. Therefore, the company is focused on supplying fast and reliable service to the client using advanced information technology. The growth strategy of Asterisk is aiming towards qualitative service in the future rather than increasing the quantitative reach of the country. To mitigate the risks associated with the business operation the company has involved a strategy to make its internal control system more efficient and effective.

2. Organizational Structure

The company follows a hierarchical organizational structure which is most common in Nepalese organizations and businesses. The flow starts with the top-level management with the founder and BOD (board of directors) including the chief operating officer at the top, secondly followed by manager levels business staff such as Secretary, HR Manager, Finance Manager, Marketing Manager, and Operations Manager. Thirdly there is business support staff such as Project Managers, Public Relations officers, and specialists, followed by Supervisors, associates, then finally the regular employees and interns.

2.1 Diagram of the organizational structure

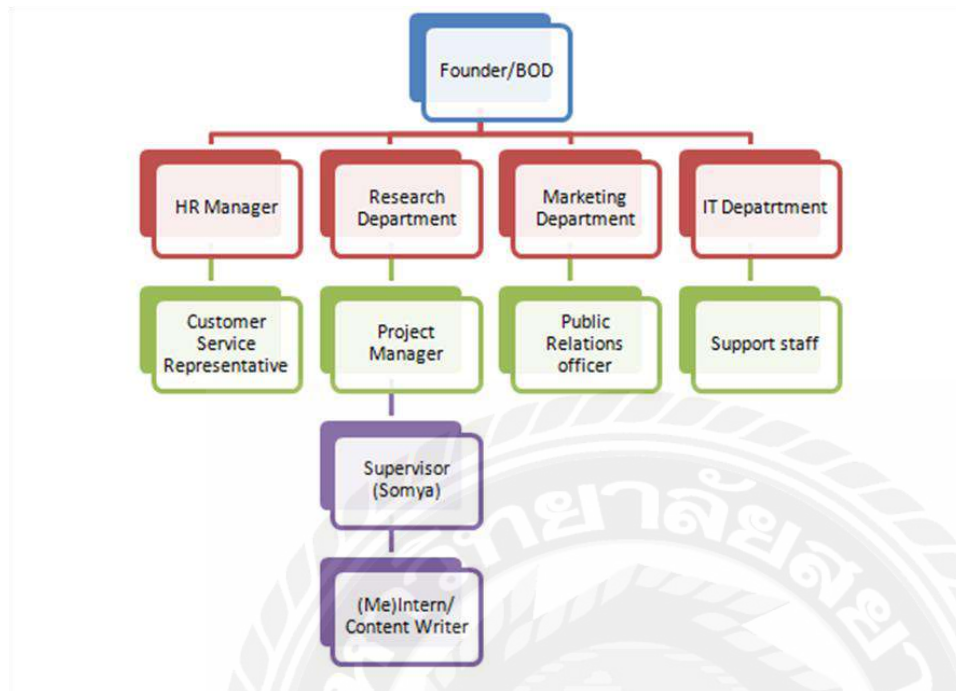


Figure 2: Organization structure

2.2 My Job position

My Job position at the Asterisk was “Content writer and reporting”. As a content writer I was under direct supervision of my assigned supervisor and had to follow the tasks provided by them. I was also appointed as a temporary or substitute supervisor for a month between late November to late December in the absence of an earlier supervisor.

My Job position fits into the overall organization as a content creator. New tasks were assigned every day or depending on the task or project completion time each needed. So, my role as a content writer had to meet the clients demand and ultimately contribute to the company with my skills and abilities. I had to supply prompt updates on my work progress, work status, and completion.

Address	Jwagal, Kathmandu Nepal
Job position	Intern (Content Writer)
Departments	General
Working Duration	November- March (4 months)
Work Hours	7:00 am to 3 pm (8 hours/day)
Name and Designation of Internship Supervisor	Ms. Somya Kumari- Supervisor at Research Department

