

ASSESSMENT 1

LEVEL 5 ASSESSMENT SPECIFICATION



Student name:	MARIA ISABELLE ROCKERFELLER	Student ID number:	2244735
Programme:	IUMW Business Administration (Dual Award)		
Module:	Changemakers: Creativity and Value Creation		
Module code:	IUBA5002	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Emma Roberts	Internal Verifier:	Vic Saunders
Assignment Title:	E-Portfolio Evidence of Learning	Word count (or equivalent):	2000 words or equivalent
Submission deadline:	20 TH August 2024	Return date of provisional marks & written feedback:	50%
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark: Work which is submitted up to 1 week late will be capped at 40% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes

(from module syllabus)

- Demonstrate knowledge and critical understanding of innovation, creativity and enterprising mindset, recognising the values and the contribution creativity makes to the common good.
- Conceive, articulate and apply creative thinking within a work-based or academic context to develop novel solutions and/or value creation.

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	20	
2. Knowledge and Understanding Skills	20	
3. Cognitive and Intellectual Skills	25	
4. Practical Application Skills	25	
5. Transferable Skills for Life and Professional Practice	10	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		%
	Up to 1 week late (40% Max)		
	Over 1 week late (0%)		



Creativity and Value Creation

Davina Wyn Evans

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Task 1 – Research Question

INTRODUCTION

Internships are one of the vital steps when it comes for the beginner stages for students and recent graduates in today's competitive job market. Internship programmes provide them practical experiences and a pathway towards full-time employment. To develop a large pool of future potential employment opportunities companies, need to make large investments in their internship programs. These programs effectiveness varies with the influence on the organization as well as the interns. Through an analysis and research of the advantages and identification of best practices that brings a success, this research attempts to investigate the impact of successful onboarding and internship programs on the success of interns and organizations.

RESEARCH QUESTION: *How does effective internship programmes impact interns?*

PROBLEM STATEMENT

Although internship programs are widely used, little is known about how intern happiness and organizational outcomes are impacted by the calibre of onboarding and internship experiences. Developing programs that not only draw in top people but also guarantee their growth, engagement, and retention is a difficult task for many firms. Conversely, interns frequently face challenges like poor training, hazy expectations, and a lack of meaningful work, which can cause them to become dissatisfied and perform poorly. Resolving these issues is essential to increasing organizational success and making the most of the internship investment.

VALUE OF THE RESEARCH

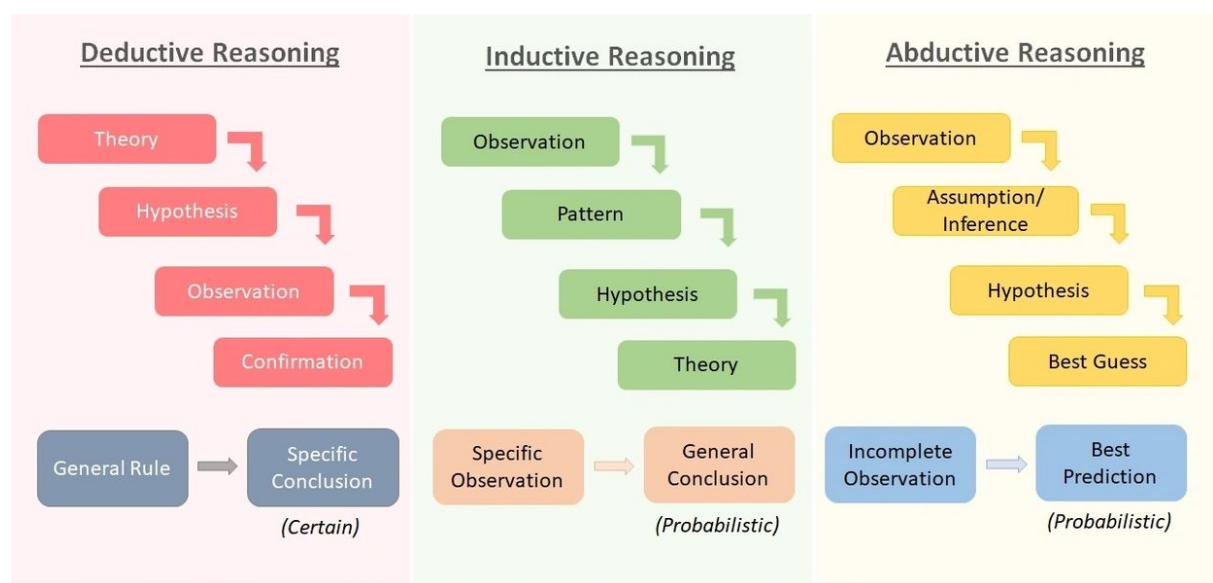
This study is very valuable from an academic and practical standpoint. It advances academic understanding of organizational behaviour and human resource management by presenting empirical data on the benefits of successful onboarding and internship programs. In practical terms, the results can help firms create and administer more successful internship programs, which will eventually boost retention rates, enhance intern performance, and increase overall organizational success. Through the identification of critical elements that lead to fruitful

internships, this study seeks to improve intern experiences and provide real value to host organizations.

