

Seidman College of Business
Management Internship Learning Objectives
INTERNATIONAL BUSINESS

Student Name:_____ **Major:**_____

Internship Title:_____

Company/Employer:_____

By doing the tasks checked below, my participation in this internship will allow me to explore different work environments and organizational cultures, learn to interact with diverse personalities, and assist me in determining if I am well-suited to career opportunities in this field:

☒ Analyze how this internship fits into my career goals.

External Analysis:

- ☐ Analyzing socio-economic, political and demographic situations.
- ☐ Analyzing the industry factors such as suppliers, buyers, complementors and substitutes.
- ☐ Determining the current and future profitability of the industry.
- ☐ Researching the target customer base and consumers' needs.
- ☐ Scanning, monitoring, and forecasting the industry trends.

Internal Analysis:

- ☐ Understanding the mission and vision statements of the company.
- ☐ Analyzing the resources, capabilities and core competencies of the firm.
- ☐ Applying the value-chain framework to understand the functional competency of the firm.
- ☐ Applying the Value-Price-Cost framework to examine the firm's value added.
- ☐ Examining if the firm has sustainable competitive advantage.

Competitive Positioning:

- ☐ Identifying the business-level strategy of the given company (cost vs. differentiation).
- ☐ Identifying the corporate-level strategy of the given company (levels and means of diversification).
- ☐ Learn how the firm implements the business-level or corporate-level strategy.
- ☐ Examine how the firm reacts to the actions of its rivals.
- ☐ Examine whether the firm is a first-mover, second-mover or a late mover.

Global Strategy:

- ☐ Researching the strategy used for global expansion.
- ☐ Evaluating the differences in customers' needs in different countries.
- ☐ Identifying the best means to meet these different needs.
- ☐ Evaluating the organizational structure used to implement the global strategy.

Other:

- ☐ Researching ways in which the firm creates effective governance (examining board-of-directors, compensation issues, etc.).
- ☐ Researching the organization's structure and evaluating if the structure meets the demands of the strategy.

☐ Evaluating the financial ratios to understand firm performance (examine income statement, balance sheet and cash-flow statements).

☐ Developing alternatives for the firm's strategy.

_____ **Faculty Signature** _____ **Date**

_____ **Faculty Name (Print)**