



Cooperative Education Report
Asia Internship Program: Internships with a Purpose

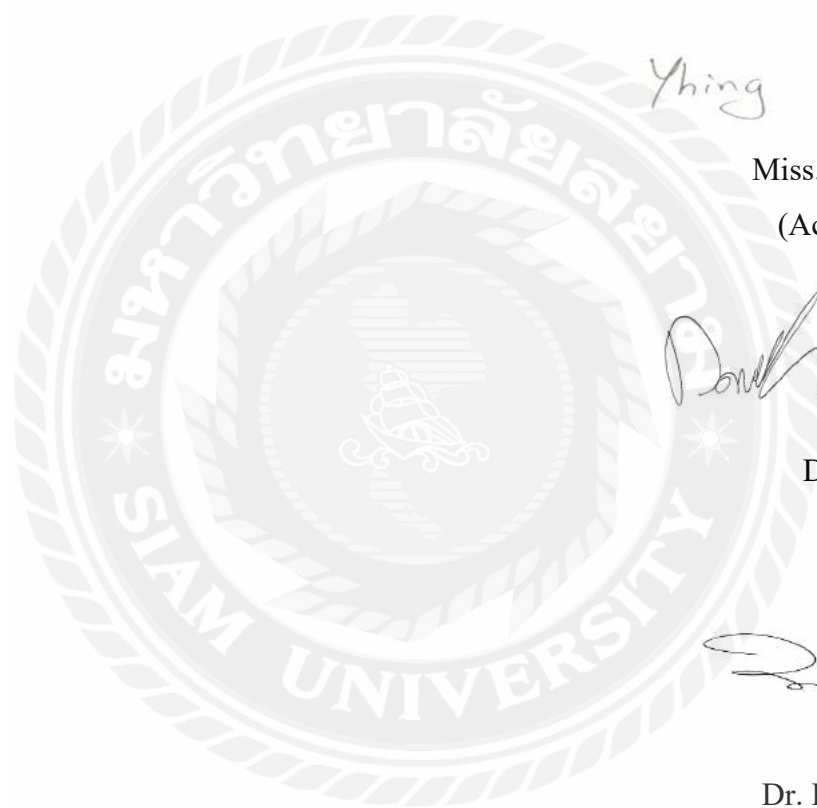
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**This Report Submitted in Partial Fulfillment of the Requirements for Cooperative
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Siam University**

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We have approved this cooperative education report as a partial fulfillment of the cooperative education program semester 2019-2023.

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Abstract

The report, “Asia Internship Program: Internships with a Purpose” focuses on how education consultancies have been evolving and working to provide local and international internships to people from all backgrounds. This cooperative education report shows the different tasks that were done as an intern in marketing and sales.

The objectives of the study include the following:

- 1) To use all the theoretical knowledge learned
- 2) To have a better understanding of the education industry
- 3) To understand how an international education consultancy operates
- 4) To understand and learn the global market trends in the education field

My main job working with AIP was to come up with content for social media, create SEO Optimized content for the website like blogs, and increase brand awareness by coming up with different strategies and campaigns.

In this report, all the tasks and responsibilities assigned to me during the co-op internship are explained in detail. Other technical and work-related problems were solved with alternatives from the team members of the company. Working rigorously for the organization has taught me to be adaptable in any new situations, working individually and using my theoretical knowledge that works well in today’s world, learning to manage my time properly and to work through the many cultural barriers.

Key word: education consultancies, co-op internship

Acknowledgement

The internship journey I had with Asia Internship Program (AIP) was an excellent opportunity for me to explore more in the education industry in Bangkok and reflect on the learning in my current and future projects in Nepal. Therefore, I would like to express my gratitude to Kathmandu College of Management and Siam University for providing a cooperative education period.

I would like to thank everybody who helped with this project, whether directly or indirectly. I am grateful to Mr. Daniele Cosentino for believing in my ability to contribute to the organization. I also want to thank my coworkers and the whole AIP team from the bottom of my heart for their constant help and advice during my internship assignment. My sincere gratitude goes to Miss Sonia Yhing, my Siam University supervisor, who has guided me through this cooperative education report and provided me with frequent feedback.

This opportunity presents itself to me as an open door in my professional progress. I will make every effort to put my newly acquired skills and knowledge to the best possible use, and I will continue to work on improving them to achieve my career goals.

Thank you

Sincerely,

Bibeki Dhungel

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Chapter 1: Introduction

Company Profile

Asia Internship Program (AIP) is a leading internship provider with customizable programs according to the needs of students and young professionals seeking to gain valuable work experience in Asia. Since its establishment in 2010, AIP has assisted over 5,000 individuals from all over the globe in developing their professional skills and understanding Asian business culture.

AIP provides internship placements in many leading sectors, such as finance, marketing, engineering, and hospitality, among others. They collaborate with reputable companies throughout Asia to offer their participants the chance to receive hands-on experience in their field of interest while immersing themselves in local culture.

AIP's internship programs are tailored to each participant's unique requirements. AIP provides a variety of services, such as visa assistance, housing arrangements, cultural training, and professional development seminars, to make sure that each intern is ready before their internship and has a successful positive experience.

The company has a team of seasoned professionals who work closely with participants to determine their objectives and match them with the best internship placement feasible. AIP also offers continuous support throughout the duration of the internship with regular check-ins and feedback sessions to ensure that each participant is maximizing their experience.

