



## **COOPERATIVE EDUCATION REPORT**

### **Communication and Programme Internship Report at Asia Centre**

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**This Report is Submitted in Partial Fulfillment of the Requirements for  
Cooperative Education, Faculty of Business Administration**

**Academic Semester 2/2023**

**Siam University**

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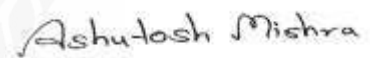
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**Major:** Finance and Investment

**Faculty:** Business Administration

**Academic Year:** 2020-2024

### **ABSTRACT**

This cooperative education report carries brief information about the Asia Centre - an organization engaged in research, advocacy, and consulting on human rights and social justice. This report aims at fulfilling the partial requirement of the Bachelor of Business Administration (BBA) program under cooperative study at Siam University. The objectives of the study are to familiarize university graduates with the corporate working environment and get in-depth knowledge about the organization where internships are offered. This report gives insights into the Asia Centre, the cooperative education system of the university, and the writer's experience and findings from her sixteen weeks of internship.

The report commences with an overview of Asia Centre's vision, mission, and objectives for its contribution to Asia Pacific through research and advocacy. The webinars - reaching the audience through panel discussions, human rights advocacy through digital channels, and hands-on working experience in planning, organizing, and reviewing different events, and assisting day-to-day-organizational functions have benefited me in completing my partial fulfillment requirement

As a combination of hands-on experience and mentorship, the internship facilitated a comprehensive understanding of digital marketing tools and techniques employed to target audiences for visibility and engagement. The internship provided an invaluable opportunity to delve into human rights issues throughout the world.

This cooperative education has helped me to utilize my academic knowledge in an international organizational background. Finally, the report concludes with reflections on lessons learned, challenges encountered, and recommendations for future interns and the Asia Centre's programming. This report is based on the writer's experience and observation at the Asia Centre.

**Keywords:** Internship, Asia Centre, human rights, communication, program, digital marketing tools, Asia-Pacific region.

## ACKNOWLEDGMENT

It has been an honor to serve as the communication and program assistant at Asia Centre, and I am grateful to Siam University and Kathmandu College of Management (KCM) for providing the opportunity to conduct our cooperative educational program. This opportunity helped me bridge the gap between theoretical learning into practical settings.

I would also like to extend my gratitude to my academic advisor, Mr. Raj Sir, for his valuable input, encouragement, and reminder emails throughout the internship period. His reminders and emails made me aware and made it easier to track my report.

I am deeply indebted to my job supervisor, Ms. Patcharee Ma'am, for her guidance and mentorship throughout my internship. Her expertise, insights, and management have helped me to shape my learning experience, which has helped me navigate the challenges encountered along the way as well as understand the business environment.

Additionally, I wish to thank all the staff and colleagues at Asia Centre for their warm welcome, collaboration, understanding, and helpful approach to sharing their knowledge and expertise with me. Asia Centre has greatly enriched my learning experience and contributed to my personal and professional growth.

Last but not least, I am thankful to my family, who allowed me to explore the companies and work in Bangkok. The 4-month journey of an internship would not be possible without their unwavering support, encouragement, and understanding.

Sincerely,

Bipashwi Shrestha

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## CHAPTER 1: INTRODUCTION

### 1.1 Company Profile

Asia Centre is a research, advocacy, and consulting organization dedicated to human rights, social justice, and sustainable development in the Asia-Pacific Region. It was first established in 2015 in Bangkok, Thailand, and a second office in 2018 in Johor Bahru, Malaysia, to create a social impact in the region.



*Fig. 1: Logo of Asia Centre*

Associated with more than 50+ partners, including governments, intergovernmental organizations, civil society organizations, academic institutions, think tanks, and grassroots movements, to achieve common goals and maximize collective. Asia Centre has launched 20 baseline studies, 6 briefing notes and policy papers, 12 UN submissions, and 4 book launches. Among those, "Hate Speech in Southeast Asia" is the most popular with 7,574 downloads from people and audiences.

The entire functions of the Asia Centre are structured into three teams - the research program and the admin team for the smooth running of the organization. The research team works in teams with project inspection, primary and secondary data research, surveys, workshops, and review before publishing the report. The program team works with different organizations for collaboration and partnership for the workshops and report launch. Lastly, the admin team works on the finances for the workshops and seminars.

Asia Centre is dynamic and impactful because it has a great working environment with people. A diverse culture of staff works within the organization, with proper networking in webinars, seminars, conferences, and visitors. The Asia Centre works collaborating with other organizations for the report launch, survey, and understanding of the matter from a wide



perspective. The office also has a meeting room for bilateral meetings with colleagues as well as a quiet room to attend to personal calls.

### 1.1.1 Vision of the Company

The vision of the Asia Centre is to create a just, inclusive, and sustainable Asia-Pacific region where human rights are respected, social justice is upheld, and equitable development is achieved for all.

### 1.1.2 Mission of the company

The Mission of Asia Centre is to serve as a knowledge partner, undertaking evidence-based research on issues affecting the Asian region and developing toolkits for CSOs, development aid agencies, INGOs, media workers, and policy-makers.