Figure 3: Job placement details chart

2.3 My motivation to choose Asterisk as my Co-op studies workplace

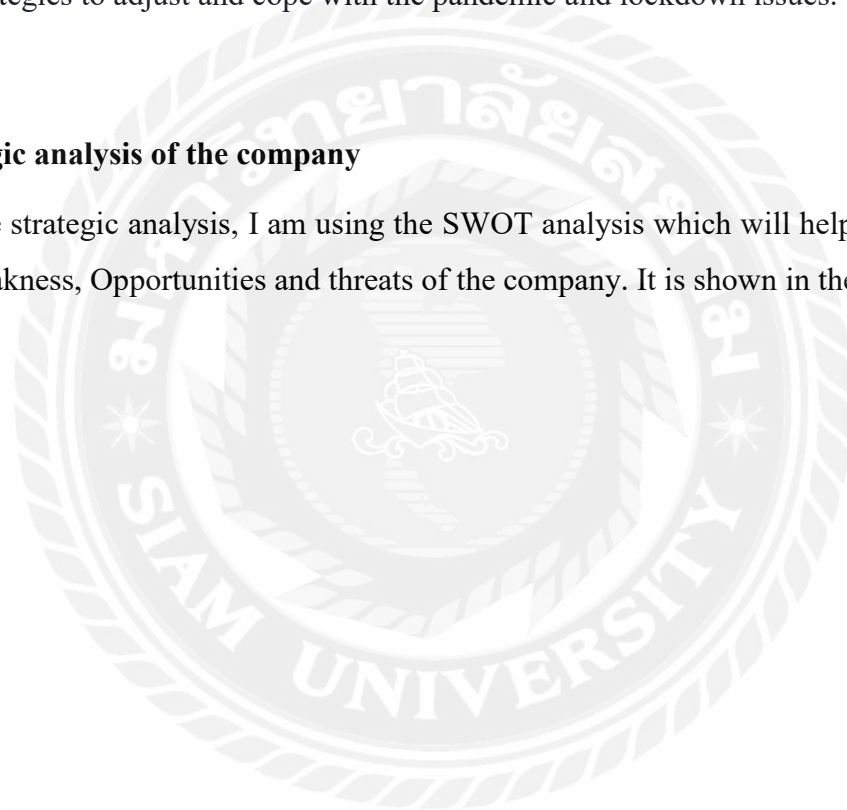
I had already started my job at Asterisk in November and I continued to work here as a part of Coop internship. My intention and motivation for choosing this company as my Co-op studies workplace were because of the following reasons:

- Curiosity and ease with online working methods or system. With no prior experience in online working platforms or digital works it was a fantastic opportunity to learn along with gaining an experience in this area. This allowed me to have a glimpse of how the digital work or remote works were run in Nepal. The flexible work hours and environment was also promising for an undergraduate students like us.
- Pandemic and lockdown issues. The pandemic and lockdown issues were still prevailing in most of the cities in Nepal and globally. Along with that, the fear of Covid was also one of motivating factor for choosing to work online.
- Good working environment and helpful team. While working for the company it only seemed right to work there further and contribute to the team. The team under research department I was working on formed of total 12 writers including myself. The team members were also encouraging and the work time/environment was flexible. I got an opportunity to work from the comfort of my home.

- Opportunity to research diverse topics such as industry research, and business research. Working as content writer meant granted permission to endless research. This was great for us students to research on several topics, company profiles and many more. I got to research and came to know about multi-national companies across Australia and Nepal. Researching on these areas was insightful with awareness and knowledge on trending strategies and technologies used by the companies for various purposes. One of the most trending ones were tech companies trying green technology for electronic waste management and environment preservation, secondly companies applying new strategies to adjust and cope with the pandemic and lockdown issues.

3. Strategic analysis of the company

To conduct the strategic analysis, I am using the SWOT analysis which will help me analyse the Strengths, Weakness, Opportunities and threats of the company. It is shown in the figure below:



<p>Strengths:</p> <ul style="list-style-type: none"> • Flexible with hybrid working systems • Flexible with remote workers, outsourcing is easy • Internal and external (foreign) clients • High human resource for the company 	<p>Weakness:</p> <ul style="list-style-type: none"> • Lack of proper systems • Poor layout of the website design • Poor layout of the work positions of employees • Centralized organization structure.
<p>Opportunity:</p> <ul style="list-style-type: none"> • Opportunity of growth and development • Recruitment of specialized professional. 	<p>Threat:</p> <ul style="list-style-type: none"> • A lot of completion with the similar industry • Unstable political and economic condition of the country.

4. Objectives of the Co-operative Study

The major goals of this coop studies and internship are to provide us students to gain exposure to real work life, with application to the theories and concepts learned in our classes to practical life. Thus, prepare us students in career development (Siam University, n.d.). Here are the objectives and goals in drafting this report for cooperative studies:

- The first chapter describes my purpose of drafting this report on the company of my co-op workplace. This includes the company profile and overall aim of this paper.