With offices in Singapore and Bangkok, AIP has established an extensive network of partners and industry connections across Asia. This helps AIP to offer multiple internship opportunities and to provide interns with a unique and valuable perspective on the business culture of the region.

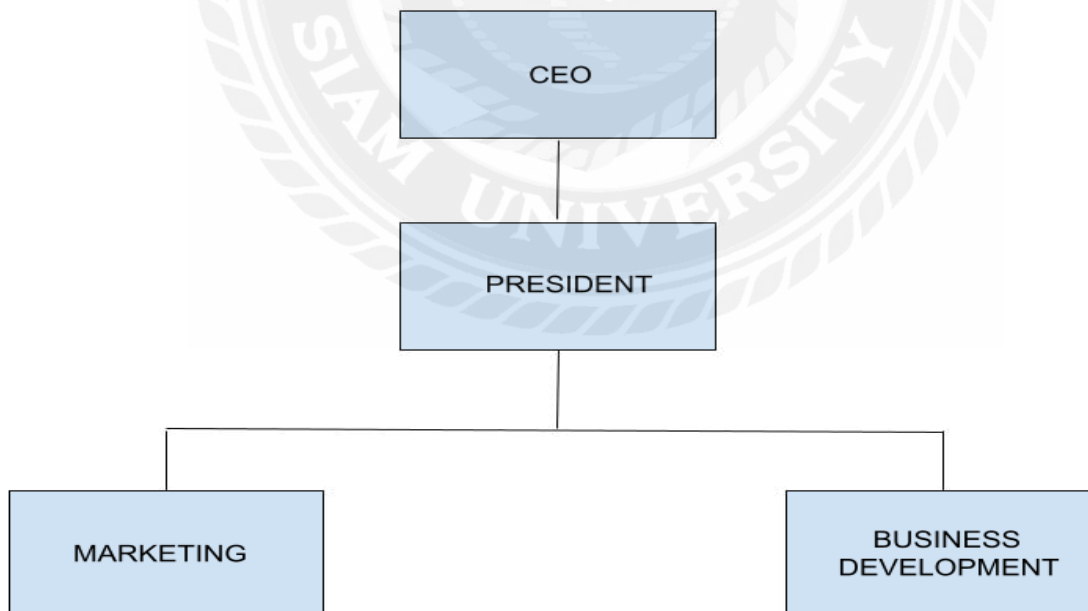
Mission

The mission of the Asia Internship Program (AIP) is to give interns a place to get real-world experience, build their skills, and connect with people around the world through customized internship programs in Asia. AIP works hard to make sure that each intern gets a high-quality service that meets their needs and gives them a useful and rewarding internship experience. Their aim is to close the gap between school and work and give the next generation of world leaders all the tools that they need to do so.

Vision

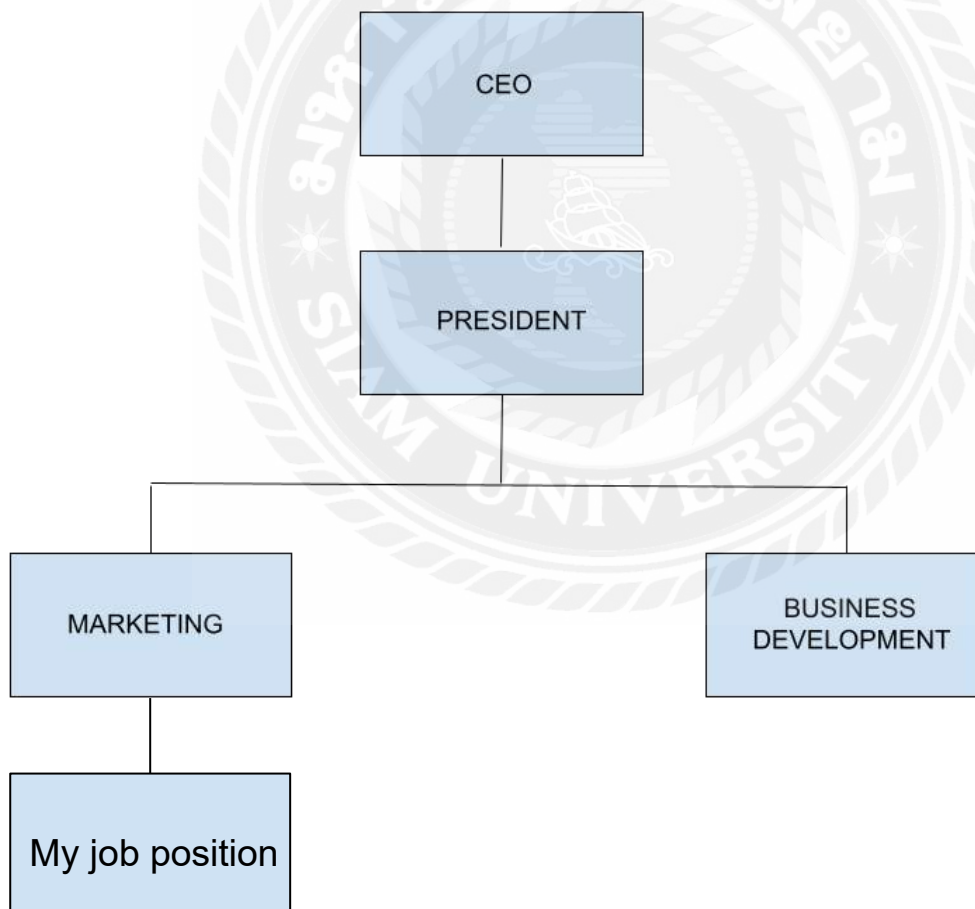
A borderless world populated by global citizens sharing, learning, and inspiring one another.

