



Cooperative Education Report

Internship Report at Beyond Boundaries

Written by

Ms. Rakshya Silwal

Student ID: 5808040077

This Report Submitted in Partial Fulfillment of the Requirements for
Cooperative Education, Faculty of Business Administration
Academic Semester 2/2018
Siam University

Title : Internship Report at Beyond Boundaries
Written by : Rakshya Silwal Department
Department : Bachelor of Business Administration (Finance and Banking)
Academic Advisor : Chanatip Suksai, Ph. D.

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2018.

Oral Presentation Committees



(Chanatip Suksai, Ph. D.)

Academic Supervisor

Deependra Yadav

(Mr. Deependra Yadav)

Job Supervisor



(Asst. Prof Maruj Limpawattana, Ph. D.)

Cooperative Committee



(Asst. Prof Maruj Limpawattana, Ph. D.)

Assistant President and Director of Cooperative Education

Project Title : Internship Report at Beyond Boundaries
Credits : 6
By : Rakshya Silwal, 5808040077
Advisor : Chanatip Suksai, Ph. D.
Degree : Bachelor of Business Administration
Major : Finance and Banking
Faculty : BBA
Academic Year : 2/2018

Abstract

This cooperative report entitled “Internship Report at Beyond Boundaries” has the goals to study how an organization works and apply the theoretical learning in the practical world and sharpen my technical as well as social skills. The objectives of the study include: (1) To transform the academic knowledge learned through the years into the practical real world environment (2) To enhance the capability and professional experience as an intern and develop Communication and interpersonal skills. With the company, the student was assigned to work as a marketing officer, in the department of marketing where the main responsibilities are to give presentation at different schools, deal with the sponsors, and list out the names of schools in the country.

Upon the completion of the internship, it found that the problem resolved by means of different decision making skills and through communications and through Google sheets. In this matter, student is able to learn more about handling problems and solving them which are very important for future career development and profession.

Keywords: data, proposal, presentation

Table of Contents

Chapter 1: Introduction	5
1.1 Company Profile	5
1.2 Organizational structure	6
1.3 Statement of the report.....	6
1.4 Objectives of the study.....	7
1.5 Roles and Responsibilities of the student	7
Chapter 2: Internship Activities	8
2.1 Assignments and responsibilities of the student	8
Chapter 3: Identification of Problems Encountering during Internship.....	9
3.1 Problems Solved	9
Chapter 4: Contribution and Learning Process.....	10
4.1 Contribution during the internship.....	10
Chapter 5: Conclusion	11
5.1 Self – assessment as a professional.....	11
Appendix A	12
Appendix B	14
Bibliography	15