- The second chapter is an overview of my job description, role and responsibilities performed as an intern. Further, this chapter gives insight on my contributions made to the company. Improve my research skills
- Third chapter is a briefing on the obstacles faced and my internship journey on improving, focusing and learning through practice.
- The concluding chapter summaries the overall internship period with recommendations and analysis on the company and my experience.



Chapter2. CO-OP STUDY ACTIVITIES

1. Job Description

I worked as an intern in the post of the “Content Writer”. As a content writer my job as a content writer was to create suitable content as per the task requirement. I had to create content about industry research, preparing research reports, writing business mails, correspondence.

Meanwhile during my tenure as a substitute supervisor my overall job was to supervise the writers, check and brief their tasks, keep the records of tasks completed by the writers under my supervision and keep records of their attendance and work performance using excel sheet of records prepared by the company research team. I had to communicate with the writers via the Element app or other communication apps such as WhatsApp, then tasks distribution would be done through company email, similarly we supervisors would also receive tasks for distribution from our team project manager through similar ‘PM emails’.

2. My Job responsibilities

I had various responsibilities during my internship as a content writer and a substitute supervisor. Further they have been listed with percentage of priority. The percentage of time spent on the job as shown in this report were calculated with reference to (University of Florida Institute of Food and Agricultural Sciences, n.d.). Here are some of the highlights:

- **Communicating (10%):** Communication is the primarily responsibility while working in any organization. Though as per calculation it shows 10% priority out of 100 in comparison with other responsibilities. As a content writer I had to be in contact with my assigned supervisor or even the project managers through the communication channels provided by the company. I would also communicate with the HR manager about my task payment. Communications were done via emails, Element app, phone calls.

- **Reporting (8%):** I was responsible and needed to report about the work progress, work status and completion of the task to my supervisor. Reporting was done via email or the communication channel used by the office known as “Element”. I also had to report and inform about my absences, leave, absence due to connection issues and power-cut issues. This responsibility was calculated 8% in comparison with other responsibilities.
- **Creating content (75%):** My main responsibility was to create contents as per the task requirement using digital and technical platforms. This responsibility consists of 75% of my overall work at Asterisk. It was calculated by dividing the weekly hours by the total (48) hours in a week. Most of the content was created using Microsoft Word, spreadsheets sometimes. But before content creation I had to research about the content I was going to write based on the given topic. Industry research was mostly based on Australian companies reviewing their type of industry which involved complete research about company strategies for business development, branding and marketing type, Information technology systems, green technology followed by those companies, corporate social responsibilities followed by those organizations.
- **Supervisor responsibility (6.7%):** My responsibility of supervisor for a month shows 6.7%. It was calculated by dividing the average hours per day for doing this job by the total work days in a month. As a supervisor I had to check the task updates, projects delivered by the project managers Collaborate with fellow supervisors to discuss the tasks to be provided to the writers based on their skills and ability. Enquire and communicate with the writers about their work progress, guide the new writers about their duties. Oversee the writers work and report to the project manager, keep and support the records of tasks completed by the writers under my supervision, keep records of writer’s attendance and work performance. The communication with the writers was done via the Element app or other communication apps such as WhatsApp. Regular phone calls would also be made whenever necessary. There were separate email addresses for supervisors and project managers. It was used for the purpose of task transmission from PMs to supervisors. Supervisors had to distribute the tasks to

writers through company emails. Similarly, we supervisors would also receive tasks for distribution from our team project manager through similar 'PM emails'.

3. Activities in coordinating with workers

Some activities such as group meetings, employee group chats for ease in communication were done for coordinating with workers. We would also be assigned group works where we were needed with a team of 2 or more and work on the task by dividing part of work. Coordinating also included communicating with supervisors and project managers from other teams.