Organizational Structure



My job position

My position during the co-op program was as a Marketing and Sales intern. Initially my task was to help the business development department by interviewing applicants who had applied for the program and to either accept or decline their application. I was also asked to come up with content ideas for AIPs social media and after a month of starting I was fully working under the marketing department. My main tasks were to come up with content for social media, create SEO Optimized content for the website like writing blogs, and increase brand awareness by coming up with different strategies and campaigns.



Intention and Motivation to Choose Asia Internship Program as CO-OP Study Workplace

Ever since I did my internship with Kathmandu College of Management (KCM), I have been getting more and more curious about the education industry. Since my family also has interests in the education industry, I have been researching the trends in Nepal. With only very little practical knowledge as to how an education consultancy works, I was looking at various educational consultancies to do my co-op internship at. When I came to Thailand, I was looking at various companies in the education industry for my internship, and I was very excited when I came across Asia Internship Program and saw that they had an opening for a Marketing and Sales intern. Since they have clients from all over the world, a very vast professional network, and are the market leader, I felt that AIP was a good match for my co-op study. This internship was a great opportunity for me to learn more about the education industry and how international education consultancies worked.

Strategic analysis of the company

Porter's Five Forces analysis

Threat of New Entrants:

The threat of new entrants in the internship placement industry was relatively low. Asia Internship Program has established itself as a reputable and trustworthy brand in the industry. Additionally, the company has developed relationships with numerous partner organizations in Asia, which would be difficult for new entrants to replicate. There may be some regional players or start-ups in the industry, but the presence of the Asia Internship Program may create barriers to entry.

Bargaining Power of Suppliers:

Asia Internship Program partners with various host organizations in Asia to provide internship opportunities to students. These host organizations may have some bargaining power, but Asia Internship Program's reputation and network allow it to negotiate favorable terms with its

partners. Additionally, the internship placement industry is not dominated by any particular host organization or supplier, giving Asia Internship Program greater leverage in negotiations.

Bargaining Power of Customers:

The bargaining power of customers, in this case, was moderate to high. Asia Internship Program's customers are typically college students and recent graduates who are looking for internships abroad. These customers have many options to choose from, including other internship placement agencies, direct applications to host organizations, and self-arranged internships. However, Asia Internship Program's strong brand reputation, established network of partners, and high-quality internship opportunities may help to mitigate this bargaining power.

Threat of Substitutes:

The threat of substitutes was relatively high in the internship placement industry. Customers may choose to pursue internships through other channels, such as directly applying to host organizations or self-arranging internships. However, Asia Internship Program's reputation, established network of partners, and additional services (such as visa assistance, accommodation arrangements, and cultural immersion activities) may help to differentiate its offerings from those of other channels.

Competitive Rivalry:

The competitive rivalry in the internship placement industry was moderate to high. There are various players in the industry, both large and small, including global players like AIESEC and smaller regional players. However, Asia Internship Program's established brand reputation, network of partners, and additional services may help to set it apart from other players in the industry. Additionally, the company's focus on internships in Asia may appeal to customers who are specifically interested in gaining experience in this region.

Overall, while the internship placement industry is competitive, Asia Internship Program's established reputation, network of partners, and additional services help to mitigate some of the threats posed by the industry.

SWOT Analysis

Strengths:

Strong Reputation:

Asia Internship Program has built a strong reputation for providing high-quality internship programs across Asia.

Experienced Team:

The company has an experienced team of professionals who have a deep understanding of the Asian job market and internship landscape.

Diverse Network:

Asia Internship Program has built a diverse network of partner companies and organizations across Asia, providing a broad range of internship opportunities to its clients.

Customization:

The company offers customized internship programs that cater to the unique needs of individual clients.

Weaknesses:

Limited Geographical Reach:

Despite its name, Asia Internship Program is primarily focused on internship opportunities in Southeast Asia and China, limiting its geographical reach and potentially missing out on opportunities in other regions.

Limited Program Offerings:

The company primarily offers internships in fields such as business, marketing, and engineering, potentially limiting its appeal to students and graduates from other fields.

Limited Resources:

As a relatively small company, Asia Internship Program may struggle to compete with larger and more established internship providers, both in terms of resources and brand recognition.

Opportunities:

Expanding into New Regions:

Asia Internship Program could expand its reach beyond Southeast Asia and China, potentially tapping into new markets in other regions such as South Asia or East Asia.

Diversifying Program Offerings:

The company could consider expanding its program offerings to include internships in fields such as healthcare, education, or social work, attracting a more diverse range of clients.

Partnering with Educational Institutions:

Asia Internship Program could partner with educational institutions to provide academic credit or other forms of recognition for its internship programs, enhancing its appeal to students and graduates.

Threats:

Economic and Political Instability:

Political and economic instability in the region could negatively impact the demand for internship programs in Southeast Asia and China.

Competition from Established Providers:

Asia Internship Program faces competition from larger and more established providers of internship programs, potentially limiting its market share and growth prospects.

Technological Disruption:

Advances in technology, such as virtual internships, could disrupt the traditional internship landscape and threaten Asia Internship Program's business model.

Objective of this Co-Operative Study

The main objective of the internship or cooperative education was to familiarize students like me with the corporate world and give us first-hand experience of how different industries and companies work.