RESEARCH APPROACH SELECTION

The chosen research approach for this research is the implications of **abductive reasoning**. With this reasoning method, it helps to form such hypotheses based on the collected data (Oliver-Hoyo & Sloan, 2014) towards the guidance of investigating what are the challenges faced by interns. By generating hypotheses through this approach, it offers a deeper understanding of the stated complex issues.

Figure 1.0 Types of reasoning



Note. The above refers the types of reasoning methods

Moving on, the chosen method is the **mixed-methods** approach that includes the combination of **qualitative and quantitative** research. Qualitative data refers to the collection of non-numerical data that serves a valuable purpose to gain in-depth understanding towards emotions, social situations and human experiences. Quantitative data deals with measurable evidence that bring numerical value to obtain quicker and precise results. With accordance to the research question, a survey form was distributed that contains the mixed-methods (qualitative and quantitative) the qualitative data collected is in a form of open-ended survey answers as for the quantitative data is collected through a set of close-ended questions that can be measured. Researchers can combine the advantages of qualitative and quantitative approaches to ensure that findings are both highly contextualized and statistically accurate (Allen et al., 2015).

The chosen data collection method shows a mixture of both **primary and secondary methods**. The combination of both data collection methods offers a comprehensive approach where it allows a detailed firsthand data collection exploration of the experiences of the targeted audience and involving literature reviews that identifies the gaps in existing knowledge.

As for the **sampling method**, the suitable method is **purposive sampling** where it allows the specific selection of participants that have particular characteristics that is relevant towards the research question. Given that the selection of participants who possess the greatest depth of knowledge on the research issue, purposeful sampling is especially useful in qualitative research, yielding extensive and comprehensive data (Palinkas et al., 2013).

Along with the **sample size** of 30 respondents. Hence, by collecting data by individuals who are knowledgeable about the internship experience, purposive sampling guarantees the collection brings details and insightful information capturing a diverse range of perspectives of the challenges faced by interns. As an experienced HR intern myself, this allows me to connect with participants on a deeper level where it creates a sense of personal investment and driving motivation to uncover meaningful solutions and recommendations in the future of HR as I develop my career.

Task 2 – Research Techniques

The **appropriate research technique** selected is the distribution of survey forms. It was created in a structured questionnaire with the combination of both close and open-ended questions targeting current and former interns. The survey was distributed through the online platform of Google Forms. Hence, this research technique brings value and an advantage towards the collection of quantitative and qualitative data (**literature review**). Based on my chosen research approach which are **mixed methods (qualitative and quantitative)** this gives the ability of the research to conduct primary and secondary research.

PRIMARY RESEARCH



How does effective internship programme impact interns?

Goodday respondents!

I am Maria Isabelle Rockerfeller, a second year Bachelor of Business Administration (Honours) in Human Resource Management undergraduate student from the International University of Malaya-Wales (IUMW) would like to conduct a survey on "How does effective internship programmes impact interns?" under the supervision of Dr. Emma Roberts.

To be eligible for participation in this study, the following criteria must be met:

- Between the age of 18-25
- Undergraduate Students
- Completed internship

Objective: Gathering firsthand data with the goal of generating new information and knowledge about the challenges faced by current and former interns they faced during their internship.

Method: Survey

Design: A structured questionnaire with both open-ended and close-ended questions for qualitative and quantitative data. Using online survey platforms such as Google Forms.

Sample Questions:

a) SECTION B: DEMOGRAPHIC INFORMATION

SECTION B: Respondent Profile

Please tick (✓) the answer that is most relevant to you.

A1. Gender *
☐ Female
☐ Male

A2. Was your internship primarily remote, on-site, or hybrid? *
☐ Remote
☐ On-site
☐ Hybrid

A5. Type of company *
☐ Local
☐ MNC

A3. How long was your internship? *
☐ Less than 1 month
☐ 1-3 months

b) SECTION C: Internship Experience

SECTION C: Internship Experience

A1. Role Clarity: On a scale of 1-5, how clear were your roles and responsibilities communicated to you? *

12345

Not clear at all☐ ☐ ☐ ☐ ☐ Very clear

A2. Training and Support: Did you receive adequate training and support to perform your tasks? *

☐ Yes
☐ No

A3. Mentorship: Were you assigned a mentor or supervisor to guide you during your internship? *

☐ Yes
☐ No

A4. Workload: How would you describe your workload during the internship? *

☐ Too light
☐ Just right
☐ Too heavy

c) SECTION C: CHALLENGES FACED

SECTION D. Challenges Faced

A1. Hiring: Resource Availability *

Were there any specific resources that you found particularly lacking during your internship? Explain.

Your answer

A2. Training *

What were the most significant challenges you encountered during your training? Explain.

Your answer

A3. Support and Mentorship *

Did you have a mentor or supervisor who provided guidance and support during your internship? How did they impact your experience? Explain.