4. Job Process Diagram

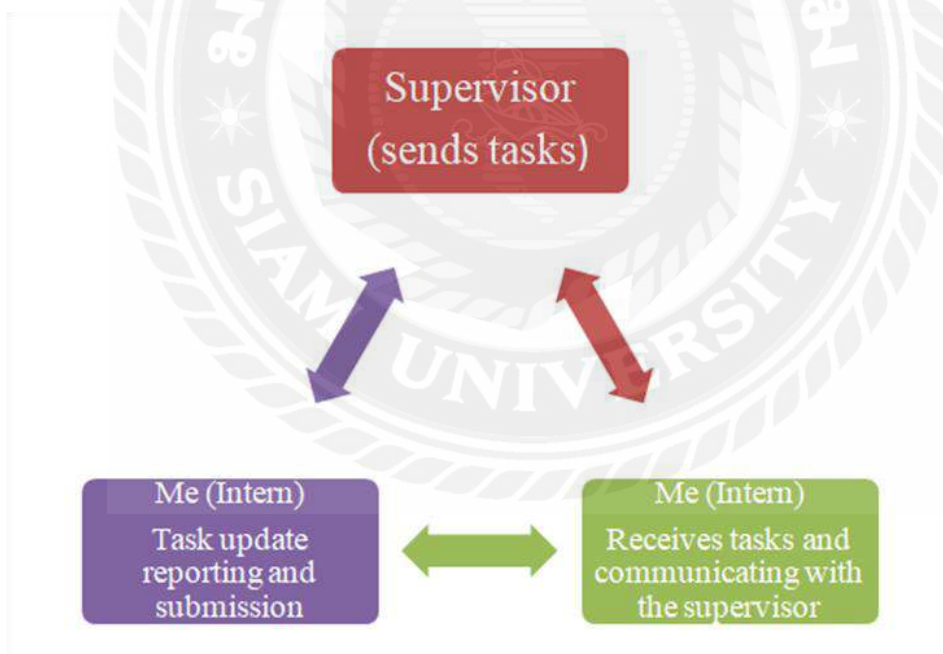


Figure 4: Job process diagram

My job process diagram is as shown in the figure above. First, I would receive my tasks for the day which is given to me with my consulting by my supervisor. Communicating with the

supervisor: Firstly, the supervisor would consult with me about the task asking if I would be able to do it or not. Then if I take the job, I would be given a certain period or a deadline to complete the task. It can be seen in the picture attached below:

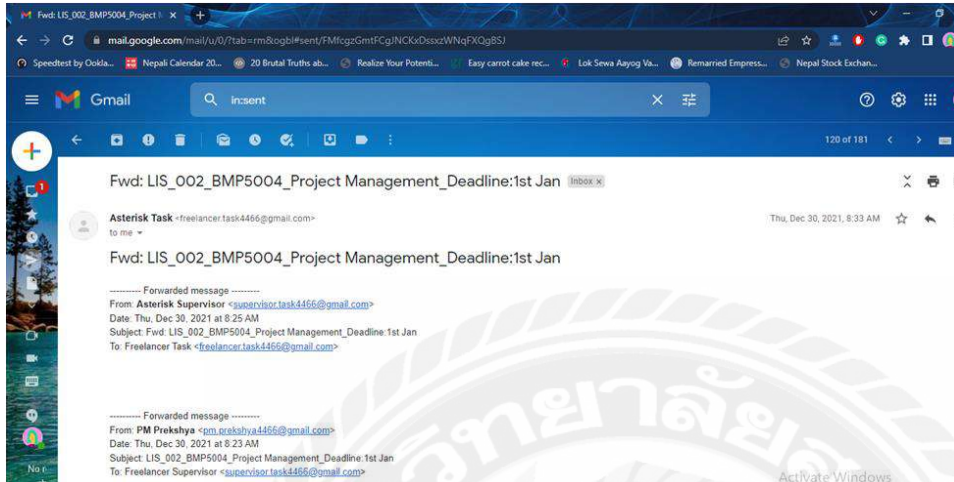


Figure 5: Screenshot of the task received via email

Then I would have to research with some given information from the supervisor and write reports on it or as per assigned during the task. Sometimes the task would be given related to finances and it was an advantage for me being finance and banking student. Then I would need to provide checkpoint in the mid-day, plus daily updates on the task whether it's ongoing or complete with the exact word count. It can be seen in the picture attached below:

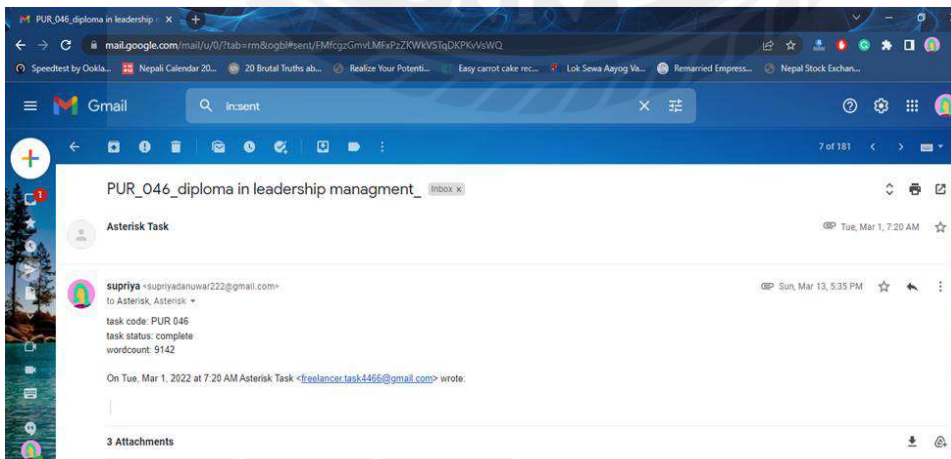


Figure 6: Screenshot of me reporting to supervisor mail

5. Contributions as a Co-op student in the company

- **Content Creation**

As a co-op and a KCM student I had prior experience in research. So, I was able to contribute to the company with my experience in research. Being a business student at KCM we were familiar with conducting company industry research, analysing the company using different theories of analysis such as SWOT, PESTEL and others. Secondly, my contributions to the company were in terms of preparing financial reports which was possible being a finance student at KCM. I was able to help and contribute to the organization with my academic skills and knowledge. It can be seen in the image below which is a screenshot of the industry research task on Qantas Australia, an Airlines company.

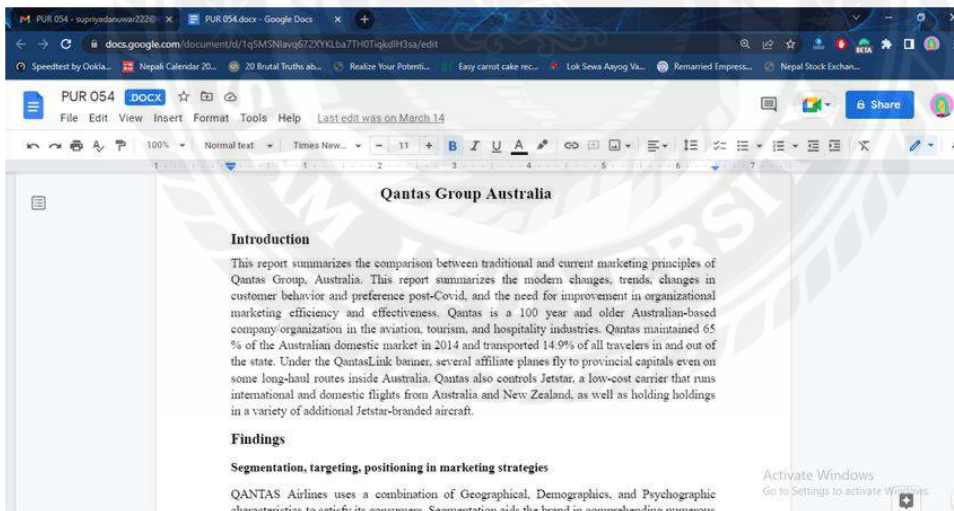


Figure 7: Screenshot of the industry report task

- **Technical ability**

I was able to contribute to the company with my technical skills and ability with fair knowledge on use of various technical tools, Microsoft office packages such as MS word,

MS excel, and power point. Majority of tasks and content creation was completed using MS word or Google docs. Therefore, I needed none or few supervision in regards to work related to MS office suite and technical ability/uses.

- **Communication**

As a co-op student we are taught to communicate and connect with our co-workers. Thus, I was able to contribute to my team with my interpersonal and effective communication skills. I was able to work with teams whenever it was needed. With the team work culture followed and practiced throughout our years at KCM we can easily connect and work with team members.

- **Fast delivery of project**

Working for the company for 4 months long I was experienced in quick writing and delivery of tasks/projects. I contributed to the company in delivering the project within given time or under strict deadlines in case of urgent tasks. I was able to act quickly under critical circumstances whenever I was under strict time limit such as whenever given extra tasks when I already had earlier tasks, I was able to complete the task with a clear and calm mindset and achieve the targeted project and deliver it on time.

