

Internship

Business Administration and Management BA

The aim of the internship

The aim of Business Administration and Management BA is to train such professionals who are enabled to understand the operation of organizations, analyse business processes and prepare decision making and also coordinate projects effectively. The internship is one of the most important elements of the BA education as it provides the opportunity to put the knowledge acquired during their studies into practice, in a real organisation's environment, improve their professional competences and consciously build their professional identities.

The acceptability of the internship is based primarily not on the job title but the tasks the student has actually performed, the responsibility taken and their contribution to the operation and development of the organization.

What is considered professionally relevant work experience?

Any activity can be accepted as a professional internship that means the student's involvement in a given organisation's economic, business or management processes and via their work they contribute to its operation, analysis, development or coordination.

Those tasks are regarded to be especially relevant which involves

- operating, organizing or developing business processes;
- preparing organizational or management decisions;
- analysing data, information or key performance indicators;
- planning, coordinating or implementing projects;
- managing and developing relationships with customers, business partners, or suppliers;
- supporting marketing, sales, finance, human resources, logistics, or business development processes;
- participating in innovation, digitalisation, or organisational development initiatives; performing tasks that support the operation and value creation of an organisation.

The aim of the internship is not only to gain the work experience but also to understand the nature of organizational operation, the way business decisions are made and how a business and management professional can contribute to organisational performance and sustainable value creation.

The typical areas of work for the Internship

1. Analysis and Decision Support

The student collects, organises and interprets data and draws business conclusions:

- makes business reports;
- makes cost and performance analysis;
- evaluates market data;
- makes competitor analysis;
- supports controlling;
- prepares dashboards and management reports;
- analyses customer data and consumer behaviour;
evaluates logistics performance indicators and supply chain data;
prepares financial and operational analysis for businesses.

2. Organisation and Coordination

The student participates in coordinating processes, projects or organizational tasks:

- project coordination;
- process improvement initiatives;
- organising events or corporate programmes;
- monitoring resources and deadlines;
- supporting operational processes;
- coordinating procurement and inventory management processes;
- organising transportation and logistics processes;
- supporting business development or grant-funded projects.

3. Business Development and Innovation

The student contributes to the development of new ideas, products, services, or business solutions:

- developing business models;
- supporting the development of market-entry strategies;
- supporting start-up projects;

- participating in innovation programmes;
- supporting business development initiatives;
- creating digital business models;
- developing business automation processes.

4. Digital and Data-Driven Business Solutions

The student supports and develops organisational operations through the use of digital business solutions:

- using enterprise resource planning (ERP) systems;
- using CRM systems;
- supporting e-commerce processes;
- operating online sales systems;
- analysing digital business data;
- supporting business processes that use artificial intelligence;
- supporting the operation of online stores;
- measuring and evaluating digital marketing performance;
- supporting data-driven business decisions.

5. Networking and collaboration

The student works with different organisational units, colleagues, business partners, and customers:

- supporting customer relationship management;
- cooperating with suppliers;
- participating in teamwork;
- preparing professional reconciliation;
- managing partner relationships;
- supporting sales and customer service processes;
- developing business relationships;
- cooperating with suppliers and supply chain partners.

Summary

The internship is not limited to a single professional field or job position. It can be completed in a wide range of areas of economic activity, provided that the student performs tasks related to the business, economic, or management processes of organisations.

The most important value of the internship is not simply gaining work experience, but recognising that organisational results are based on conscious decision-making, coordinated processes, and cooperation. An internship can be considered truly successful when the student is able to recognise their own role in these processes and experience how their knowledge, cooperation, and initiative can contribute to the successful operation and development of an organisation.