### 1.1.3 Strategies of the Company

- Research and Analysis:

Asia Centre conducts in-depth research and analysis on a wide range of human rights issues prevalent in the Asia-Pacific region. The research and study make people aware of the insiders. The series process helps create a fine study with expert professionals. the survey.

- Advocacy and Campaigning:

The engagement in advocacy and campaigning efforts to advance human rights and social justice agendas at local, national, and regional levels. This campaign mostly includes lobbying policymakers, mobilizing civil society organizations, and raising public awareness through the media. The joint meeting and online meeting are created to make people aware of the ideas from the campaigns and public events.

- Team Building:

It organizes team-building initiatives, including workshops, training programs, and seminars, to strengthen the skills and capabilities of individuals and organizations. It provides

training and enhancement on teamwork and connection, which is done by understanding team problems and team-building activities.

- **Capacity-Building Initiatives:**

Asia Centre organizes capacity-building initiatives, including workshops, training programs, and seminars, to strengthen the skills needed to work on human rights and social justice in the region. These initiatives empower activists, journalists, and civil society leaders to promote and defend human rights.

- **Networking and Collaboration:**

Asia Centre fosters networking and collaboration among diverse stakeholders, including government agencies, civil society organizations, academic institutions, and international organizations. By building strategic partnerships and alliances, Asia Centre leverages collective efforts and resources to address shared challenges and achieve common goals.

- **Policy Engagement:**

It engages with policymakers, government officials, and international organizations to advocate for policy reforms and legislative changes that uphold human rights and social justice principles. Through policy research, consultations, and dialogue platforms, the Asia Centre contributes to shaping policies and laws that protect and promote human rights in the region.

- **Public Awareness and Education:**

Asia Centre conducts public awareness and education campaigns to raise consciousness about human rights issues and empower communities to advocate for their rights. This includes producing educational materials, organizing public forums, and leveraging digital media platforms to reach wider audiences.

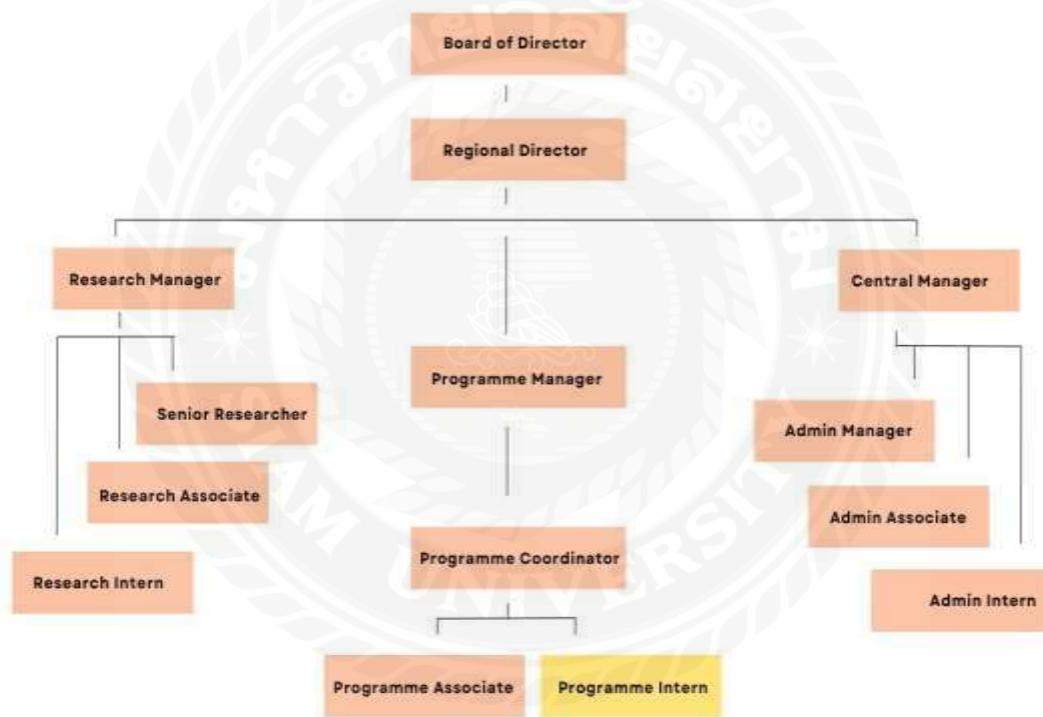
- **Regional Integration Initiatives:**

It advocates for regional integration initiatives that promote cooperation, dialogue, and collaboration among countries in the Asia-Pacific region. By fostering regional solidarity and

cooperation, the Asia Centre seeks to address transnational human rights challenges and promote peace, stability, and prosperity in the region.