- **Analysing the KPI's**

As a co-op student and position as a writer I was able to contribute to the company with my analytical skills. Researching and editing the works, I was able to supply my supervisor's feedback on the work industry work performance, analysing the key performance indicators such as which area or department was promoting the company activities and which factors were lacking. Similarly working as a Supervisor, I was able to provide feedback on writers supervised under me. I had to analyse their skills and abilities and their overall writing performance. These helped in understanding and critically examining their key performance factors/indicators.

Chapter3. LEARNING PROCESS

1. Problems

The following are the problems and challenges that I faced during my internship at Asterisk:

- Internet/Connection Issues
- Time Management Issues
- Additional Works/work overload

2. Solutions to the problems

The following are the solutions to the problems:

- Informing
- Time Management skill and self-discipline
- Ability to say “No” to overwork

The following table below shows the lists of problems I had to face while working at Asterisk. Secondly, there are solutions to counter these issues which I applied during my internship period:

Problems/ Issues faced	Solutions to the Problems
<p>1. Internet/connection issues: This is a common issue we come with while working online or working from home. Similarly, I had to face connection issues, internet instability, power-cut due to which I would miss my work for hours sometimes.</p>	<p>1. Informing: the only possible solution for internet or connection issues were to report to the supervisor about the issue. Second, I would get a data pack to work on whenever I had urgent tasks to complete.</p>
<p>2. Time Management: In the beginning I had a challenging time managing my time appropriately. Working from home is efficient but it also means that we are given lots of tasks and a short number of breaks for ourselves. It was difficult to manage and balance my personal life and work life but with time I adjusted with this schedule. Had to make self-rules and time schedules to manage my schedule appropriately.</p>	<p>2. Time management skill and self-discipline: during my internship period at Asterisk, I learned to discipline myself and activities I would do. I prepared a schedule to divide my work, and target time to complete the tasks which made it easier to balance my work life and spare my “me time”. I learned the importance of self-discipline, such as resisting the urge to use social media and instead focus on tasks given at hand. This also has helped me in staying motivated and forced my will power during stressful workdays (Mind Tools, n.d.).</p>

<p>3. Additional works: I was assigned more work as “extra tasks” by supervisors or project managers from other teams. This would lead to work pressure and hectic work life.</p>	<p>3. The ability to say “No”: As a worker we face this situation quite often where we are assigned more work than we can handle. Similarly, I learned that you should be able to control when to say no to overwork given by the superiors. One needs to learn to say ‘No’ to your employer, supervisor or anyone that makes you do more work than you were supposed to do. (Knight, 2015)</p>
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3. Recommendations to the company

My recommendations to the company are as follows:

1. **Training should be given to the staff on professionalism**

During the 4-month internship period I realized that the company staff lacked professionalism. The company needs to provide professional training to the staff in regards to their punctuality, work ethics, skill training, increasing the morale level of employees (Anzek, n.d.). I also realized there was a need for induction training for new as well as old employees at the company. Training such as Punctuality in regards to arriving in time, completing tasks within a given period. Skill training can be provided about use of technology, proficient knowledge in basic skills such as MS office package.

2. **Motivational programs should be incorporated to boost employee enthusiasm**

As said earlier in this report, we employees, especially working online, can get stressed, exhausted with work. So, to get rid of such issues which can lead to poor productivity, the company should also focus on providing motivational programs, a reward system which can boost employees, and help to increase employee’s productivity at work. This can also be a break from stress, work fatigue.

3. **Innovation ideas and strategies should be applied**

As a digital based company that provides marketing solutions the company needs to strategize innovative ideas and innovations into practice for higher productivity. For example, The Company needs to start with the website which needs to be updated and developed. It can also focus on marketing of the company. With proper marketing strategies, I hope the company can reach a large audience which aligns with the mission and vision of the company.

4. **Learning during co-op study**

- **Communication skills:** during the internship program organized with help of cooperative education I was able to hone my communication skills. I honed my business communication skills such as authoring formal emails, preparing meeting minutes.
- **Building Impersonal relationships:** Here I was able to build personal relationships with the supervisor, project manager and the team whom I worked with.
- **Real life work experience:** working 6 days in a week and 8 hours per day, I had a feel of real working experience. This gave me an opportunity to build relationships between the co-workers, helped me with time management and thus balance my personal and work life.
- **Organization skills:** During this internship period as a content writer, I was able to keep myself disciplined and self-organized. I learned to organize my tasks using sticky notes or planner as per their scheduled dates and datelines, extra tasks taken. Marking the tasks that are completed or which are still due.
- **Ability to focus:** keeping myself organized and self-disciplined helped me focus on my work. Especially working under stress and under strict deadlines helped me focus on the given task and avoid getting distracted. Staying focused also applies to being focused on the content you are writing as to make sure that the writer does not sway from the main goal and aim of their content and get to the point of the content.