Your answer

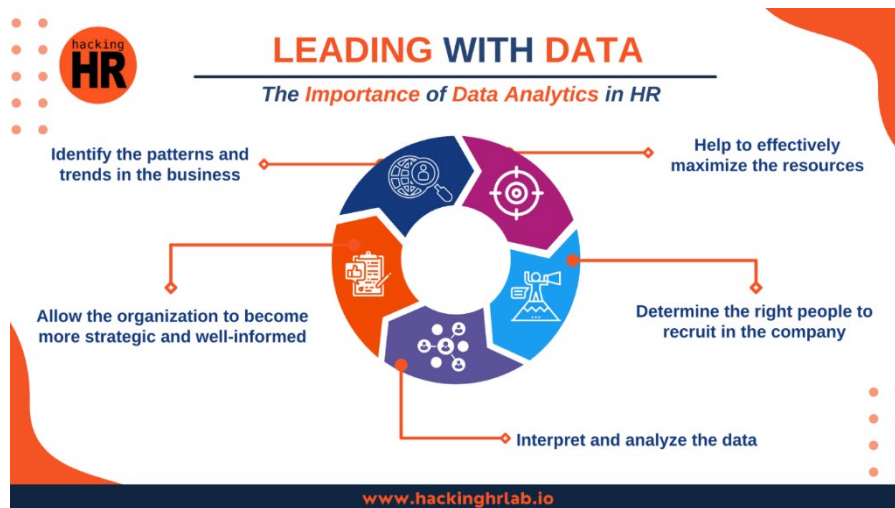
A4. Cost *

How do you think the investment in salaries, training, and certifications during the onboarding process impacts the value and effectiveness of your internship experience? Explain.

Your answer

Distribution: To reach out a varied set of interns, the survey was distributed via **word of mouth** where it ensures that survey has reached the relevant audience where individuals are likely to share with others that have the same experiences and also **university networks** where the survey is distributed among students that have recently completed internships.

Figure 2.0 *Data Analytics in HR*



Without the collection of data, organizations are not able to come out with strategic decisions. Hence, with relevance in primary data collection method, collecting firsthand data brings value towards the organization and a smoother process that eliminate such risks (Rubio, 2024)

SECONDARY RESEARCH

Objective: Examine reports and material already in existence to determine typical issues encountered by interns, then contrast these conclusions with data from primary research.

Method: Literature Review

Sources:

Academic Journals	In search for peer-reviewed publications about difficulties and experiences with internships in resources such as Google Scholar
Online Articles	Analyse articles from reliable publications such as the Harvard Business Review, Forbes, and blogs.

Task 3 – Presentation on Ideas

Based on the 3-minute elevator pitch video ([PITCHING MARIA ISABELLE ROCKERFELLER.MOV](#)) on **how effective internship programmes impact interns?** some of the few feedbacks received were how capturing the variety of ways that internships benefit students, and the powerful testimonies that emphasize knowledge application in the real world, professional network growth, and skill development were particularly noteworthy. To provide viewers a thorough picture of the internship experience, the pitching should do a better job of examining the difficulties faced by interns, such as balancing their workloads, receiving high-quality mentorship, and the influence internships have on their long-term careers.

Additionally, the pitch presented was clear and focused with good flow making it easier to understand and follow. Topics discussed in the pitch were relevant and fitting for a brief explanation of the research question. The information discussed in the pitch was detailed making the presentation engaging and interesting. Other than that the presenter took a unique approach towards the presentation developing the pitch further than a normal presentation in an engaging way of questioning the audience back.

To sum up, this research brings value towards organizations and students as the investment of young talent helps to secure the competitive advantage of organizations which improves retention rates and strengthen employer branding.

HOW EFFECTIVE INTERNSHIP PROGRAMMES IMPACT INTERNS?

Maria Isabelle Rockerfeller 2244735

University-Malaya Wales | University Trinity Saint David | Bachelor in Human Resource Management

Introduction

This study looks at how well-designed internship programs can help with these issues by creating a welcoming atmosphere that boosts learning, increases preparedness for the workforce, and benefits both the companies and interns. The goal of the study is to pinpoint crucial tactics that help interns get beyond challenges and have a worthwhile and fulfilling internship experience.

Methods

Using a mixed-methods approach, this study integrated quantitative and qualitative research approaches to investigate the effectiveness of internships in helping interns overcome challenges.

QUANTITATIVE

- Use close-ended questions
- Conducted surveys across broad sample of interns
- Collected numerical data on satisfaction levels, career impact and challenges.