## 1.2 Organizational Structure

The organizational structure of Asia Centre is strategically designed to ensure all activities are aligned with its vision, mission, and strategic objectives. The structure supports decentralized yet coordinated, cross-functional collaboration, adaptability, and impact-driven where multi-linguistic and cultural human resources are teamed up driving towards its common objective. The organizational structure of the Asia Centre is presented in Figure 1.2



*Fig. 2: Organizational structure of Asia Centre*

The board of directors and regional director comprise three sections, i.e., research manager, program manager, and admin manager, that make the organization work smoother and more goal-oriented. Despite the three different managers and the operation of the office in three different countries, managers have weekly updates and targets to meet.

### 1.2.2 Job Position and Placement Details

I am assigned as a communication and program assistant in the Asia Centre program team. The major tasks of a communication and program assistant are event management, write-ups, narrative reports, emailing registered participants, reviewing articles, and working on the backend of the website. The events include creating a holding slide for the presentation and drafting the speech. Other than that, my role as a program assistant also includes clicking pictures and videos for the TikTok and social media pages.

### 1.2.3 Job Position

The key departments of this organization are the research and analysis policy, the program department, and central management. The research analysis department consists of research and outreach to the people, whereas the central department checks all the administration and operation work with the monitoring and evaluation of the work and organizations. Lastly, the program department checks on the event, program, and partnerships with those responsible for communications. My job position, which is communication and program assistant, falls under the program department.

Address	65/168 Chamnan Phenjati Business Center Building, 20th Floor, Rama IX Rd, Huai Khwang, Bangkok 10310
Job Position	Communication and Programme Intern
Department	Programme Department
Working Duration	January 08, 2024 - May 08, 2024
Working Hours	8:30 am - 5:30 pm
Name and designation	Ms. Kartini Sunityo, Line Manager
Name and designation of Job Supervisor	Ms. Patcharee Rattanaong, Center Manager

*Table 1: Job Position and Placement*

### **1.3 Intention and motivation to choose a company**

The program department of the Asia Centre initiates and manages all the events and programs run throughout the organization. It helps to connect a new mass of people and professors from different fields throughout the internship process. Some of the reasons for my intention and motivation to choose the Asia Centre are deeply rooted in the following:

- Networking opportunities:

Working in the Asia Centre is enhancing my career goal of networking and building professional relationships. It provides a platform for connecting with like-minded individuals, experts, and organizations working.

- Contribution to projects and initiatives that have a tangible impact on communities and individuals in the Asia-Pacific region.

Interning at the Asia Centre is not just about professional growth; it's also an opportunity for personal development and awareness about human rights. I'm excited to immerse myself in human rights, social justice, and sustainable development organizations.

#### 1.4 Strategic Analysis of the Company (SWOT)

<b>Strength (S)</b>	<b>Weakness (W)</b>
<ul style="list-style-type: none"> <li>● Diverse and multi-cultural team with professionals, researchers, and activists.</li> <li>● Collaborative partnership with government agencies, academic institutions, and civil society organizations.</li> <li>● Capacity Building Initiatives with workshops, training programs, and seminars.</li> </ul>	<ul style="list-style-type: none"> <li>● Limited resource and staff shortage</li> <li>● External funding from donors and partners to sustain for a longer period.</li> <li>● Challenge in communication and language with diverse staff and stakeholders.</li> <li>● Diverse political contexts and sensitivities require challenging research and advocacy.</li> </ul>
<b>Opportunities (O)</b>	<b>Threat (T)</b>
<ul style="list-style-type: none"> <li>● Capitalize on emerging human rights issues and trends in Asia- the Pacific region with digital rights, environmental justice, and gender equality</li> <li>● Technology and Innovation to enhance the research</li> <li>● Public and private partnerships to mobilize resources and expertise from private sectors</li> <li>● Advocacy and policy influence by engaging with policymakers, government</li> </ul>	<ul style="list-style-type: none"> <li>● Political instability and government crackdowns in countries may threaten freedom of expression.</li> <li>● Shrinking civic space restrictions on freedom of association,</li> <li>● Competition with non-profit organizations, research institutions, and advocacy groups working on similar human rights issues.</li> <li>● Uncertainty of funding and donor priorities</li> </ul>

agencies, and international organizations	<ul style="list-style-type: none"> <li>● External influences with geopolitical tensions, economic crises, and natural disasters.</li> </ul>
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*Table 2: SWOT Analysis of Asia Centre*

**1.5 Objectives of this Cooperative Studies:**

The cooperative study activities aim to gain practical experience and insights into the operations and strategies of the Asia Centre, a non-profit organization dedicated to promoting human rights, social justice, and sustainable development in the Asia-Pacific region. The aim is to understand human rights issues, program development, and management; develop networking and collaboration skills; enhance writing; and generate creative ideas. By actively participating in the write-up, event management, narrative reports, and website updates from the back end, I have been engaging and contributing to the organization. Through, this cooperative study, the overarching objective is to apply theoretical knowledge in a practical setting, enhance professional skills, and gain valuable insights into the complexities of operating within a culturally rich and socially responsible business environment.

## **CHAPTER 2: COOPERATIVE STUDY ACTIVITIES**

### **2.1 Job Description**

As an intern at the Asia Centre, I was assigned the duties of a communication and program assistant. As per the provided job description, I had three major tasks to perform - the first task was to draft emails for meetings and events, develop connections between the professors, and look after event management.