5. Applications of knowledge from coursework to real work place

- **Application of financial knowledge:** Being finance and banking student we are aware about practice of basic journals, ledgers, and books of accounting. So, these were brought into application whenever needed to complete numerical or financial tasks.
- **Application of administrative business knowledge:** the learning's of business administration such as basic knowledge of conducting business operations, business communications such as authoring reports, business emails, basics of conducting industry research was applied during this internship.
- **Application of Microsoft office suite:** Application of MS office package such as MS word, Ms Excel and Ms PowerPoint was a great contribution for the purpose of creating content during my internship.
- **Application of English Usage of Profession:** The course "English Usage of profession" has been very applicable and useful for me since the day 1 where I applied at the company via email. This course helped me communicate professionally better, making business communications like business emails, letters, and applying assertive communication approaches was very much possible through the learnings of this course.

6. Special skills and learning from co-op studies

6.1 Learning's from Coop session:

a. Basic knowledge on Thailand: As a co-op student we got to learn on diverse topics through co-op sessions such as workplace education, Thai food, and tips for foreigners to learn basic Thai greetings. We got to learn insight on how things are done in Thailand in business as well as regular perspectives such as dos and don'ts; criticism approach, communication styles, we learned basic Thai greetings done in Thailand.

b. Learning's on Emotional Intelligence: Learning about emotional intelligence through the co-op session was highly informative and helpful for the ongoing internship. This helped us to

cope with various emotions we had to deal with and we were able to point out our emotions and moods. This also helped in understanding co-workers' emotions.

6.2 Special skills during coop studies:

a. Typing skills: With the digital based content creation activity for 4 months, I was able to hone my typing skills with the improvement in accuracy and typing speed.

b. Researching: with this coop study program I was able to research and advance my research skills with use of the right keywords. Practicing this skill helped me with productive research with right findings.



Chapter4. CONCLUSION

1. Summary of Co-op studies

In summary, working at Asterisk Digital gave me lots of opportunities to gain valuable insights about work responsibility, work ethics, and corporate culture. This internship experience provided me the right set of circumstances to practice various management principles in the real world. During the internship period and the preparation of this report, I learned a lot about the online working operation and policies. Working myself in this online based company has my trust and guarantee that online based companies are worth a try, we get equal work experience as working onsite. Moreover, given the lockdown situation almost all companies worldwide started online working platform. This internship has been fruitful in many ways.

Likewise, during this internship period, I found that digital/online works has a professional working environment and huge prospects. Basically, in this internship tenure, I gained knowledge about the working procedure of digital works, communication systems in digital world. It also resulted in an understanding of the importance of communication, interpersonal, and information skills. With all the lessons learned, this internship program made me realize that good behaviour is the key to success no matter which career is pursued. Beyond academics, I can see certain skills, like the ability to take initiative and the ability to take proper decisions are gradually developing in me. Not only that, this internship has made me realize that feedbacks are essential for any work improvement and efficiency.

2. Evaluation of the work experience

As a content writer at Asterisk Digital helped me in learning as well as growing along with the company. Working at Asterisk gave me an exposure to real-work life experience. Since internship helps to pre-know the challenges, complications, and compositeness of the real world, it specifically has aided me to build confidence, professionalism, networking, observing, and speaking skills. I would also like to show my sincere gratitude towards the company for having me involved and believing in me with the assigned roles and responsibilities.

Secondly, working as a substitute supervisor for a month helped in analysing skills and abilities of writers, and thus I gained experience in supervising them.

Overall, this internship program has helped me to recognize my strengths and weaknesses while carrying out assigned roles and responsibilities. I believe this experience will help me to excel as a proficient in future endeavors.

3. Limitations

The following is a list of areas which I consider as limitations faced in the company as an Intern:

- Lack of available or reliable data: as interns or the first level of the employees at the company we were provided little information about the organizational works and activities.
- Lack of data or limitations in learning company's confidential data: Like the above reasoning we weren't aware about the company's confidential information.