QUALITATIVE

- Used open-ended questions
- Gathered detailed personal experiences and insights into effective strategies for overcoming challenges



Data Analysis

This section examines a detailed analysis of the factors impacting the effectiveness of internship programs. We identify key areas where:

- A. Improvements can enhance the overall internship experience
- B. Gathering feedback on the quality and value
- C. Measure how interns felt integrated into the program

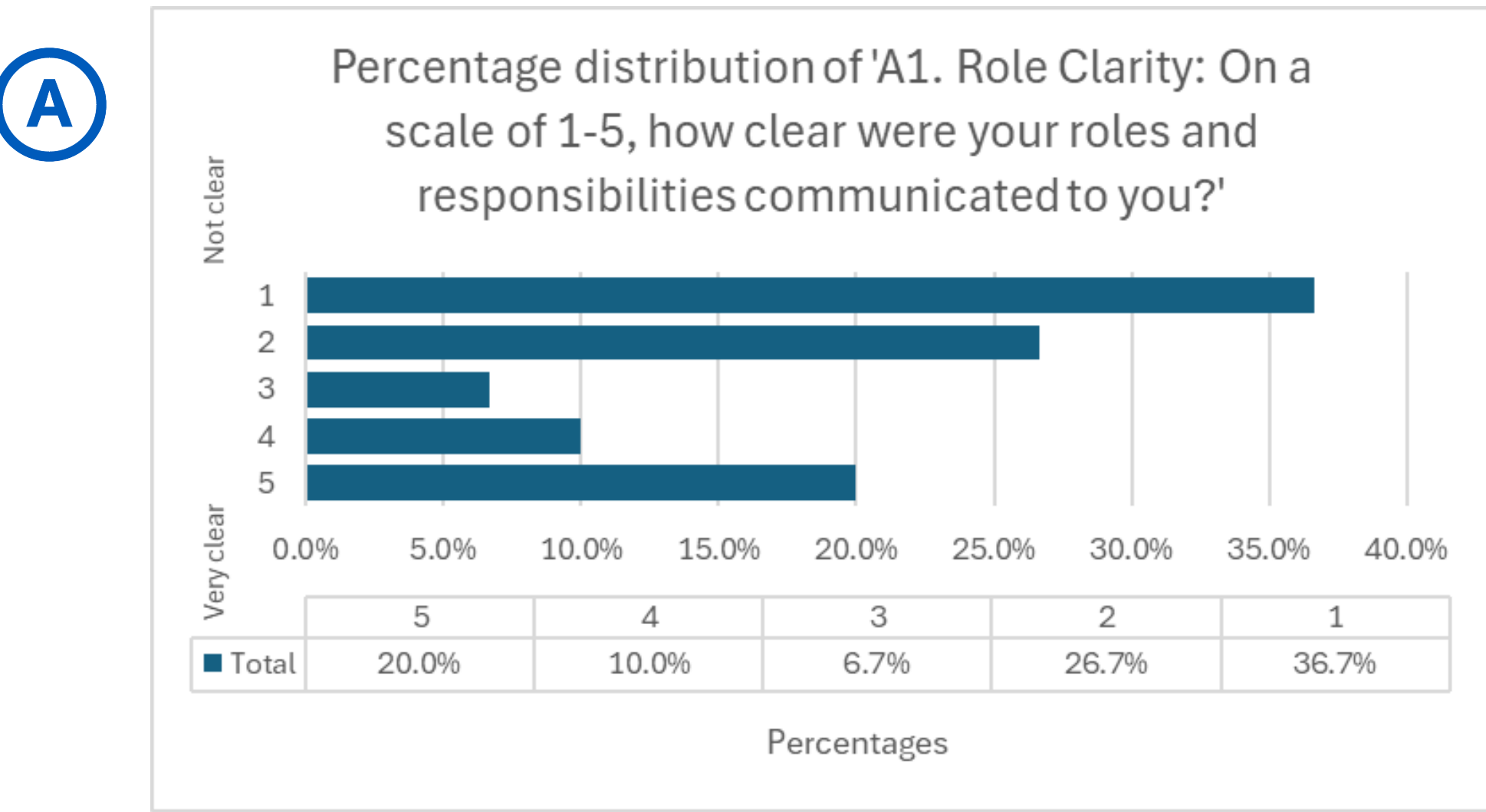


Figure A: 36.7% were not communicated clearly with their roles

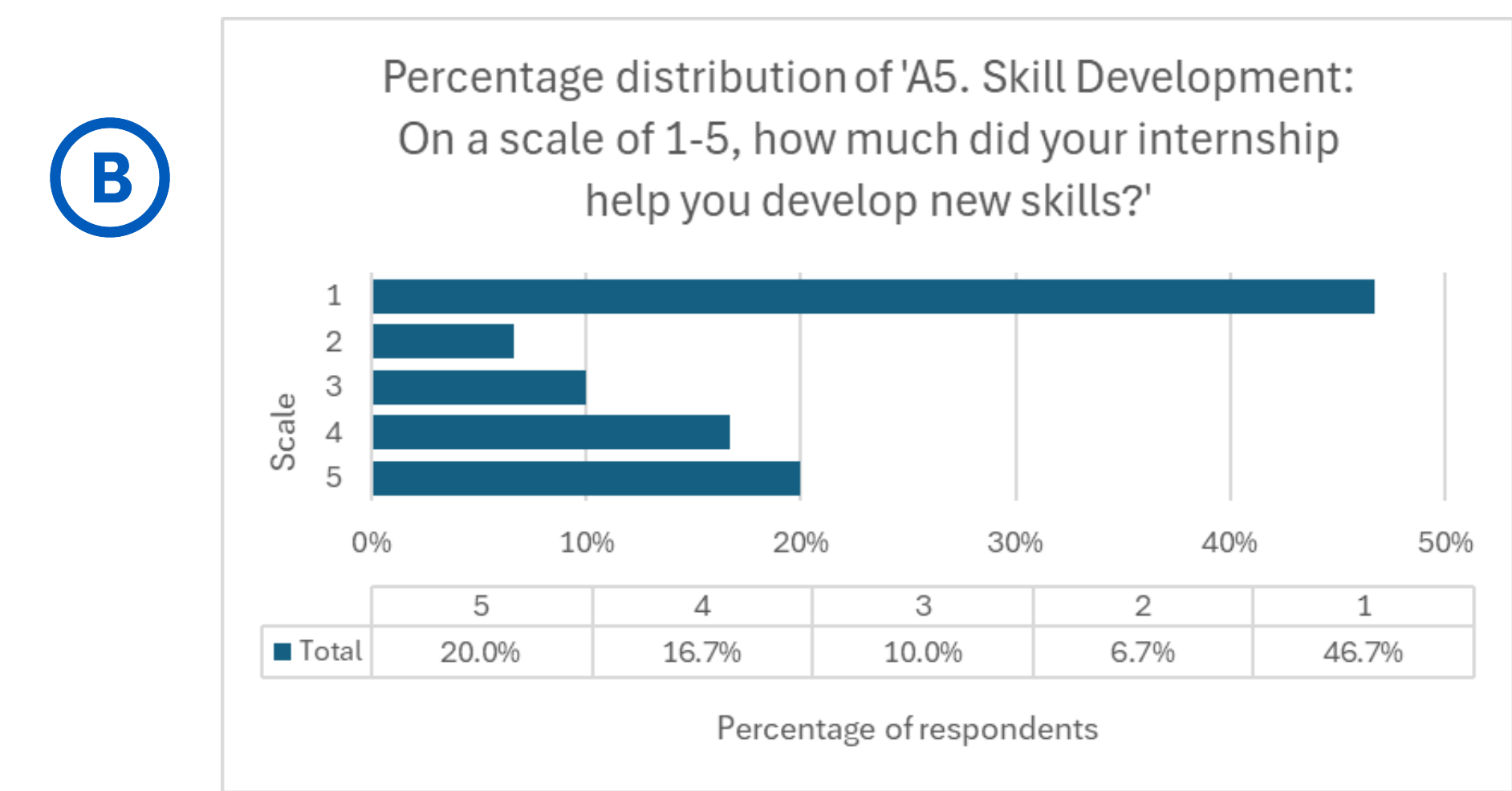
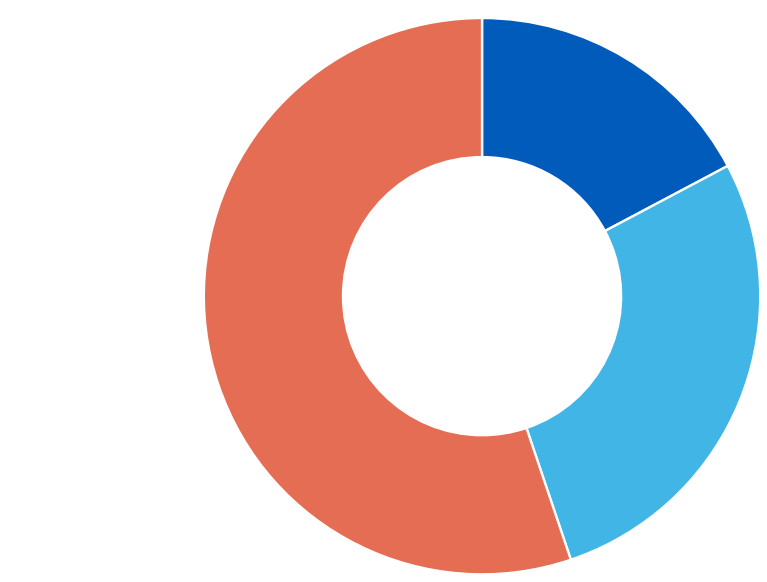


Figure B: 46.7% did not develop new skills during internship

CHALLENGES			
THEME	CODES	DESCRIPTION	FREQUENCY
Support and mentorship	Lack of guidance	Some received lack of guidance and some receive positive mentorship	8 out of 8 responses