The job description of my position includes the duties and responsibilities listed below -

- To communicate - email and carry registration of participants and liaison with the resource person,
- To prepare a budget for the events and manage the required logistics for the events and meetings,
- To take summary notes of takeaways and outcomes of the events,
- To engage in social media - planning and developing materials for digital platforms.
- To produce social media and website content tailored for Asia Centre on various digital platforms, including Instagram, Facebook, Twitter, Podcast, TikTok, and YouTube.
- To assist in digital marketing campaigns, boost work visibility, enhance audience engagement, and maximize participation in the event.
- To produce narrative reports to communicate to the Asia Centre partners and stakeholders regularly, at least once a month.

### **2.2 Job Responsibilities and Work Duties**

My job responsibilities and work duties changed from time to time as per the event and write-up process. Here are some of the key activities carried out during the internship period at the Asia Centre.

#### **2.2.1 Daily Morning Briefing**

During the daily briefing with all the staff members, make all staff aware of the work tasks that each other is doing throughout the day. It helps each department work on transparency and is



easier to contact during their free time. Apart from being updated with the daily tasks for the staff members, it also enhances confidence in public speaking and enhances word choice and expression. I have felt the changes in word choice and enhancement in speaking English in the eyes of people.

### 2.2.2 Social Media Post

Drafting an informative caption for social media helped people choose the medium and tone of words that sounded informative and strong. The social media caption and post are scheduled for two days with appropriate timing. Before the caption reaches the public, it is revised and supervised by the supervisor, as the main aim of the social media post is to enhance media coverage and bring a positive impact on society.

### 2.2.3 Edit and review the article

As the Asia Centre is jointly working with different organizations and funding to shape the behavior and literacy of youth, it has actively contributed to youth programs and development. The programs and awareness that youth conducted are sent as a report and write-up.

My role is to review the write-up and briefing sent by my fellow youths and make corrections. I mostly connect with the youth and ask about the details of the programs and services.

### 2.2.4 Write up

Asia Centre contacts and participates in many of the events throughout the months. My major work after the event is to write up a briefing that is published on the website to connect with the audience. The purpose of the write-up is to create awareness and understanding among the people with constant updates.

The second motive of the write-up is to make the partners aware of the work and reach out to the audience. It is also for raising funds and forming partnerships with donor organizations.

Some of the articles that I wrote during my internship are Asia Centre Report Launch on Online Content Regulations in the Asia Pacific, Asia Centre Hosts Regional Meeting on Digital Rights, Fact-Checking Useful, But No Longer Primary Tool Against Disinformation, Stronger

Collaboration Needed to Strengthen democracy in Asia, Diplomatic Briefing: Asia Centre's Training Hub in Phnom Penh, Cambodia

### 2.2.5 Marketing and Promotional Materials

During my internship period, I had a joint responsibility to develop promotional material for social media and the Madmimi application where the audience, especially the database of past participants in the events and webinars, would get notifications for upcoming events. In addition, my role is to create content for social media, especially TikTok, Facebook, and websites.

### 2.2.6 Day-to-day activities

The day-to-day work details assigned were as follows:

- Track the registration form and inquiry for the monthly webinars
- Create the holding slide for the event
- Check the inquiry for partners and sponsors
- Analyze the feedback from the past events
- Create a database for the upcoming event
- Create the infographics based on the registration, participants, and survey
- Prepare the promotional materials for daily posts on social platforms
- Track the progress of the website and audience
- Update each day task records

Duties assigned beyond the job description:

- Coordinate with the fellows of Oxfam in Asia
- Review the articles of participant
- Design the cover pages for the article
- Communicate with the team and check the daily progress and updates
- Record and track Madmimi.

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

In Asia Centre, the everyday activities involved in coordinating with co-workers involve a range of activities aimed at collaboration, communication, coordination in reviewing, and feedback on the work. Some of the key activities in coordinating with co-workers at the Asia Centre may include:

- **Regular Team Meetings:**

Every day at 8:30 am, we have regular team meetings to discuss ongoing projects, share updates, and discuss the working progress of all the staff. This meeting helps to raise awareness among the team about the work of other team members. It also helps to check the availability of each other to work together.

- **Task Assignment and Delegation:**

Coordinating with co-workers to assign tasks, delegate responsibilities, and establish deadlines. One-on-one communication and calls are a medium of clear communication about roles and expectations that ensures that everyone understands their responsibilities and contributes effectively to team goals.

- **Information sharing:**

Sharing relevant information, updates, and resources with co-workers to ensure everyone is informed and aligned. This includes sharing project documents, research findings, and important announcements.

- **Feedback and Support:**

The work we do throughout the day is supervised, and feedback is given on the process and progress of the work. The constructive feedback and support from co-workers help to rearrange the work and align easier and faster, which allows them to improve their performance and overcome challenges. Offering assistance, guidance, and encouragement fosters a supportive and productive work environment.