4. Recommendations for the company

It was a pleasure to learn and know about the various departments of Asterisk Digital. Aside from the knowledge and experience gained here are some suggestions and recommendations I would like to suggest to the company to focus. The company should focus on building an efficient business culture with professionalism as it is working with the clients based internally and domestic. The main priority should also be given to proper working conditions if the company wants to improve and enhance productivity. I would also like to recommend an updated proper website and software design/layout for effectiveness.

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Tables

Table 1

Work Responsibility percentage table

Work Responsibility	Priority (in %)
Content creation	75%
Communication	10%
Reporting	8%
Supervisor Responsibility	6.7%
Total	100%

**Calculation:

Content creation: $6 \text{ hrs} * 6 \text{ days/week} = 36 \text{ weekly hrs} \mid = 36 \text{ weekly hrs} / 48 \text{ hrs in week} = 75\%$

Supervisor responsibility: $2 \text{ hrs} / 30 \text{ days} = 6.7\%$

ANNEX

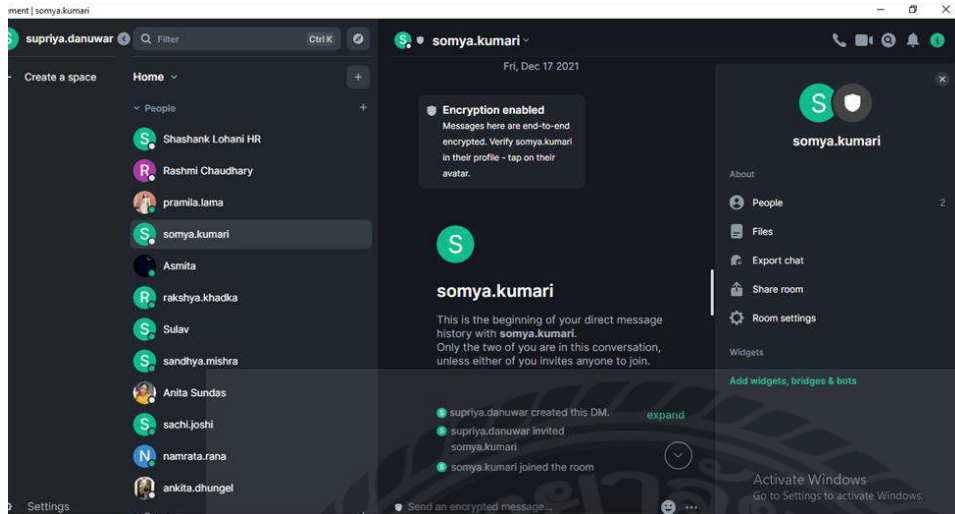


Figure 8: Screenshot of the official company communication channel “Element”.

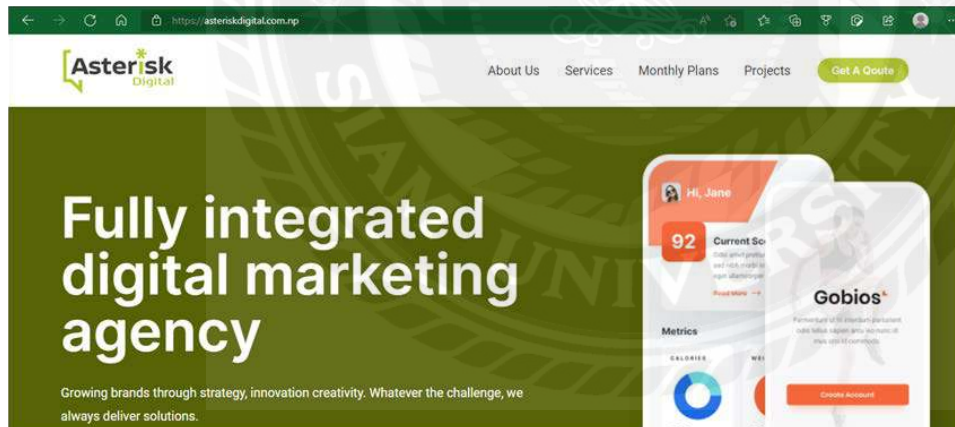


Figure 9: Screenshot of the company website



Fig 10: Me with the Chief Operations Officer



Fig 11: Staffs at the reception

(COO) Mr. Nirjal Shrestha at Asterisk office



Figure 12: Employees at Asterisk Digital