The main objective in terms of personal growth was:

1. To understand how businesses worked in Bangkok
2. To learn cross cultural communication skills
3. To be able to use all my theoretical knowledge to practice
4. To understand the global education industry

The main objectives of the study were as follows:

1. To understand the global market trends in the education industry
2. To develop marketing campaigns according to the ever changing global industry standards
3. To collect and analyze data to understand the queries that the applicants tend to have
4. Overview of promotional and marketing campaigns

CHAPTER 2: CO-OP STUDY ACTIVITIES

Job description and responsibility

When I was hired by Asia Internship Program, I was hired as a marketing and sales intern. I was told that my job would circle around basic marketing and sales tasks as well. Initially starting with AIP, I started my tasks with the business development team at the office where I helped out with taking interviews of applicants that applied for international internships. Slowly I got introduced to the whole AIP process and how AIP works. The first two months of my internship was me helping out the BD team and getting an in-depth knowledge about the process of recruiting interns. This then helped me enormously when I later fully joined the marketing team of AIP. Once fully joining the marketing team with the knowledge of how things are done in AIP I was then confident in myself to come up with different strategies and campaigns for the marketing team which included making social media posts, SEO content optimization, writing blogs, revamping the website, conducting market research, doing competitor analysis and many more.

Activities in Coordinating with Co-Workers

During my internship, I was working directly under Mr. Daniele Cosentino, CEO of Asia Internship Program. My responsibilities were to come up with content for social media, create SEO Optimized content for the website like blogs, and increase brand awareness by coming up with different strategies and campaigns and revamping AIP's new website before its launch. It also includes making content for all the various marketing campaigns that AIP has done, like treasure hunt, career guide, various presentations, etc. I had to use programs like Clickup, Crisp, Canva, Adobe Photoshop, etc for my daily tasks. Everything that I did was to be reported to my supervisor for a final check and once I got the go from him I could then proceed with it. All these tasks were supposed to be done with consulting with the marketing manager and the marketing team. I was also required to work closely with the business development team and the sales team and assist them with any tasks they gave me. The work environment was very healthy and everyone was always very supportive of each other making this collaboration very smooth and easy.

Job Process at AIP

I was working directly under the CEO of Asia Internship Program, Mr. Daniele Cosentino. My responsibilities were to come up with content for social media, create SEO Optimized content for the website, like blogs, and increase brand awareness by coming up with different strategies and campaigns to revamp AIP's new website before its launch. I was also assisting and working closely with the business development team and the sales team and helping them with anything they needed.

Contribution as a Co-Op Student in the Company

My time as a marketing and sales intern at Asia Internship Program (AIP) has been both challenging and rewarding. I was given the chance to contribute to the company's social media and SEO Optimized website content, as well as brainstorm new marketing ideas to help the business grow, from my day one. One of my primary responsibilities was to produce engaging and informative content for AIP's social media platforms. This entailed researching industry trends and subjects pertinent to our target audience, and then creating creative and visually appealing posts to increase their interest. I was also in charge of monitoring our social media channels and responding to any questions or remarks from our fans. Aside from social media, I was responsible for writing blog articles for the company's website. This entailed conducting extensive research on a variety of subjects concerning internships, careers, and travel in Asia. I needed to make sure the material was both informative and engaging, and that it would appeal to our intended audience of students and recent graduates. In addition to my content creation duties, I was able to help with AIP's marketing strategy. I collaborated closely with the marketing team to create new ideas and campaigns to increase brand recognition and traffic to our website. This included performing market research, analyzing data, and brainstorming and implementing new initiatives with other team members. Additionally, I was also given the task of revamping the new website that the company is planning on launching soon as well. I was given the duty to properly update, review, remove contents in the current website to the new website. This all was also again in relation with the SEO campaign that AIP was working on.

Overall, my time at AIP as a marketing and sales intern has been extremely rewarding. I got valuable exposure in SEO content creation, social media management, revamping AIP's new website before its launch and expanding my marketing strategy knowledge while working with a supportive team.



CHAPTER 3: LEARNING PROCESS

Why are international internships getting so popular?

International internships have become increasingly popular among students and young professionals over the years. An international internship refers to a period of work experience that takes place in a foreign country. These internships provide an opportunity to gain practical work experience, learn new skills, and immerse oneself in a different culture.

Globalization

One of the primary reasons why international internships have become popular is the increasing trend of globalization. With the world becoming more interconnected, companies are seeking individuals who have a global perspective and cultural competency. An international internship creates an opportunity to work in a different cultural setting and develop cross-cultural communication skills that are becoming increasingly important in today's global marketplace.

Enhanced employability

International internships offer the opportunity to gain practical work experience in a foreign setting. This practical experience is highly valued by employers and can help differentiate a job candidate from others. Employers are looking for individuals who can adapt to new situations and cultures, and an international internship provides just that. It shows that the individual has the ability to work in a diverse environment and can easily adapt to new situations.

Cultural immersion

An international internship provides an opportunity to immerse oneself in a new culture and learn a new language. Living and doing an international internship in a foreign country offers the opportunity to learn about the community's customs, traditions, and way of life. This cultural immersion helps develop a global perspective, which is a highly valued skill in today's world.

Moreover, language acquisition is another significant benefit of an international internship. Learning a new language can improve communication skills and can be an added advantage in the job market.