Table: Support and mentorship are the key areas that interns find it challenging

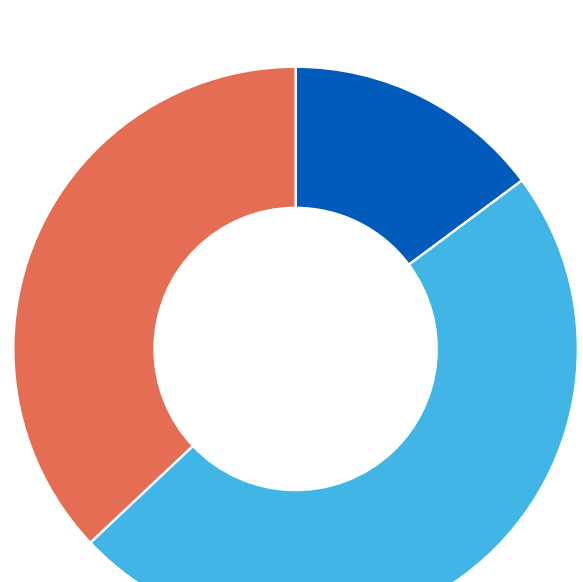
C Chart C – Rewards and Recognition



- Monetary rewards
- Public recognition and certification
- Career development

Chart: The chart represents the types of rewards interns find motivating

D Chart D – Training and Support

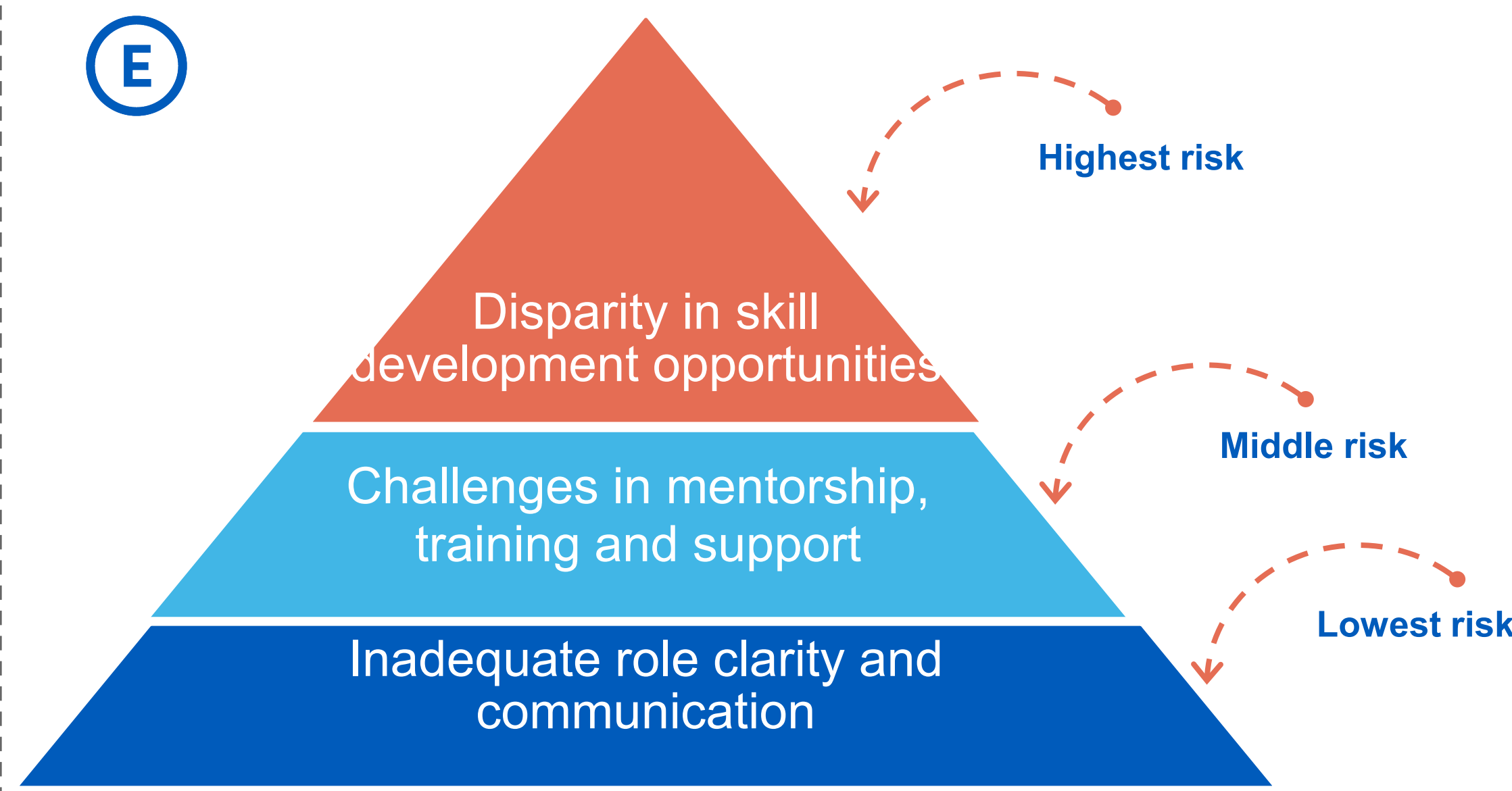


- Access to resources and tools
- Relevant training
- Effective onboarding

Chart: The chart represents the essential types of training and support needed

Results

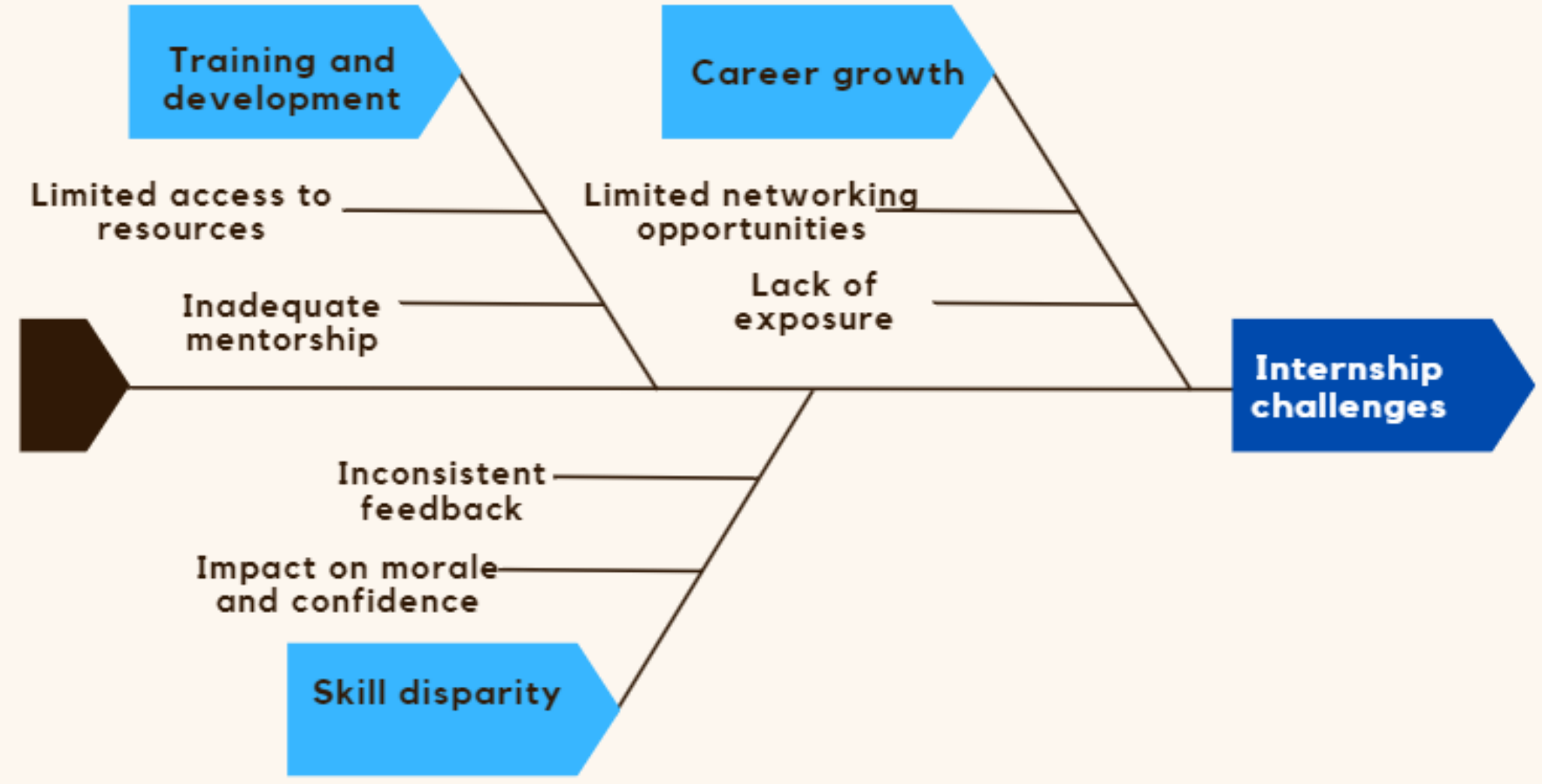
Intern feedback reveals issues with job expectations, onboarding, skill development, mentoring, and rewards. Clear roles and varied opportunities lead to dissatisfaction. Inadequate assistance and lack of rewards increase dissatisfaction. Addressing these issues can improve internship experiences and prepare interns for future careers.



PYRAMID OF FINDINGS

This pyramid shows that improving disparity in skills development opportunities is the next most crucial step, after mentorship, training and support difficulties. In contrast, inadequate role clarity is significant but less critical.

FISHBONE DIAGRAM



Improved decision-making results from the fishbone diagram's ability to clearly and thoroughly explain the issue. It can use it to rank the most important or manageable root causes of problems in order of priority.

Conclusion

The survey reveals the critical need for adequate resources mentorship and support in internships. Interns struggled with overwork due to insufficient guidance faced challenges with training materials strict mentors skill gaps and networking difficulties. Inadequate direction hindered development while effective recognition training and salary investments boosted motivation.

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Task 4 – Data Analysis

In this study, the data collected was analysed as a descriptive statistical analysis that includes questions such as the demographic information, internship experience to the challenges faced. With the collection of 30 respondents of the mixture of both qualitative and quantitative data, this helped the research a clear analysis of the findings.

