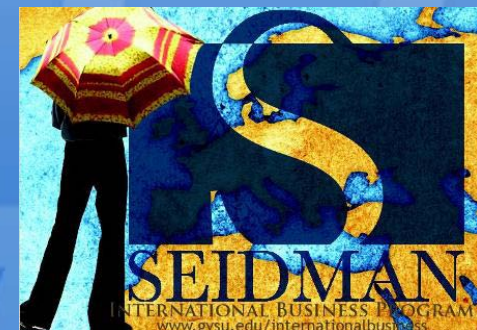




Seidman College of Business  
International  
Internship Program:  
*A Value Proposition*

*International Business Programs*  
[www.gvsu.edu/internationalbusiness](http://www.gvsu.edu/internationalbusiness)



# Seidman International Internship Program

## Goal

To increase the talent pool of West Michigan International Business Professionals by creating an international internship program that is mutually beneficial to the employer and the student.

# International Business

## Benefits of an International Internship

### For the Employer:

- Access to bright and motivated students
- **Value creation**: Students will create and complete project work
- Excellent opportunity to identify cross-functional **Top Talent** for possible future full-time employment
- “Test-drive” and train a potential future employee
- Gain of additional skill sets that interns can contribute, such as language skills, technology, latest business theories, etc.
- An opportunity to give back to the community

### For the Student:

- ◆ Real world work experience
- ◆ Increased international business and cross-cultural skills
- ◆ Opportunity to apply acquired business knowledge
- ◆ Resume builder
- ◆ Networking

# International Business

## The Talent Pool

### International Business Majors

Students majoring in International Business have desirable skills that can create real value for your organization:

- Int'l Business research skills
- In-depth knowledge of a functional discipline, such as accounting, marketing, finance, supply chain management, etc. (second business major requirement)
- Foreign language skills (language minor requirement)
- Cross-cultural competencies through GVSU study abroad programs (study abroad requirement)

*For more information about the International Business major program, please visit: [www.gvsu.edu/internationalbusiness](http://www.gvsu.edu/internationalbusiness)*

# International Business

## International Experienced Hires and Their Value Add

### Employer Research Study

**Key competencies and skills gained from international experiences that employers have recognized as value add:**

More than 50% of Employers surveyed identified the following attributes:

- 1) Interacting with people who hold different interests, values, perspectives
- 2) Understanding cultural differences in the workplace
- 3) Adapting to situations of change
- 4) Gaining new knowledge from experiences

More than 30% of Employers surveyed identified the following attributes:

- 1) Ability to work independently
- 2) Undertaking tasks that are unfamiliar/risky
- 3) Applying information in new or broader contexts
- 4) Identifying new problems/solutions to problems
- 5) Working effectively with coworkers

# International Business Programs

## Proposed Structure

### Step I - GVSU:

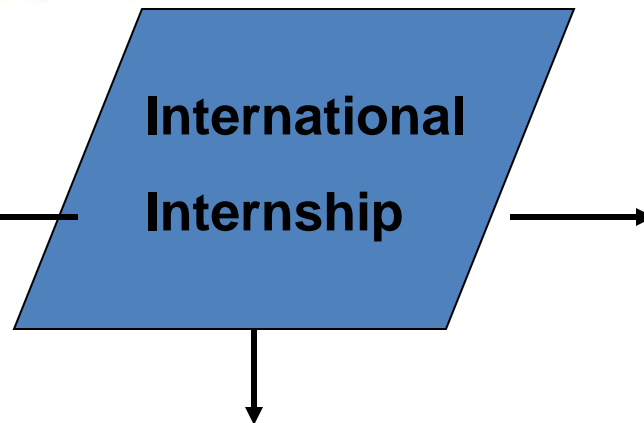
Pre-screening of applicants incl. language and assessment of students' preparedness for int'l internship

Mandatory orientation and cross-cultural training from experienced GVSU staff

GVSU Affiliation agreement covers liability

Approved intern abroad program

Registered for internship credits w/ pre-established learning goals



**International  
Internship**

### Step II - Employer:

Local and international Internship Opportunity

Project-based work assignment

Enrolled in SCB 490 internship course

Academic work is supervised by Seidman Int'l Business Programs Coordinator

### Step III Employer & GVSU:

*Post-Internship  
Involvement*

Presentation of key deliverable

Completion of SCB 490 internship course

Evaluation of student's performance, SCB 490 program and internship

# International Business Internship Model

**Jan. – April (winter semester)**

## Local Internship:

- 3-12 weeks internship at the HQ
- Exposure to the company and its processes
- Assigned to a specific department
- Project based work assignment that can create value for your organization
- Definition of overseas assignment and expected key deliverable

**May – Aug. (summer semester)**

## International Internship:

- 3-12 weeks abroad at one of the subsidiary locations
- Performs project based work assignment which was defined previously
- Completes and presents key deliverable
- Participates in for-credit internship course with academic work assignments



*Depending on the int'l internship location, it may be recommended that the student participates in intensive language training before the start of the international internship.*

# International Business

## Additional Information

1. Liability – Since the student will be registered for SCB 490 internship credits, and it is a pre-approved program through GVSU, liability is covered under GVSU's AIG International Services insurance.
2. GVSU affiliation agreement
3. Student is responsible for travel costs (airfare and local travel costs) as well as room and board. Student is able to obtain financial aid to cover these costs.

# International Business

# Contact Information

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