Networking opportunities

An international internship offers an opportunity to build a global network of contacts. It provides an opportunity to meet people from different countries and cultures, which can be useful for future career opportunities. Networking with professionals from different backgrounds and industries can provide insight into various fields and open doors for future job opportunities.

Personal growth and development

Living and working in a foreign country is a very challenging experience, but it also is a great opportunity for personal growth and development. An international internship can help build independence, self-confidence, and resilience. It also provides an opportunity to develop problem-solving skills and adaptability.

Travel opportunities

An international internship provides an opportunity to travel and explore new places. While the primary focus is on gaining practical work experience, an international internship also allows individuals to explore and experience the culture, history, and natural beauty of the host country. This can be a life-changing event and create memories that will last a lifetime.

How is Asia Internship Program helping with the international internship process?

Being the industry leader, AIP offers customized internships in various industries such as business, engineering, marketing, hospitality, and many more. AIP helps students and young professionals gain valuable work experience while immersing themselves in a new culture and expanding their global point of view.

Customizing internships

One of the ways AIP helps with the international internship process is by offering customized internships. They work closely with each candidate to identify their goals, interests, and career aspirations. Based on this, AIP designs an internship program that fits the individual needs and requirements of the candidate. This ensures that each candidate gains the skills and experience needed for their future career and personal growth.

Providing professional guidance and support

AIP provides professional guidance and support to each candidate throughout the internship process. They have a team of experienced professionals who help candidates with visa applications, accommodation, airport transfers, and other logistical arrangements. This ensures that candidates have a smooth and hassle-free experience during their internship.

Offering industry-specific internships

AIP offers industry-specific internships in various sectors such as business, engineering, marketing, and hospitality. They partner with leading companies in each industry to offer high-quality internships that provide valuable work experience. AIP ensures that each candidate is placed in an internship that aligns with their career goals and aspirations.

Building an alumni network

AIP has a vast alumni network that provides candidates with valuable networking opportunities. The network includes former interns, industry professionals, and experts who offer guidance and support to current interns. This network also helps candidates connect with potential employers and provides a platform for sharing experiences and knowledge.

Providing continuous support

AIP provides continuous support to each candidate throughout the internship process. They have a dedicated team of professionals who offer guidance and support on any issues that may arise during the internship. This ensures that candidates have a positive and fulfilling experience during their internship.

What are the problems that Asia Internship Program is facing?

Peak season and low season

One of the challenges that AIP faces is managing the peak season and low season for internships. During the peak season, which usually falls between May and September, AIP receives a large volume of internship applications, which can be overwhelming for their team. They need to manage the influx of applications while ensuring that each candidate receives personalized attention. During the low season, which usually falls between October and April, AIP faces the challenge of finding suitable internships for candidates, as there are fewer internship opportunities available during this time.

Visa issues

Another challenge that AIP faces is visa issues. Each country has its visa regulations, which can be complex and time-consuming to navigate. AIP needs to ensure that each candidate has the

correct visa to work in their chosen destination. They also need to provide support and guidance to candidates throughout the visa application process.

Language barrier

AIP operates in various countries, where English may not be the first language. This can pose a challenge in communication with local companies and service providers. AIP needs to ensure that they have multilingual staff who can effectively communicate with local partners. This causes problems for AIP to even onboard companies abroad and make them understand what exactly they want and what they do.

Time difference

AIP operates in multiple time zones, which can be challenging when communicating with candidates, local partners, and service providers. AIP needs to ensure that they have staff who can work flexible hours to accommodate the time difference. They also need to provide candidates with clear communication about the best times to reach out to their local partners.

Difficulty onboarding companies

AIP partners with local companies to provide internship opportunities for candidates. However, onboarding companies can be challenging, especially if they are not familiar with the internship process. AIP needs to educate local companies about the benefits of hosting international interns and provide guidance on how to onboard candidates effectively.

People's perception

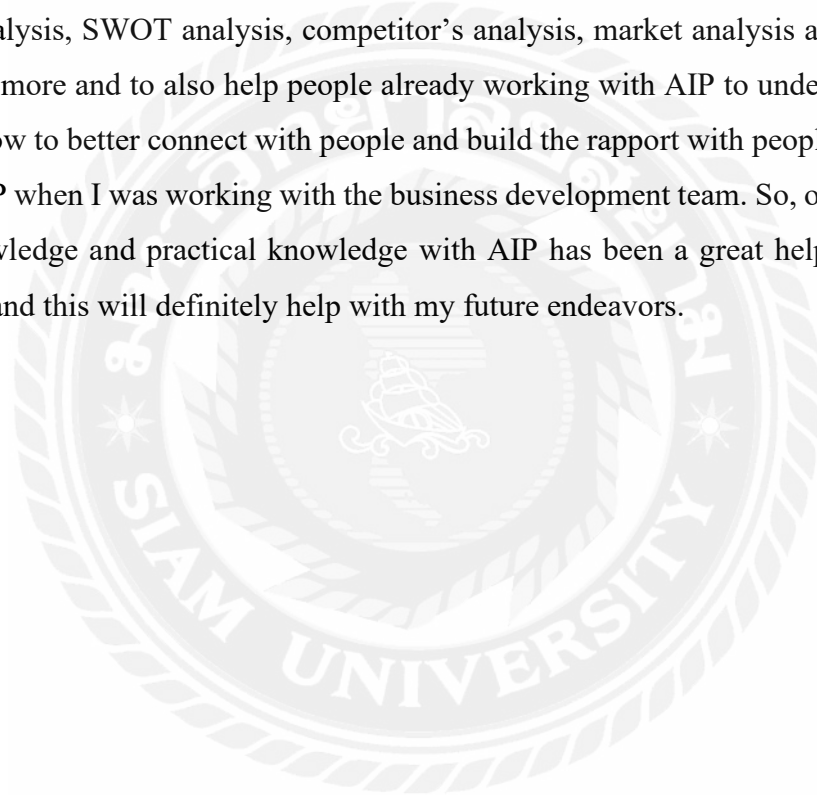
Finally, AIP also faces challenges in people's perception of international internships. Some people may view international internships as a luxury rather than a valuable learning experience. Others may view internships in certain countries as unsafe or less valuable. Moreover, some people even perceive the company to be a scam as the idea of paying to get an internship is still very new