Chapter 1: Introduction

1.1 Company Profile

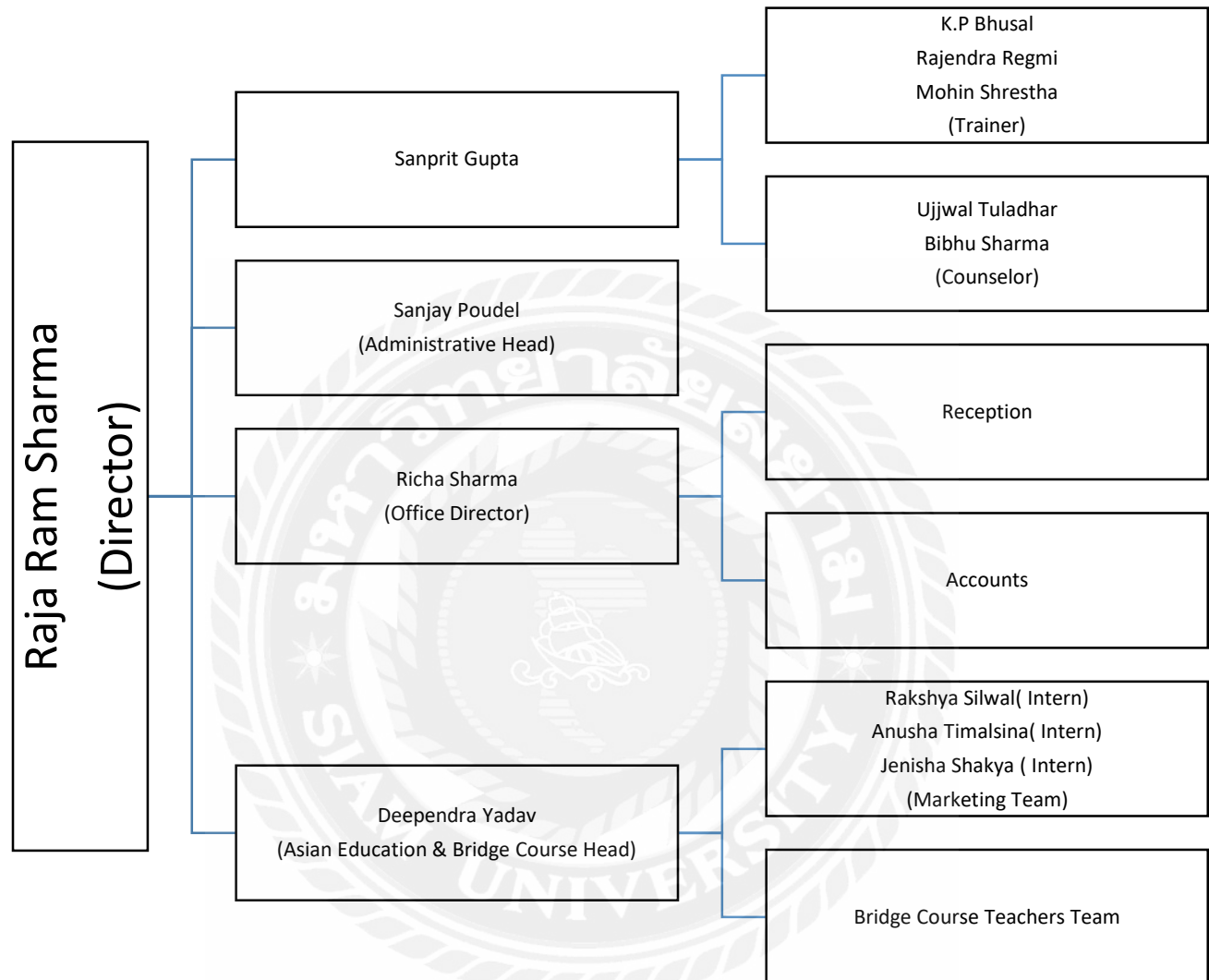
Beyond Boundaries is one of the best institutes for Education Consultancy in Nepal. Since their launch in 2014, they have been providing students the most study-friendly and congenial environment with the state-of-the-art facilities for study abroad, test preparations and other professional training courses (beyondboundaries, 2019).

With the best possible qualified counselors, faculty, staff and state-of-the-art facilities, they are now an indomitable force in the arena of Educational Consultancy within such a short span of time (beyondboundaries, 2019). Here, you will find the energy and innovation of a young team coalesce with the experience and expertise of the most revered counselors, instructors and the senior management.

Beyond Boundaries provide services like entrance preparation, test preparation and abroad study. It helps students prepare for tests like TOEFL, IELTS, SAT, GRE, GMAT. They provide career counseling and assistance in full documentation for VISA lodgement. They also conduct education seminar workshop and presentation (beyondboundaries, 2019). Recently they have come up with a new service which is bridge course classes to the students who want to study in top colleges for their higher studies.

They believe in minimizing financial burden on students planning to study abroad by providing training sessions conducted by certified and trained personnel only at affordable fees and placing them in affordable universities in different parts of the world (beyondboundaries, 2019).

1.2 Organizational structure



1.3 Statement of the report

- No proper distribution of responsibilities: Beyond Boundaries has a proper organization structure but the responsibilities are not properly assigned. Beyond Boundaries is an education consultancy so the trainers are expected to take classes regularly but the trainers are not in time and sometimes cancel the classes without notifying the students.

- Old Marketing Techniques: Beyond Boundaries the marketing team works hard but they are still focused on using the primitive ways of marketing rather than using social media marketing.

1.4 Objectives of the study

While joining beyond boundaries, I wanted to learn as much as possible. I knew that an internship is an opportunity to apply the theories that we have learnt into practice which will help us build our career. It is the period when we will be able to groom ourselves and become ready to join the business of real world. Following are the objectives of my internship:

- To transform the academic knowledge learned through the years into the practical real world environment
- To enhance the capability and professional experience as an intern and develop Communication and interpersonal skills.

1.5 Roles and Responsibilities of the student

I performed various roles during the 3.5 months spent at Beyond Boundaries. I was part of the marketing department, and worked towards the development and marketing of “Beyond Boundaries” as a marketing officer. Being placed at the marketing department was a huge opportunity for me to know the real market where I always wanted to be and experience and gain practical knowledge.