- Virtual Collaboration:

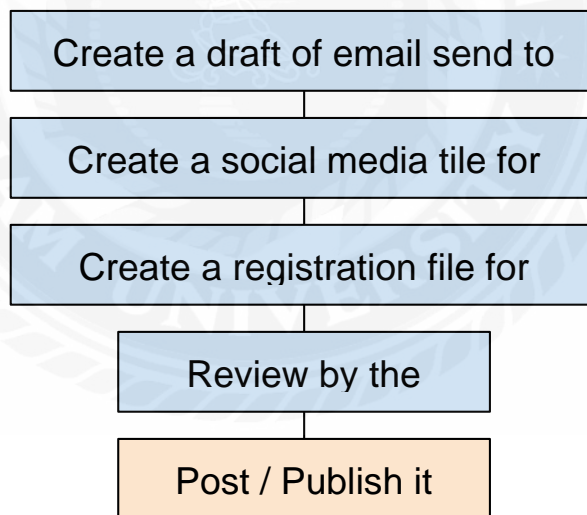
The Asia Centre operates in two other countries. It has diverse partners throughout the South Pacific. Most of the meetings are conducted through digital platforms. This includes using email, instant messaging, video conferencing, project management tools to communicate and collaborate, and seminars to enhance team members' skills and competencies.

Coordinating with co-workers at Asia Centre involves active communication, collaboration, and mutual support to achieve shared goals and advance the organization's mission of promoting human rights, social justice, and sustainable development in the Asia-Pacific region.

## 2.4 Job Process Diagram

The flowchart and the work process of the assigned job description related to social media research and engagements.

### 2.4.1 Flow Chart for Social Media Post



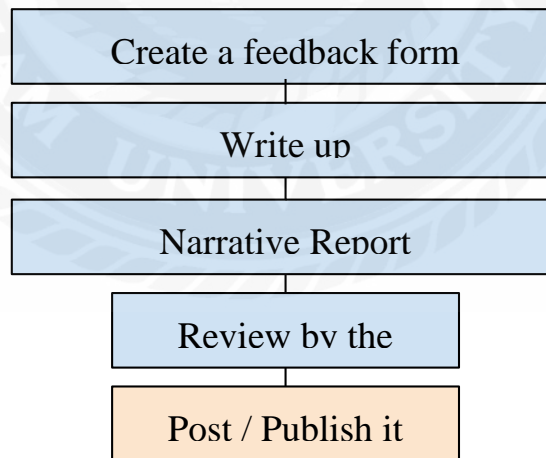
*Fig. 2: Flowchart of social media posting*

#### 2.4.2 Flow Chart during the on-site event



*Fig. 3: Flowchart of Work During the on-site event.*

#### 2.4.3 Flow Chart for Work after the event



*Fig. 4: Flowchart of work after the event*

## **2.5 Contribution as a Cooperative Student in the Company**

As a cooperative Student Intern at the Asia Centre, my role in coordination would be pivotal in ensuring the seamless operation of various projects and initiatives. I was tasked with facilitating collaboration among different teams and stakeholders within the organization. In addition, I organize meetings, manage communication channels, and assist in the smooth progression of projects through effective teamwork. Additionally, I was likely to be involved in supporting the coordination of events, liaising with external partners, and contributing to the implementation of cooperative programs. I updated my supervisor regarding the progress made each month with monthly performance evaluations. Similarly, communicating with international CSOs and commissions, communicating with partners and participants



## CHAPTER 3: LEARNING PROCESS

This chapter deals with the learning process followed and the knowledge acquired during the internship.

### 3.1 Problems and issues of the institution

Some of the challenges and hardships faced during the internship, continuous effort tackling them, and finally overcoming them gave me the pleasure of success and achievement. They retain the lessons learned from the internship, too.

- Cultural Adjustment

Interns working in a foreign country, with a multicultural environment had to adjust themselves to cultural differences. Cultural adjustments have been one of the challenging experiences related to cultural adjustment. They may encounter differences in work practices, communication styles, and social norms, which can be daunting to navigate.

- Work-Life Balance:

Interns may find it challenging to maintain a healthy work-life balance, especially if they are expected to work long hours or weekends. This can negatively impact their well-being and overall job satisfaction.

- Communication Barriers:

Interns may encounter communication barriers, especially if they are working in a multicultural environment where English is not the primary language. This can lead to misunderstandings and hinder collaboration.

- Lack of staff

Another major problem with the program department was the lack of program guide experts. The program manager is working from the Malaysia office, so sometimes it was necessary to communicate and reach out.

- The varied portion of the work task

Many of the work duties that were assigned to me were out of proportion to one another. Sometimes the work task would be relatively simple and less time-consuming, allowing us to have spare and unproductive time, while other times the task would be quite stressful and difficult, requiring us to commit all our time at once. Our daily routine was hampered by this. Imbalance.

- Frequent errors with the WordPress software

The WordPress software was bought for the company's use for faster, more efficient, and easier access for interns and staff. Since the software was in use after three years of traditional record-keeping and tracking, The main purpose of the website was to maintain links with stakeholders and partners in the work process.