in some parts of the world. AIP needs to educate candidates, parents, and local partners about the benefits of international internships and address any concerns they may have.



Knowledge from Coursework to Real Working Situations

Working with Asia Internship Program has allowed me to apply my coursework knowledge in more practical and real working situations. This internship has allowed me to put my theoretical knowledge into practice. While I did earn some working experience in Nepal by doing various kinds of jobs, internships, and volunteering, applying this same knowledge to not just the Thai market but the whole global market was a little tough in the beginning. Working with AIP has helped me get out of my comfort zone and start with a fresh mind. I applied the course knowledge into creating posts and the blogs that were well targeted to the AIP audience. I also did Porter's Five Forces Analysis, SWOT analysis, competitor's analysis, market analysis and much more to understand AIP more and to also help people already working with AIP to understand AIP more. I also learned how to better connect with people and build the rapport with people and make them trust me and AIP when I was working with the business development team. So, overall, I think my theoretical knowledge and practical knowledge with AIP has been a great help for me to grow professionally, and this will definitely help with my future endeavors.



What I have learned during my Co-Op Program

Time Management

My internship with Asia Internship Program has helped me to develop effective time management skills that I can apply both personally and professionally. One of the main ways I have learned to manage my time more effectively is by setting clear priorities and goals for myself. This has allowed me to prioritize tasks and allocate my time and resources accordingly.

In a professional setting, I have learned the importance of meeting deadlines and managing my workload efficiently. I have also learned to properly communicate with my colleagues and supervisors to make sure that we are all on the same page.

In my personal life, I have applied these same time management principles to balance my work and personal commitments. By setting priorities and goals, I have been able to create a schedule that allows me to allocate time for my internship, personal hobbies, and social life.

Getting out of the comfort zone

My internship was a completely new experience that forced me to step outside of my comfort zone in both personal and professional situations.

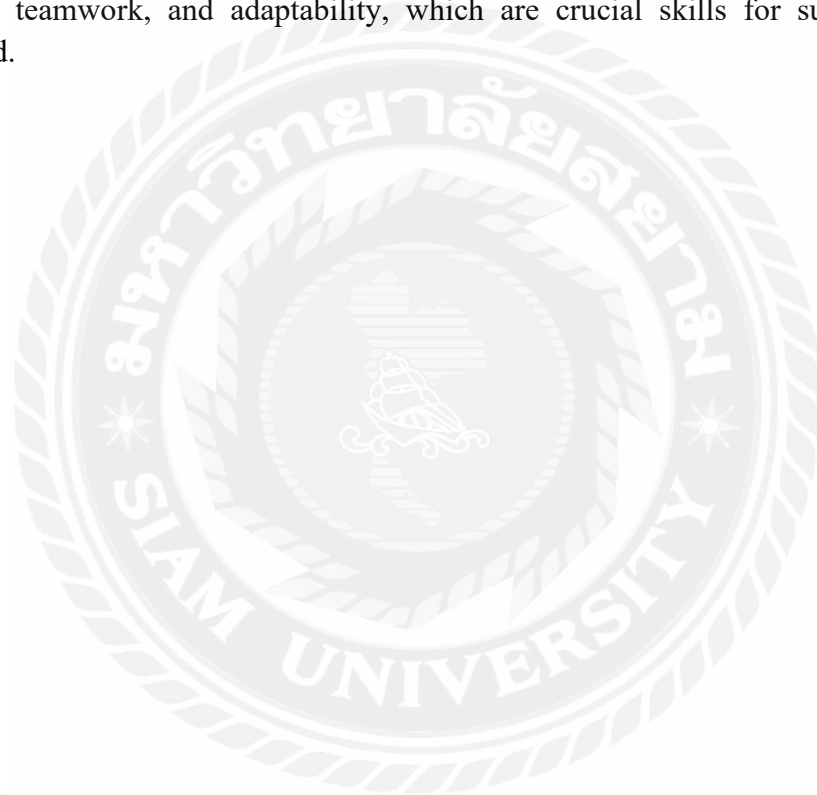
In the workplace, I've been tasked with working on complex jobs that need me to apply my abilities and knowledge in novel and unfamiliar ways. This has enabled me to have confidence in my talents and to face new difficulties without fear.

This internship has given me various opportunities to learn about other cultures, meet new people, and do new activities. These experiences have allowed me to become more open-minded and adaptable, and to more easily welcome new experiences.

Practical skills

Working at AIP has helped me polish my practical skills and use my theoretical knowledge in a more practical way. The hands-on experience and exposure to real-world work environments have provided invaluable opportunities for growth and development. The internship allowed me to apply the knowledge I gained from my academic studies to practical situations. I was able to see firsthand how concepts and theories learned in the classroom are used in actual work tasks.