I had to approach the sponsors for the sponsorship for the “My 20 program” that the company was organizing and convince them to sponsor our program. I had to call schools in Kathmandu valley and fix appointment and then visit the schools and give presentation about the program. I was also

assigned to manage the social media accounts of the company. I had to post on facebook and instagram on the daily basis and answer any queries that the clients asked on these social media.

I had to list all the name of schools that are situated within the Kathmandu valley along with the name of Principal and their contact number. With the help of the internet and telecommunication, I made it possible. After listing the name and contact of the schools I had to prepare the proposal letter along with the appointment request and visit the schools and give presentation at the school about the program the company was organizing.

Chapter 2: Internship Activities

2.1 Assignments and responsibilities of the student

Here I am going to talk about the activities that I undertook in the organization and all the things that I observed in there and problems I faced while doing the work assigned by the organization.

Initially, I had to approach the sponsors for the sponsorship for the “My 20 program” that the company was organizing and convince them to sponsor our program. I prepared proposal to be sent to the sponsors. Then through online research I searched for companies which would be suitable as sponsors and then I dropped the proposal letter to all the potential sponsors and had to follow back all these potential sponsors. I fixed an appointment through telecommunication and had a meeting with the interested sponsors and explained them about our program and I was able to get three sponsors for the program. I had to keep the sponsors updated about our program. So, I had to mail them the details of the program. I was supposed to keep the track of all sponsored stocks.

I had to list all the name of schools that are situated within the Kathmandu valley along with the name of Principal and their contact number. With the help of the internet and telecommunication, I made it possible. After listing the name and contact of the schools I had to prepare the proposal letter along with the appointment request. I had to send the prepared proposals and drop it to the schools that I had listed. Also I sent mails to all the representatives of the schools. It was my task to visit the schools after the representative of the school responded. I had to give presentation at the schools regarding the new bridge course program which the company was introducing. After being done with the presentation I had to list the details of all the students in an excel sheet.

After the presentation I had to prepare the question paper for the examination which we had to take in the schools where we had presented. I prepared the questions got them printed and then took appointments in the schools where we had presented earlier and then took exams in those schools. After taking exams I had to check the answer sheet of the students and list the names of first and second student from all the schools and then call those students and inform them about the position they have secured. I also typed the questions for the weekly test of bridge course.

I also managed the social media accounts of the company.

Chapter 3: Identification of Problems Encountering during Internship

3.1 Problems Solved

I was working in the office in a daily basis and time and so I could take initiative to solve the problems of the organization. Though I did not solve any major problems I think I managed to help them in solving some minor problems.

- **Data Storage:** There was a problem with the listing of the data of the schools. The data were listed haphazardly and I noticed that whenever we needed to search for a particular school's data we needed to go through all the sheets and if one person updated the data then the updated data would only be with the same person. So, to solve this problem I listed the schools according to the location and then shared it on Google sheet with all the employees who used that data. In this way the updated data was systematically available to all the employees.
- **Contacting Schools for Appointment:** Before there were proposals made with the schools, but due to communication problems the project could not be taken care of. Therefore I solved the problems by again contacting those schools who were interested in our products.

Chapter 4: Contribution and Learning Process

4.1 Contribution during the internship

During my 4 months of internship I have been able to make a valuable contribution towards the company. The contributions that I made for the company are:

- Contributed in the sponsorship for “Bridge Course Program.” I was able to bring in the three sponsors to provide sponsorship in the company's program.
- Contributed in providing creative ideas regarding the marketing campaign for the launch of Bridge Course.
- Contributed in presentation and question model making as a part of the bridge course program.

Chapter 5: Conclusion

5.1 Self – assessment as a professional

The internship was carried out for the partial fulfillment of the Bachelors in Business Administration (BBA) program conducted by the Kathmandu College of Management, Siam University. I, student of BBA 8th semester completed my internship program by working for a period of about 3.5 months from January till May in Beyond Boundaries. The primary objective of the internship program was to enable the students to transform the academic knowledge learned through the years into the practical real world environment.

My time with Beyond Boundaries gave me a clear insight on what it is like to work with an organization on a daily basis. It gave me a wider perspective on the implication of Management as a discipline. This internship gave me an opportunity to apply the knowledge we learned in class.

In conclusion, this internship helped me expand my knowledge and sharpen my technical as well as social skills, as I had the privilege to work alongside colleagues that were very friendly and helpful. It was a great learning experience and it has raised my confidence to compete in the market as we graduate.

Appendix A

Some Pictures taken during presentations at Schools





Appendix B

A picture of me working



Bibliography

beyondboundaries. (2019, April 29). Retrieved from beyondboundaries.com:
<http://www.beyondboundaries.com.np/>