My task was to update the documents, report, and publish on the website daily, as well as check the reviews and comments on the articles. This was a part of my daily problem. I, along with the company, faced challenges while working.

### **3.2 How to solve the problems**

For the discussed problems at work, the following steps were taken to solve them. Most of it was not fully solved but the team came up with better alternative methods. The following are the steps taken were the following:

- Employee Addition

Having additional personnel allows for job division, which can be quite useful during busy periods. In addition to that, different individuals with different ideas, experiences, and knowledge create synergetic benefits in the organization. The increment of staff as per the department for better job division and understanding.

- Work timeline

Experts assert that the work timeline has many advantages. The equitable task distribution that guarantees a balanced workflow is one of the main advantages. Proper time management, increased motivation, and ease of project tracking are further advantages.



- Better time management to check the website

Better allocation of time from 10 am to 11 am when the internet is working at high speed or during the lunch break. In addition, they even added another internet connection for the website which was a bit better in the operation of the software.

### **3.3 Applying knowledge from coursework**

The most incredible aspect of the internship was being able to apply my theoretical digital marketing and communication skills to real-world programs and communication initiatives. I was constantly able to connect the dots between theoretical knowledge and practical experience.

In the second, third, and seventh semesters of the BBA program, we were assigned to use all the communication and programming approaches to complete the program and event tasks of the project.

### **3.4 Lesson learned during the cooperative studies at Asia Centre**

The cooperative study program provides an opportunity to provide practical knowledge along with an academic program. During the internship, I got to apply theoretical knowledge to the real working environment. Overall, the internship program helped me with the following aspects of real-world work, and the key things I learned are as follows:

- Maintaining focus at work

During the first week of my internship, I was engaged in understanding the background and guidance of the company. I was operating the instructions from the guidelines, and I made many mistakes because I was learning from the allocated work. But, as time went on, I realized the value of it and began to put the unimportant things to the side when I was doing my work, allowing me to concentrate better.

- Importance of time management

The most important thing that I learned in the Asia Centre is that time management includes punctuality and performing the right work at the right time.

- Teamwork

Most of the tasks are required to be done in coordination with the other team members. This has developed an efficient teamwork skill that has helped me solve assigned tasks properly and in a productive way as a team member.

### 3.5 Application of Coursework Knowledge to Real-Working Situations

A notable course that helped during my internship was “The Principal of Marketing and Digital Marketing”, where we covered the basics of marketing: targeting, segmentation, differentiation, and elements. Much of my coursework knowledge has helped me while working at the Asia Centre and has also helped to perform my tasks better. A few notable subjects that were most applicable were:

Subject Name	Usage in Workplace
Principles of marketing and digital marketing	Recognizing the target audience for the training programs and workshops and preparing the promotion materials accordingly.
Principle of Management	Understanding the people at the workplace, and understanding the diverse work ethics
Business language	Taught how to create letters, business letters, and emails for professional levels
Draft skeleton for promotions	Taught create documents and promotion materials beforehand and sent them for review to the line manager.

*Table 3: Application of course knowledge*

### **3.6 Special Skills and New Knowledge Learned**

This internship has taught me various things and made me ready and more experienced for better things. Moreover, it has provided me with better opportunities too. A few skills and knowledge that I have learned:

- **Communication Skills**

I had to communicate with various people inside and outside the country, virtually as well as physically. I have understood the weight of my words and have gained the ability to mold the conversations as per the need.

- **Leadership Skills**

Even though it was my first international internship experience at Asia Centre. I was responsible for guiding and leading the event and organizing the webinar. I was able to make decisions and make suggestions to other interns and junior staff in the office. This has empowered me and made me more confident in my future work as well.

- **Strategic Planning**

I have understood how to plan, pay attention to details, set priorities, and strategize the process. My line manager sat one-on-one with me every week to give and take feedback and help me improve my strategic planning skills.

## **CHAPTER 4: CONCLUSION**

This chapter covers the highlights of cooperative studies at the Asia Centre, self-assessment, limitations of the internship, and the conclusion and recommendation.

### **4.1 Summary of Highlights of Cooperative Studies**

The program and communication department of the Asia Centre undertakes several events and initiatives to enhance knowledge and build communication skills as a working culture among its staff, as well as identify new information regarding business, clients, partners, and connections. As the department's goal aligned with my area of interest, I joined the Asia Centre as one of the contributors to the program team to enhance learning. The event handling tasks I was assigned are related to establishing a good connection with the professionals and leaders in different organizations, which adds to my upcoming days and career.

Being part of the cooperative studies also made me understand where I stand as an individual. I had a clearer picture of my strengths and weaknesses. My strong side mainly involved critical thinking, technical ability, time management, and punctuality. My weaknesses, or areas of improvement, included multi-tasking and adaptability. Hence, the cooperative study allowed me to flaunt my strengths and improve my weaknesses.