The internship exposed me to different working styles and cultures. Collaborating with professionals from diverse backgrounds broadened my perspective and taught me how to navigate and thrive in multicultural work environments. I learned the importance of effective communication, teamwork, and adaptability, which are crucial skills for success in today's globalized world.



CHAPTER 4: CONCLUSION

Summary of highlights of my Co-Op studies with Asia Internship Program

As an intern at Asia Internship Program working with the marketing team, there have been several highlights throughout my internship experience.

Firstly, I have gained valuable knowledge and skills in digital marketing, social media marketing, content creation, and SEO content optimization. I have learned how to develop effective marketing strategies and campaigns, create engaging content, and track and analyze data to measure the success of our marketing efforts.

Additionally, I have had the opportunity to network with and learn from professionals from diverse backgrounds and cultures, including my colleagues at Asia Internship Program. This has broadened my perspective and enhanced my communication and collaboration skills.

Moreover, I have been able to explore and immerse myself in the vibrant culture of Vietnam, where Asia Internship Program is based. From trying delicious local cuisine to participating in cultural activities and events, I have gained a deeper appreciation for this beautiful country and its people.

My internship with AIP has positively provided me the opportunity to learn new skills, expand my knowledge, and widen my perspectives, all of which I am sure will be useful to me in my future career.

Evaluation of the work experience

The internship with Asia Internship Program has been a positive and transformative experience for me. I have gained valuable knowledge and skills in digital marketing, social media marketing, content creation, SEO content creation, and even website launching while also learning about different cultures and gaining a deeper appreciation for Thailand. I also developed important time management and adaptability skills that will serve me well in my future personal and professional endeavors. Overall, the internship has provided me with a valuable opportunity for me to gain practical experience, learn new skills, and grow both personally and professionally. Working in the education consultancy sector will also help me look at the market in a different perspective and come up with suitable ways to understand the market more. From coming to Thailand with all my friends and later living alone and doing my internship in Thailand and working with AIP, the whole experience has been surreal and overall a great experience. The whole experience has had its ups and downs and it has been very overwhelming as well as very rewarding.

Limitation of my Co-Op Studies

Proper hierarchical structure

As the company only has a handful of employees, the hierarchical structure was a little bit confusing for me. Since I worked directly under the CEO and also had other colleagues in the marketing department, the flow was confusing as I did not know who I was supposed to go to with my questions. The lack of a proper system or proper middle management in the company was one of the things that I felt was limiting my overall experience.

Time constraints

Since the internship was only for 16 weeks, I feel like the time was too short to learn more and to grow more. Even with doing tasks during the internship, since there were a lot of tasks and a small amount of time, I felt like the learning opportunity was not enough for me to fully understand the tasks and learn from them as it would be overwhelming to get them done in time.

My suggestions and recommendations for Asia Internship Program

From all that I have seen and experienced firsthand, I have few suggestions for Asia Internship Program.

Create a direct link and partnership with companies

While AIP already has a good number of onboarded companies, they lack proper communication with them. What I mean by this is there seems to be very little follow up with the companies that are already in the AIP database. What I would suggest to AIP is to maintain a regular good communication flow with their onboarded companies, be in the loop of the number of interns that they require, and if possible, even create a good link with them so that all the intern hiring for the company is done through AIP's program.

Expand the market beyond Asia

Asia Internship Program is very successful in the Asian market, and I feel like it would be good for AIP to expand to other parts of the world to provide internships. Since they have enough experience with the Asian market, I feel like AIP would have an easy and smooth introduction or transition in the other part of the world.

Work more proactively

Since AIP has high and low seasons, working proactively through these seasons is very essential. While they are doing what needs to be done during the high season, being equally active in the low season is very important as well. I would suggest that AIP try to onboard more companies and try to get more university partnerships during their low seasons so that they would have a smooth low season transition as well. Also, during the low season, AIP should focus more on their marketing and revamping their website during their low season.

Create a proper work flow in the office

AIP needs to create a more easy and less confusing workflow and hierarchical system in the office to ensure the smooth running of their day to day operations and maintain the office structure.



References

- Batey, J. J., & Lupi, M. H. (2012). Reflections on Student Interns' Cultural Awareness Developed through a Short-Term International Internship. *Teacher Education Quarterly*, 39(3), 25–44. <http://www.jstor.org/stable/23479681>
- P. Maertz Jr, C., A. Stoeberl, P., & Marks, J. (2014). Building successful internships: Lessons from the research for interns, schools, and employers. *Career Development International*, 19(1), 123–142. <https://doi.org/10.1108/cdi-03-2013-0025>



ANNEX



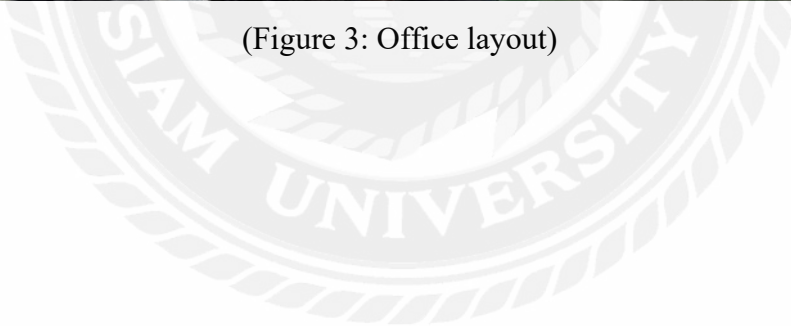
(Figure 1: With my Asia Internship Program colleagues)