The data was analysed using descriptive statistics, with an emphasis on measures like satisfaction levels and issues mentioned.

a) Demographic Information

The demographic data collected offers insightful information on the effects of successful internship programs. Several important conclusions are drawn from the internship data analysis. The **mode of internship** shows that (63%) of respondents strongly prefer on-site work, with hybrid (27%), and remote (10%) employment being less common. This shows that on-site internships provide the opportunity to develop their skills and build networks (Hora & Thompson, 2017). The **company type** indicates a limited exposure to global work exposure, reflecting the majority of local companies at (80%). MNC internships offer more chances for career advancement because big businesses frequently give better organized training programs, cutting-edge technology, and resources. The **duration of internships** varies; most are short-term at (57%), which may have an effect on the breadth of experience that could diminish their employability.

b) Experiences

There are 6 close-ended question in the context of the experiences of interns. Out of 6 factors influencing the internship experience, the key highlights that the interns experienced were:

- Inadequate Role Clarity and Communication

Out of various experiences questioned towards the participants in the areas of role clarity, training and support, mentorship, workload, pressure of completion, skill development and salary, it was founded that **role clarity** was the most significant finding that interns experienced. On a scale of 1 to 5, almost half of the respondents at (47%) stated their roles and duties were not clearly defined (1 or 2). This suggests that there are widespread difficulties in successfully expressing job expectations. It is alarming that there is a general lack of clarity for roles because it compromises the internship experience as a whole and points to a fundamental gap in the onboarding and management procedures.

Although some interns indicated that role communication was adequate, the significant percentage of interns who had difficulty understanding their roles highlights the urgent need for improved communication techniques. Enhancing role clarity is crucial for creating a more productive and interesting internship environment in addition to making sure interns are aware of their tasks while also reducing stress that can increase the likelihood of post-internship job offers (Rutman & Catharines, 2022). By addressing this problem, internship programs may become more productive and increase overall satisfaction by resulting in more consistent experiences throughout internships.

- Disparity in Skill Development Opportunities

A wide range of experiences can be seen in the skill development statistics; 33% of interns gave their skill development an outstanding scale of 5, while 30% gave it a very low scale of 1. This discrepancy shows that some interns greatly benefit from their internships, others just had a few opportunities to pick up new skills. The finding emphasizes the necessity of creating uniformity in skill enhancement prospects among internships to guarantee that every participant can acquire significant and applicable experience that increases their chances to secure full time employment (Jackson & Wilton, 2016).

c) Challenges Faced

Under this section, the data collected are in a form of 7 open-ended question. As mentioned in the survey, the various factors that influences internship programmes are hiring, training, mentorship, cost, recognition and rewards, personal development plans, culture and technology. Out of all factors, below are some of the significant factors that influences the challenges faced by interns.

- Mentorship, Training and Support

Significantly better experiences, improved abilities, and increased motivation were reported by interns who got appropriate direction and assistance from their mentors. On the other hand, a lack of this kind of assistance resulted in emotions of demotivation, and a lost chance for career advancement. This emphasizes how crucial it is for companies to fund the right kind of training and support networks in addition to structured mentorship programs, in order to make sure interns get the most out of their experiences. A large number of interns expressed the need for more extensive training materials, especially for industry-specific equipment, software, and overall business functions. A prevalent issue was the lack of proper paperwork and training, which left some interns feeling abandoned or unprepared for their jobs. The need of receiving quality instruction and direction from mentors or supervisors was emphasized as being essential to the interns' success. An approach towards quality improvement is applying the Six Sigma methodology. It is a practical use of quality management concepts that improve analytical and problem-solving abilities to real-world situations (Singh & Sharma, 2020).

- Importance of Recognition and Rewards

Interns placed a high priority on rewards and recognition since they observed that these factors had a big impact on their engagement and motivation. Encouraging excellent performance and preserving morale were perceived to require regular recognition, competitive allowances, and well-defined career pathways. On the other side, the lack of these elements resulted in feelings of frustration and demotivation. Apart from monetary rewards, other examples of recognition and rewards that motivate interns are certification or public recognition where they may feel more confident and know that their efforts are appreciated as a result of this validation (Aruna, 2018). As mentioned, this can help towards career development that interns seek.

Conclusion

The survey's main conclusions emphasize how crucial it is to have enough resources, mentorship, and support when interning. The interns express their difficulties with staffing since they were overworked due to insufficient team guidance. Particularly challenging was the absence of training materials. Problems with training included having busy or strict mentors, having skill gaps, and having trouble networking with more experienced professionals. While some interns had helpful mentors, others had inadequate direction, which hindered their ability to learn and develop. Many interns felt that their abilities and commitment were improved by the investment in salary, training, and certificates, which was important for keeping them motivated. Motivation was increased by effective recognition and rewards, yet some felt underappreciated. Lack of coaching on stress management and communication hampered personal development.

2297 words of content

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