Moreover, getting a platform like the Asia Centre, which is working for a human rights and research company, to enhance my soft skills was another big opportunity. Staff at Asia Centre are known for having excellent organizational skills, such as time management, networking, teamwork, critical thinking, and problem-solving. Spending this memorable learning environment at the Asia Centre for 4 months helped me to brush up on my soft skills, which have made me more confident and ready to become a part of the corporate sector.

### **4.2 Evaluation of the Work Experience**

Interning at the Asia Centre as a Programme and Communication intern offers a valuable yet challenging experience. While the organization provides opportunities for skill development and networking, interns may encounter limitations such as resource constraints, a demanding

workload, and a learning curve in understanding the intricacies of the Centre's programs and communication strategies. Additionally, cultural and linguistic challenges may arise for those unfamiliar with the region's context. Despite these hurdles, interns have the chance to gain valuable insights and experience in a dynamic and culturally diverse environment, contributing to their personal and professional growth.

### **4.3 Limitations of the Cooperative Studies**

While my cooperative studies at Asia Centre provided me with invaluable learning experiences and professional growth opportunities, there were some limitations that I encountered during my time with the company.

- **Data Quality and Readability**

One of the most difficult analyses is ensuring the accuracy and consistency of the data gathered for cooperative research, especially in areas with weak government or infrastructure.

- **Language Barriers**

Due to the linguistic diversity of Asia, conducting cooperative research can be extremely difficult when working across several nations or groups within the area.

- **Resource Constraints**

Another limitation was the presence of resource constraints within the organization, particularly in terms of technology and infrastructure. Limited access to advanced digital marketing tools and software hindered our ability to implement more sophisticated marketing strategies and track performance metrics effectively.

Overall, while these limitations posed challenges during my cooperative studies, they also presented opportunities for learning and adaptation. By recognizing and addressing these constraints, I was able to maximize my learning experiences and make meaningful contributions to Asia Centre, being part of a communication intern and fulfilling the company's objectives.

### **4.4 Recommendation for Asia Centre and Cooperative Education Preparation Courses**

Some of the recommendations that I would like to make to my workspace and the organizers of the coop studies are to make the internship better for the upcoming candidates.

#### 4.4.1 Recommendation for Asia Centre

Based on sixteen weeks of internship, and work experience at the Asia Centre, I could draw the following recommendation to the Asia Foundation to resolve the issues and challenges

- Create Explicit Internship Programme:

Create clear internship programs that specify the goals, duties, and requirements for interns. Make sure to make clear to applicants the length of the internship, the requirements for eligibility, and any prerequisites.

- Improve Recruitment Channels

Reach a wider range of candidates by increasing recruitment efforts. To draw in competent interns, use a variety of platforms, including social media, professional networks, online job portals, career fairs at universities, and professional networks.

- Streamline the Application Process:

Establish an online application form or gateway to streamline the application procedure. Make sure the requirements for the application are clear and simple to comprehend. Give precise directions on how to send in cover letters, resumes, and any other necessary paperwork.

- Encourage Diversity and Inclusion:

Recruit interns from a variety of academic fields, cultural backgrounds, and backgrounds to help create a varied and inclusive work environment. Promote applications from underrepresented groups and foster an inclusive environment that celebrates diversity.

- Offer Competitive Remuneration:

To draw in top talent and guarantee that interns receive just remuneration for their work, offer competitive salaries or stipends. Think about providing extra advantages like housing support, stipends for travel, or chances for professional growth.

#### 4.4.2 Recommendation for the Improvement of Cooperative Education Preparation Courses

- Expanded Learning Opportunities

Offer cross-functional exposure and project-based learning opportunities to provide cooperative students with a comprehensive learning experience. Assign students to diverse teams or departments and involve them in strategic initiatives or special projects.

- Structured Mentorship Program:

Implement a structured mentorship program to provide personalized coaching, feedback, and career advice to cooperative students. Pair students with a mentor whom they can connect to or whom they are familiar with the subject matter or the guest appearance in the class so that they are known to their mentor personally.

- **Feedback Mechanisms:**

Establish regular feedback mechanisms for cooperative students to solicit input on the program structure and identify areas for improvement. Encourage open communication channels between students and supervisors to ensure alignment with organizational objectives.