(Figure 2: First day of internship)

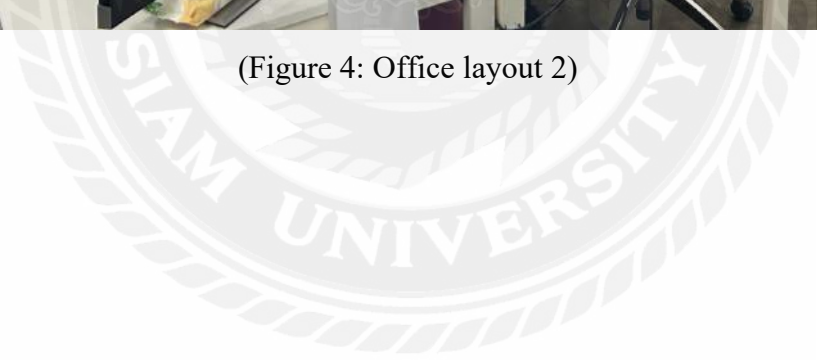


(Figure 3: Office layout)



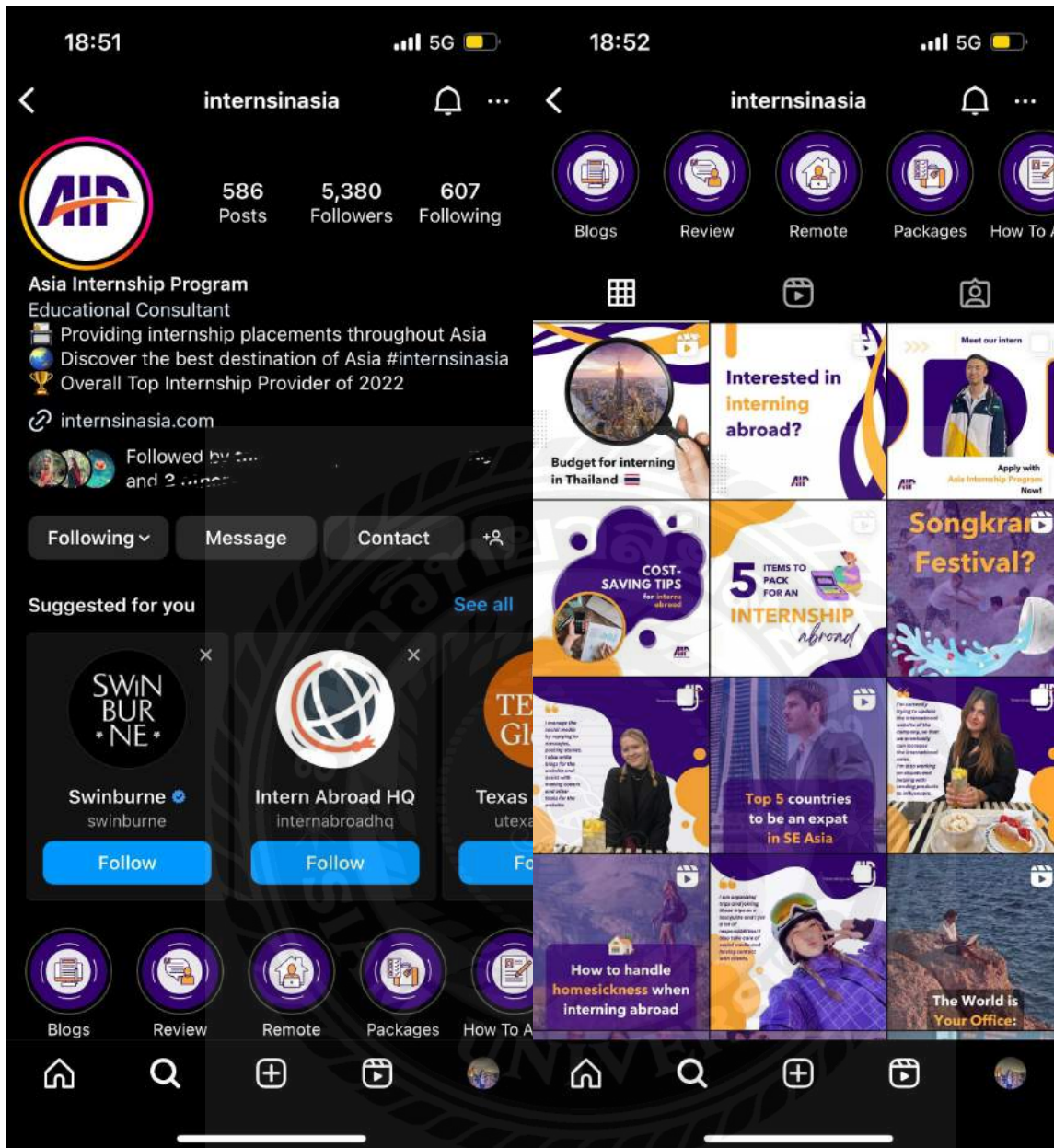


(Figure 4: Office layout 2)





(Figure 5: Asia Internship Program's website)



(Figure 6&7: Asia Internship Program’s Instagram handle and posts that I helped create)



AIP - Asia Internship Program

14K likes · 15K followers

Providing internship placements throughout Asia and beyond
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(Figure 8: Asia Internship Program’s Facebook handle)