- **Networking Opportunities:**

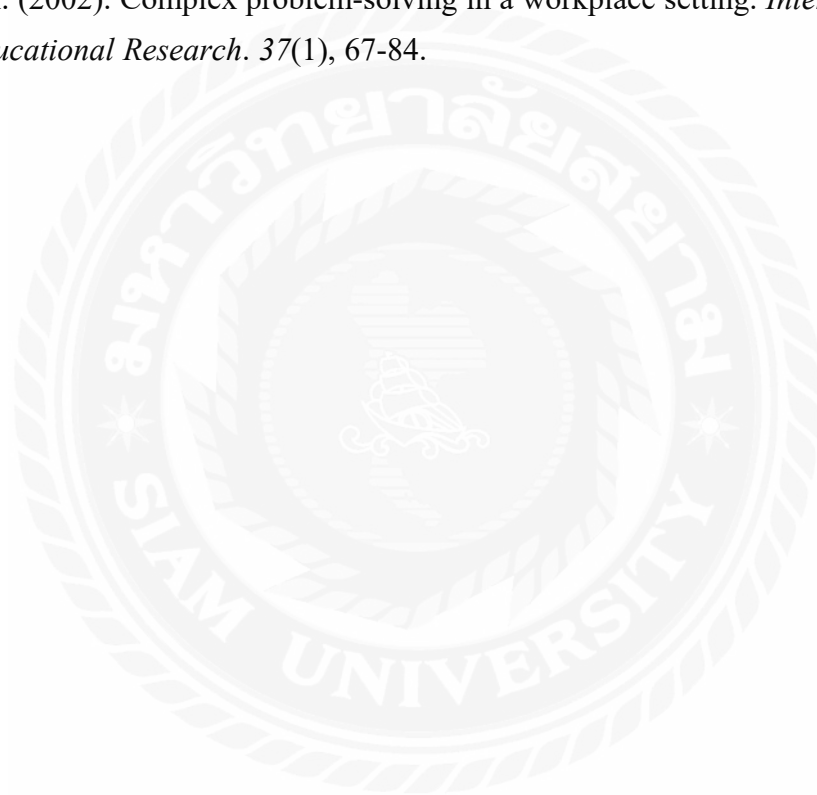
Provide networking events, industry talks, or alumni meet-ups to help cooperative students broaden their professional connections and gain insights into career paths within the field of cultural heritage preservation and marketing.

#### **4.5 Recommendation for the improvement of Cooperative work**

Implement a comprehensive framework for cooperative students, including structured training programs at the commencement of their placement. These programs should cover company policies, procedures, tools, and relevant software to equip students with the necessary skills for their roles. Additionally, establish clear expectations and objectives for students, outlining specific tasks, projects, and learning goals to ensure alignment between student aspirations and company needs. Assign students to project-based assignments that allow them to apply theoretical knowledge to real-world scenarios, providing opportunities for hands-on learning and skill development. Assign experienced mentors to provide guidance, support, and feedback throughout the placement, fostering a supportive learning environment and facilitating professional growth. Offer professional development opportunities such as workshops, seminars, and industry conferences to enhance students' skill sets and broaden their perspectives. Finally, establish formal feedback mechanisms to gather input from students about their experiences and areas for improvement, using this feedback to make continuous improvements to the cooperative program

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## ANNEX

Asia Centre  
2 days ago

Our Communication and Programme intern, Bipashwi Shrestha, had her last day at the Asia Centre on 8 May 2024. Bipashwi, a Nepali citizen studying at Siam University in Thailand, has been with us for the past four months. We are grateful for her contribution to the programme and communication team and wish her the best in the future.

To learn more about our internship programme, please visit <https://asiacentre.org/internship-programme/>



Picture 1: My completion of an internship at the Asia Centre



Picture 2: Formulating the work plan with the Program manager



Picture 3: Daily meeting on task updates with program team members



Picture 4: Me with the Asia Centre's event ID card



Picture 5: Onsite Digital Rights Program with International CSOs



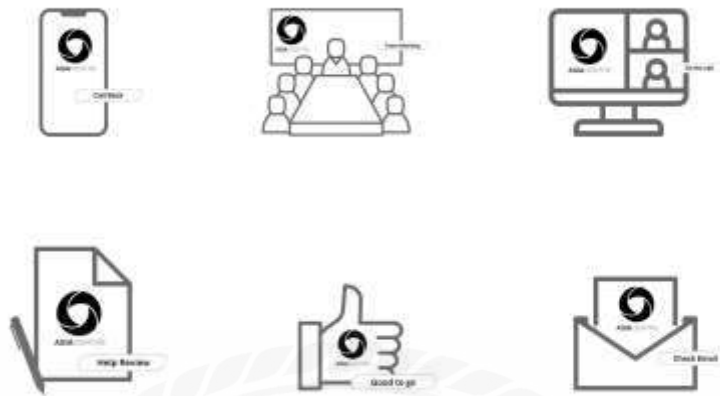
Picture 6: With the center manager sharing the same frame.



Picture 7: Dinner with the international CSOs (onsite participants)



Picture 8: A glimpse of the presentation prepared for the onsite Digital Rights Program event.



Picture 9: A glimpse of the WhatsApp sticker for Asia Centre

A screenshot of a registration form for an online event. The form is displayed on a mobile device interface with a navigation bar at the top containing 'Guidelines', 'Responses' (with a count of 139), and 'Settings'. The form fields are: 'First Name \*' (with a text input field), 'Last Name \*' (with a text input field), 'Short Answer \*' (with a text input field), 'Gender \*' (with radio buttons for 'Male', 'Female', and 'Prefer Not to Answer'), 'Nationality \*' (with a text input field), 'Which country are you based in? \*' (with a text input field), and 'Phone Number \*' (with a text input field). A vertical toolbar on the right side of the form contains icons for back, forward, share, and other actions.

Picture 10: A small part of the registration form for an online event.

## BIBLIOGRAPHY



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